



Leveraging the Energy of Relationships

March 27-29, 2012 – NHCC Member Conference
Co-sponsored by Shell Oil Co. and Williams



The Magnolia Hotel
1100 Texas Avenue
Houston, TX

Relationships are the foundation for success in our personal and professional lives. Investing energy in our relationships at work, at home and our communities influences our world view and the impact we have on those around us. The National Hispanic Corporate Council provides its members with the resources to effectively maximize the diversity of the Hispanic market as well as provide tools to maximize their ROI in human capital investment. The NHCC 2012 Spring Member Conference will provide you with transformational experiences that will show the energy created by strong healthy relationships through our collaborative work with others such as mentoring, customer relations and influencing the leaders of tomorrow.

Tuesday, March 27, 2012

Location - TBD

Day's Attire: Business

- 12:00 – 1:30 p.m. **Board of Directors Lunch**
- 1:30 – 5:00 p.m. **Board of Directors Meeting**
- 6:30 – 8:30 p.m. **Welcome & Networking Reception** - Downtown Aquarium

410 Bagby
Houston, TX 77002
Transportation will be provided, please be sure to meet at the Magnolia Hotel's lobby

Wednesday, March 28, 2012

Magnolia Ballroom

Day's Attire: Business

- 8:00 – 8:30 a.m. Breakfast
- 8:00 – 8:30 a.m. **New Member & Guest Orientation** – Commerce Room
- 8:30 – 9:00 a.m. **Registrations and Morning Meet & Greet**
- 9:00 – 9:10 a.m. **Opening Remarks** – Pat Martinez, President & CEO, NHCC

9:10 – 9:15 a.m. **Sponsor Recognition** – Jose “Pepe” Estrada, Chair, Board of Directors, NHCC

9:15 – 9:30 a.m. **Welcome Remarks** – Sponsors

Morning Sessions:

NHCC members will choose to attend only one track. Please identify a track in your registration.

Track 1 - The Art of Mentoring

Mentoring is a process that has existed since Homer created Mentor, a character in “The Odyssey”. Over time it has come to be characterized by a unique relationship that provides guidance, support and fluid communication benefitting all parties involved. This session is designed to explore mentoring through the lens of our Latino culture, enabling us to gain the full value and benefits from these relationships.

9:30 – 10:45 a.m. **Part 1** – Panel Discussion
Moderated by Art Ruiz,
Director, State Farm
Insurance

Panelists
Berta Alicia Bejarano,
Diversity Director, Kaiser
Permanente

Christina Estrada, Chief
Diversity Officer, ARAMARK

John Sequeira, Diversity &
Inclusion Consultant, Shell Oil
Co.

Ed. Quijano, Assistant Vice
President, State Farm
Insurance Co.

10:45 – 11:00 a.m. **Break**

11:00 – 12:30 p.m. **Part 2** – Interactive Session

Track 2 – The Consumer Experience

Whether we are Business to Business (B2B), Business to Consumer (B2C) or Business to Government (B2G), our success is driven by our customers and their perceptions of the service we deliver to them. Companies have departments dedicated to Customer Service, Marketing, Consumer Research, Customer Insight and other similar work groups whose sole purpose is to build customer loyalty, define the customer or client, garner a wider customer base, and seek to retain as many customers in order to be successful.

The objective of the Customer Experience session will be to provide the participants insight into successful programs employed by member companies. The session will host a panel of experts in this area who will discuss best practices as they relate to defining your customer, what defines an excellent customer experience, and understanding how customer expectations and perceptions have changed. The session will also focus on the Latino consumer and consider the diversity that comes with this market segment and how to best connect with the different consumer needs.

9:30 – 10:45 a.m. **Part 1** – Panel Discussion

10:45 – 11:00 a.m. **Break**

11:00 – 12:30 p.m. **Part 2** – Interactive Session

Afternoon Sessions:

12:30 – 2:00 p.m. **Member Luncheon**

2:00 – 3:00 p.m. **Networking Activity**

In keeping with the spirit of our theme, “Leveraging the Energy of Relationships” networking is about developing and maintaining contacts and personal connections with different people who might be advantageous to you and your career. There is no better time than now to strengthen or build your network, especially when you have a captive audience of people

with a common interest. Through a fun networking activity NHCC members will have the opportunity to spend time getting to know each other, build your network and establish great relationships.

In-School Program – “Energizing the Future Pipeline of Latino Leaders”

Energizing and building the future pipeline of Latino leaders is a commitment that should come from our entire society. Just because Latinos are the fastest growing minority in the United States does not mean Latinos are the only one to build that pipeline. Our entire society has the obligation and responsibility to educate our young people and provide the best opportunities for them to realize their full potential. It is the tradition and commitment of NHCC and its member organizations to join together in providing an interactive forum to inspire and encourage young Latinos to accomplish their goals. The NHCC In-School Program will be partnering with universities, colleges and this year with two high schools in the area to connect students from the different participating institutions to network, learn from each other, get to know professional Latino leaders and their professional experience, hear testimonials and share insights.

- 3:00 – 3:05 p.m. Sponsor Introduction – Pat Martinez, President & CEO, NHCC
Introduction remarks – Maria Carlota Palacios, Managing Consultant, Williams
- 3:05 – 3:20 p.m. Presentation from Williams
- 3:20 – 4:00 p.m. Richard Montanez, Vice President, Pepsico.
- 4:00 – 4:50 p.m. Informal interactive activity
- 4:50 – 5:00 p.m. Wrap up – Brian Hall, Supplier Diversity & Outreach Specialist, Shell Oil Co.

- 5:00 – 5:30 p.m. **Closing remarks and collection of feedback forms**

- 7:00 – 8:30 p.m. **Member Dinner** – The Downtown Club at Plaza

910 Louisiana Street
One Shell Plaza Suite 4900
Houston, TX 77002



The Latino and Energy Challenge Connection

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The Magnolia Hotel
1100 Texas Avenue
Houston, TX

Thursday, March 29, 2012

Location - TBD

Day's Attire: Business

8:30 – 9:00 a.m. Breakfast

9:00 – 9:15 a.m. **Opening Remarks** – Pat Martinez, President & CEO, NHCC

Think Tank Description

Not a day goes by without discussion of energy in the news or among leaders in the US and the rest of the world. Energy is a fundamental building block for societies, the very lifeblood that fuels growth and prosperity. Much more than just an industry, energy is uniquely intertwined with economic competitiveness, political and corporate leadership, technology and innovation, education, environmental advocacy, social responsibility, national security, and much more.

Everybody, not just the energy industry, has a stake in the energy challenge. Member meeting hosts Williams and Shell will lead sessions to discuss the energy challenge and engage with NHCC members to identify key intersections between the energy challenge and the Hispanic/Latino world that could lead to positive action and incredible opportunities.

9:15 – 10:45 a.m. **Think Tank – Part 1**
Dick Williams, President, Shell WindEnergy, Shell Oil Co.
Randy Barnard, President, Gas Pipeline, Williams

10:45 – 11:00 a.m. Break

11:00 – 12:30 a.m. **Thank Tank – Part 2**

12:30 – 1:30 p.m. **Lunch**

1:30 – 3:00 p.m. **Interactive Leadership Workshop by Southern Methodist University – Cox School of Business**

Presenters: Professor Mickey Quiñones, O. Paul Corley Distinguished Chair in Organizational Behavior and Dr. Frank Lloyd, Associate Dean, Executive Education

3:00 – 3:30 p.m.

Closing remarks and collection of feedback forms

Save the Date!
Fall Member Meeting and CEO Forum
October 2nd to 4th, 2012
Location TBA