



## ABOUT NHCC

The National Hispanic Corporate Council (NHCC) brings together leading Fortune 1000 companies who strongly support our mission to *“provides 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 **talent, marketing, supplier diversity, marketing, community relations, and executive leadership**. 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.

## ***Governance***

### **Abe Carrillo (Chair)**

Director, Inclusiveness & Diversity  
Herman Miller, Inc.

### **Terry Deas (Chair-Elect)**

Director, Diversity & Outreach  
Cracker Barrel Old Country Store®

### **Miguel Gonzalez (Treasurer)**

Director, HR Electronic & Information  
Solutions, The Boeing Company

### **Diana Alvarez, (Secretary)**

Senior Occupational Health Manager, Risk  
Management, Hyatt Hotels Corporation

### **Lupe Alcala (Immediate Past Chair)**

Assistant Vice President - Administrative  
Services, State Farm®

### **Maria D'Ambrosio**

Executive Director, Corporate Diversity,  
American Red Cross

### **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 and  
Portfolio, GlaxoSmithKline

### **Salvador Mendoza**

Vice President, Diversity & Inclusion,  
NBCUniversal

### **Maria Carlota Palacios**

Public Outreach/Community Relations  
Williams

### **Maruiel Perkins-Chavis**

Vice President, Workforce Engagement &  
Global Diversity, Marriott International, Inc.

### **Carolina Pulido**

Director of Development & Learning,  
Delhaize America

### **Manny Santos**

Divisional Vice President  
PR Newswire / MultiVu

## ***Membership***

- AIG
- American Red Cross
- BB&T
- Comcast NBCUniversal Telemundo
- COUNTRY Financial
- Cox Enterprises
- Cracker Barrel Old Country Store®
- Delhaize America
- Darden
- ESPN
- GameStop
- GlaxoSmithKline
- Hallmark Cards
- Herman Miller
- Hilton Worldwide
- Hyatt Hotels Corporation
- InterContinental Hotels Group
- 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

This important gathering of our organization's Fortune 1000 corporate members aims to highlight the latest corporate best practices in talent, 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 champions diversity and inclusion initiatives help to better position their respective companies to compete in the U.S. Hispanic consumer market. View event updates via <http://nhcchq.org/upcoming-events/2017-annual-summit/>

### ***Air Travel***

- Arrival should be no later than 3:00 pm on April 4
- Departure should be no earlier than 4:00 pm on April 6

### ***Ground Transportation***

- Car-sharing services (Uber, Lyft, etc.)
- Shuttle/Private car services:
  - <http://apps.atl.com/Passenger/GroundTransportation/Default.aspx>
- MARTA Train: <http://apps.atl.com/Passenger/GroundTransportation/Default.aspx>
  - Peachtree Center Transit Station is next to the Ritz-Carlton (18 minutes)

### ***Hotel Information***

- Ritz-Carlton, downtown Atlanta
  - <http://www.ritzcarlton.com/en/hotels/georgia/atlanta>
  - Code: NHCNHCA

### ***Venues Information***

- **Ritz-Carlton**
  - 181 Peachtree St. NE | Atlanta, GA 30303
- **Cox Enterprises Corporate Headquarters**
  - 6305-B Peachtree Dunwoody Road, NE | Atlanta, GA 30328
- **Georgia International Convention Center**
  - 2000 Convention Center Concourse | College Park, GA 30337

### ***Point of Contact:***

- **Octavio Hinojosa-Mier**, Executive Director, NHCC | [ohinojosamier@nhcchq.org](mailto:ohinojosamier@nhcchq.org)
- **Eduardo Arabu**, Associate Director, NHCC | [earabu@nhcchq.org](mailto:earabu@nhcchq.org)

