National Hispanic Corporate Council

2017 ANNUAL SUMMIT

DRIVING ORGANIZATIONS FORWARD:

REAL CONVERSATIONS ON D&I AS THE ENGINE BEHIND INNOVATION

APRIL 4-6, 2017 | ATLANTA, GA

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National Hispanic Corporate Council

Dear Friends:

On behalf of the National Hispanic Corporate Council (NHCC) and its growing corporate members, we welcome you to the 2017 NHCC Annual Summit. We are absolutely excited to come together here in Atlanta!

It is with great pleasure to have NHCC hold its signature event once again in the great state of Georgia, home to many Fortune 1000 corporations. The 2017 NHCC Annual Summit, is centered on the theme of **"Driving Organizations Forward: Real Conversations on D&I as the Engine Behind Innovation."** Over the next two days, our program will feature two professional development tracks. The featured tracks: **"Marketplace" and "Workplace"** were designed to provide you and your colleagues with valuable insights from nationally recognized Fortune 1000 subject matter expert on industry-wide best practices it relates to the Hispanic market.

With a growing Hispanic population and a large Fortune 1000 corporate presence, Atlanta provides an extraordinary experience to help our member companies how to best maximize their respective Hispanic markets.

I would like to invite you to **connect, learn, share,** and **network** with NHCC! I hope that you have a productive experience.

¡Un Fuerte Abrazo!

Abe Carillo
Chair, The National Hispanic Corporate Council (NHCC)
Director, Inclusiveness & Diversity, Herman Miller, Inc.

NHCC MEMBERSHIP

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The Boeing Company
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TJX Companies
Tyson Foods
Univision Communications, Inc.
Walmart
Wells Fargo
Williams

WELCOME MESSAGE

From Octavio Hinojosa Mier
Executive Director, NHCC

Dear NHCC Corporate Members, Sponsors, and VIP Guests:

Welcome to Atlanta!

Welcome to metro Atlanta where 25 Fortune 1000 companies including NHCC member companies, The Coca-Cola Company, Cox Enterprises, and InterContinental Hotels Group (IHG), call home and generated aggregate revenues of $371.2 billion alone!

Our research via a MediaPost's article "Why Atlanta is the Hottest Hispanic Market" found the following interesting Hispanic facts:

The Fastest Hispanic Population Growth in the U.S. Is Happening in Emerging Markets Like Atlanta.

Atlanta is where Hispanics — particularly more recent immigrants — are increasingly moving too outside the traditional Hispanic immigrant gateways of Los Angeles, New York, Miami and Chicago. From 2000 to 2013, Atlanta's Hispanic population has increased by 127%, topping 750,000. It is expected to continue its rapid growth through 2020.

The Hispanic Millennial Population Is Growing Fastest in Markets Like Atlanta

Atlanta is representative of other southeastern markets that will see the fastest growth of Hispanic Millennial. While Hispanic Millennial represent the majority of the millennial population in traditional Hispanic "Mega Markets" like Los Angeles and Miami, Hispanic Millennials in Atlanta are forecast to increase by 24% between 2013 and 2018!

Atlanta Is the Model of the New Bifurcated Hispanic Market

Growth of the population in Atlanta is being driven by Hispanic immigrants who are younger and largely Spanish-speaking (Spanish-dominant and -preferring Hispanics make up 39% of Atlanta's Hispanic population). Most of these Spanish-speaking Hispanic immigrants are Millennial. This is a different Hispanic demographic makeup than in mega-markets like New York and Dallas, whose growth is coming from U.S.-born Hispanic Millennial. Markets like Atlanta are emblematic of new "minority" immigrant-driven Hispanic population centers, where a multicultural, or ethnic-specific approach to Hispanic marketing will prove to be most effective (vs. the Total Market or cross-cultural models now being debated).

Atlanta Is an Ideal Market for New and Laggard Hispanic Marketers

Most marketers (particularly those in the electronics, pharmaceuticals, health insurance, and financial services industries) are still desperately behind when it comes to investing in Hispanic marketing. For these laggards, investing in targeted Hispanic-specific marketing programs is the best bet to drive incremental revenue from underserved Hispanic consumers. These types of targeted marketing efforts to specific, clearly defined ethnic groups will be most effective in emerging Hispanic markets like Atlanta and Charlotte, N.C., where growth is being driven by foreign-born Hispanic Millennial. In these markets, the "separate and distinct" Hispanic market opportunity will be well suited to targeted ethnic-specific initiatives (i.e. the "multicultural" model), where Spanish language is key.

Atlanta is also a perfect pilot market for newer or "laggard" Hispanic marketers, checking off all the key criteria of an optimal test market:

- Similarity to eventual desired markets — markets like Atlanta provide a nice proxy with Hispanics making up 12% of Atlanta's population compared with 17% of the total U.S. population.
- Geographic isolation — a good test market isolates variables, particularly exposure to advertising. Markets like Atlanta are isolated from other Hispanic population centers.
- Affordable advertising media — Avoiding large expensive markets like L.A. and New York is important. Spanish-language media options in Atlanta are much more cost effective.

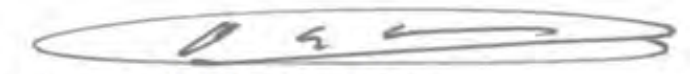
The destination of the 2017 NHCC Annual Summit has been made possible thanks to the strong support of our NHCC corporate member and Diamond-level Sponsor, BB&T. Luis Lobo, Executive Vice President and Tulu Kaifee, Senior Vice President are strong champions of NHCC, its mission, and opportunities available for BB&T along with other Fortune 1000 corporations. Thank you both for your support and vote of confidence in NHCC!

In addition, Marriott International and The Ritz-Carlton Hotel Company serves as our host hotel property offering a luxury experience with 100 years of history, countless rewards and with an unshakeable credo and corporate philosophy of un-wavering commitment to service, both in our hotels and in our communities, The Ritz-Carlton has been recognized with numerous awards for being the gold standard of hospitality.

