

A Special Briefing



Presented by

Pat Martinez
President & CEO

2011

About NHCC

To provide best-in-class solutions and foster professional networks by maximizing the Hispanic market opportunity among Fortune 1,000 corporations and equivalents.



We have supported this mission as a premier resource for corporate America on effectively maximizing the diversity of the Hispanic Market opportunity through marketing, community relations, human resources, and procurement within the foundation of corporate social responsibility.

NHCC's Success

- Since 1985, the National Hispanic Corporate Council has served as the premiere resource for Fortune 1000 corporations to effectively maximize the Hispanic market opportunity.
- We are a network of corporate members who offer expertise in the areas of human resources, marketing, supplier diversity, community relations and corporate social responsibility and their impact on corporate objectives.
- We are corporate America's partner and resource on effectively maximizing the diversity and inclusion of Hispanic talent
- Held over 90 conferences across the nation and enhance our meetings with Think Tanks and CEO Forum that gives a full-spectrum of knowledge from all levels in corporate America.
- In 2010, launched the NHCC Corporate Executive Development Program at SMU to help accelerate the careers of high potential Hispanic managers and executives through an educational experience focused on sustained behavior change that provides knowledge, skills and tools for maximizing strategic relationships
- In 2011, to address today's challenges in the marketplace the NHCC has a multi-layered approach that works for today's corporate partner through our webinar series: "Desktop Learning"



Value Proposition

- Face to face meetings to share best practices, hear leading edge presentations and dialogue current challenges with knowledgeable functional experts.
- Member only access to materials researched and developed by NHCC and its corporate partners.
- Ongoing relationships and ready contact access to multi-cultural specialists in Executive Leadership Development, Marketing, Diversity, Human Resources, Corporate Relations and Supplier Diversity.
- Brand recognition and affiliation with Fortune 1000 corporations connected with the Hispanic Community.



Hispanic Talent Development

“The gap between representation and development presents both a challenge and opportunity to an organization and the emerging Hispanic corporate leader. We have concluded that the challenge and opportunity are one and the same:

The Hispanic Talent Development Pipeline.”

NHCC Board of Directors

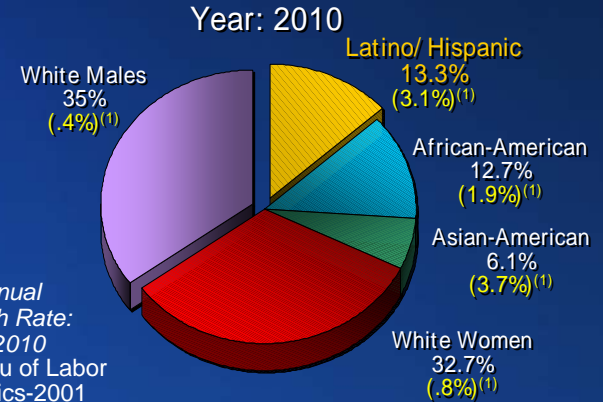
Increased Urgency: The Critical Business Case

The "Majority Minority"

Population Share (%)	2000	2010
African- American	12%	13%
Latino/Hispanic	13%	15%
Asian	4%	5%
Non- Ethnic Female	36%	34%

Source: U.S. Census Bureau, 2000

Largest and Fastest Growing New Workforce



Note: (1) Annual Growth Rate: 2000-2010
Source: Bureau of Labor Statistics-2001

Today Latino/Hispanic Executives Are Substantially Underrepresented

Industry

- Board of Directors 234⁽¹⁾
- CEOs/Chairman 22
- Senior Executives 103⁽²⁾

Source: Hispanic Association for Corporate Responsibility

Government

- Senators 3
- House of Representatives 24

Source: Congressional Hispanic Caucus Institute

Note: (1) 2.3 % of total board seats at Fortune 1,000 Companies
(2) 1% of total 10,023 executive officers in Fortune 1,000 Companies

There Is a Void in Leadership Development Institutions for Latino/Hispanic Executives

	Advocacy	Policy	Education	Health	Economic and Workforce Development	Executive Leadership	Governance
NCLR	✓	✓	✓	✓	✓		
LULAC	✓	✓	✓				
NPRC	✓	✓		✓			
CANC	✓		✓	✓	✓		
ASPIRA	✓		✓		✓		
SER	✓				✓		
HACR	✓						
NHCC						Middle Management	✓
NAA	✓				✓	Start-Up	

www.nhccq.org

Now Is the Time!

“Hispanics have to work a little harder because they don't look like CEOs and they have to learn to act like them.”

“Hispanics seem to lack confidence – The Institute should build self esteem, confidence; teach how to take ownership/take charge; ask for what you want, be assertive.”

“Hispanics don't lack competency – we need to build competitiveness and still remain who we are.”



“Hispanics need to be politically astute in a company; know who to talk to in order to get things done.”

“There is a persistent gap out there for the Hispanic leader And potential executive leadership. They need to learn how to connect theory (education and degrees) with practical, hands-on experience.”

