

Registration **DEADLINE:** Tuesday, March 27, 2012

\$125 per person, includes: workshop, continental breakfast, luncheon, workshop materials.

Group discount—5 or more registrants receive \$25 off each registration
Student registration— \$35.00 (With valid student ID)

You may register via the web or via fax or mail:

REGISTRATION VIA INTERNET

Go to: www.3Dconsults.com

REGISTRATION VIA FAX, E-MAIL OR MAIL

Yes! I will attend the cultural educational workshop
Images and Perceptions of Arab Americans on Thursday, March 29, 2012
for: \$125 Group Student

REGISTRANT'S INFORMATION

Name (Mr., Ms., Mrs., Dr.): _____

Additional Names: _____

Organization Name: _____

Address: _____

City: _____ ST: _____ Zip: _____

Phone: _____

E-Mail: _____

METHOD OF PAYMENT

Total amount enclosed: \$ _____

Check enclosed. Please make check payable to:
Images and Perceptions Diversity Conference

Charge my: MasterCard Visa AMEX Diners Club

Card Number _____

Expiration Date _____ Security Code _____

Name as it appears on front of card _____

Billing Address _____

Signature _____

FOR FURTHER INFORMATION:

Telephone: 313-910-1955 or 313-289-5310

Fax: 313-768-5745

E-mail: ImagesandPerceptions@3Dconsults.com

Mail: Images and Perceptions Diversity Conference
26300 Ford Road, 122
Dearborn Heights, Michigan 48127

9th Annual Images and Perceptions of Arab Americans "Challenges and Commonalities"

Sponsored by



"A Multi-Dimensional Approach to Marketing, Public Relations, & Community Outreach"

With an innovative approach to Marketing, Public Relations, and Community Outreach, 3D Consulting and Communications provides experienced consulting and communications counsel to government, corporations, organizations and educational institutions.

3D specializes in customized diversity training and cultural competency programs, strategies, events and initiatives, to successfully increase awareness and improve productivity.

Utilizing our diverse reputable experience, 3D provides customized client attention, tailored to fit each unique need, to strategically develop and advance products, services, brands, or visions.

Our Services

Cultural Competency Curriculums/Diversity Training
Public and Community Outreach /PR
Ethnic Marketing
Government and Public Policy
Media Relations/Publicity
Brand Development
Speeches/Presentations
Special Events & Events Planning

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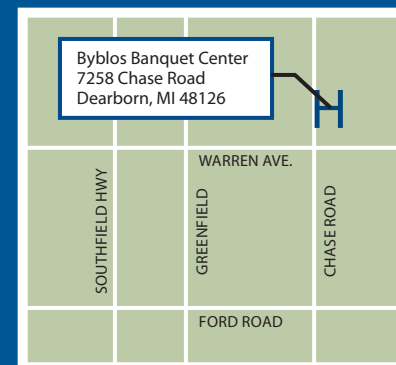
www.3Dconsults.com

3D Consulting & Communications
26300 Ford Road, 122
Dearborn Heights, Michigan 48127

Images and Perceptions of Arab Americans "Challenges and Commonalities"

A CULTURAL EDUCATION
WORKSHOP

Thursday, March 29, 2012



Images and Perceptions of Arab Americans "Challenges and Commonalities"



IN PARTNERSHIP WITH:



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A CULTURAL EDUCATION WORKSHOP

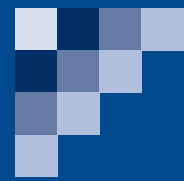
Thursday,
March 29, 2012

Main Workshop
8:30 a.m. – 2:30 p.m.

Optional Session
2:30 p.m. to 3:30 p.m.

Byblos Banquet Center
7258 Chase Road
Dearborn, MI 48126
(North of Warren Ave.)

REGISTRATION and PROGRAM DESCRIPTION



Images and Perceptions of Arab Americans

Challenges and Commonalities

A CULTURAL EDUCATION WORKSHOP

The focus of this unique educational conference, for the last eight years, has concentrated on the Arab American image in the media, in government, in schools, and all aspects of integration into the fabric of our Nation. For this year's 9th annual Images and Perceptions Diversity Conference, we are pleased to announce our partnership with the African American community and the Hispanic American community, as we collectively present and explore our "Challenges and Commonalities."

Internationally acclaimed Producer and Director, Mr. Asaad Kelada will address the images Hollywood and the media have presented, and the influence on the perceptions of the Arab, African and Hispanic communities. Kelada will present a rare view directly into the casting lens, along with an inside track of Hollywood's portrayal of our communities.