NHCC corporate members: GSK, Comcast NBCUniversal Telemundo, Hyatt Hotels Corporation, Shell, AARP, Williams along with Atlanta-based Cox Enterprises, The Coca-Cola Company, The Home Depot and UPS made additional contributions possible. Thank you all for bringing us to Atlanta!

It is an absolute privilege to work with each of you in fulfilling NHCC's mission. I trust that you will find the theme of our summit, "Driving Organizations Forward: Real Conversations on D&I as the Engine behind Innovation," both timely and relevant to your current corporate strategy. Many hours of volunteer work has gone behind putting this summit. I especially wish to recognize the NHCC Education Committee and Co-Chairs: Maria D'Ambrosio of the American Red Cross and Eliza Patron of GSK for their commitment, insights, and leadership.

Again, welcome to Atlanta!



Octavio A. Hinojosa Mier,
Executive Director

Marriott
where I belong.
Leadership means
knowing everyone
by their first name.
Marriott International, Inc. is a proud sponsor
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Marriott International is an equal opportunity employer committed to hiring a diverse workforce and sustaining an inclusive culture.
Marriott International does not discriminate on the basis of disability, veteran status or any other basis protected under federal, state or local laws.

DAY 1 | TUESDAY, APRIL 4TH

5:00 pm–6:00 pm
The Ritz-Carlton
Georgian Room Foyer

Registrations

- Upon completing hotel check-in, proceed to the NHCC registration table to obtain conference badge and materials

5:30 pm–6:00 pm
The Ritz-Carlton
Congress

New Member Orientation (recommended for first-time attendees)

- Octavio Hinojosa-Mier, Executive Director, NHCC
- Dr. Frank Lloyd, Associate Dean, Southern Methodist University

6:00 pm–6:30 pm
The Ritz-Carlton
Charter/Cabinet/Caucus

Pre-Conference: Business Resource Groups Discussions

"Introduction & Challenges"

6:30 pm–7:30 pm
The Ritz-Carlton
Georgian Room

Welcome Reception

- Octavio Hinojosa-Mier, Executive Director, NHCC
- Terry Deas, Chair-Elect, NHCC &, Director, Diversity & Outreach, Cracker Barrel Old Country Store®
- Luis Lobo, Executive Vice President – Manager Multicultural Markets, BB&T

Presented by:

BB&T

DAY 2 | WEDNESDAY, APRIL 5TH

7:00 am
The Ritz-Carlton
Pickup/Drop-off Zone

Buses departs for Cox Enterprises Corporate Headquarters

- 6305-B Peachtree Dunwoody Road, NE | Atlanta, GA 30328
- C-Tech-B Building | Jim Kennedy Conference Center

8:00 am
Kennedy Conf. Center
Governors' Hall Foyer

Registrations

8:00 am–9:00 am
Kennedy Conf. Center
Governors' Hall ABC

Network Over Breakfast

9:00 am–9:15 am
Kennedy Conf. Center
Governors' Hall ABC

Welcome Remarks

- Octavio Hinojosa, Executive Director, NHCC
- Sonji Jacobs, Senior Director of Corporate Affairs, Cox Enterprises
- Luis Lobo, Executive Vice President – Manager Multicultural Markets BB&T

9:15 am–10:15 am
Kennedy Conf. Center
Governors' Hall ABC

Plenary Session A: Keynote Presentation

"Diversity & Innovation"

- Gloria Goins, Chief Diversity Officer, Bon Secours Health System

10:15 am–10:30 am
Kennedy Conf. Center
Governors' Hall Foyer

Break

10:30 am–11:30 am
Kennedy Conf. Center
Governors' Hall ABC

Plenary Session B:

"Unconscious Bias as the Barrier to True Innovation"

- Lissiah Hundley, Vice President, Workforce Diversity & Inclusion and University Relations, Comcast

Presented by:

COMCAST NBCUNIVERSAL | TELEMUNDO

11:30 am–12:30 pm
Kennedy Conf. Center

Breakout Session 1:

Governors' Hall A

Workplace: *"Leading with Cultural Intelligence to Deliver Better Business Results"*

- Gerry Fernandez, President, Multicultural Food Service & Hospitality Alliance (MFHA)

Azalea/Dogwood

Marketplace: *"Why does Culture Matter? The Role of Culture in Winning with U.S. Hispanic and other diverse consumer segments"*

- David Wellich, Co-founder & CEO, The Latinum Group

12:45 pm–1:45 pm
6205-A Rotunda

Members' Luncheon

- Octavio Hinojosa-Mier, Executive Director, NHCC
- Maruiel Perkins-Chavis, NHCC Board Member & Vice President, Workforce Engagement & Global Diversity

*Requires a 5-min walk

1:45 pm–3:00 pm
Kennedy Conf. Center

Breakout Session 2

Governors' Hall A

Workplace: *"Innovative Leadership Development Tool"*

- Judith H. Katz, EVP and Client Brand Lead, The Kaleel Jamison Consulting Group
- Frederick A. Miller, Chief Executive Officer, The Kaleel Jamison Consulting Group

Azalea/Dogwood

Marketplace Session - *"The Return on Investment of Employee Resource Groups: How Innovative Actions Impacts the Bottom Line"*

- 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, "Crecer"
- Michael Gonzales, Director, Diversity & Inclusion, Hallmark Cards
- Sandi Esquivel, Manager, Operations, Northwestern Mutual & Vice-Chair, Hispanic ERG
- Matthew Coons, Diversity & Inclusion Specialist, Retail Business Services, An Ahold Delhaize Company

Presented by:

ups®

3:00 pm–3:15 pm
Kennedy Conf. Center
Governors' Hall Foyer

Break

3:15 pm–4:30 pm
Kennedy Conf. Center

Breakout Session 3:

