



National Hispanic Corporate Council

2018 Annual Summit

May 16-17 | Milwaukee, WI | The Pfister Hotel



*“Advancing Hispanic Talent & Driving Consumer Growth:
Trends Impacting a \$2 Trillion Market”*



Platinum



Gold




Silver



Bronze



Community Partners

	 <p>Northwestern Mutual[®]</p> <p>Corporate Headquarters 720 E. Wisconsin Avenue Milwaukee, WI 53202 South Office Building Auditorium 8th Floor</p>
11:00 am–12:00 pm South Office Bldg. 8 th Fl. A123	<p>NHCC Primary Contacts Meeting (Reserved)</p> <ul style="list-style-type: none"> • Annual meeting of NHCC member companies and primary representatives/liaison
12:00 pm– South Office Bldg. 8 th Fl. Foyer	<p>Summit Registrations</p>
12:15 pm–12:45 pm South Office Bldg. 8 th Fl. A123	<p>New Member Orientation & (CEDP) (recommended for first-time attendees)</p> <ul style="list-style-type: none"> • Introduction: Octavio Hinojosa-Mier, Executive Director, NHCC • CEDP Director: Dr. Frank Lloyd, Associate Dean of Executive Education, Southern Methodist University’s Cox School of Business • CEDP Alumnus: Domingo Cruz, Assistant General Counsel, Northwestern Mutual • CEDP Alumnus: Clarissa Ortiz, Assistant Director – Practice Management, Northwestern Mutual
1:00 pm–1:15 pm South Office Bldg. 8 th Fl. Auditorium	<p>Welcome Remarks</p> <ul style="list-style-type: none"> • Introduction: Octavio Hinojosa-Mier, Executive Director, NHCC • Speaker: Abe Carrillo, Chair, NHCC & Director, Diversity & Inclusiveness, Herman Miller, Inc. • Speaker: Ray Manista, Executive Vice President - Chief Legal Officer & Secretary, Executive Sponsor Hispanic ERG, Northwestern Mutual
1:15 pm–2:30 pm South Office Bldg. 8 th Fl. Auditorium	<p>Plenary Session A <i>“Navigating Today’s Political Climate: Intersection of Workplace, Politics and Diversity & Inclusion”</i></p> <ul style="list-style-type: none"> • Introduction: Maria D’Ambrosio, NHCC Board Member & Executive Director, Corporate Diversity, American Red Cross • Presenter: Carol Watson, Global Member Engagement, Diversity Best Practices

<p>2:30 pm–3:45 pm South Office Bldg. 8th Fl. Auditorium</p>	<p>Plenary Session B <i>“Building a Mentoring Culture: It’s Not Your Traditional Workplace Anymore”</i></p> <ul style="list-style-type: none"> • Introduction: Maria Carlota Palacios, NHCC Board Member & Community Outreach, Williams Companies • Presenter: Judy Ryan, CEO, LifeWork Systems • Presenter: Alfred Ramirez, VP, Strategic Engagement, LifeWorks Systems • Presenter: Alan Green, Senior Director, Trade Strategy & Customer Solutions, Vaccines, GlaxoSmithKline • Presenter: Corinne Abramson, Senior Director of Culture, Inclusion, and Engagement, Choice Hotels International
<p>3:45 pm–4:00 pm South Office Bldg. 8th Fl. Foyer</p>	<p>Break</p>
<p>4:00 pm–5:30 pm South Office Bldg. 8th Fl. Auditorium</p>	<p>Plenary Session C <i>“CEDP Seminar: Diversity, The Latino Leadership Gap, and the Promise of Inclusion in a Volatile Uncertain Complex Ambiguous (VUCA) World”</i></p> <ul style="list-style-type: none"> • Introduction: Salvador Mendoza, NHCC Board Member & Vice President, Diversity & Inclusion, NBCUniversal • Presenter: Dr. Mickey Quinones, Department Chair & O. Paul Corley Distinguished Chair in Organizational Behavior, Cox School of Business at Southern Methodist University <p>Presented by: The Corporate Executive Development Program (CEDP) and its academic partner, The Cox School of Business at Southern Methodist University</p>
<p>6:00 pm–7:30 pm The Pfister Hotel 2nd Fl. Foyer</p>	<p>Welcome Reception</p> <ul style="list-style-type: none"> • Introduction: Octavio Hinojosa-Mier, Executive Director, NHCC • Remarks: Griselda Aldrete, President & CEO, Hispanic Professional of Greater Milwaukee (HPGM) • Remarks: The Honorable Tom Barrett, Mayor of Milwaukee <p>Book Presentation – “Auténtico: The Definitive Guide to Latino Career Success”</p> <ul style="list-style-type: none"> • Robert Rodriguez, Co-Author & President, DRR Advisors • Andrés Tapia, Co-Author & Senior Client Partner, D&I Strategy Solutions, Korn Ferry <p>1st 100 registered attendees will receive a copy of the book sponsored by Marriott International</p>