# 2017 ANNUAL SUMMIT

## DRIVING ORGANIZATIONS FORWARD:

REAL CONVERSATIONS ON D&I AS THE ENGINE BEHIND INNOVATION

APRIL 4-6, 2017 | ATLANTA, GA



**BB&T**

*Featuring Marketplace and Workplace Tracks!*



**BB&T**

*Diamond*

# Marriott

INTERNATIONAL

Platinum



Gold




Silver



Bronze


**DAY 1 | TUESDAY, APRIL 4<sup>TH</sup>**

<p>5:00 pm–6:00 pm The Ritz-Carlton Georgian Room Foyer</p>	<p><b>Registrations</b></p> <ul style="list-style-type: none"> <li>• Upon completing hotel check-in, proceed to the NHCC registration table to obtain conference badge and materials</li> </ul>
<p>5:30 pm–6:00 pm The Ritz-Carlton Congress</p>	<p><b>New Member Orientation (recommended for first-time attendees)</b></p> <ul style="list-style-type: none"> <li>• Octavio Hinojosa-Mier, Executive Director, NHCC</li> <li>• Dr. Frank Lloyd, Associate Dean, Southern Methodist University</li> </ul>
<p>6:00 pm–6:30 pm The Ritz-Carlton Charter/Cabinet/Caucus</p>	<p><b>Pre-Conference: Business Resource Groups Discussions</b> <i>“Introduction &amp; Challenges”</i></p>
<p>6:30 pm–7:30 pm The Ritz-Carlton Georgian Room</p>	<p><b>Welcome Reception</b></p> <ul style="list-style-type: none"> <li>• Octavio Hinojosa-Mier, Executive Director, NHCC</li> <li>• Terry Deas, Chair-Elect, NHCC &amp;, Director, Diversity &amp; Outreach, Cracker Barrel Old Country Store®</li> <li>• Luis Lobo, Executive Vice President – Manager Multicultural Markets, BB&amp;T</li> </ul> <p><b>Presented by:</b></p> 

**DAY 2 | WEDNESDAY, APRIL 5<sup>TH</sup>**

<p>7:00 am The Ritz-Carlton Pickup/Drop-off Zone</p>	<p><b>Buses departs for Cox Enterprises Corporate Headquarters</b></p> <ul style="list-style-type: none"> <li>• 6305-B Peachtree Dunwoody Road, NE   Atlanta, GA 30328</li> <li>• C-Tech-B Building   Jim Kennedy Conference Center</li> </ul>
<p>8:00 am Kennedy Conf. Center Governors’ Hall Foyer</p>	<p><b>Registrations</b></p>
<p>8:00 am–9:00 am Kennedy Conf. Center Governors’ Hall ABC</p>	<p><b>Network Over Breakfast</b></p>

<p>9:00 am–9:15 am Kennedy Conf. Center Governors’ Hall ABC</p>	<p><b>Welcome Remarks</b></p> <ul style="list-style-type: none"> <li>• Octavio Hinojosa, Executive Director, NHCC</li> <li>• Sonji Jacobs, Senior Director of Corporate Affairs, Cox Enterprises</li> <li>• Luis Lobo, Executive Vice President – Manager Multicultural Markets BB&amp;T</li> </ul>
<p>9:15 am–10:15 am Kennedy Conf. Center Governors’ Hall ABC</p>	<p><b>Plenary Session A: Keynote Presentation</b> <i>“Diversity &amp; Innovation”</i></p> <ul style="list-style-type: none"> <li>• Gloria Goins, Chief Diversity Officer, Bon Secours Health System</li> </ul>
<p>10:15 am–10:30 am Kennedy Conf. Center Governors’ Hall Foyer</p>	<p><b>Break</b></p>
<p>10:30 am–11:30 am Kennedy Conf. Center Governors’ Hall ABC</p>	<p><b>Plenary Session B:</b> <i>“Unconscious Bias as the Barrier to True Innovation”</i></p> <ul style="list-style-type: none"> <li>• Lissiah Hundley, Vice President, Workforce Diversity &amp; Inclusion and University Relations, Comcast</li> </ul> <p><b>Presented by:</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>COMCAST NBCUNIVERSAL</p> </div> <div style="text-align: center;">  <p>TELEMUNDO</p> </div> </div>
<p>11:30 am–12:30 pm Kennedy Conf. Center  Governors’ Hall A   Azalea/Dogwood</p>	<p><b>Breakout Session 1:</b></p> <p><b>Workplace: “Leading with Cultural Intelligence to Deliver Better Business Results”</b></p> <ul style="list-style-type: none"> <li>• Gerry Fernandez, President, Multicultural Food Service &amp; Hospitality Alliance (MFHA)</li> </ul> <p><b>Marketplace: “Why does Culture Matter? The Role of Culture in Winning with U.S. Hispanic and other diverse consumer segments”</b></p> <ul style="list-style-type: none"> <li>• David Wellich, Co-founder &amp; CEO, The Latinum Group</li> </ul>
<p>12:45 pm–1:45 pm 6205-A Rotunda</p>	<p><b>Members’ Luncheon</b></p> <ul style="list-style-type: none"> <li>• Octavio Hinojosa-Mier, Executive Director, NHCC</li> <li>• Maruiel Perkins-Chavis, NHCC Board Member &amp; Vice President, Workforce Engagement &amp; Global Diversity</li> </ul> <p>*Requires a 5-min walk</p>