Governors' Hall A

Workplace: *"Innovative Structure of Employee Network Groups to Maximize Employee Engagement"*

- Maruiel Perkins-Chavis, NHCC Board Member & Vice President, Workforce Engagement & Global Diversity, Marriott International (Moderator)
- Adilka Indhira White, North America Distribution Implementations, UPS & Chair, Corporate Latino BRG, "Crecer"
- Carlos Santiago, Global Lead Engineering Infrastructure, GSK & ERG Lead, Conexion Latina
- Jenna Boyer, Manager, Global Employer Brand + Communications, Marriott, International
- Jesús José Villa, Lead Employee Relations Consultant and the EEO Officer, Northwestern Mutual

Presented by:

Marriott INTERNATIONAL | gsk do more feel better live longer | ups

Azalea/Dogwood

Marketplace: *"Supplier Diversity as a Strategic Game Changer – Impacting Business Imperatives and Innovation through Supplier Diversity"*

- Tarun Puri, Director, Procurement Advisory, The Hackett Group

Supplier Diversity Panel

- Brian Hall, NHCC Board Member & Manager, Supplier Diversity & Outreach, Shell (Moderator)
- Kimberly Coffman, Manager, Supplier Diversity, Delta Air Lines
- Dominica Groom, Senior Director, Global Sustainability & Supplier Diversity, Marriott International
- Ajamu Johnson, Executive Director, Strategic Procurement, Comcast
- Vanessa Lane, Manager, Supplier Diversity Programs, Cox Enterprises and Chair, GA Minority Supplier Development Council (GAMSDC)

Presented by:

Marriott INTERNATIONAL | COX ENTERPRISES | COMCAST NBCUNIVERSAL | TELEMUNDO | Shell

4:30 pm Cox Enterprises Pickup/Drop-off Zone	**Buses departs for Ritz-Carlton** • 6305-B | C-Tech-B Building
5:30 pm–6:30 pm Open	**Leisure Time**
6:30 pm–7:30 pm The Ritz-Carlton Ballroom Foyer	**Reception** ***Presented by:*** Marriott INTERNATIONAL
7:30 pm–9:00 pm The Ritz-Carlton Ballroom	**Members' Dinner** • Terry Deas, NHCC Chair-Elect & Director & 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 ***Presented by:*** BB&T
9:00 pm TBD	**Post-Dinner Networking Opportunity**

DAY 3 | THURSDAY, APRIL 6TH

7:30 am
The Ritz-Carlton
Pickup/Drop-off Zone

Buses departs for Georgia International Convention Center

- 2000 Convention Center Concourse | College Park, GA 30337

8:00 am
GA Int'l Conv. Center
Salon 6 & 7

Registrations

8:00 am–9:00 am
GA Int'l Conv. Center
Salon 6 & 7

Network Over Breakfast

Business Resource Groups Discussions
"*Opportunities"*

9:00 am–9:30 am
GA Int'l Conv. Center
Salon 6 & 7

Morning Welcome Remarks

- Eduardo Arabu, Associate Director, NHCC

9:30 am–10:45 am
GA Int'l Conv. Center
Salon 6 & 7

Plenary Session C:

"Multicultural Strategies: Community Impact and Revenue Growth Engine"

- Luis Lobo, Executive Vice President – Manager Multicultural Markets BB&T
- Tulu Kaifee, Senior Vice President, Mortgage Multicultural Manager, BB&T
- Neil Terc, President, NAHREP, Atlanta Chapter
- Lauren Phillips-Fleming, Regional Mortgage Manager – Northern Georgia, B&&T

Presented by:

BB&T

10:45 am–11:45 am
GA Int'l Conv. Center
Salon 6 & 7

Plenary Session D:

"A Conversation on Latino Civic Engagement: The Era of Inaction Has Passed"

- Abigail Golden-Vazquez, Executive Director, Latinos and Society Program, The Aspen Institute
- Rocky Egusquiza, Vice President, Community Affairs, NBCUniversal Telemundo Enterprises
- Ron Estrada, Vice President, National Community Empowerment, Univision Communications, Inc.
- Lonnie Smith, Enterprise Community Development Manager, State Farm®

Presented by:

COMCAST NBCUNIVERSAL | TELEMUNDO

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:

"Coca-Cola's Tattoo Can & Hispanic Market Campaign"

- Sarah Marske, Manager, Commercial & Constituents | Multicultural Marketing Center of Excellence, The Coca-Cola Company

Presented by:

The Coca-Cola Company

1:00 pm–1:30 pm
GA Int'l Conv. Center
Salon 6 & 7

Farewell Remarks

Octavio Hinojosa, Executive Director, NHCC

Boxed Lunch

Open

Skytrain to Airport

- 5-minute transfer

STATE OF GEORGIA

OFFICE OF THE GOVERNOR

ATLANTA 30334-0900

Nathan Deal
GOVERNOR

March 9, 2017

To: The National Hispanic Corporate Council

GREETINGS:

On behalf of the State of Georgia, allow me to extend my warmest regards to the National Hispanic Corporate Council as you host and otherwise participate in your 2017 Annual Summit in Atlanta. Please allow me also to welcome your distinguished guests, their families, and other attendees.

As Governor, I have emphasized creating jobs in Georgia by making our state attractive to both businesses and families. In fact, Georgia has been named the No. 1 state in which to do business for four consecutive years by Site Selection Magazine. While we certainly cherish every groundbreaking or expansion and every job created here, regardless of the size of the business, we also see the undeniable benefit of having Fortune 1000 companies located within Georgia. From creating jobs to providing services, businesses such as yours contribute to our communities beyond promoting economic growth.

I send my best wishes for a productive event as you discuss talent development, innovation and other business matters. I hope that you will find Georgia as beautiful, exciting, and hospitable as I do.

