



ABOUT NHCC

The National Hispanic Corporate Council (NHCC) brings together leading Fortune 1000 companies who strongly support our mission to *“provides our members access to a collaborative community that shares resources, knowledge, best practices, and innovative solutions to grow talent, customers, and suppliers.”*



Since 1985, NHCC provides tremendous value proposition to its corporate members by effectively maximizing the diversity of the Hispanic market opportunity through **talent, marketing, supplier diversity, community relations, and executive leadership**. Given the sheer market size, growing clout and purchasing power of an estimated \$1.7 trillion dollars by 2017, Fortune 1000 companies find great value in their NHCC corporate membership. An affiliation with NHCC will strongly support your company's efforts in increase Hispanic talent, market share and customers.

Governance

Abe Carrillo (Chair)

Director, Inclusiveness & Diversity
Herman Miller, Inc.

Terry Deas (Chair-Elect)

Director, Diversity & Outreach
Cracker Barrel Old Country Store®

Miguel Gonzalez (Treasurer)

Director, HR Electronic & Information
Solutions, The Boeing Company

Diana Alvarez, (Secretary)

Senior Occupational Health Manager, Risk
Management, Hyatt Hotels Corporation

Lupe Alcala (Immediate Past Chair)

Assistant Vice President - Administrative
Services, State Farm Insurance

Maria D'Ambrosio

Executive Director, Corporate Diversity,
American Red Cross

Roger Guzman

Manager of Diversity & Inclusion,
The TJX Companies, Inc.

Brian K. Hall

Manager, Supplier Diversity & Outreach,
Shell

Tomás Leal

Inclusion Strategy Lead, R&D Strategy and
Portfolio, GlaxoSmithKline

Salvador Mendoza

Vice President, Diversity & Inclusion,
NBCUniversal

Maria Carlota Palacios

Public Outreach/Community Relations
Williams

Maruiel Perkins-Chavis

Vice President, Workforce Engagement &
Global Diversity, Marriott International, Inc.

Carolina Pulido

Director of Development & Learning,
Delhaize America

Manny Santos

Divisional Vice President
PR Newswire / MultiVu

Membership

- AIG
- American Red Cross
- BB&T
- Comcast NBCUniversal Telemundo
- Cox Enterprises
- COUNTRY Financial
- Cracker Barrel Old Country Store®
- Delhaize America
- Darden
- ESPN
- GameStop
- Hallmark Cards
- Herman Miller
- GlaxoSmithKline
- Hilton Worldwide
- Hyatt Hotels Corporation
- Marriott International
- Northwestern Mutual
- PR Newswire
- Southern Methodist University
- State Farm®
- Shell
- The Boeing Company
- The Coca-Cola Company
- TJX Companies
- Tyson
- Univision Communications, Inc.
- Walmart
- Wells Fargo
- Williams

2017 NHCC ANNUAL SUMMIT

This important gathering of our organization's Fortune 1000 corporate members aims to highlight the latest corporate best practices in talent, supplier diversity, marketing, community relations, and executive leadership within the Hispanic, diversity and inclusion space. Subject-matter experts (SMEs) and summit attendees share insights centered on why and how companies that strongly champions diversity and inclusion initiatives help to better position their respective companies to compete in the U.S. Hispanic consumer market. View event updates via <http://nhcchq.org/upcoming-events/2017-annual-summit/>

Air Travel

- Arrival should be no later than 3:00 pm on April 4
- Departure should be no earlier than 4:00 pm on April 6

Ground Transportation

- Car-sharing services (Uber, Lyft, etc.)
- Shuttle/Private car services:
 - <http://apps.atl.com/Passenger/GroundTransportation/Default.aspx>
- MARTA Train: <http://apps.atl.com/Passenger/GroundTransportation/Default.aspx>
 - Peachtree Center Transit Station is next to the Ritz-Carlton (18 minutes)

Hotel Information

- Ritz-Carlton, downtown Atlanta
 - <http://www.ritzcarlton.com/en/hotels/georgia/atlanta>
 - Code: NHCNHCA

Venues Information

- **Ritz-Carlton**
 - 181 Peachtree St. NE | Atlanta, GA 30303
- **Cox Enterprises Corporate Headquarters**
 - 6305-B Peachtree Dunwoody Road, NE | Atlanta, GA 30328
- **Georgia International Convention Center**
 - 2000 Convention Center Concourse | College Park, GA 30337

Point of Contact:

- **Octavio Hinojosa-Mier**, Executive Director, NHCC | ohinojosamier@nhcchq.org
- **Eduardo Arabu**, Associate Director, NHCC | earabu@nhcchq.org

2017 ANNUAL SUMMIT

DRIVING ORGANIZATIONS FORWARD:
REAL CONVERSATIONS ON D&I AS THE ENGINE BEHIND INNOVATION

APRIL 4-6, 2017 | ATLANTA, GA



BB&T

Featuring Marketplace and Workplace Tracks!