<p>1:45 pm–3:00 pm Kennedy Conf. Center</p> <p>Governors' Hall A</p> <p>Azalea/Dogwood</p>	<p><b>Breakout Session 2</b></p> <p><b>Workplace: “Innovative Leadership Development Tool”</b></p> <ul style="list-style-type: none"> <li>• Judith H. Katz, EVP and Client Brand Lead, The Kaleel Jamison Consulting Group</li> <li>• Frederick A. Miller, Chief Executive Officer, The Kaleel Jamison Consulting Group</li> </ul> <p><b>Marketplace Session - “The Return on Investment of Employee Resource Groups: How Innovative Actions Impacts the Bottom Line”</b></p> <ul style="list-style-type: none"> <li>• Roger Guzman, NHCC Board Member &amp; Manager of Global Diversity &amp; Inclusion, TJX Companies (Moderator)</li> <li>• Gabriel Vaca, Director of Enterprise Account Sales, UPS &amp; Global Chapter Advisor, Latino BRG, “Crecer”</li> <li>• Michael Gonzales, Director, Diversity &amp; Inclusion, Hallmark Cards</li> <li>• Sandi Esquivel, Manager, Operations, Northwestern Mutual &amp; Vice-Chair, Hispanic ERG</li> <li>• Matthew Coons, Diversity &amp; Inclusion Specialist, Retail Business Services, An Ahold Delhaize Company</li> </ul> <p><b>Presented by:</b></p> 
<p>3:00 pm–3:15 pm Kennedy Conf. Center Governors' Hall Foyer</p>	<p><b>Break</b></p>
<p>3:15 pm–4:30 pm Kennedy Conf. Center</p> <p>Governors' Hall A</p>	<p><b>Breakout Session 3:</b></p> <p><b>Workplace: “Innovative Structure of Employee Network Groups to Maximize Employee Engagement”</b></p> <ul style="list-style-type: none"> <li>• Maruiel Perkins-Chavis, NHCC Board Member &amp; Vice President, Workforce Engagement &amp; Global Diversity, Marriott International (Moderator)</li> <li>• Adilka Indhira White, North America Distribution Implementations, UPS &amp; Chair, Corporate Latino BRG, “Crecer”</li> <li>• Carlos Santiago, Global Lead Engineering Infrastructure, GSK &amp; ERG Lead, Conexion Latina</li> <li>• Jenna Boyer, Manager, Global Employer Brand + Communications, Marriott, International</li> <li>• Jesús José Villa, Lead Employee Relations Consultant and the EEO Officer, Northwestern Mutual</li> </ul>



Azalea/Dogwood

**Presented by:**



**Marketplace: “Supplier Diversity as a Strategic Game Changer – Impacting Business Imperatives and Innovation through Supplier Diversity”**

- Tarun Puri, Director, Procurement Advisory, The Hackett Group

**Supplier Diversity Panel**

- Brian Hall, NHCC Board Member & Manager, Supplier Diversity & Outreach, Shell (Moderator)
- Kimberly Coffman, Manager, Supplier Diversity, Delta Air Lines
- Dominica Groom, Senior Director, Global Sustainability & Supplier Diversity, Marriott International
- Ajamu Johnson, Executive Director, Strategic Procurement, Comcast
- Vanessa Lane, Manager, Supplier Diversity Programs, Cox Enterprises and Chair, GA Minority Supplier Development Council (GAMSDC)