Sincerely,

Nathan Deal

Nathan Deal

ND:jt

KASIM REED
MAYOR

CITY OF ATLANTA

55 TRINITY AVE, S.W.
ATLANTA, GEORGIA 30335-0300

TEL (404) 330-6100

April 4, 2017

Greetings:

As the Mayor of the City of Atlanta, I am pleased to extend a warm welcome to the National Hispanic Corporate Council (NHCCA) as you assemble for your *2017 NHCC Annual Summit.*

Since 1985, the NHCC has been the leading source for maximizing the Hispanic market opportunity through many channels within the foundation of corporate social responsibility. You have remained a collaborative community that shares resources, knowledge, best practices and innovative solutions to empower their members. During this year's conference U.S. Hispanic companies will receive insight on why and how their company's diverse employment and inclusion initiatives places them in better positions within the consumer market.

It is through the unrelenting advocacy of your organization that minorities today can experience greater success and career opportunities. As a proud group of distinguished, visionary Hispanic men and women, you are shining examples for all.

While in our city, I encourage attendees to explore the many attractions Atlanta has to offer, including: the Dr. Martin L. King Jr. Center, the Georgia Aquarium, the World of Coca-Cola, CNN Center, Centennial Olympic Park, Woodruff Arts Center, Atlanta Botanical Garden, Children's Museum of Atlanta and many more. We invite you to share in our Southern hospitality, sample cuisine at our many fine restaurants and enjoy the rich and diverse heritage of our city.

On behalf of the people of Atlanta, I extend best wishes to you for a remarkable event.

Sincerely,

Mayor Kasim Reed

gsk
do more
feel better
live longer
Find a career
with purpose at
gsk.com/careers
GSK is an Equal Opportunity/Affirmative Action Employer.
Pablo Negrin
Operational Quality
Coordinator

Jenna Boyer

Manager
Global Employer Brand + Communications
Marriott International

Jenna Boyer is an Employer Brand Manager by day at Marriott International where she develops social media and marketing strategies alongside a team of digital masterminds. Her day-to-day tasks include generating ideas for internal and external audiences, contributing to the Marriott Careers content pipeline and establishing opportunities for Marriott associates to grow their careers. Jenna also manages Marriott International's Snapchat account, 'LifeAtMarriott.' By night, she is a creativity buff who loves photography, travel and fashion. In her spare time, you can typically find her face first in the VSCO Cam app capturing and editing images of the DC area and her travel adventures.

Kimberly Coffman is the manager of supplier diversity for Delta Air Lines – Fortune Magazine's Most Admired Airline – with service to 57 countries on six continents. Her responsibilities include managing a strategic supplier diversity initiative that spans the company's global operations. In addition to cultivating relationships with strategic suppliers and managing programs designed to bring new diverse suppliers into the Delta supply chain, she is also responsible for developing and leading training programs, communications, supplier development, benchmarking, and performance management.

An industry thought leader who has authored several research reports on best practices in supplier diversity, Kimberly is the recipient of a number of awards recognizing her career achievements in supplier diversity. She was named one of the '100 Women Impacting Supplier Diversity' by Women's Enterprise magazine, was selected by DiversityPlus magazine as one of its 'Champions of Diversity,' and was named the 'Outstanding Advocate for Minority-Owned Business' by the Business Connections Committee of the Holland Chamber of Commerce in 2009.

Kimberly Coffman

Manager, Supplier Diversity
Delta Air Lines

Matthew Coons

Diversity & Inclusion Specialist,
Retail Business Services
An Ahold Delhaize Company

Matthew Coons is a graduate of Appalachian State University where he graduated with his BSBA in Human Resources in 2014. Matthew is the Diversity & Inclusion Specialist in the Department of Diversity and Inclusion with Delhaize America in Salisbury, NC. In that role, he coordinates programs to further "Awareness of," "Integrating," "Practicing" and "Leveraging" diversity to create a productive, profitable and welcoming environment for company associates and market communities including corporate sponsorships for numerous non-profit organizations. Matthew works with the BRGs of Delhaize America to impact the business through different areas of the organization, including: partnering with Marketing to broaden the brand opportunities in diverse communities, capturing ROI with Customer Loyalty, discovering recruiting opportunities with Talent Acquisition, and finding new product opportunities with Category Management.

Outside of his duties at Delhaize America, Matthew appreciates spending time traveling, trying new recipes, and is the Treasurer for a non-profit LGBT Sports League in Charlotte, NC. During his leisure, Matthew also enjoys event planning for his friends and family.

Abraham Cox

Executive Vice President, Retail Lending Manager
BB&T (Diamond Sponsor)

Abraham Cox started his banking career in January of 2000 when he entered BB&T's Leadership Development Program in Winston Salem, NC. He is currently the Retail Lending Manager for BB&T Home Mortgage, a role that he has held since May of 2015. In this position he is responsible for retail mortgage originations within BB&T's distributed retail network, mortgage originations within the Consumer Direct channel, and retail operations.

Prior to joining Mortgage, he served as the Atlanta Market President after being the President of the West Virginia North and SW Pennsylvania Region. Over the years Cox has also served as a Regional Financial Analyst, City/Area Executive in various North Carolina markets and as a Regional Corporate Banker in the Northeast Region of BB&T. Cox is a member of BB&T's Senior Leadership Team and has been active in numerous civic, community based, and industry organizations during his career. Most recent affiliations have included the following: Atlanta Area Council, Boy Scouts of America Board of Directors; Metro Atlanta Chamber of Commerce Board of Advisors; Central Atlanta Progress Board of Directors; and the MJCCA BB&T Harry Mazier Golf Tournament Committee Member. He is currently a member of the Mortgage Bankers Association.

Terry Deas

Chair-Elect, NHCC &, Director,
Diversity & Outreach
Cracker Barrel Old Country Store®

An expert diversity and outreach strategist, actively involved in the greater civic and corporate community. Terry Deas is responsible for leading the company's overall diversity and outreach strategies. Before joining the company in 2012, Terry served as Director of Diversity & Inclusion at Ceridian Corporation where he was responsible for all aspects of the company's Diversity & Inclusion (D&I) strategy. He also worked in a variety of leadership and management positions at Hewlett-Packard and the Allegis Group.