The conference will examine the remarkable culture and rich diversity of the Arab American community, as well as the images of Arab Americans in media, entertainment, government, and corporate America.

Our conference this year will also serve as a forum to create bridges of knowledge and greater understanding of the rich heritage of Arab Americans, African Americans and Hispanic Americans; and will examine the challenges and triumphs that ultimately bring us together as communities and as Americans. Acceptance of cultural diversity is a vital key to prosperity and social harmony in our city, our state and our country.

The workshop presenters include:

Asaad Kelada: Internationally acclaimed Hollywood Producer and Director and member of the teaching faculty at the American Academy of Dramatic Arts West and the California Institute of the Arts.

Reverend Dr. Wendell Anthony: National and local award winner and President of the NAACP Detroit Branch, Reverend Anthony has been one of the most influential voices in dispelling stereotypes and building bridges of justice, common ground, and equality.

Guadalupe Lara: Owner of G.G. Lara Consulting and motivational/diversity speaker, Lara provides consultation on diversity, inclusion, and conflict resolution from a strengths perspective.

Rola Nashef: Detroit based Owner of Gas Afterhours Productions, Nashef has been filming, directing and producing films in Detroit since 2005. She is the Writer, Producer and Director of the upcoming, summer of 2012, debut of "Detroit Unleaded."

Mike Batayeh: Comedian and Actor, Batayeh is a star of Film and TV.



Images and Perceptions of Arab Americans Workshop

The Day's Agenda

- 8:30 a.m. **Registration and Continental Breakfast**
- 9:15 a.m. **Open and Welcome**
Siham Awada Jaafar
Co-Founder/Producer,
Images and Perceptions of Arab Americans Workshop
Principal Partner, 3D Consulting & Communications
- 9:30 a.m. **SESSION I: The Arab American experience as defined by the summer of 2012 film debut of "Detroit Unleaded"**
Rola Nashef
Producer/Writer/Director
- 10:15 a.m. **SESSION II: The Hispanic experience as it relates to the African American and Arab American identity**
Guadalupe Lara
LMSW and Diversity/Motivational Speaker
- 11:15 a.m. **SESSION III: Discrimination, Stereotyping, and Collaboration among communities**
Reverend Dr. Wendell Anthony
President, Detroit Branch NAACP
- 12:15 p.m. **Questions & Answers**
- 12:15 p.m. **Luncheon**
Open and Introduction
Nadia Fadel-Bazzi, J.D.
Comedy in Confronting Stereotypes
Mike Batayeh
Comedian
- 2:30 p.m. **Welcome and Introduction of Keynote Speaker**
Siham Awada Jaafar
Asaad Kelada
Hollywood Producer and Director
(*WKRP in Cincinnati, One Day at a Time, Who's the Boss, Facts of Life, Family Ties, Sister Sister, Everybody Loves Raymond, The Office, Dharma & Greg, Two and a Half Men*)
- 2:30 p.m. **Culture Survival Session (Optional Session)**



Asaad Kelada



Reverend Dr. Wendell Anthony



Guadalupe Lara



Rola Nashef



Mike Batayeh



Siham Awada Jaafar



Nadia Fadel-Bazzi

One of television's most prolific directors and producers, Asaad Kelada has directed over 600 episodes for all the major networks, and was series director for the hit series *Two and a Half Men*, *The Facts of Life*, *Who's the Boss?*, *WKRP in Cincinnati*, *Dharma and Greg*, *Everybody Loves Raymond*, *The Office*, *The Last Resort*, *Frannie's Turn*, *Married People*, *George*, *In the House*, and *Sister Sister*, among many others. He also directed the pilots for several new network series, including those for *Family Ties*, *The Last Resort*, *Report to Murphy*, *Bureau*, *Married People*, *George* as well as *Two and a Half Men*. Born in Cairo, Egypt, Kelada came to the United States in 1961 to pursue graduate studies at Yale University School of Drama. For years, he was a member of the Drama Faculty at Antioch College in Yellow Springs, Ohio, where he directed the Antioch Shakespeare Festival and the Antioch Area Theatre, and was Artistic Director of the Trotwood Circle Theater, Trotwood, Ohio. Kelada headed the Directing Department of the U.S. International University at San Diego and is a member of the teaching faculty at the American Academy of Dramatic Arts West, and the California Institute of the Arts.

