



**National Hispanic Corporate Council**

**2019 NHCC Annual Meeting**

May 16 | Columbus, OH | Westin Great Southern Columbus

***“Technology Influencers:***

***A Look at Virtual & Digital Trends in Corporate America”***



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### 2019 NHCC ANNUAL MEETING

This important gathering of our Fortune 1000 corporate members aims to highlight the latest corporate best practices in talent, supplier diversity, marketing, community relations/CSR, 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. **Register via [bit.ly/NHCCColumbus19](http://bit.ly/NHCCColumbus19)**

### ABOUT NHCC:

The National Hispanic Corporate Council (NHCC) is a collaborative community for Fortune 1000 members that provide access to Hispanic talent and consumer resources, to optimize corporate performance. NHCC is comprised of Hispanic and non-Hispanic executives that are responsible for Hispanic and/or multicultural strategies.

Since 1985, NHCC provides tremendous value proposition to its corporate members by effectively maximizing the diversity of the Hispanic market opportunity through talent/human resources, marketing, supplier diversity, marketing, community relations, and executive leadership. Given the sheer market size, growing clout and purchasing power of an estimated \$2 trillion dollars by 2020, 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.

NHCC corporate lineup includes: America Red Cross, BASF, BB&T, Comcast NBCUniversal Telemundo, Cracker Barrel Old Country Store®, Darden, Froedtert Health, GSK, Hallmark Cards, Herman Miller, Marriott International, Northwestern Mutual, PR Newswire, Shell, State Farm®, The Boeing Company, The Coca-Cola Company, The TJX Companies, Wells Fargo, Williams, and other Fortune 1000 corporations.

## Thursday, May 16, 2019 | Schedule & Programming - Subject to changes

Tracks:

- **Workplace** (Human Resources, Talent Acquisition, Development, etc.)
  - *“Creating an Inclusive Environment for Remote Employees”*
  - *“Employer Brand Videos: Attracting the Best Talent Globally”*
  - *“Digital Workforce Development Strategies”*
  
- **Marketplace** (Community Relations, Supplier Diversity, Marketing, etc.)
  - *“Leveraging Social Media Platforms & Measuring ROI for Consumers & CSR Campaigns”*
  - *“Data-Driven Insights: Discover and Engage with Authentic Voice of Consumers”*
  - *“Case Study: Personalization E-Commerce with Peapod Digital Labs”*

8:30 am – 9:00 am The Westin Columbus Grand Ballroom	<b>Network over Breakfast</b> <ul style="list-style-type: none"> <li>• Connect with HR, Marketing, Community Relations, and Supplier Diversity Professionals from Fortune 1000 companies.</li> </ul>
9:00 am – 9:10 am The Westin Columbus Grand Ballroom	<b>Welcome Remarks</b> <ul style="list-style-type: none"> <li>• Octavio Hinojosa-Mier, Executive Director, NHCC</li> </ul>
9:10 am – 9:30 am The Westin Columbus Grand Ballroom	<b>C-Suite Keynote</b> <ul style="list-style-type: none"> <li>• Introduction: Octavio Hinojosa-Mier, Executive Director, NHCC</li> <li>• Presenter: TBD</li> </ul>
9:30 am – 10:30 am The Westin Columbus Grand Ballroom	<b>Plenary Session A: “Bridging Globalization, Technology, Diversity and Emotional Intelligence”</b> <ul style="list-style-type: none"> <li>• Judy Ryan, CEO, LifeWork Systems</li> </ul>
10:30 am – 10:45 am The Westin Columbus Grand Ballroom	<b>Quick Break</b>
10:45 am – 12:00 pm The Westin Columbus  Thurber Conference   Suite Chittenden Parlor	<b>Breakout Session I</b>  Workplace: <i>“Creating an Inclusive Environment for Remote Employees”</i> <ul style="list-style-type: none"> <li>• Shayne Bauer-Ellsworth, Solution Consultant, Cook Ross</li> <li>• Cory Schneider, Director of Assessment Strategy, Cook Ross</li> </ul> Marketplace: <i>“Leveraging Social Media Platforms &amp; Measuring ROI for Consumers &amp; CSR Campaigns”</i> <ul style="list-style-type: none"> <li>• Co-Presenter, TBD, Consumers</li> <li>• Co-Presenter, TBD, CR/CSR</li> </ul>

<p>12:00 pm – 1:00 pm The Westin Columbus Grand Ballroom</p>	<p><b>Luncheon</b></p> <p>Board of Directors Announcement</p> <ul style="list-style-type: none"> <li>• Nominations &amp; Election Committee, Chair</li> </ul>
<p>1:00 pm – 1:45 pm The Westin Columbus</p> <p>Thurber Conference</p> <p>Suite Chittenden Parlor</p>	<p><b>Breakout Session II</b></p> <p>Workplace: <i>“Digital Workforce Development Strategies”</i></p> <ul style="list-style-type: none"> <li>• TBD</li> </ul> <p>Marketplace: <i>“Case Study: E-Commerce with Peapod Digital Labs”</i></p> <ul style="list-style-type: none"> <li>• TBD, Peapod</li> </ul>
<p>2:30 pm – 2:45 pm The Westin Columbus Grand Ballroom Foyer</p>	<p><b>Quick Break</b></p>
<p>2:45 pm – 3:45 pm The Westin Columbus</p> <p>Thurber Conference</p> <p>Suite Chittenden Parlor</p>	<p><b>Breakout Session III</b></p> <p>Workplace Session: <i>“Employer Brand Videos: Attracting the Best Talent Globally”</i></p> <ul style="list-style-type: none"> <li>• TBD</li> </ul> <p>Marketplace Session: <i>“Data-Driven Insights: Discover and Engage with Authentic Voice of Consumers”</i></p> <ul style="list-style-type: none"> <li>• Natasha Pongonis, Co-Owner &amp; Partner, Nativa, Inc &amp; Co-Founder &amp; CEO, OYE! Business Intelligence”</li> </ul>
<p>3:45 pm – 5:00 pm The Westin Columbus Grand Ballroom Foyer</p>	<p><b>Plenary Session B:</b> <i>“Emerging Technology and Its Impacts to Diversity Business Practices”</i></p> <ul style="list-style-type: none"> <li>• Pedro Suriel, Managing Director of Client Services, Cook Ross</li> <li>• Jakob Wolf-Barnett, Director of Business Development, Cook Ross</li> </ul>
<p>5:00 pm – 7:00 pm Open</p>	<p><b>Leisure</b></p>
<p>7:00 pm – 9:00 pm The Westin Columbus Grand Ballroom</p>	<p><b>Closing Reception &amp; Dinner</b></p> <ul style="list-style-type: none"> <li>• Introduction: Eduardo Arabu, Associate Director, NHCC</li> <li>• Keynote Speaker</li> </ul>