Mr. Deas is actively involved in the greater civic and corporate community. He is a member of the Cracker Barrel Foundation Board of Directors and the Georgia and Texas NAACP Corporate Advisory Board. He is a also member of Kappa Alpha Psi Fraternity Inc. and the Monitors Club. From 2009 to 2010 Terry served on the board of the House of Charity, a nonprofit in Minneapolis, MN that provides food, shelter, and assistance for individuals in need.

Rocky Egusquiza is VP, Community Affairs, Telemundo Enterprises at NBCUniversal where she works to develop strategy and execution of community relations activities as they relate to Telemundo Network and cable network health and wellness, financial education and voter registration and engagement. With her leadership, El Poder En Ti's objectives have reached over 92 million impressions on air and over 7 million people through on the ground events in collaboration with Telemundo owned and operated stations.

She currently serves as Secretary of the board for the Smithsonian Latino Center and a member of the Kennedy Center Latino Advisory Board. A founding member of HACR's Corporate Executive Forum, she earned a BA in Political Science from the University of Miami.

Raquel "Rocky" Egusquiza

Vice President, Community Affairs
NBCUniversal Telemundo Enterprises

Sandi Esquivel

Manager, Operations

Northwestern Mutual

Sandi Esquivel serves as a Manager in Operations in Milwaukee, Wisconsin where she has worked since 2007. In this role she leads a team of customer service representatives in providing excellent service to internal and external customers. She promotes continuous learning and improvement through the application of Lean management principles.

Sandi is an active member of the Hispanic Employee Resource Group and serves on the Leadership Team, as Vice-Chair. She has led program execution in partnership with Milwaukee professional organizations such as HPGM (Hispanic Professionals of Greater Milwaukee). She also serves on the Board of Trustees at Nativity Jesuit Academy and on the Technology Committee at her alma mater Divine Savior Holy Angels high school.

Sandi holds two undergraduate degrees – a Bachelor of Science in Biology from Loras College in Dubuque, IA and a Bachelor of Business in Management Information Systems (MIS) from the University of Wisconsin - Milwaukee.

Ron Estrada,

Vice President, National Community Empowerment

Univision Communications, Inc.

Ron Estrada is vice president of Corporate Relations and Community Empowerment for Univision Communications Inc. (UCI), the leading media company serving Hispanic America. Based in Washington, D.C., Estrada oversees the execution and implementation of the Company's community empowerment initiative, Univision Contigo (Univision With You), for the Local Media organization in close collaboration with its leadership. He is responsible for developing and nurturing strong working relationships at both the local and national level with community organizations and key stakeholders, including business, non-profit and government leaders.

Mr. Estrada serves and has served on various boards including, the Stand Stronger/Citizenship Awareness Campaign, LULAC Corporate Board of Advisors, Marriott International Association Advisory Board, National Park

Foundation's American Latino Heritage Fund, New Orleans CVB Customer Advisory Council, and MGM Resorts International Diversity Board.

Gerry Fernandez

President

Multicultural Food Service & Hospitality Alliance (MFHA)

Nearly everyone who knows Gerald “Gerry” A. Fernandez and the work that he does for The Multicultural Foodservice & Hospitality Alliance (MFHA), describes him as a man of vision, dedication, and passion. As President and Founder of MFHA, a non-profit organization that promotes cultural intelligence in the workplace, Gerry has been recognized repeatedly over the years for his work in educating Members on, and advocating for, the business benefits of cultural diversity and inclusion in the foodservice & hospitality industry.

Gloria Goins is the Chief Diversity and Inclusion Officer for Bon Secours Health System, the nation’s 25 largest healthcare system. In this role, Gloria is responsible for leveraging diversity, inclusion and cross cultural competency to advance the organization’s mission and business objectives. Gloria also serves an executive coach to the organization’s Chief Executive Officer and Chief Compliance Officer. In 2016, DiversityInc recognized Bon Secours as one of the top ten 10 best healthcare systems. Becker’s Hospital Review recognized Gloria herself as one of the top ten chief diversity officers in healthcare to know.

Gloria served as the very first vice president of diversity for Cingular Wireless, which at the time was the nation’s largest wireless communications company with more than 70,000 employees. Under her leadership, Cingular’s diversity organization received national recognition from Diversity Best Practices, Next Step magazine, and the Disability Rights Advocates.

Gloria Goins

Chief Diversity Officer

Bon Secours Health System

Abigail Golden-Vazquez,

Executive Director, Latinos and Society Program

The Aspen Institute

As founding Executive Director of the Latinos and Society Program, Abigail Golden-Vazquez runs a policy program whose goal is to improve understanding and awareness of the growing American Latino community and its critical importance to the future of the United States.

For 8 years prior she grew and managed the Institute's geographical (Africa, Central America, India, Middle East, and China) and topical leadership initiatives (education and environment) that comprise the Aspen Global Leadership Network creating partnerships and building a leadership network. As a Vice President at the Aspen Institute she is part of the executive management team working on strategy and representing the Institute publicly.

Responsible for Corporate Diversity & Inclusion's strategies and direction, Diversity & Inclusion's internal and external collaborations, partnerships, support and compliance.

Leads the collaboration and is responsible for the execution of the Corporate Diversity & Inclusion's efforts regarding, workforce, workplace, marketplace and community priorities. Michael sustains the relevance of the company's Diversity & Inclusion business case while overseeing the company's six Employee Resource Groups. He's skilled in the areas of building critical relations, innovation and resourcing, business collaboration, employee relations, diverse and cultural understandings, compliance metrics and program management.