SOURCE: SMU Discovery Interviews g for the NHCC-CEDP – May 2010

The Business Case to Develop a Leadership Program

Recent research demonstrates that Hispanic or Latino leaders reach middle management faster than other groups but struggle to make the transition to executive positions. In fact, despite being the fastest growing talent pool in the U.S., Latinos represent a tiny fraction of “C-level” executives in corporate America. This represents a fundamental problem not only for corporations seeking to serve the fast-growing Latino market, but also for our entire country’s economic prosperity as a critical and valuable talent segment remains untapped for key leadership positions.

The *NHCC-Corporate Executive Development Program* (NHCC-CEDP) seeks to address this issue by accelerating the careers of high potential Hispanic managers and executives through an educational experience focused on sustained behavior change that provides knowledge, skills and tools for maximizing strategic relationships within and outside their corporations.

The program will also develop a comprehensive network of Hispanic executives by supporting ongoing coaching and mentorship of NHCC-CEDP graduates.

This program along with our member meetings help to increase the talent pool of Hispanic professionals which helps our corporate partners succeed in today’s marketplace.



NHCC selected SMU for the Partnership

The NHCC selected SMU because of its national reputation and strategic location.

SMU Cox, ranked in the top 20 by leading business publications, is in the heart of Dallas, Texas, [the fastest growing city in the U.S.](#) and a high growth region for corporate headquarters and center of commerce, with more corporations based in Texas than in any other state in the nation.



This geographic concentration of headquarters located in high density Hispanic cities, will fuel the pipeline with future Hispanic leaders.

The program's academic director, [Professor Miguel Quinones](#), worked closely with the NHCC to develop application oriented curriculum and has assemble a team of instructors that are proven and effective in working with high potential corporate executives.

Core Program Elements



Formal Instruction Phases

Phase 1

- *Leading With Authenticity*
- September 14th to 17th, 2011

Phase 2

- *Leading High Performance Teams*
- January 25th to 28th, 2012

Phase 3

- *Becoming a Corporate Leader*
- May 16th to 19th, 2012

Finding solutions...

How does the NHCC help corporate America find solutions for the challenges in the marketplace?

NHCC provides a multi-layered approach and resources to corporate members about corporate best practices.

Member Meetings



Corporate Executive Develop Program



Think Tanks



CEO Forums



Functional Interest Networking



Community Relations



Resource Library



Webinar Series



Return on Learning...ROL

To further support our mission to provide best in class solutions and foster professional networks by maximizing the Hispanic market opportunity as well as increase the ROL “Return on Learning”, the National Hispanic Corporate Council is launching a series of webinars.

Many companies do not have the luxury of allowing employees to attend learning and development courses which require several consecutive hours away from their jobs. Therefore in efforts to support our mission, the NHCC has established a multi-layered approach to enhance your ROL:

Member Meetings

Think Tank

CEO Forums

NHCC-Corporate Executive Development Program (NHCC-CEDP) at SMU

“Conversations with the C-Suite”

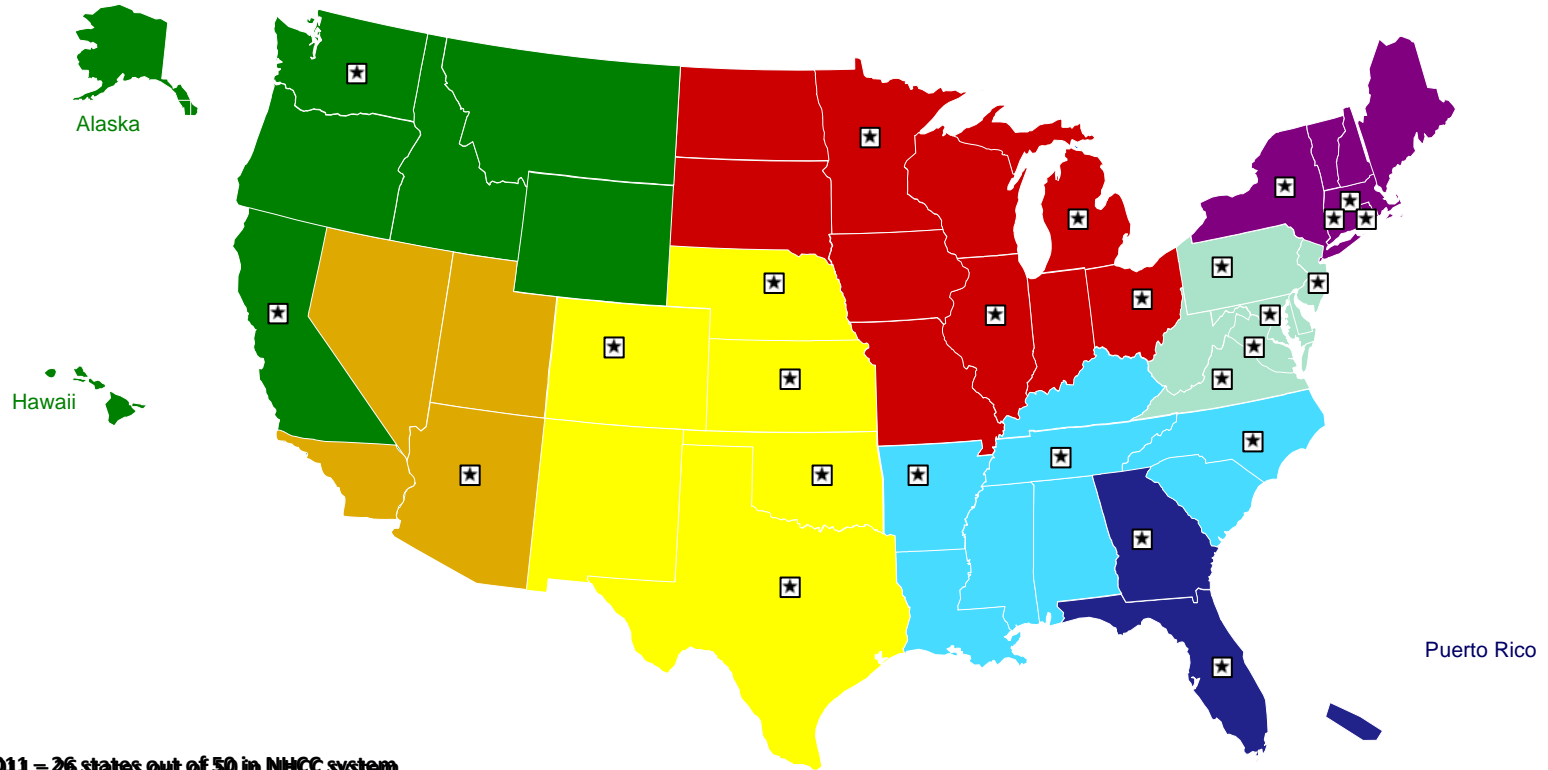
“Leveraging Affinity Groups”

