DETROIT
HACR HOSTED ITS 25TH ANNUAL HACR SYMPOSIUM

WASHINGTON, D.C.
HACR SIGNS CEO ACTION FOR DIVERSITY & INCLUSION PLEDGE
DEAR HACR STAKEHOLDERS,

This past spring, the Hispanic Association on Corporate Responsibility (HACR) hosted its 2017 Annual HACR Programs and 25th Annual HACR Symposium: The Power of Hispanic Inclusion™, April 28-May 2, 2017, at the Westin Book Cadillac in Detroit. The sold out event, was possible thanks to the generous support of our sponsors including our two Symposium Co-Host sponsors, PepsiCo and Target. For the first time in the history of HACR, we had the honor to have seven CEOs addressing our diverse audience throughout the five-day event.

One of the highlights this year was HACR’s CEO Roundtable sponsored by Ford Motor Company. Celebrating its 11th anniversary, the HACR CEO Roundtable was moderated by Telemundo’s Norma García and featured Keith Allman, President & CEO MASCO Corporation; Ralph W. Babb Jr., CEO Comerica Inc.; and Mark Fields, Former President & CEO Ford Motor Company.

In this edition of the HACR Corporate Observer, you will find a recap of HACR’s signature programs: the HACR Young Hispanic Corporate Achievers™ (YHCA), the HACR Corporate Achievers Summit™ (CAS), the HACR Corporate Executives Forum™ (CEF), and the HACR Corporate Directors Summit™ (CDS), as well as the 25th Annual HACR Symposium.

We are also pleased to announce that Mary Ann Gómez Orta will now serve as the HACR Board Vice Chair. We would like to thank Dr. Juan Andrade, President of the United States Hispanic Leadership Institute for his four years of dedicated service to the HACR Executive Committee as HACR Board Vice Chair. Additionally, we want to recognize T-Mobile and Univision who recently joined HACR as its newest Corporate Members.

Last but not least, you will find the next installment of the HACR Leadership Interviews Series featuring Eduardo Chavez, Health and Wellness Market Director for Walmart.

On behalf of our Board of Directors, Coalition Members, and staff, we would like to thank you for being a part of our Annual Programs and Symposium and for your ongoing support and commitment to our mission of advancing Hispanic inclusion in Corporate America. We hope you enjoy this issue of the Corporate Observer and we look forward to seeing you at the 3rd Annual HACR Leadership Pipeline Program in Chicago this October.

Sincerely,

Cid Wilson
President & CEO
The 25th Annual HACR Symposium: The Power of Inclusion™ was held on May 1-2, 2017, at the Westin Book Cadillac in Detroit. The sold out event brought together some of the nation’s most influential Hispanic leaders, government officials, and corporate executives to discuss and identify effective strategies and models for achieving greater Hispanic inclusion in the areas of Employment, Procurement, Philanthropy, and Governance. PepsiCo and Target Corporation were this year’s Co-Host Sponsors.

On Monday, participants started the day with a networking breakfast where Cid Wilson, President and CEO of HACR delivered welcome remarks and a presentation about HACR.

After breakfast, Deborah Rosado Shaw, Senior Vice President, Chief Global Diversity and Engagement Officer for PepsiCo and Caroline Wanga, Chief Diversity Officer & Vice President of Diversity & Inclusion for Target Corp. delivered sponsor remarks at the Symposium kick off. Throughout the day, participants had the opportunity to hear from renowned speakers, learn best practices in diversity and inclusion, engage in thoughtful discussions, network with corporate Hispanic leaders, and interact with panelists and speakers.

One of the highlights of the day was a fireside chat with Mary Barra, Chairman and CEO of General Motors and HACR’s Cid Wilson. Wilson and Barra discussed diversity and leadership in Corporate America in front of more than 300 attendees.

The second day of the 25th Annual HACR Symposium kicked off with a panel led by Jorge Plasencia, Co-Founder, Chairman, and CEO of República, and featured members of the Alliance for Board Diversity (ABD): Linda Akutagawa, President & CEO of the Leadership Education for Asian Pacifics, Inc.; Deborah Gillis, President & CEO of
Catalyst; Ronald C. Parker, President & CEO of The Executive Leadership Council; and Cid Wilson, President & CEO of HACR. Panelists shared insights from the Missing Pieces Report: The 2016 Board Diversity Census of Women and Minorities on Fortune 500 Boards and discussed corporate governance.

Participants also had the opportunity to attend the Chief Diversity Officer (CDO) panel which featured Ray Dempsey, Jr., Vice President & Chief Diversity Officer for BP America; Beatriz Rodriguez, Chief Diversity Officer for The Home Depot; and Deborah Rosado Shaw, Senior Vice President, Chief Global Diversity and Engagement Officer for PepsiCo.

After the CDO panel, attendees listened to keynote speaker, The Honorable Henry Cisneros, Executive Chairman, CityView during the Tuesday Symposium Luncheon sponsored by Ford Motor Company and Marriott International.