Michael A. Gonzalez,

Leader, Corporate Diversity & Inclusion Human Resource Professional

Hallmark

Dominica Groom

Senior Director, Global Sustainability & Supplier Diversity

Marriott International

Dominica Groom is the Senior Director, Global Sustainability and Supplier Diversity at Marriott International, the world's leading global lodging company. She provides global leadership through strategic direction, planning and execution for these important operational platforms.

Dominica has been instrumental in leading the company to elevated Supplier Diversity success and recognition, including driving increased opportunities for diverse-owned businesses across Marriott's global portfolio of 30 brands. To further advocate for diverse business owners, she is very active within various Non-Governmental Organizations, including, serving in volunteer leadership capacities for the Women's Business Enterprise National Council (WBENC), WEConnect International, and the US Pan Asian American Chamber of Commerce (USPAACC).

Additionally, Dominica supports Marriott's global sustainability platform, specifically leading recycling and waste reduction efforts.

Roger Guzman

NHCC Board Member & Manager, Global Diversity & Inclusion

TJX Companies (Moderator)

Roger partners with the senior Human Resources team and functional leaders to develop the best global approach to Diversity and Inclusion across TJX that reinforces the commitment to an inclusive culture.

Roger is responsible for developing and implementing strategic initiatives for Global Diversity and Inclusion at the enterprise level that align with the company's business priorities. This responsibility aligns perfectly with the work Roger has done throughout his professional career at both State Farm Insurance Companies and Walmart. Roger has held leadership responsibilities in various resources groups with his previous companies. In the past, Roger has been responsible for developing strategies and plans to implement company priorities with a variety of community groups. Roger is involved in the community and has also been involved with NHCC at a former chair of the Education Committee and chair of various subcommittees helping to design NHCC summits.

Brian Hall

NHCC Board Member & Manager Supplier Diversity & Outreach

Shell (Moderator)

A small business liason who brings the needs of minority communities to the forefront through supplier diversity and outreach.

Brian Hall is responsible for Supplier Diversity, Diversity Outreach and serving as the Small Business Liaison for Shell and Motiva Enterprises in the US. Brian leadership expands into the community through volunteer roles with various organizations, including 13 years as Board Vice President of Theta Chi Fraternity, Lifetime Member of the Houston Livestock Show & Rodeo, as well as Founder and President of FridayHarbour.org, a Houston based non-profit organization providing free temporary housing for cancer patients/families seeking treatment in the Texas Medical Center.

Lissiah Hundley

Vice President, Workforce Diversity & Inclusion and University Relations

Comcast

Lissiah Taylor Hundley serves as the Vice President of Workforce Diversity and Inclusion, University Relations, and Military Hiring for Comcast. In this role, she leads a team of talent acquisition and diversity and inclusion professionals who are responsible for the attraction and acquisition of diverse, high performing talent and employee programs focused on building an inclusive work environment. Hundley partners with and provides strategic guidance to business leaders and key stakeholders across the organization. She also leads the engagement with core diversity partners, universities, and organizations supporting workplace inclusion.

Hundley joined Comcast in February 2017. In her prior role, she was the Diversity and Inclusion Strategist for Cox Enterprises, where she served as the company's senior diversity and inclusion advisor, and partnered with Cox's divisions, including Cox Communications, Cox Automotive, and Cox Media Group. Hundley worked closely with the executive diversity council, and was responsible for leading the build and implementation of the company's first Employee Resource Groups. Prior to Cox, she was the Vice President of Diversity and Inclusion at Wells Fargo Bank. There, her team was responsible for programs and initiatives supporting over 280,000 employees. With a passion for diverse cultures, she has also lived and worked abroad in Jamaica and the Philippines.

Ajamu Johnson

Executive Director, Strategic Procurement

Comcast, NBCUniversal

Ajamu Johnson was named Executive Director of Supplier Diversity and Strategic Procurement for Comcast and NBCUniversal in February, 2014. He leads the team responsible for all supplier diversity activities for one of the world's leading providers of media and entertainment. His duties include establishing corporate policy, strategy, and objectives that ensure maximum utilization of qualified diverse businesses in the contracting process.

During 2015, after consecutive years of economic impact growth, Comcast became the first Media and Technology Company to be inducted into the prestigious Billion Dollar Roundtable. From 2008 to 2013, Mr. Johnson led vendor diversity and inclusion activities for Comcast's cable division. In 2010, he worked closely with the executive team to establish an unprecedented series of diversity and inclusion-related voluntary public commitments in connection with the successful completion of Comcast's acquisition of NBCUniversal.

Tulu Kaifee is SVP and Mortgage Multicultural Manager at BB&T. She is responsible for creating and leading BB&T's Multicultural Mortgage strategy. She has been a key player in BB&T Multicultural Banking strategy by creating multiple platforms around financial education, business literacy, mentorship, business development, recruitment of bilingual talent, community engagement and sales benchmark tracking which are widely used across BB&T's footprint. These platforms strategically target and measure client growth predominantly in BB&T's Hispanic, Asian and African American communities.

Tulu is the bridge between BB&T and non-profits/for-profit organizations; to bring increased knowledge around homeownership, affordable and sustainable mortgage products, workforce development and grassroots marketing to multicultural communities. She proactively seeks opportunities to partner with communities in need of education around the dream of becoming a homeowner within the United States.

Tulu Kaifee

Mortgage Multicultural Manager Senior Vice President

BB&T

Judith H. Katz,

EVP and Client Brand Lead

The Kaleel Jamison Consulting Group

Judith is Executive Vice President and Client Brand Lead of the Kaleel Jamison Consulting Group, Inc. Fueled by her passion for addressing systemic barriers and known for her boundless energy and sharp analytical mind, Judith Katz brings more than 30 years of experience to her work in strategic culture change.

