

CNC 16TH NATIONAL CONFERENCE

PLENARIES & SPEAKERS

Plenary I – Hispanic Demographics & Consumer Trends

This plenary will present the most current data on Hispanics in the U.S. from nationally recognized experts in demography and consumer trends. Presenters will analyze why Hispanics have become an important factor in U.S. elections and as consumers despite their diverse backgrounds and concentration in key U.S. markets. Business representatives will find this plenary a practical guide to hiring, marketing, and product development for a population nearing 50 million and with a purchasing power of one trillion dollars.

Moderator: Art Ruiz, Director, State Farm Insurance Companies

Leo Estrada, Associate Professor of Urban Planning, UCLA

Monica Gil, Vice President, Communications & Public Affairs, The Nielsen Company

Dave Ruiz, President, The UPS Foundation

Plenary II – Strategic Partnerships in Philanthropy

Philanthropy means different things to different people. This is why this plenary brings together corporate and non-profit funders with decades of experience in grants to multiple causes. Of particular interest will be the evolution and current trends in giving throughout the U.S. and how donors and non-profit groups can engage in partnerships where mutual interests play a role.

Moderator: Frank P. Ros, Vice President, Hispanic Strategies, The Coca-Cola Company

Paul E. Jardon, Vice President America's Business Development, Western Union

Harve A. Mogul, President and CEO, United Way of Miami Dade

Lisa M. Quiroz, Senior Vice President, Corporate Responsibility, Time Warner, Inc.

CEO Forum

This forum is presented jointly by CNC and HACR at the conference's corporate luncheon bringing together CEO's from top American corporations. The CEO forum is a unique opportunity to experience lively conversations among America's top business leaders about their careers, hobbies, challenges, and their views on the future of America's businesses.

Cesar Conde, President, Univision Networks

Luis Ramirez, CEO, GE Energy

Plenary III – Latina Leaders

U.S. Latinas are a driving force in the growth of American communities. They lead the growth of U.S. Hispanic businesses and have a wide presence in corporate America and many other social institutions. This plenary brings together a broad representation of women leaders in business, government, education, and the non-profit sector. Their joint life experiences and leadership styles encompass several states, backgrounds, and national Hispanic origins. These leaders are widely recognized as pacesetters within and beyond Hispanic causes and institutions.

Moderator: Gloria Rodriguez, President and CEO, Comunicad

Lillian Rodriguez-Lopez, President, Hispanic Federation, Inc.

Raquel Regalado, Attorney, Malloy & Malloy PA & Board Member, Miami-Dade County School Board

Plenary IV – Reaching Hispanics through the Media

Major U.S. businesses now recognize the need to reach a sizeable, fast growing population of 50 million Hispanic consumers. Experts on this plenary will present the latest facts and figures on reaching Hispanics through diverse media, including case studies and institutional experiences on what works and what doesn't. The plenary is a must for business marketing units as well as agencies and media organizations.

Moderator: Jeanie Lyz Hernandez, Regional Director, Government & Community Investment, Comcast Cable

Manny Ruiz, Co-Founder and Chairman, Hispanicize

Jorge A. Plasencia, Chairman and CEO, República

Dr. Aida Levitan, President and CEO, Levitan & Palencia LLC

Plenary V – The Power of Latino Votes

Will Latinos elect the next President of the U.S. How or why not? Do Latino numbers translate into votes? If so, do U.S. Latinos vote in blocks? Are these blocks different from state to state of the Union? These are just a few of the questions that this panel of national and regional experts will present at a session just months before we elect our next president in November 2012. Speakers will include advocates of both major parties as well as respected political analysts and community leaders.

Moderator: Arturo Vargas, Executive Director, NALEO

Janet Murguia, President and CEO, National Council of La Raza

Plenary VI – U.S. Educational Challenges in a Global Economy

Distinguished educational and community leaders, scientists, and administrators will discuss the state of American education from Pre-K to post graduate studies. Presentations will include the role of science in today's public education and the economic challenges faced by America in today's global economy and technological development.

Moderator: Ronald Blackburn-Moreno, President and CEO, The ASPIRA Association, Inc.

Frank D. Alvarez, President and CEO, Hispanic Scholarship Fund

Dr. Antonio R. Flores, President and CEO, National Headquarters, Hispanic Association of Colleges & Universities

Julio Ramirez, President, JEM Global Restaurant Consulting and Ex-Executive Vice President - Global Operations Officer, Burger King Corporation

Jose Antonio "Tony" Villamil, D.Sc. (hc), Dean, School of Business & Research Professor of Economics, St. Thomas University School of Business

Health Reform Forum

Health Reform continues to be one of the most complex, and abrasive policy and legislative issues in today's America. To approach the health challenges faced by today's Americans, a group of physicians, providers, insurers and advocates will discuss reform from their respective vantage points. This session promises to be very informative and as controversial as is the topic itself.

Moderator: Roymi V. Membiela, Corporate Vice President of Marketing & Public Relations, Baptist Health South Florida

Gary Pelletier, Director/Team Leader, Pfizer Helpful Answers Executive Director, Pfizer Inc.

Dr. Rene F. Rodriguez, Chief, Orthopedic Section, VA Medical Center, Interamerican College of Physicians & Surgeons

Penny Shaffer, Market President - South Florida, BlueCross BlueShield - South Florida