Also part of the program was HACR’s signature event, the Latina Power Executives panel, which was sponsored by General Motors and featured Cynthia Benjamin, Vice President, International Treasurers for Prudential; Alba Colón, Chevrolet’s Racing Program Manager for NASCAR Cup Series; and Geena Mayback, Senior Vice President and Market Sales Executive for US Trust, Bank of America Private Wealth Management. The conversation was moderated by Dr. Lisette Garcia, Senior Vice President and Chief Operating Officer for HACR.

HACR also celebrated the 11th anniversary of its flagship event, the HACR CEO Roundtable, which was sponsored by Ford Motor Company and featured Keith Allman, President & CEO of Masco Corp.; Ralph W. Babb Jr., CEO of Comerica, Inc.; and Mark Fields, Former President & CEO of Ford Motor Company. Once again, Emmy award-winning journalist and anchor for Telemundo, Norma García, moderated the discussion and engaged the CEOs in a candid conversation. The discussion was centered on each of the participant’s respective companies’ Hispanic inclusion strategies and the role diversity plays at the different levels of their organizations.

Finally, the Symposium concluded with the HACR Young Hispanic Corporate Achievers™ Awards & Reception sponsored by Altria and MillerCoors. This year, 34 honorees from HACR Corporate Member and Fortune 500 companies were recognized for their accomplishments, continued success, and commitment to the community.

The 26th Annual HACR Symposium will be held at the Four Seasons in Las Vegas on May 7-8, 2018.
## 2017 HACR Symposium Sponsors

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On June 12, 2017, the Hispanic Association on Corporate Responsibility joined a group of more than 150 CEOs from some of the world’s leading companies on the CEO Action for Diversity & Inclusion™, the largest CEO-driven business commitment to advance diversity and inclusion in the workplace. By signing on to this commitment, CEOs are pledging to take action to cultivate a workplace where diverse perspectives and experiences are welcomed and respected, where employees feel encouraged to discuss diversity and inclusion, and where best known—and unsuccessful—actions can be shared across organizations.

Each signatory has committed to taking the following steps to increase diversity and foster inclusion within their respective organizations and the larger business community:

1. **Continue to cultivate workplaces that support open dialogue on complex, and sometimes difficult, conversations about diversity and inclusion:** Companies will create and maintain environments, platforms, and forums where their employees feel comfortable reaching out to their colleagues to gain greater awareness of each other’s experiences and perspectives.

2. **Implement and expand unconscious bias education:** Companies commit to rolling out and/or expanding unconscious bias education within their companies in the form that best fits their specific culture and business. By helping employees recognize and minimize any potential blind spots, companies can better facilitate more open and honest conversations.

3. **Share best known—and unsuccessful—actions:** Companies commit to working together to evolve existing diversity strategies by sharing successes and challenges with one another. This will include creating accountability systems within their companies to track their progress and share regular updates with each other in order to catalog effective programs and measurement practices.

HACR salutes its Corporate Member companies and partners that have signed the pledge.*

To learn more about the initiative and to sign the pledge please visit www.CEOAction.com.

AGIF-US PROVIDES EDUCATIONAL RESOURCES

The American GI Forum of the U.S. (AGIF-US) continues its philanthropy by awarding scholarships, laptops, and tablets to students through its Veterans and Youth Education Technology Program in Corpus Christi, Texas. We are committed with local corporate sponsors and community leaders to build a bridge that facilitates the American dream for the next generation of veterans, their families, and America's future leaders.

Three high schools, Robstown Early College High School, West Oso High School, and Foy H. Moody High School, were the recipients of 20 laptops and six scholarships. Four elementary schools, J.A. Garcia, Fae Webb, Los Encinos, and Travis Elementary Schools shared 32 Galaxy tablets. As always, the AGIF-US brings together educators, veterans, parents, and students to improve the quality of education in the classrooms, encourage student attendance, and most important, to stay in school and make the effort to move on to higher education.

The AGIF-US intensifies its effort to seek sponsors and donations to host the 2018 Veterans Day Reception that also coincides with their 70th Anniversary. This is an annual event that is hosted by one of the member organizations of the Veterans Day National Committee. Email angel.zuniga@agifus.com for more information.

CHLI TO HOST 6TH ANNUAL TRADE & INTERNATIONAL AFFAIRS SYMPOSIUM

The Congressional Hispanic Leadership Institute (CHLI) is committed to strengthening the U.S. Hispanic community by promoting the advancement of Hispanics in all sectors of the U.S. and the global economy. On Tuesday, October 3, 2017, in the spirit of CHLI’s vision of advancing the Hispanic Community’s diversity of thought, CHLI will host its 6th Annual Trade & International Affairs Symposium. Spearheaded by CHLI’s Vice-Chairmen Congressman Henry Cuellar (D-TX) and Congressman Mario Diaz-Balart (R-FL), this year’s Symposium will “Explore New Horizons for Global Trade,” by bringing together international business leaders, experts on trade, members of the diplomatic community, and U.S. government officials to discuss the importance of free and fair trade for our hemisphere’s global competitiveness.