Judith is a dynamic speaker and internationally known author. The 25th anniversary of her landmark book, White Awareness: Handbook for Anti-Racism Training was celebrated with the publication of a revised edition. Her courageous autobiographical work, No Fairy Godmothers, No Magic Wands: The Healing Process After Rape was one of the first of its kind to assist rape survivors in the recovery process. She is co-editor of The Promise of Diversity and co-author, with Frederick A. Miller, of The Inclusion Breakthrough: Unleashing the Real Power of Diversity, Be BIG: Step Up, Step Out, Be Bold and Opening Doors to Teamwork & Collaboration: 4 Keys That Change EVERYTHING. Recipient of ODN's Lifetime Achievement Award and one of Profiles in Diversity Journal's Pioneers of Diversity, Judith is a member of the Board of Trustees of Fielding Graduate University.

Vanessa Lane is the Supplier Diversity Program Manager at Cox Enterprises Inc. In this role Vanessa works with stakeholders at each division of Cox; Cox Communications, Cox Automotive and Cox Media Group, to set goals and governance around supplier diversity. Vanessa has been with Cox Enterprises for 10 years and prior to this position she was the Contract Administrator in Supply Chain. Before joining Cox Enterprises Inc., Vanessa worked for Worldspan (Travelsport) and Emory University School of Medicine as an Accountant. Vanessa holds a BBA degree in Marketing from the University of West Georgia, Carrollton, GA.

Vanessa has been heavily involved with supplier diversity and the Georgia Minority Supplier Development Council and has recently accepted the role of Chairman of the Board of Directors.

Vanessa Lane

Manager, Supplier Diversity Programs, Cox Enterprises and Chair

GA Minority Supplier Development Council (GAMSDC)

Luis Lobo

Executive Vice President Manager Multicultural Markets

BB&T (Diamond Sponsor)

Luis Lobo serves as the Executive Vice President and Manager of Multicultural Banking for BB&T. Most recently he was President for BB&T's Washington Metropolitan Region based in Washington, D.C. BB&T (Branch Bank and Trust) is the tenth largest bank in the US Based in Winston-Salem, North Carolina, the 145 year old bank has 2100 branches in 15 states and the District of Columbia.

Mr. Lobo's 33 year career has involved most facets of commercial, retail, mortgage and international banking. He is past Chairman of the Board of Advisors of the American Bankers Association Stonier Graduate School of Banking 2011-2013. Nationally he serves as member of the ABA Foundation, member of the Senior Executive Corporate Advisory Council of the United States Hispanic Chamber of Commerce and member the NOVANT Hospital Board of Trustees.

Mr. Lobo lectures extensively at colleges, universities and financial industry forums across the U.S. on "Change Management," "Leadership," and "Sales Culture." Mr. Lobo served 10 years on the faculty of the BB&T Banking School at Wake Forest University and is on the faculty of ABA Stonier Graduate School of Banking at University of Pennsylvania. He has been featured on NPR's Marketplace and national and regional publications.

Sarah Marske serves as Manager, Multicultural Marketing Center of Excellence at The Coca-Cola Company and has over eight years of multicultural marketing experience. In her role, she drives the development of best-in-class multicultural marketing and shopper capabilities in support of brand marketing campaigns. She also leads the Company's 5by20 financial empowerment programs for multicultural women in the U.S. including The Adelante Movement, In The Black, Impact Odyssey & Self Made.

Originally from North Carolina, Sarah loves to stay active playing tennis, soccer and running. She is passionate about giving back to the community and supporting youth empowerment.

Sarah Marske

Manager, Commercial & Constituents
Multicultural Marketing Center of Excellence

The Coca-Cola Company

Frederick A. Miller,

Chief Executive Officer

The Kaleel Jamison Consulting Group

As CEO of The Kaleel Jamison Consulting Group, Inc.—named one of Consulting magazine's "Seven Small Jewels" in 2010—Fred specializes in developing workforce strategies that accelerate results to deliver higher organizational performance.

Cited as a forerunner of corporate change in The Age of Heretics, Fred has been honored as the OD Network's youngest lifetime achievement award recipient and named one of the 40 Pioneers of Diversity by Profiles in Diversity Journal. He was managing editor of the classic The Promise of Diversity, and co-author, of The Inclusion Breakthrough: Unleashing the Real Power of Diversity, Be BIG: Step Up, Step Out, Be Bold, and Opening Doors to Teamwork and Collaboration: 4 Keys that Change EVERYTHING. A past member of the board of directors of Ben & Jerry's Homemade, Inc., he serves on the boards of Pinchot/Bainbridge Graduate Institute, Day & Zimmermann, the Sage Colleges, and Rensselaer Polytechnic Institute's Center for Automated Technology Systems.

Maruiel Perkins-Chavis,

NHCC Board Member & VicePresident,
Workforce Engagement &
Global Diversity

Marriott International (Moderator)

One of the "Top 100 Executives in America" focused on managing world-wide workforce diversity. Maruiel Perkins-Chavis is responsible for establishing the strategic direction, development, implementation and management of world-wide workforce diversity, work-life initiatives, engagement, and workplace programs. She has over twenty-five years experience in the human resources area with expertise in staffing, talent acquisition, leadership development, diversity, equal employment opportunity and affirmative action.

Mrs. Perkins-Chavis was instrumental in the design and execution of the Leadership Education Series, Women and Minority Leadership Talent Development Inventory, Leadership Development Workshops and Executive On-Boarding Program

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She is a member of the Society for Human Resource Management, serves on the Shambaugh Leadership Group Executive Advisory Council and National Hispanic Corporate Council (NHCC) Board. In 2007, she was presented with the first ever Dave M. Sampson Diversity Award for demonstrating diversity excellence. In 2009, she was selected as Working Mother of the Year by Working Mother Magazine and in 2012 UPTOWN Professional magazine selected her as one of the "Top 100 Executives in America".

Mr. Puri joined Hackett in 2014 and supports Hackett members across the source-to-settle and P2P spectrum. He brought to Hackett over 9 years of consulting experience with Fortune 500 clients around supply chain and procurement. He has implemented complex, global initiatives in the areas of strategic sourcing, spend analysis, contracts management, training design and delivery and procure-to-pay enablement.