“Lunch-n-Learn” hosted by subject matter experts

And

The NHCC Resource Library for Members

Membership Development



★ As of March 2011 – 26 states out of 50 in NHCC system

<ul style="list-style-type: none"> ★ S. California ★ Arizona Utah Nevada 	<ul style="list-style-type: none"> ★ N. California Oregon ★ Washington Idaho Wyoming Hawaii Alaska 	<ul style="list-style-type: none"> ★ Colorado New Mexico ★ Texas ★ Oklahoma ★ Nebraska ★ Kansas 	<ul style="list-style-type: none"> ★ Minnesota ★ Michigan Wisconsin Iowa ★ Missouri ★ Illinois Ohio N. & S. Dakota 	<ul style="list-style-type: none"> ★ New York ★ Massachusetts Maine Vermont ★ Connecticut ★ Rhode Island New Hampshire 	<ul style="list-style-type: none"> ★ Pennsylvania ★ New Jersey ★ Maryland ★ Virginia W. Virginia ★ Wash. D.C. Delaware 	<ul style="list-style-type: none"> ★ North Carolina S. Carolina Alabama ★ Arkansas Mississippi Louisiana ★ Tennessee Kentucky 	<ul style="list-style-type: none"> ★ Georgia ★ Florida Puerto Rico
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NHCC Membership

Allstate Insurance Company

American Red Cross

ARAMARK Corporation

AT&T

Colgate Palmolive Co.

ConAgra Foods, Inc.

COUNTRY Financial

Cox Enterprises

Cracker Barrel

Darden

Food Lion, LLC

Ford Motor Company Fund

GameStop

General Mills

Hallmark Cards, Inc.

Herman Miller

Hyatt Hotels Corporation

JC Penney

Kaiser Permanente

Marriott International, Inc.

Microsoft Corporation

MillerCoors Brewing Company

National Grid

Office Max, Inc.

Owens Corning

Pitney Bowes

PR Newswire

Procter & Gamble

Qwest Communications Corp.

Shell Oil Co.

Sprint Nextel Corporation

State Farm Insurance Co.

Supervalu Inc.

The Boeing Co.

The Coca-Cola Co.

The TJX Companies, Inc.

Tyson Foods, Inc.

Univision Communications Inc.

Verizon Communications

Walmart

Wells-Fargo

NHCC members are Fortune 1000 firms with interest in the fastest growing market segment within the United States: the Hispanic market. We have an active pipeline of other companies joining the NHCC and we periodically update this information on our website.

2011 Board of Directors

Executive Committee

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Wal-mart Stores, Inc.

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*Immediate Past Chair***
Hallmark Cards, Inc.

Salvador Mendoza, *Chair-Elect*
Hyatt Hotels Corporation

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Pat Martinez, *Ex-Officio*
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NHCC

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Nora Venegas
Tyson Foods Inc.

Conclusion

Our hope is that this presentation will continue to spark a dialogue between NHCC and your company as we are here as a resource for increasing the pipeline for Hispanic workforce development.

If you have any questions about our programs, please do not hesitate to let me know.

Thank you.

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