



Debbie Smith Rayford Named Executive Director of PRISM's Association of ERGs & Councils

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SANFORD, Florida (September 15, 2015) - Debbie Smith Rayford has been named Executive Director of the Association of ERGs & Councils, a practice group of diversity and inclusion consulting and training firm PRISM International, Inc. effective September 12, 2015.

Smith Rayford recently served as the Chief Communications and Diversity Officer with Wellness Corporate Solutions, Vice President of Global Diversity and Inclusion for Discovery Communications, Executive Director of the Walter Kaitz Foundation and Senior Vice President, Director of Diversity at Allfirst Financial, Inc. She has over 25 years of diversified professional business experience with strong emphasis in diversity management, banking, minority business issues and the federal legislative process, she has a multi-faceted approach to solving any business issue. She assumes the position previously held by Philip Berry who left earlier this year to become the Chief Human Resources Officer at The Clinton Foundation.



"We are fortunate to have a professional with Debbie's expertise, experience, commitment and passion. There is no one more qualified to take the Association to a higher level," said Linda Stokes, President & CEO of PRISM and parent company of the Association.

She has been the recipient of many awards including the Pioneer Award from the Organization For A New Equality for her outstanding work in expanding economic opportunities for minorities and women; "A Heritage of Greatness Award" from the Howard University Undergraduate Student Assembly for her contributions and achievements in the minority business community; the President's Award from the National Association of Urban Bankers in recognition of her dedication, support and remarkable contributions to the advancement of NAUB.

Debbie was named one of *MultiChannel News* "Women to Watch" in the cable industry and one of the industry's most influential Defenders of Diversity. *Black Enterprise* named her as a "Top Executive in Diversity" in 2011 and Women In Cable Telecommunications awarded her the WICT "Inspiration" Touchstones Award.

Most recently she was nominated to serve on the SHE DC Task Force, an initiative to empower women in the Washington Metropolitan area. She is also a member of the Washington Performing Arts Society Women's Committee.

A native Washingtonian, Smith Rayford holds a Bachelor of Arts in Elementary and Special Education from the Catholic University of America and a Masters in Business Administration from Howard University.

About the Association of ERGs & Councils

The Association of ERGs & Councils is a practice group of PRISM and the premier resource for diversity and inclusion professionals dedicated to increasing the impact, effectiveness and recognition of ERGs and Diversity Councils as an essential partner in their organization's diversity and inclusion process. Learn more by visiting the <http://www.ergcouncil.com/>.

About PRISM International, Inc

PRISM is a WBENC-certified, full-service provider of innovative and proven consulting, training and products for leveraging diversity and inclusion, increasing cross-cultural competencies and creating more effective ERGs and Diversity Councils. Learn more by visiting <http://www.prismdiversity.com/>.