Tarun Puri

Director, Procurement Advisory

The Hackett Group

Carlos Santiago

Global Lead Engineering Infrastructure

GSK & ERG Lead, Conexion Latina

Carlos Santiago is currently the Global Lead Engineering Infrastructure for GSK's Worldwide Real Estate and Facilities organization. Carlos started his career as a Site Utilities Engineer in GSK's manufacturing facility at Cidra, Puerto Rico. After almost 4 years and a variety of roles at the Cidra facility he assumed the role of Operational Engineering Manager at the Clifton, New Jersey manufacturing facility. For the last 2 years in the Clifton facility Carlos was Packaging Manager in charge of all production for Aquafresh and Sensodyne/Pronamel brands. After 2.5 years at the Clifton facility he took the role of Maintenance Consultant for GMS Engineering and relocated to RTP, North Carolina. As Maintenance Consultant he supported engineering manufacturing operations for sites all over the world. It took him to 20 countries and 4 continents in 2 years. For the last 3 years, Carlos has been working in GSK's Worldwide Real Estate and Facilities organization implementing a global maintenance program for all the sites in NA, EU and ASIAPAC supporting R&D operations. Carlos has also led Hispanic/Latino Employee Network ("Conexion Latina") at GSK for 2 years doubling its membership and participation in that period.

Violeta Vera Seidell is Vice President, Program Management in Marriott's Global Operations division. In this role, Violeta leads a team to enable global innovation in critical hotel technology platforms such as property management systems and point of sale systems. Prior to this role, Violeta led a team driving innovation across multiple areas, including revenue management and reservation systems, guestroom entertainment, procurement, and meetings & events, to help elevate Marriott's services to guests and improve operating efficiencies.

Violeta Seidell

Vice President, Project Services

Global Operations, Marriott International

Lonnie Smith

Enterprise Community Development Manager

State Farm®

Lonnie Smith is a native of Kansas City, Missouri. A graduate of Illinois Wesleyan, Lonnie has worked in State Farm's operational areas and currently leads a team that is focused on State Farm employee engagement and community involvement in the Greater Atlanta metro area. Lonnie is passionate about community building.

In 2012, he led work that earned a PRSA Silver Anvil for financial town halls held in conjunction with Univision in multiple markets to help the community with their finances.

Neil Terc is the President of Yourcasa and SuCasa.com, real estate service portals where buyers and sellers find information for their real estate needs and get connected to our partner lenders and real estate agents for assistance.

Currently in 10 cities (Atlanta, Chicago, Dallas, Ft. Lauderdale, Indianapolis, Los Angeles, Miami, Orlando, Tampa, and San Diego) and expanding to serve more clients with their home needs with our Realty and Lending partners.

Neil is a graduate of Bradley University with a Bachelor of Business Administration.

Neil Terc

President, NAHREP

Atlanta Chapter

Gabriel Vaca

Director of Enterprise Account Sales, UPS & Global Chapter Advisor

Latino BRG, “Crecer”

Gabriel Vaca is responsible for consulting and supporting UPS’ largest enterprise customers in their logistics and global supply chain. For over 25 years he has been instrumental in developing international trade between the U.S. and countries around the world, especially with Asia and Latin America.

Mr. Vaca joined UPS in 1994 in Miami where he helped customers develop exports and imports between the U.S, Mexico and Latin America. He later relocated to Atlanta and held various International Business Development positions at the UPS Corporate Headquarters.

Serves as Lead Employee Relations Consultant and the EEO Officer of Northwestern Mutual in Milwaukee, Wisconsin, where he has worked since 2008. Jesús was also a founding member of both the African-American and Hispanic Employee Resource Groups at Northwestern Mutual. He currently serves as Chair of the Hispanic ERG. Jesús has been instrumental in helping the Hispanic ERG develop its strategy map and key metrics, operating priorities, communications strategies, and onboarding plan for new members.

Prior to Northwestern Mutual, Jesús practiced labor and employment law with Michael Best LLP, and with Gonzalez Saggio & Harlan LLP. Jesús has also served on several community non-profit boards, and is a sought-after public speaker and trainer. He earned his B.A. in Sociology magna cum laudefrom Princeton University, and his M.A. in Public Policy Studies and his J.D. from Duke University.

Jesús José Villa

Lead Employee Relations Consultant and the EEO Officer

Northwestern Mutual

David Wellisch is co-founder and CEO of The Latinum Network, a member-based advisory company comprised of global brands that support their success in the multicultural economy. The company's mission is to equip organizations and the most iconic consumer brands to better serve, engage, and activate the most influential and fastest growing consumers in this country through a shared cost subscription model.

David Wellich

Co – founder & CEO

The Latinum Group

Adilka Indhira White, is an Implementations Section Manager for UPS, having responsibility for Healthcare Implementations across North America. In this role Adilka has a team of Project Managers that support the Logistics & Distribution business unit in the planning and execution of implementation projects for new and existing clients. Adilka has been a UPSer for over 13 years.

In addition to her job responsibilities at UPS, Adilka has been an active member of Crecer, the UPS Latino Business Resources Group (BRG) and is currently the Chair. She has been key in the development of Crecer overall strategy of supporting UPS business growth through gaining market share in the Hispanic community and making UPS the company of choice for Latinos. Prior to Crecer, Adilka was part of the UPS Women's Leadership Development BRG, taking part on the initial pilot in the Atlanta area, and, until mid-2012, she was actively engaged in WLD programs as both lead organizer and participant. In 2016 Adilka became a board member of the Hispanic Corporate Council of Atlanta (HCCA) as well as an active member of the Hispanic Scholarship Fund's Atlanta Advisory Council.

Adilka Indhira White,

North America Distribution Implementations, UPS & Chair

Corporate Latino BRG, "Crecer"

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