



National Hispanic Corporate Council

REGIONAL FORUM SERIES: TENNESSEE!
“Hispanic and Millennial in Corporate America”



National Corporate Sponsors



Nashville City Club
201 4th Avenue N
Nashville, TN 37219

2019 NHCC REGIONAL FORUM

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 champion diversity and inclusion initiatives help to better position their respective companies to compete in the U.S. Hispanic consumer market. **Register via bit.ly/NHCCNashville19**

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.

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, Quanta Services, Shell, State Farm®, The Boeing Company, The Coca-Cola Company, The TJX Companies, Wells Fargo, Williams**, and other Fortune 1000 corporations.

Schedule & Programming - Subject to changes

Thursday, March 7th

11:30 pm – 12:30 pm Nashville City Club	Networking over Lunch <ul style="list-style-type: none">Connect with HR, Marketing, Community Relations, and Supplier Diversity Professionals from Fortune 1000 companies
12:30 pm – 12:40 pm Nashville City Club	Welcome Remarks <ul style="list-style-type: none">Octavio Hinojosa-Mier, Executive Director, NHCC
12:40 pm – 12:45 pm Nashville City Club	CEO Keynote <ul style="list-style-type: none">Introduction: Octavio Hinojosa-Mier, Executive Director, NHCCPresenter: Sandra B. Cochran, President & CEO, Cracker Barrel Old Country Store® (invited)
12:45 pm – 1:30 pm Nashville City Club	Executives' Forum on Hispanic Markets

<p>1:30 pm – 2:45 pm Nashville City Club</p>	<p>Session A: “Attracting & Relocating Hispanic Talent to 2nd Tier Market”</p> <ul style="list-style-type: none"> • Presenter: Peter Green, Senior Vice President, Human Resources, Coca-Cola North America (invited)
<p>2:45 pm – 3:00 pm Nashville City Club</p>	<p>Break</p>
<p>3:00 pm – 4:00 pm Nashville City Club</p>	<p>Session B: Multicultural Marketing</p> <ul style="list-style-type: none"> • Presenter: Marcela Gomez, Co-Founder, Culture Shift Team
<p>4:00 pm – 4:15 pm Nashville City Club</p>	<p>Break</p>
<p>4:15 pm – 5:15 pm Nashville City Club</p>	<p>Session C: Community Relations –</p>
<p>5:15 pm – 5:30 pm Nashville City Club</p>	<p>Closing Presentation: Community Relations Spotlight <i>“Latino Student & Talent Acquisition Pipeline Success Stories”</i></p> <ul style="list-style-type: none"> • Presenter: Mauricio Calvo, Executive Director, Memphis Latino
<p>5:30 pm – 7:30 pm Nashville City Club</p>	<p>Networking Reception</p> <ul style="list-style-type: none"> • Introduction: Eduardo Arabu, Associate Director, NHCC • Keynote: TBD