BB&T

Diamond

Marriott

INTERNATIONAL

Platinum



Gold




Silver



Bronze

TENTATIVE (subject to changes ... As of 3/15/16)


Day 1 | Tuesday, April 4






<p>5:00 pm–6:00 pm The Ritz-Carlton Lobby</p>	<p>Registrations</p> <ul style="list-style-type: none">• Upon completing hotel check-in, proceed to the NHCC registration table to obtain conference badge and materials
<p>5:00 pm–6:00 pm The Ritz-Carlton</p>	<p>New Member Orientation (recommended for first-time attendees)</p> <ul style="list-style-type: none">• Octavio Hinojosa-Mier, Executive Director, NHCC• Dr. Frank Lloyd, Southern Methodist University
<p>6:00 pm–6:30 pm The Ritz-Carlton</p>	<p>Pre-Conference: Business Resource Groups Roundtables <i>“Introduction & Challenges”</i></p>
<p>6:30 pm–7:30 pm The Ritz-Carlton Georgian Room</p>	<p>Welcome Reception</p> <ul style="list-style-type: none">• Octavio Hinojosa-Mier, Executive Director, NHCC• Abe Carrillo, Chair, NHCC & Director, Inclusiveness & Diversity, Herman Miller, Inc.• Luis Lobo, Executive Vice President – Manager Multicultural Markets, BB&T <p>Presented by:</p> 

(Continued)

Day 2 | Wednesday, April 5

<p>7:30 am The Ritz-Carlton Pickup/Drop-off Zone</p>	<p>Buses departs for Cox Enterprises Corporate Headquarters</p> <ul style="list-style-type: none"> • 6305-B Peachtree Dunwoody Road, NE Atlanta, GA 30328 • C-Tech-B Building • Jim Kennedy Conference Center
<p>8:00 am Kennedy Conf. Center Governors' Hall Foyer</p>	<p>Registration</p>
<p>8:00 am–9:00 am Kennedy Conf. Center Governors' Hall ABC</p>	<p>Network Over Breakfast</p>
<p>9:00 am–9:15 am Kennedy Conf. Center Governors' Hall ABC</p>	<p>Welcome Remarks</p> <ul style="list-style-type: none"> • Octavio Hinojosa, Executive Director, NHCC • Sonji Jacobs, Senior Director of Corporate Affairs, Cox Enterprises (Host Sponsor) • Luis Lobo, Executive Vice President – Manager Multicultural Markets BB&T (Diamond Sponsor)
<p>9:15 am–10:15 am Kennedy Conf. Center Governors' Hall ABC</p>	<p>Plenary Session A: Keynote Presentation <i>“Diversity & Innovation”</i></p> <ul style="list-style-type: none"> • Gloria Goins, Chief Diversity Officer, Bon Secours Health System
<p>10:15 am–10:30 am Kennedy Conf. Center Governors' Hall Foyer</p>	<p>Break</p>
<p>10:30 am–11:30 am Kennedy Conf. Center Governors' Hall ABC</p>	<p>Plenary Session B: <i>“Unconscious Bias as the Barrier to True Innovation”</i></p> <ul style="list-style-type: none"> • Lissiah Hundley, Vice President, Workforce Diversity & Inclusion and University Relations, Comcast <p>Presented by:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>COMCAST NBCUNIVERSAL</p> </div> <div style="text-align: center;">  <p>TELEMUNDO</p> </div> </div>

<p>11:30 am–12:45 pm Kennedy Conf. Center</p> <p>Governors' Hall A</p> <p>Azalea/Dogwood</p>	<p>Breakout Session 1:</p> <p>Workplace: “Leading with Cultural Intelligence to Deliver Better Business Results”</p> <ul style="list-style-type: none"> Gerry Fernandez, President, Multicultural Food Service & Hospitality Alliance (MFHA) <p>Marketplace: “Why does Culture Matter? The Role of Culture in Winning with U.S. Hispanic and other diverse consumer segments”</p> <ul style="list-style-type: none"> David Wellich, Co-founder & CEO, The Latinum Group
<p>12:45 pm–1:45 pm 6205-A Rotunda</p>	<p>Members’ Luncheon</p> <ul style="list-style-type: none"> Octavio Hinojosa-Mier, Executive Director, NHCC Maruiel Perkins-Chavis, NHCC Board Member & Vice President, Workforce Engagement & Global Diversity (Platinum Sponsor) Abe Carillo, Chair, NHCC & Director, Inclusiveness & Diversity, Herman Miller, Inc. <p>*Requires a 5-min walk</p>
<p>1:45 pm–3:00 pm Kennedy Conf. Center</p> <p>Governors' Hall A</p> <p>Azalea/Dogwood</p>	<p>Breakout Session 2</p> <p>Workplace: “Innovative Leadership Development Tool”</p> <ul style="list-style-type: none"> Judith H. Katz, EVP and Client Brand Lead, The Kaleel Jamison Consulting Group Frederick A. Miller, Chief Executive Officer, The Kaleel Jamison Consulting Group <p>Marketplace Session - “The Return on Investment of Employee Resource Groups: How Innovative Actions Impacts the Bottom Line”</p> <ul style="list-style-type: none"> Roger Guzman, NHCC Board Member & Manager of Global Diversity & Inclusion, TJX Companies (Moderator) Gabriel Vaca, Director of Enterprise Account Sales, UPS & Global Chapter Advisor, Latino BRG, “Creceer” Michael Gonzales, Director, Diversity & Inclusion, Hallmark Sandi Esquivel, Manager, Operations, Northwestern Mutual & Vice-Chair, Hispanic ERG Millette Granville, Director, Diversity & Inclusion, Delhaize America <p>Presented by:</p> 