For more information on the CHLI Trade & International Affairs Symposium, please visit our website http://www.chli.org/?page=TradeSymposium.

HACU’S ANNUAL CONFERENCE ON HISPANIC HIGHER EDUCATION TO TAKE PLACE IN SAN DIEGO, OCT. 28-30, 2017

The Hispanic Association of Colleges and Universities’ (HACU) 31st Annual Conference “Championing Hispanic Higher Education Success: Driving America’s Prosperity,” will take place this fall in San Diego, October 28-30, 2017, at the Hilton San Diego Bayfront. More than 1,700 attendees from across the U.S., Puerto Rico, and Latin America are expected to participate.

The conference will include a Student Track, a three-day career development and networking program designed to build the career skills of undergraduate students. Over 400 students will participate in panel presentations and workshops and meet with conference exhibitors and recruiters seeking to diversify their workforce. Information on how corporate, federal, and nonprofit organizations can sponsor a student is available by contacting Gaston Cantu at (210) 692-3805 or at gaston.cantu@hacu.net.

Pre-and post-conference events will include the PreK-12/Higher Education Collaboration Symposium, the Latino Higher Education Leadership Institute, and the Deans’ Forum on Hispanic Higher Education.

Advertising, exhibitor, and sponsorship/partnership opportunities are available by contacting development@hacu.net. Registration and additional information are available at www.hacu.net.
LULAC LAUNCHES LIVE FACEBOOK SERIES

Social media technology is making it easier for organizations like the League of United Latin American Citizens (LULAC) to connect with the communities that they serve. In an effort to better serve the Latino community and provide LULAC members with critical information on the policies that matter most, LULAC has recently launched its weekly #LULACLive Facebook series. The weekly Facebook Live discussions consist of a roundtable of issue experts and community activists discussing important policy issues like immigration, education, health care, environmental issues, and LGBT equality. Led and moderated by LULAC senior staff, the #LULACLive series provides important updates on LULAC programs, policy priorities, and national events. In addition, given LULAC’s diverse and extensive grassroots network, the series will also highlight the activities and work of their exemplary councils across the country. For those interested in joining the discussion, please email gnolan@lulac.org. For more information regarding the #LULACLive series, please visit the LULAC Facebook page.

2017 MANA AVANZAMOS® LEADERSHIP INSTITUTE

The 2017 AvanZamos® Leadership Institute will be presented by MANA, A National Latina Organization, for adult Latina leaders July 25-27, 2017, at the signature MGM Grand, in Las Vegas. The conference theme of “Latina Strong” will guide MANA’s national network of Latina Leaders as they converge in Las Vegas. This annual leadership development conference will provide an incredible opportunity for MANA members and affiliates from across the country to gain new information and get turnkey models for local programs, get personal and professional development, and engage with influential Latina speakers and presenters. Programs will feature a Financial Literacy Trainer Program for leaders to take back to their local communities; Leadership Development workshops; an Advocacy Roundtable; and the newest MANA training program, Latinas Run. This new Latina public service campaign and educational program will encourage MANA members, who already serve as trusted leaders in their home communities, to run for state and local office. Tools and methods that will be discussed in the workshops will include Volunteer Coordination, Crafting a Message, Fundraising, Creating an Image, Media Training, and Understanding the Role. For more information and registration, visit www.hermana.org.

SER NATIONAL FUELS THE ECONOMY THROUGH ITS LIFE ALTERING PROGRAMS

SER Jobs for Progress National, Inc. (SER National), consistently works to transform the lives of U.S. Hispanics and other underserved populations through programs that help them realize their full educational, employment or entrepreneurial, and economic potential. Every year, SER serves more than one million people – from very young children through its Early Head Start Program, STEM Training, and Competition for middle school and high school youths, to mature adults through the Senior Community Service Employment Program (SCSEP).

For over 53 years, SER National and its many affiliates have impacted the lives of people in hundreds of communities across the country through life altering programs. Together with the U.S. Department of Labor, U.S. Department of Health and Human Services, corporate partners, and foundations, SER has helped develop, train, or retrain America’s greatest resource: people, ultimately helping to fuel the economic engine of this country.

For additional information on SER National, please visit our website at www.ser-national.org.
2017 - A YEAR OF CELEBRATION AT USHLI

The United States Hispanic Leadership Institute (USHLI) has had a greatest impact on Latinos in the last 35 years. Among its many accomplishments USHLI has:

• Served over one million students through its leadership series in 1,000 schools.
• Awarded $1.3 million in scholarships and internships.
• Registered over 2.3 million new voters including naturalized citizens.
• Trained 1,000+ grassroots leaders on how local, county, and school governments work.
• Trained 1,000+ college students on how to formulate, implement, and influence public policy.
• Published 425 studies of Latino demographics.

USHLI celebrated this historic milestone at its 35th National Conference, the largest leadership conference in the nation, on February 16-19, 2017, in Chicago. The theme was “Core Values Never Lose: La Lucha Sigue.” An estimated 6,000 present and future leaders representing nearly 40 states attended.

