

# PSH Partner Alicia Samolis Featured in The Business Journals on EEOC Scrutiny of DEI Programs and “Reverse Discrimination” Claims

## Description

Partridge Snow & Hahn Partner and [Employment & Labor](#) Chair, [Alicia J. Samolis](#), was recently featured in *The Business Journals* for her insights on the Equal Employment Opportunity Commission’s increasing scrutiny of workplace initiatives that may give rise to so-called “reverse discrimination” claims.

In the article, Alicia explains that anti-discrimination laws have always protected individuals of all races and genders, including white men. What has changed, she notes, is the enforcement climate. While the law itself has not shifted, the risk profile for employers has increased as members of majority groups may be more likely to bring claims and agencies and plaintiffs’ attorneys are focused on pursuing them.

Alicia advises employers reviewing their diversity, equity, and inclusion initiatives consider whether a particular event or structure would appear lawful if the protected group were reversed. As she notes, substituting “white men” for a minority class can help employers more readily identify illegal initiatives.

The article highlights the EEOC’s recent lawsuit against Coca-Cola Beverages as an example. In that matter, the EEOC alleges the company unlawfully excluded male employees from a company-sponsored outing by inviting only female employees to a function at Mohegan Sun and covering both the cost of attendance and paid time without requiring PTO usage.

The article also notes a broader shift in the corporate landscape, citing statistics that more than half of S&P 100 companies adjusted DEI messaging and that use of the acronym “DEI” dropped even more significantly by mid-2025. Alicia emphasizes that employers should work with counsel now to evaluate DEI-related efforts and assess potential exposure to claims from non-historically disadvantaged groups.

The [full article](#) is available through *The Business Journals* (subscription required).

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