	  
<p>4:45 pm Cox Enterprises Pickup/Drop-off Zone</p>	<p>Buses departs for Ritz-Carlton</p> <ul style="list-style-type: none"> 6305-B C-Tech-B Building
<p>5:30 pm–6:30 pm Open</p>	<p>Leisure Time</p>
<p>6:30 pm–7:00 pm The Ritz-Carlton Ballroom Foyer</p>	<p>Reception</p> <p><i>Presented by:</i></p> 
<p>7:00 pm–9:00 pm The Ritz-Carlton Ballroom</p>	<p>Members' Dinner</p> <ul style="list-style-type: none"> Terry Deas, NHCC Chair-Elect & Director, Diversity & Outreach, Cracker Barrel Old Country Store® Violeta Seidell, Vice President, Project Services, Global Operations, Marriott International Abraham Cox, Executive Vice President, Retail Lending Manager, BB&T (Diamond Sponsor) <p><i>Presented by:</i></p> 
<p>9:00 pm TBD</p>	<p>Post-Dinner Networking Opportunity</p>

(continued)

Day 3 | Thursday, April 6

<p>7:30 am The Ritz-Carlton Pickup/Drop-off Zone</p>	<p>Buses departs for Georgia International Convention Center</p> <ul style="list-style-type: none"> • 2000 Convention Center Concourse College Park, GA 30337
<p>8:00 am GA Int'l Conv. Center Salon 6 & 7</p>	<p>Registration</p>
<p>8:00 am–9:00 am GA Int'l Conv. Center Salon 6 & 7</p>	<p>Network Over Breakfast</p> <p>Business Resource Groups Roundtables <i>“Opportunities”</i></p>
<p>9:00 am–9:30 am GA Int'l Conv. Center Salon 6 & 7</p>	<p>Morning Welcome Remarks</p> <ul style="list-style-type: none"> • Octavio Hinojosa, Executive Director, NHCC • Abe Carrillo, Chair, NHCC & Director, Inclusiveness & Diversity, Herman Miller, Inc.
<p>9:30 am–10:45 am GA Int'l Conv. Center Salon 6 & 7</p>	<p>Plenary Session C: <i>“Multicultural Strategies: Community Impact and Revenue Growth Engine”</i></p> <ul style="list-style-type: none"> • Luis Lobo, Executive Vice President – Manager Multicultural Markets BB&T • Tulu Kaiffee, Senior Vice President, Mortgage Multicultural Manager, BB&T <p><i>Presented by:</i></p> 
<p>10:45 am–11:45 am GA Int'l Conv. Center Salon 6 & 7</p>	<p>Plenary Session D: <i>“A Conversation on Latino Civic Engagement: The Era of Inaction Has Passed”</i></p> <ul style="list-style-type: none"> • Abigail Golden-Vazquez, Executive Director, Latinos and Society Program, The Aspen Institute • Rocky Egusquiza, Vice President, Community Affairs, NBCUniversal Telemundo Enterprises

	<ul style="list-style-type: none"> Ron Estrada, Vice President, National Community Empowerment, Univision Communications, Inc. <p>Presented by:</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
11:45 am–12:00 pm GA Int'l Conv. Center Salon 6 & 7 Foyer	Break
12:00 pm–1:00 pm GA Int'l Conv. Center Salon 6 & 7	Plenary Session E: <i>“Coca-Cola’s Tattoo Can & Hispanic Market Campaign”</i> <ul style="list-style-type: none"> Javier M. Delgado-Grandos, Group Director, Multicultural Marketing, The Coca-Cola Company <p>Presented by:</p> 
1:00 pm–1:30 pm GA Int'l Conv. Center Salon 6 & 7	Boxed Lunch Farewell Remarks <ul style="list-style-type: none"> Octavio Hinojosa, Executive Director, NHCC
Open	Skytrain to Airport <ul style="list-style-type: none"> 5-minute transfer