USHLI’s core values focus on promoting Latino diversity, inclusion and unity, creating a new culture of education, empowering local leaders through nonpartisan civic participation, and conducting servant leadership, grassroots, and collegiate leadership training.

For more information please contact USHLI at our website at www.ushli.org.
The Hispanic Association on Corporate Responsibility is honored to announce that Mary Ann Gómez Orta, President & CEO of the Congressional Hispanic Leadership Institute will now serve as the HACR Board Vice Chair.

Mary Ann Gómez Orta joined the Congressional Hispanic Leadership Institute (CHLI) in 2011. Prior to joining CHLI, she was the Executive Director of the National Association of Hispanic Publications. She is a former Corporate Marketing Manager with Coors Brewing Company and McDonald’s Corporation. She managed multi-million dollar advertising and marketing campaigns, collaborated with advertising and public relations firms, as well as multi-lingual broadcast, print, and outdoor media to executive local, regional, and national promotions. She represented the Pharmaceutical Research and Manufacturers of America (PhRMA) as a National Alliance Development Consultant and managed business development and multi-cultural projects for small and mid-size public relations agencies.

Gómez Orta currently serves as Co-Chair of the New America Alliance Latina Caucus Washington, D.C. Chapter; Co-Chair of the College Relations Committee for the Public Relations Society of America (PRSA), Miami Chapter, and Member of the Latino Jewish Leadership Council.

She earned a B.A. in communications at the University of the Pacific in Stockton, Calif. and an MBA at St. Mary’s College in Moraga, Calif. She strongly believes that diverse points of view create exponentially better results for all and it is with that passion and commitment she prepares and promotes Hispanic college students to be global leaders at CHLI.

Gómez Orta is extremely proud of her parents. Her father is from Michoacán, Mexico and her mother is from Brownsville, Texas. They raised five children while working in the fields of California’s Central Valley and encouraged and watched as all five earned undergraduate degrees and two went on to obtain master’s degrees.
The 10th annual HACR Corporate Directors Summit™ (CDS) program was held on April 28-30, 2017, at the Westin Book Cadillac in Detroit.

Launched in 2007, the HACR CDS convenes Latinos currently serving on Fortune 500 and/or HACR Corporate Member company boards and provides them with a unique platform to discuss challenging boardroom issues. HACR CDS business sessions are led by corporate experts, and conversations are “off-the-record,” encouraging candid discussions, and ensuring privacy.

In the most recent edition of the HACR CDS program, we were honored to have the presence of several Hispanic executives with multiple professional backgrounds and different industries. The HACR CDS program kicked off on Friday, with a reception and a welcome dinner sponsored by Morgan Stanley, where participants had the opportunity to network with peers from the HACR Corporate Executives Forum™ (CEF) and Corporate Achievers Summit™ (CAS) programs. The highlight of the dinner was the keynote address delivered by Rosie G. Rios, the 43rd Treasurer of the United States.

On Saturday, Cid Wilson, President and CEO of HACR delivered opening remarks and introduced the first business session of the day titled “Strategic Board Practices - Insights from a General Counsel” with Ricardo Anzaldúa, Executive Vice President and General Counsel of MetLife, Inc.

On the same day, participants enjoyed a luncheon with HACR CEF and CAS participants sponsored by Prudential. The luncheon keynote speaker was Katrina Adams, Chairman, CEO & President of the United States Tennis Association (USTA). Adams discussed the importance of
diversity and inclusion, and how the USTA is engaging the U.S. Hispanic population.

In the afternoon, participants attended two joint CDS/CEF sessions. First, a panel moderated by Amy Hinojosa, President & CEO of MANA, A National Latina Organization, featuring Dr. Juan Andrade, President of the United States Hispanic Leadership Institute and J.C. Gonzalez-Mendez, Founder, President, and CEO of GM Integritas Consulting LLC. Panelists shared some of their major contributions to the Hispanic community and discussed the importance of having leaders with vision. Second, a crisis preparation and management session, moderated by Cid Wilson, President and CEO of HACR. Dan Webber, General Manager, Digital of Edelman and Dale Weiss, Senior Vice President of CommCore discussed the rapid rise of risk and its impact on high stakes situations.

Later, the HACR CDS participants wrapped up the first day of programming with a joint CDS/CEF reception and dinner sponsored by Toyota at the Madison building in downtown Detroit.

The next day, participants enjoyed a networking breakfast followed by the first business session of the day with Kirk Hanson, Executive Director of the Markkula Center for Applied Ethics. Hanson led a conversation about recent trends in board ethics. A highlight of the program was the “Look Into the Boardroom” session sponsored by Wyndham Worldwide. This year, the conversation was moderated by Victor Arias, Senior Client Partner of Korn Ferry International, and featured Stephen Holmes, Chairman, and CEO of Wyndham Worldwide and George Herrera, Board Member of Wyndham Worldwide.

That evening, HACR CDS participants attended the HACR Closing Programs Reception and Dinner sponsored by Target Corporation at the Detroit Institute of Arts, where participants enjoyed cocktails and dinner surrounded by iconic murals painted by Mexican artist Diego Rivera. The event concluded with a keynote speech from the Chief Executive Officer of AT&T Business Solutions and International, Thaddeus Arroyo.