DAY 2 | THURSDAY, MAY 17

8:15 am	<ul style="list-style-type: none">• Depart The Pfister Hotel (0.2 miles)• Depart The InterContinental Hotel (0.8 miles) <p style="text-align: center;">Corporate Headquarters 720 E. Wisconsin Avenue Milwaukee, WI 53202 South Office Building Auditorium 8th Floor</p>
8:30 am South Office Bldg. 8 th Fl. Foyer	Summit Registrations
8:30 am–9:00 am South Office Bldg. 8 th Fl. Auditorium	Network Over Breakfast
9:00 am–9:15 am South Office Bldg. 8 th Fl. Auditorium	Welcome Remarks <ul style="list-style-type: none">• Octavio Hinojosa, Executive Director, NHCC• Karl Gouverneur, Vice President – Digital Workplace & Corporate Solutions and Head of Digital Innovation, Northwestern Mutual
9:15 am–10:30 am South Office Bldg. 8 th Fl. Auditorium	Plenary Session D <i>“The Hispanic Marketing Opportunity: A Look at Northwestern Mutual Hispanic Market Strategy”</i> <ul style="list-style-type: none">• Introduction: Terry Deas, NHCC Board Member & Director, Diversity & Inclusion, Cracker Barrel Old Country Store®• Presenter: Chris Meece, Director – Hispanic Market Strategy, Northwestern Mutual <p>Follow-Up Panel</p> <ul style="list-style-type: none">• Moderator: Chris Meece, Director – Hispanic Market Strategy, Northwestern Mutual• Panelist: Roberto Espinosa, CFP® CLU® ChFC® CAP® AEP® RICP®, Wealth Management Advisor & Director of Business and Estate Planning, Northwestern Mutual• Panelist: Gladys Manzanet, Consultant, Field Marketing, Northwestern Mutual• Panelist: Raymone Jackson, Director, Diversity & Inclusion, Northwestern Mutual
10:30 am–10:45 am South Office Bldg. 8 th Fl. Foyer	Break

