

Leading by Example: Lessons in Race and Racism

June 11, 2020 | by Roger Dow, President and CEO, U.S. Travel Association (<https://www.ustravel.org/profile/roger-dow>)



U.S. Travel's National Chair Elliott L. Ferguson, II, president & CEO, Destination DC moderates an important conversation about race and diversity within the travel industry and how we can work toward a more inclusive environment. This candid discussion provides personal perspectives on current events, looking specifically at how leaders of all backgrounds can make meaningful changes in the workplace to promote racial equality at all levels and set an example for future leaders within the travel industry.

For additional learning and context, see videos below:

- [America in Pain: What Comes Next?](#)
- [Justice for All](#)
- [Systematic Racism Explained](#)
- [Uncomfortable Conversations with a Black Man](#)
- [Uncomfortable Conversations with a Black Man—Episode 2](#)

Register for [Lessons in Race and Racism: A Continued Discussion](#) on **Friday, June 26** to join this ongoing conversation.

Guest Speakers

Elliott Ferguson
[Destination DC](#)

Michelle Mason
[Association Forum](#)

[Brandon Meyers](#)
[ADARA](#)

[Lashie Wooden Jr.](#)

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In This Webinar


[Roger Dow \(/profile/roger-dow\)](/profile/roger-dow)


Roger Dow is president and CEO of U.S. Travel Association, the Washington, D.C.-based organization representing all segments of travel in America... [View Profile > \(/profile/roger-dow\)](/profile/roger-dow)




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Michelle Mason
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Brandon Meyers
Chief Revenue Officer
[ADARA](#) 

Ernie Wooden Jr.
President & CEO
[Los Angeles Tourism & Convention Board](#) 

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