The 11th Annual HACR CDS program will be held at the Four Seasons in Las Vegas on May 4-6, 2018.

Cid Wilson, Dr. Juan Andrade, and J.C. Gonzalez-Mendez.

HACR CDS session with Ricardo Anzaldúa.

HACR CDS/CEF session with Dan Webber and Dale Weiss.

As a pharmacist, Eduardo Chavez is a master at mixing the right ingredients to create therapeutic treatments for a variety of conditions. When it comes to his career, Chavez has proven to be equally as savvy at knowing how to concoct the perfect recipe for professional success.

In his current role as Health and Wellness Market Director at Walmart, a position he has held for almost 15 years, Chavez oversees operations and is responsible for profit and loss (P&L) of all pharmacy and optical departments in his district, totaling 11 stores. "My job is unique because I wear a lot of hats, but my main purpose is to ensure that the operation of each unit is in compliance and up to the quality we expect," explains Chavez.

A native of Managua, Nicaragua, Chavez holds a bachelor’s degree in pharmacy, pharmaceutical sciences, and administration from Nova Southeastern University, as well as a bachelor’s degree in biological and physical sciences from Florida International University.

Dedication and perseverance

Throughout his career, Chavez has strived to grow, learn, and perfect his craft continuously. As a result of his tireless work ethic and tenacity, he has received significant recognitions by his employer on numerous occasions.

In 2008, Chavez was awarded the Walmart District Manager of the Year Award at the corporation’s Year Beginning Meeting, held in Kansas City. The experience, says Chavez, marked “an unbelievable highlight of my career. It’s a great recognition and award. I’ve been very fortunate and blessed,” he assures, adding that being interviewed for Pharmacy Times that same year was the icing on the proverbial pastel.

Just two years later, in 2010, Chavez received another accolade when, after Walmart was sectioned into three geographical divisions - East, Central, and West - he was named Market Director of the company’s East Business Unit.

With regards to employee relations specifically, Chavez is emphatic that communication and mutual respect are key ingredients to success.

“"My job is to support them so that they can be successful; I take that very seriously. Knowing how to communicate and address critical conversations in a way that the person is receptive without taking offense, knowing how to handle me professionally, that’s all critical,” he says.

When it comes to Hispanic professionals, in particular, Chavez assures that this population has several tools in its arsenal, thanks to its rich heritage and diverse
culture, which can translate to advancement and success in Corporate America.

“I think we are well known for our work ethic, and it’s critical that we live up to that, and we need to do it with excellence and integrity,” says Chavez, who believes that the obstacles that many immigrants face both in their native countries, as well as during their often treacherous journeys to the United States, can actually serve to benefit them at the professional level.

“Because of the environments we come from, we have to work hard for everything, and people who are hardworking and family oriented create strong values that can be expanded to impact, not just our community, but other communities and ethnic groups in the scope of business,” he explains.

Language is also a vital component of the success equation for Hispanics in the corporate world, according to Chavez.

“The language barrier needs to be overcome because in today’s marketplace, being bilingual is a necessity. Integrating communication skills, as well as presentation and social skills, is critical and valued very much, regarding what kind of leader you can be,” explains Chavez.

Unfortunately, laments Chavez, many professionals struggle when it comes to effectively communicating with their teams, which can impede them from becoming real leaders at the corporate level.

“Because of the environments we come from, we have to work hard for everything, and people who are hardworking and family oriented create strong values that can be expanded to impact, not just our community, but other communities and ethnic groups in the scope of business.”

“Even in my area of expertise, in the medical field, when you go to school you don't necessarily have exposure to programs that teach you how to relate to people,” he says.

“You have to know how to have conversations and hold people accountable, how to communicate changes and be able to conquer obstacles and barriers and get your team geared up for the direction you want to go. All of these things are crucial to have the opportunity to be able to lead. I tell my kids all the time: you can be a straight A student, but if you can’t articulate and communicate in a way that the other person knows exactly what you’re trying to say, you won’t be an effective leader.”

As for how companies and organizations such as HACR can be advocates for Hispanics, Chavez says that the answer lies in truly comprehending the complexities and intricacies of this diverse demographic, from one nationality to the next.

“Hispanics are the fastest growing segment of all ethnic groups in the US, that’s the estimate. So we need to understand how this market is going to dominate our country within the next 15 or 20 years. You need to truly understand Hispanics – their purchasing power, their value, what molds them – because Hispanics as a group are not the same. For example, Mexicans and Cubans don’t have the same customs. If you don’t understand each of the individual groups, you’re not going to be able to serve them,” cautions Chavez.

According to Chavez, corporations must strive to create an internal culture of recognition and promotion to successfully raise these numbers in the long run.

“I feel that our company does an excellent job of rewarding talent and performance, and they recognize individuals who have a vision for the company to grow, the mavericks and the risk takers who are doing things that can potentially help our growth,” he explains, adding that a top level education and participation in inclusion programs are also key in order for Hispanics to ascend corporate ranks.