<p>10:45 am–11:45 am South Office Bldg. 8th Fl.</p> <p>Auditorium</p> <p>A123</p>	<p>Breakout Session 1</p> <p>Workplace – <i>“Preliminary Results from Southern Methodist University’s Cox Latino Leadership Institute (LLI) Retention Study”</i></p> <ul style="list-style-type: none"> • Introduction: Miguel Gonzalez, NHCC Board Member & Director, Human Resources, The Boeing Company • Presenter: Dr. Mickey Quinones, Department Chair & O. Paul Corley Distinguished Chair in Organizational Behavior, Cox School of Business at Southern Methodist University <p>Marketplace – <i>“Cultural Fluency: A Framework for Winning in Today’s America”</i></p> <ul style="list-style-type: none"> • Introduction: Lupe Alcala, NHCC Board Member & AVP, Administrative Services, State Farm® • Presenter: David Wellish, co-founder and CEO of Collage Group
<p>12:00 pm–1:30 pm South Office Bldg. 8th Fl. Auditorium</p>	<p>Annual Meeting Luncheon</p> <ul style="list-style-type: none"> • Eduardo Arabu, Associate Director, NHCC • Brian Hall, Chair of NHCC Nominations & Elections Committee & Manager of Supplier Diversity & Outreach, Shell <p>One-on-One Chat: <i>“Have a Coke; Share Stories: A Look at Board Leadership”</i></p> <ul style="list-style-type: none"> • Moderator: Octavio Hinojosa-Mier, Executive Director, NHCC • Presenter: Peter Villegas, Vice President, Head of Latin Affairs, The Coca-Cola Company & Chairman, U.S. Hispanic Chamber of Commerce (USHCC)
<p>1:30 pm–2:45 pm South Office Bldg. 8th Fl.</p> <p>Auditorium</p> <p>A123</p>	<p>Breakout Session 2</p> <p>Workplace – <i>“How Today’s Employees are Driving the Conversation of D&I from Diversity to Inclusion”</i></p> <ul style="list-style-type: none"> • Moderator: Roger Guzman, NHCC Board Member & Manager, Global Diversity & Inclusion, TJX Companies (Moderator) • Presenter: Andres Gonzalez, Vice President, Chief Diversity Officer, Froedtert & Medical College of Wisconsin • Presenter: Samantha Maldonado, People Leader, New Business, Northwestern Mutual & President, Prospanica Milwaukee <p>Marketplace – <i>“The Effect of Today’s Social and Political Climate on the Multicultural Marketplace”</i></p> <ul style="list-style-type: none"> • Introduction: Manny Santos, NHCC Board Member & Vice President, Cision / MultiVu • Presenter: Jose Villa, President, Sensis

<p>3:00 pm–3:15 pm South Office Bldg. 8th Fl. Foyer</p>	<p>Break</p>
<p>3:15 pm–4:30 pm South Office Bldg. 8th Fl.</p> <p>Auditorium</p> <p>A123</p>	<p>Breakout Session 3:</p> <p>Workplace – <i>“Transforming Employee Resource Group into Business Resource Group: Aligning the Group with the Business’ Goals”</i></p> <ul style="list-style-type: none"> • Introduction: Abe Carrillo, Chair, NHCC & Director, Diversity & Inclusiveness, Herman Miller, Inc. • Presenter: Fernando Serpa, Executive Director, Association of ERG & Councils • Panelist: Sandi Esquivel-Mauer, ERG Chair, Northwestern Mutual • Panelist: Roger Guzman, NHCC Board Member & Manager, Global Diversity & Inclusion & Program Manager, ERGs, TJX Companies <p>Marketplace – <i>“Engaging Hispanic Markets via the Sports Sponsorship”</i></p> <ul style="list-style-type: none"> • Introduction: Brian Hall, NHCC Board Member & Manager of Supplier Diversity & Outreach, Shell • Presenter: Reny Diaz, Vice President, Strategy & Insights, NBCUniversal Telemundo • Presenter: Kurt Hunzeker, Vice President, Marketing Strategy & Research, Minor League Baseball (MiLB)
<p>4:30 pm–6:30 pm Open</p>	<p>Leisure Time</p> <p>Suggestions:</p> <ul style="list-style-type: none"> • Take a walk along Lake Michigan • Visit Blu at The Pfister Hotel for Happy Hour (5 pm – 8 pm)
<p>6:30 pm–7:00 pm The Pfister Hotel 7th Fl. Imperial Ballroom</p>	<p>Reception</p>
<p>7:00 pm–9:00 pm The Pfister Hotel 7th Fl. Imperial Ballroom</p>	<p>Members’ Dinner</p> <ul style="list-style-type: none"> • Octavio Hinojosa-Mier, Executive Director, NHCC • Terry Deas, Chair-Elect, NHCC & Director, Diversity & Outreach, Cracker Barrel Old Country Store® • Rolando B. Rodriguez, President and CEO, Marcus Theatres
<p>9:00 pm The Pfister Hotel Blu 23rd Fl.</p>	<p>Post-Dinner Networking Opportunity Blu</p> <ul style="list-style-type: none"> • This venue on the 23rd floor boasts breathtaking views of Milwaukee's cityscape