Reverend Wendell Anthony, President of the Detroit Branch NAACP, graduated from Wayne State University with a B.A. in Political Science, Marygrove College with an M.A. in Pastoral Ministry, attended the University of Detroit for advanced study in Black Theology, and received an Honorary Doctor of Art. He has been a Pastor of Fellowship Chapel since 1986, a member of several boards and councils, and has received numerous local and national awards. In 1990, Reverend Anthony served as a special delegate with the Religious Action Network to South Africa and held a meeting with the African National Congress, South African Council of Churches, Nelson Mandela, and Bishop Desmond Tutu, to discuss political and social conditions. In 1993, Reverend Anthony led a march of over 250,000 people, in the City of Detroit, to commemorate the 30th Anniversary of the march of Dr. Martin Luther King, Jr. to Detroit in June of 1963. He has also served as the chairman of the Citizens Review Panel, which was formulated to study and make recommendations for new policies and procedures on the use of less-than lethal force by the Detroit Police Department.

Guadalupe Lara is a motivational speaker who has dedicated her life advocating for children and families in a variety of leadership positions, most of them spent at the Detroit Medical Center. She is recognized nationally for her work on inclusion and fostering workplace diversity. She has been recognized by 43 organizations and has been named by four different Michigan governors to lead boards and commissions. Some of these recognitions include: Social Worker of the Year by the National Association of Social Works, Michigan Chapter, Global Visiting Scholar by Arizona State University, Martin Luther King Scholar by the University of Michigan and the Spirit of Detroit by the Detroit City Council. She has been invited to present her work all over the United States, Norway, Australia, Mexico and Canada. Lara is also a valued and dedicated volunteer for LA SED (Latin American for Social and Economic Justice), which has been serving Hispanics and residents of Southwest Detroit since 1969.

"Detroit Unleaded" is a Romantic Dr-amedy that embodies the Arab American experience while simultaneously leaving room for humor, personal identities, and the larger exploration of race, economics, friendship and love. It is the soon-to-be released debut feature of Lebanese American Filmmaker, Rola Nashef. Born in Lebanon and raised in Michigan, she is a Writer, Director and Producer, in the Detroit and Arab American community. Nashef utilizes her experience in the arts, and her awareness and involvement in Detroit's diverse ethnic communities as a catalyst for social change and cultural representation.

Mike Batayeh is an accomplished actor, writer, and comedian. He is a native of Detroit and now resides in Los Angeles. Batayeh has guest starred and recurred on several shows including "Sleeper Cell," "Jag," "Everybody Loves Raymond," "Breaking Bad," and on the upcoming Kiefer Sutherland show on FOX, "Touch." He has appeared in several movies, including such notable appearances in "American East," "American Dreams," "Don't Mess with the Zohan," and the upcoming 2012 summer release "Detroit Unleaded." As a comedian, he was part of the first wave of western comics to perform for local audiences in such regions as Lebanon, Egypt, Jordan, Dubai, and Nazareth.

Producer and Co-Founder of "Images and Perceptions of Arab Americans Diversity Conference", Siham Awada Jaafar is Principal Partner at 3D Consulting and Communications. 3D utilizes an innovative approach to Marketing, Public relations, and Community Outreach providing counsel to government, corporations, organizations and educational institutions with customized diversity training and cultural competency programs, strategies and initiatives. Siham is producer and host of Community Connection and Off the Cuff TV programs on cable network station WDHT which addresses community issues locally, and nationally. She is a certified mediator in conflict resolution and sits on the executive board of the Wayne Mediation Center and is currently the chairwoman of the ACCESS Coalition against Domestic Violence. She also serves as a Planning Commissioner for the City of Dearborn Heights. With her extensive expertise in community/government and media relations, Jaafar has created and produced various platforms addressing policy, diversity training and bridge building through constructive dialogue and communication.

Nadia Fadel-Bazzi, J.D. is Co-Producer of "Images and Perceptions of Arab Americans Diversity Conference," and Principal Partner at 3D Consulting & Communications, specializing in consulting government, corporations, organizations, educational institutions, and health care providers on marketing, diversity training and community outreach strategies, to enhance awareness and improve productivity. Fadel has utilized her combined Legal and Communications/Public Relations background, to effectively build positive rapport between government and communities through her involvement in MIAAHC, ALPACT, BRIDGES, and the State of Michigan, Arab & Chaldean American Advisory Council, among other initiatives. She holds certifications in Intercultural Mediation and Dispute Resolution. Fadel has coordinated a multitude of community events and programs, and both created and presented customized Diversity Trainings for various groups of diverse vocations. Fadel has worked extensively with on-the-ground policy issues that impact our communities; and has brought both concerns and recommended solutions to the forefront of media, corporate, and government/community roundtables and forums.

EVENT WEBSITE

www.3Dconsults.com

EVENT FAX LINE

313-768-5745

EVENT E-MAIL

imagesandperceptions@3Dconsults.com