Walmart, for its part, explains Chavez, offers multiple diversity and inclusion programs and has launched initiatives to attract and retain Hispanic talent. Two years ago, the company held its first ever Hispanic Forum, a two-day event that focused on networking with company leaders and executives and professional development for Latino employees.

“I stay active in that group, and I’m sure there will be more forums like it so that we can create more changes and continue to understand the dynamics of each segment within the Hispanic population,” he assures.
The ninth HACR Corporate Executives Forum™ (CEF) was held on April 28-30, 2017, at the Westin Book Cadillac in Detroit. Launched in 2008, the HACR CEF was created to provide the most senior Hispanic corporate executives at Fortune 500 and HACR Corporate Member companies with a forum to discuss business issues, challenges, solutions, as well as the opportunity to network with peers from throughout Corporate America.

The HACR CEF program kicked off on Friday, with a welcome reception followed by a dinner sponsored by Morgan Stanley, where the Honorable Rosie G. Rios, 43rd Treasurer of the United States of America delivered a powerful keynote speech. The next day, attendees enjoyed a networking breakfast and started the first HACR CEF business session of the day titled “Peer to Peer Coaching,” with Paul McFadden. The second business session was “Strategies for Combatting Job Fatigue,” presented by Kiran Sahota, Principal at Mercer.

After the session, attendees joined the Corporate Directors Summit™ (CDS) and Corporate Achievers Summit™ (CAS) programs participants for a lunch sponsored by Prudential. During lunch, keynote speaker Katrina Adams, Chairman, CEO, and President of the United States Tennis Association (USTA) talked about the importance of the Hispanic community for the USTA and how diversity and inclusion are key elements to attract young students to play tennis. After lunch, participants continued with their respective programs.

After an intensive day of programming, participants attended the joint CDS/CEF reception and dinner.
sponsored by Toyota at the historic Madison building in downtown Detroit.

On Sunday, HACR CEF participants continued their program with a business session titled “Imagine Possibilities, Not Problems,” with Chris White. The following business session sponsored by Wyndham Worldwide, featured Stephen Holmes, Chairman, and CEO of Wyndham Worldwide and George Herrera, Board Member of Wyndham Worldwide.

Later, participants attended a joint CDS/CEF/CAS lunch sponsored by The Coca-Cola Company and Denny’s. Keynote speaker, Nely Galán, shared her career journey from a writer in high school to President of Telemundo.

After lunch, Nereida “Neddy” Perez, Principal Consultant for D&I Creative Solutions, LLC and Dr. Vu H. Pham, Chair of Elevate led “The Business Case for Employee Resource Groups (ERGs) Sponsorship” session, and shared ERGs best practices with the participants.

Participants concluded their stay in the Motor City with a closing reception and dinner hosted by Target Corporation at the Detroit Institute of Arts. Thaddeus Arroyo, Chief Executive Officer of AT&T Business Solutions and

International delivered remarks and encourage participants to stay involved in the community.

The 10th Annual HACR CEF program will be held at the Four Seasons in Las Vegas on May 4–6, 2018.
NELLIE BORRERO, SENIOR GLOBAL INCLUSION AND DIVERSITY MANAGING DIRECTOR AT ACCENTURE, HAS BEEN NAMED ONE OF FORTUNE’S 50 MOST POWERFUL LATINAS OF 2017

Nellie Borrero joined Accenture in 1986 and works to raise awareness and understanding of the importance of embracing diversity. Under her leadership, the company developed career progression initiatives for women in Japan, India, and Africa, an onboarding program for Latin Americans in Spain, and annual worldwide programs to celebrate International Women’s Day. She has also worked to expand Accenture’s recruitment in the Latino community by partnering with several organizations such as the Association of Latino Professionals For America.

4,288 EMPLOYEES AND 5.4 MILLION VOLUNTEER HOURS LATER...

For more than 100 years, AT&T employees have been giving their time, talents, and resources to the causes that matter most to them. In 2016 alone, its employees and retirees volunteered over 5.4 million hours by donating their time and talent to causes that matter most to them. AT&T is proud to recognize their 4,288 employees who received the 2016 President’s Volunteer Service Award. They received this prestigious honor from the President of the United States. To earn the national honor, AT&T employees had to volunteer more than 100 hours during 2016, and in some cases, more than 500 hours — earning them the Gold Award!

AT&T employees continue to inspire the company every day by their selfless acts of community service. Working together, AT&T is making a positive impact in various communities around the world. Whether mentoring students, cleaning up after disaster strikes, or supporting veterans, AT&T employees and retirees, do it with passion. AT&T is also activating its employees on issues they care about and things they are personally driven to do.

