

2017 ANNUAL SUMMIT

DRIVING ORGANIZATIONS FORWARD:

REAL CONVERSATIONS ON D&I AS THE ENGINE BEHIND INNOVATION

APRIL 4-6, 2017 | ATLANTA, GA

Attendance Justification Toolkit

NHCC
National Hispanic Corporate Council

www.nhcchq.org

BB&T

About The National Hispanic Corporate Council (NHCC)

NHCC brings together leading Fortune 1000 companies who strongly support our mission to *“provide 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 **human resources, marketing, supplier diversity, and community relations** within the foundation of corporate social responsibility. 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.

About The National Hispanic Corporate Council (NHCC) – Governance

Abe Carrillo (Chair)

Director, Inclusiveness & Diversity
Herman Miller, Inc.

Miguel Gonzales (Treasurer)

Director, HR Electronic & Info Solutions
The Boeing Company

Diana Alvarez (Secretary)

Manager, Sr. Occupational Health
Hyatt Hotels Corporation

Lupe Alcala (Immediate Past Chair)

Assistant Vice President - Admin Services
State Farm Insurance

Maria D'Ambrosio

Executive Director, Corporate Diversity,
American Red Cross

Terry Deas

Director, Diversity & Outreach
Cracker Barrel Old Country Store®

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
GlaxoSmithKline

Eduardo E. Mariscotti

Vice President, HR
Walmart US

Salvador Mendoza

Vice President, Diversity & Inclusion
NBCUniversal

Maria Carlota Palacios

Public Outreach/Community Relations
Williams

Maruiel Perkins-Chavis

Vice President, Workforce Effectiveness &
Global Diversity

Marriott International

Carolina Pulido

Director of Development & Learning
Delhaize America

Manny Santos

Divisional Vice President
PR Newswire / MultiVu

About The National Hispanic Corporate Council (NHCC) – *Membership*

American International Group

American Red Cross

BB&T

Comcast NBCUniversal Telemundo

Cox Enterprises

COUNTRY Financial

Cracker Barrel Old Country Store®

Delhaize America

Darden

ESPN

GameStop

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 Toolkit

The **2017 NHCC Annual Summit** is an important gathering of our organization's Fortune 1000 corporate members aimed to highlight the latest corporate best practices in human resources, 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 champion diversity and inclusion initiatives help to better position their respective companies to compete in the U.S. Hispanic consumer market.

But how do you share the value of this event with your supervisor in order to help justify your attendance?

This toolkit includes:

- General tips
- Reasons why your employer should send you to the summit
- Sample expense worksheet
- Articulating the benefits
- Sample justification letter
- Quick links
- Reason why this conference is different

General Tips

Things to consider that can help justify your travel and meeting expenses.

- Check out the 2017 NHCC Annual Summit site and make sure you know the applicable information (date, location, price, etc.);
- Focus on specific benefit/value that you will bring back to your office as a return on investment;
- Share your experience. Propose to deliver a short presentation to your colleagues to share what you learned and offer possible applications and recommendations relevant to your office;
- Share relevant meeting materials with colleagues that will benefit from the handouts and other learning materials from the meeting;
- Prepare a plan that will show your supervisor who will cover for you and how your workload will be handled while you are attending the meeting.

Reason Why Your Employer Should Send You

- **The National Hispanic Corporate Council (NHCC)** Is the premiere resource within corporate America on maximizing the \$1.5 trillion Hispanic market opportunity;
- The **2017 NHCC Annual Summit** will bring together over 200+ participants at 30+ Fortune 1000 companies from across the country, from multiple disciplines in the industry. You wouldn't want to miss this gathering of diversity professionals and the opportunity to learn best practices from your peers and industry leaders;
- **Learn the Latest Corporate Best Practices First-hand** at NHCC annual summits where we provide our Fortune 1000 corporate members and the greater corporate community with the opportunity to learn the latest best practices and how to better engage the U.S. Hispanic market from industry leaders and other subject matter experts;
- **Maximize Your Company's Hispanic/Latino Marketing Initiatives** with the "Marketplace & Workplace" tracks featuring sessions on human resources, community relations, supplier diversity, marketing, CSR, diversity & inclusion, external affairs, and executive leadership. Each are designed to provide you with the tools that effectively maximize your company's Hispanic initiatives efforts.
- **Build Your Corporate Network** with the Fortune 1000 colleagues from different stages of their Hispanic market journey. NHCC's membership community and summits are an ideal place to foster professional networking.

