

ALUMNAE ASSOCIATION OF MOUNT HOLYOKE COLLEGE

ALUMNAE ACHIEVEMENT AWARD 2013

PRESENTED TO



Heide L. Gardner '78

HEIDE L. GARDNER, CLASS OF 1978, we honor you today with the Alumnae Achievement Award. It is presented to alumnae whose accomplishments and service to society exemplify the values and virtues set forth by the College.

For nearly two decades, you have led the advertising industry to increase ethnic diversity and representation of people of color. You began in 1996 as vice president of diversity and strategic programs for the American Advertising Federation, the oldest national advertising trade association. You became the founding executive director of the federation's Mosaic Center on Multiculturalism, which improved workplace diversity and created new opportunities for minority suppliers and in multicultural markets.

You also launched the Most Promising Minority Students Program, which became a major hiring pipeline for agencies, clients, and media companies and helped prepare the industry's future leaders. And you successfully lobbied the Clinton administration to issue an executive order establishing the first multicultural advertising guidelines for federal government departments and agencies.

In 2003, you joined Interpublic Group—one of the world's leading organizations of ad agencies and marketing companies—as director of diversity. The recruiting program you developed there increased IPG's minority hiring in the junior ranks by 40 percent. For that and other successful initiatives, you were named to Interpublic's senior management, the first African American, and one of only three women, in the group at the time.

For your outstanding work in promoting increased diversity in the advertising industry, the Alumnae Association is honored to present you, on your thirty-fifth reunion, with the Achievement Award.

CYNTHIA L. REED '80
PRESIDENT
ALUMNAE ASSOCIATION OF MOUNT HOLYOKE COLLEGE

JANE E. ZACHARY
EXECUTIVE DIRECTOR
ALUMNAE ASSOCIATION OF MOUNT HOLYOKE COLLEGE