CARNIVAL CORPORATION -- PARADISE IN PARADISE

Carnival Corporation made history in 2016 when it became the first U.S. cruise company to travel to Cuba in more than 40 years. This year, on June 29, Carnival Paradise will add the Cuban capital of Havana as a destination to 12 of their four- and five-day cruises departing from Tampa, Fla. The five-day trip will make a second stop in either Cozumel, Mexico, or Key West, Fla. During their stay, guests will have the opportunity to engage in activities with locals. On this voyage, travelers will learn more about a culture enriched with warm hospitality, traditional cuisine, and remarkable historic sites. As the 2,000 guests prepare to sail in the Caribbean Sea to Havana, Christine Duffy, President of Carnival Cruise Line, said, “Cuba is an island jewel unique from anywhere else in the Caribbean and we are thrilled to have this rare opportunity to take our guests to this fascinating destination.”

Carnival Corporation & plc is the largest leisure travel company in the world, with a portfolio of 10 cruise brands in North America, Europe, Australia, and Asia comprised of Carnival Cruise Line, Fathom, Holland America Line, Princess Cruises, Seabourn, AIDA Cruises, Costa Cruises, Cunard, P&O Cruises (Australia), and P&O Cruises (UK).

CITI FOUNDATION COMMUNITY PROGRESS MAKERS

The Citi Foundation Community Progress Makers Program provides $500,000 in unrestricted grant funding over two years to help community organizations lead urban transformation efforts that catalyze economic opportunities for low-income households and communities. These visionary community organizations serve as champions of change, adopting new approaches, and coordinating the effects of multiple partners to create stronger, more resilient cities.

Mission Economic Development Agency (MEDA) works to improve economic and social conditions for Latino families in San Francisco’s Mission District while preserving the cultural identity of the community. As a Community Progress Maker, MEDA pursues aggressive strategies to create greater housing stability, pathways to economic progress, and improved educational and employment outcomes for low- and moderate-income Latino families in the Mission District who are adversely impacted by rising housing costs in their neighborhood and citywide.
Ford Motor Company Fund is driving dreams for students across the map through its Ford Driving Dreams education initiative. Ford Fund’s new website, FordDrivingDreams.com, is an interactive, bilingual resource featuring everything from scholarship applications for high school seniors and downloadable activities for elementary school students, to personal success stories and monthly spotlights with bold infographics and maps detailing national and international program impact.

The website is designed to put academic opportunities at the fingertips of students, parents, and teachers conveniently and easily. The site’s responsive content seamlessly adapts to any device— computer, tablet, and mobile— making brighter futures just one click away.

Connecting with people of all ages, from all backgrounds, and across multiple platforms ensures that more students benefit from the resources available to them during their academic journeys.

The recently-launched Ford Driving Dreams Facebook page allows for maximized online engagement and program awareness by bringing student stories, voices, and images to life.

Ford Driving Dreams is making people’s lives better by inspiring and empowering students to achieve academic success. The new online resources advance this mission by bringing the tools for success to anyone, on any gadget, anytime, anywhere.

See how Ford Motor Company Fund is making a difference in the community by checking out the website and following @FordDrivingDreams on Instagram and Facebook: https://www.facebook.com/FordDrivingDreams.

Angela De Hoyos-Hart, Jessica Moreno, and Joaquin M. Nuño-Whelan were among 34 awardees honored by the Hispanic Association for Corporate Responsibility (HACR) for their commitment to the Hispanic community and their professional achievements.

General Motors Chairman and CEO, Mary Barra was a featured speaker at the 25th Annual HACR Symposium: "The Power of Hispanic Inclusion™ on May 1-2 in Detroit. It was the culminating event of a four-day leadership development program. In addition, Senior Vice President of Global Human Resources John Quattrone, hosted a dinner with the HACR board and staff. Vice President of Global Connected Customer Experience Santiago Chamorro, participated in a C-suite leadership panel.

HACR is one of the most influential Hispanic advocacy organizations in the nation, representing 14 national Hispanic organizations in the United States and Puerto Rico. Its mission is to advance the inclusion of Latinos in corporate America at a level commensurate with their economic contributions.

“We are extremely proud of the accomplishments of these young GM-ers,” said GM Global Chief Diversity Officer Ken Barrett. “This award has special meaning not only because it rewards those honored for their professional accomplishments, but also for their commitment to enhance the communities in which they live.”

Despite reports that show Latinos will represent a greater percentage of students in the future, college affordability remains an issue. To continue being part of the solution to close the education gap for Hispanic students in this country, Ronald McDonald House Charities® (RMHC®), with the exclusive support of McDonald’s Hispanic owner/operators, awarded four college-bound Hispanic high school seniors a $100,000 RMHC®/HACER® National Scholarship.

“At RMHC, we are committed to providing educational resources to students so they can achieve their dreams,” said Sheila Musolino, President and CEO of RMHC. “With the support of McDonald’s, the RMHC/HACER National Scholarship helps exemplary Hispanic students across the country build promising futures.”

This year’s winners are John Zapata Mantilla, Georgia; Eric Torres, Texas; Ivan Vázquez, Idaho; and Isabel Michel, California. They join a list of more than 18,400 students who have benefited from the local and national RMHC/HACER Scholarships.
COORS LIGHT IS LOOKING FOR THE NEXT LÍDER OF THE YEAR

The Coors Light Líderes program will soon announce 12 extraordinary individuals as finalists who will then compete to become the next Coors Light Líder of the Year. The finalists will have been selected from hundreds of nominations from local and national nonprofits across the country.