Reasons Why Your Employer Should Send You (cont.)

- Hear the latest trends from the top industry leaders, agencies and key organizations such as **BB&T, The Coca-Cola Company, Cox Enterprises, Northwestern Mutual, Shell, Hallmark, Delhaize America, UPS, Univision;**
- Meet Nationally Recognized Subject-Matter Experts and third-party consultants such as the **Korn Ferry, Kaleel Jamieson Group, Manufacturers Hospitality Food Alliance (MHFA), and the Aspen Institute's Latinos & Society** who provide the latest research and corporate best practices for immediate execution;
- **Atlanta** is economically booming! This region had the nation's 7th fastest growing economy in 2013 and is predicted to be the 3rd fast growing economy in the nation through 2020 ... **14.9% of the population in Atlanta are Hispanics.** ... home to Fortune companies: Cox Enterprises, The Coca-Cola Company, Delta Airlines, Home Depot, and many more!
- The conference will showcase cutting edge and timely topics impacting energy professionals in the marketplace and workplace, as well as provide opportunities to connect with subject matter experts for the exchange of ideas;
- Attendees will experience diverse learning formats including skills-based interactive educational delivery designed to maximize the learning experience.

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- Whether it comes up before or after you've submitted your formal request to attend, you can be certain that an opportunity – a 60 second opportunity – will arise for you to confidently and succinctly convey the importance of attending the 2017 NHCC Annual Summit;
- Every company and boss are different so make sure you know which things are going to be most persuasive with your boss, in your environment, and have those bullets committed to memory, if not well rehearsed;
- Some examples may be:
 - Two day conference concentrated on sharpening technical skills, developing leadership expertise and building knowledge of other practices and innovations to consider
 - Networking opportunities to form meaningful connections for professional support
 - Sharing gained knowledge with others in the workplace upon return
 - Powerful and motivating industry leaders

Sample Justification Letter

Date _____

Dear (Supervisor's Name) _____,

I would like to request approval to attend the 2017 NHCC Annual Summit on April 4-6, 2017 in Atlanta, GA.

The conference offers 2.5 days of training from experienced industry practitioners, includes the organization's annual business meeting and provides the opportunity to connect with other energy professionals from across the country. The WEN National Conference & Expo is widely regarded as the leading forum for professional women in the energy industry I believe it will further sharpen my technical skills, develop my leadership expertise and build my knowledge of other company's innovations and best practices that could be of benefit to [company name].

After reviewing the program materials in detail, I have identified and attached a listing of sessions that I feel are most relevant and would provide the most value to my professional growth, as well as give me practical tools to bring back to the team. Your support of my attendance to this conference would include the registration fees, transportation costs, room and board and other travel expenses. A detailed cost breakdown is attached. I anticipate the total expense to be approximately \$ _____. I appreciate [your company name] commitment to developing and supporting a diverse workforce which I am proud to be a part of. Your support of my attendance at the NHCC Annual Summit acknowledges the value [company name] places on supporting and cultivating that diversity and professional development in both traditional and non-traditional ways. Thank you for considering the support of my attendance.

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- Registration Link: <http://nhcchq.org/upcoming-events/2017-annual-summit/>
- Conference Fees
 - NHCC Corporate Member (Up to 6 comp'd passes)
 - Can purchase additional member discounted passes at (\$500)
 - Non-Member Companies (\$750)
 - Partner Organizations (\$500)
- Hotel information & reservations
 - Ritz-Carlton, Downtown Atlanta
 - <http://www.ritzcarlton.com/en/hotels/georgia/atlanta>
 - Code: NHCNHCA

2017 NHCC Annual Summit Toolkit – *Point-Of-Contact*

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Manager, Administration & Special Events

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