**Presented by:**



4:45 pm  
Cox Enterprises  
Pickup/Drop-off Zone

**Buses departs for Ritz-Carlton**

- 6305-B | C-Tech-B Building

5:30 pm–6:30 pm  
Open

**Leisure Time**

<p>6:30 pm–7:30 pm The Ritz-Carlton Ballroom Foyer</p>	<p><b>Reception</b></p> <p><i>Presented by:</i></p> 
<p>7:30 pm–9:00 pm The Ritz-Carlton Ballroom</p>	<p><b>Members' Dinner</b></p> <ul style="list-style-type: none"> <li>• Terry Deas, NHCC Chair-Elect &amp; Director &amp; Outreach, Cracker Barrel Old Country Store®</li> <li>• Violeta Seidell, Vice President, Project Services, Global Operations, Marriott International</li> <li>• Abraham Cox, Executive Vice President, Retail Lending Manager, BB&amp;T</li> </ul> <p><i>Presented by:</i></p> 
<p>9:00 pm TBD</p>	<p><b>Post-Dinner Networking Opportunity</b></p>

**DAY 3 | THURSDAY, APRIL 6<sup>TH</sup>**

<p>7:30 am The Ritz-Carlton Pickup/Drop-off Zone</p>	<p><b>Buses departs for Georgia International Convention Center</b></p> <ul style="list-style-type: none"> <li>• 2000 Convention Center Concourse   College Park, GA 30337</li> </ul>
<p>8:00 am GA Int'l Conv. Center Salon 6 &amp; 7</p>	<p><b>Registrations</b></p>
<p>8:00 am–9:00 am GA Int'l Conv. Center Salon 6 &amp; 7</p>	<p><b>Network Over Breakfast</b></p> <p><b>Business Resource Groups Discussions</b> <i>“Opportunities”</i></p>
<p>9:00 am–9:30 am GA Int'l Conv. Center Salon 6 &amp; 7</p>	<p><b>Morning Welcome Remarks</b></p> <ul style="list-style-type: none"> <li>• Eduardo Arabu, Associate Director, NHCC</li> </ul>

9:30 am–10:45 am  
GA Int'l Conv. Center  
Salon 6 & 7

**Plenary Session C:**  
***“Multicultural Strategies: Community Impact and Revenue Growth Engine”***

- Luis Lobo, Executive Vice President – Manager Multicultural Markets BB&T
- Tulu Kaifee, Senior Vice President, Mortgage Multicultural Manager, BB&T
- Neil Terc, President, NAHREP, Atlanta Chapter
- Lauren Phillips-Fleming, Regional Mortgage Manager – Northern Georgia, B&T

**Presented by:**



10:45 am–11:45 am  
GA Int'l Conv. Center  
Salon 6 & 7

**Plenary Session D:**  
***“A Conversation on Latino Civic Engagement: The Era of Inaction Has Passed”***

- Abigail Golden-Vazquez, Executive Director, Latinos and Society Program, The Aspen Institute
- Rocky Egusquiza, Vice President, Community Affairs, NBCUniversal Telemundo Enterprises
- Ron Estrada, Vice President, National Community Empowerment, Univision Communications, Inc.
- Lonnie Smith, Enterprise Community Development Manager, State Farm®

**Presented by:**



11:45 am–12:00 pm  
GA Int'l Conv. Center  
Salon 6 & 7 Foyer

**Break**

12:00 pm–1:00 pm  
GA Int'l Conv. Center  
Salon 6 & 7

**Plenary Session E:**  
***“Coca-Cola’s Tattoo Can & Hispanic Market Campaign”***

- Sarah Marske, Manager, Commercial & Constituents | Multicultural Marketing Center of Excellence, The Coca-Cola Company

**Presented by:**



<p>1:00 pm–1:30 pm GA Int'l Conv. Center Salon 6 &amp; 7</p>	<p><b>Boxed Lunch</b></p> <p><b>Farewell Remarks</b></p> <ul style="list-style-type: none"><li>• Octavio Hinojosa, Executive Director, NHCC</li></ul>
<p>Open</p>	<p>Skytrain to Airport</p> <ul style="list-style-type: none"><li>• 5-minute transfer</li></ul>