The Coors Light Líderes program continues to support and empower the next generation of Latino leaders who are making a positive impact to influence and transform their communities.

Next month, the 12 finalists (age 21+) will participate in a public online voting competition at www.coorslightlideres.com. One finalist, who will be chosen as the 2017 Coors Light Líder of the Year, will receive a $25,000 grant to implement a community service program.

The Coors Light Líderes program has an established commitment with the communities by embracing the values that encourage people to take on new challenges and opportunities. Since 2006, Latino leaders in the program have climbed on to achieve success and create opportunities for others to successfully rise through obstacles and create change in their communities. Follow the conversation on Facebook at Coors Light Lideres, and twitter at CoorsLightLider.

UPS EMPLOYEE GROUPS MEAN BUSINESS

Collectively, UPS calls its employee affinity groups BRGs - Business Resources Groups. The Hispanic/Latino employee group at UPS is named Crecer, which means to grow in Spanish. The name is no accident. Companies are in business to grow. If they are to be valuable to their owners, they must grow their people, their profits, and their communities.

In line with these company objectives, UPS BRGs also focus on people, profits, and communities through the BRG pillar framework. There are three pillars known as connections: UPS Connections (People Development), Business Connections (Business Development) and Community Connections (Volunteerism). In addition, because of the unique cultural component of Crecer, they added a fourth pillar- Cultural Connections. Crecer Cultural Connections provides awareness of the Hispanic culture to non-Latinos.

Though culture is important, Crecer, like all UPS BRGs, means business. In the area of revenue growth, the group targets sales leads, Hispanic market awareness, and UPS brand awareness in the community. In terms of human capital, the team has mentoring programs, joint career development initiatives with other organizations, and collaborates with HR to recruit, retain, and advance Latino talent.

BRGs are a vital part of the fabric of inclusion at UPS and also demonstrate they support the growth objectives of the company.

BUSINESS LEADERS, ARTISTS, ELECTED OFFICIALS, AND ENTREPRENEURS BRING STAR POWER TO IMMIGRANT HERITAGE MONTH

Verizon, Facebook, Square Inc., Refinery29, are among companies are honoring immigrants in new “I Stand With Immigrants” campaign.

Business leaders, artists and entertainers, elected officials representing 32 states, and more than 250 companies and nonprofit partners (to date) are teaming up with “I Am An Immigrant” to honor Immigrant Heritage Month (IHM).

Immigrant Heritage Month celebrates its fourth year in 2017 with a series of interactive events and more support than ever before, from organizations such as Verizon, Facebook, Snapchat, Refinery29, MTV, HBO, Airbnb, Square Inc., Univision, and Upworthy, among others. These collaborations will bring the celebration of IHM to new audiences across a range of platforms, helping to engage more individuals, and highlight more stories than ever before.

Partners will support IHM 2017 efforts in a variety of ways, like sharing unique content and hosting IHM proclamation ceremonies. Several partners are utilizing their unique platforms to amplify the message of IHM.

“To compete and win in the digital economy, we need all players on the field,” said Lowell McAdam, Chairman and Chief Executive Officer of Verizon Communications Inc. “For the tech industry, that includes immigrants, whose skills and talents help keep Verizon - and America - on the leading edge of the internet revolution.
WALMART EXPANDS MILITARY LEAVE OF ABSENCE POLICY FOR ITS ASSOCIATES, REMOVING BARRIERS TO SERVICE

This past Memorial Day, Walmart announced an expansion to its military leave of absence (MLOA) policy to include basic training to its differential pay policy. Since 2008, Walmart has offered differential pay for specific military assignments meaning that if an associate’s military salary is less than what he or she is making at their job at Walmart, the company pays them the difference while they are on a military leave of absence. The company’s MLOA policy includes assignments lasting more than three days and through the duration of leave.

“At Walmart, we’re turning jobs into fulfilling careers for veterans, active service members and their families, and we’re making it easier for them to work, live, and serve,” said Retired Brigadier General Gary Profit, Senior Director of Military Programs for Walmart. “We believe that anyone who wants to serve in our Armed Forces should be able to do so without fear of losing wages or leaving their family in a bind. The changes we’re making will remove financial barriers for all associates serving their country, including those who are starting their service journey through basic training.”

Since Memorial Day 2013, Walmart has hired more than 170,000 veterans and promoted more than 22,000 to jobs of greater responsibility.
The seventh annual Corporate Achievers Summit™ (CAS) program was held on April 28-30, 2017, at the Westin Book Cadillac in Detroit, and gathered more than three dozen of Hispanic Corporate Achievers from Fortune 500 and HACR Corporate Member companies.

The HACR CAS program was launched in 2011 at the request of the HACR Young Hispanic Corporate Achievers™ (YHCA) finalists and was created to motivate, empower, and reconnect past HACR YHCA participants. The program provides a support network for these executives through leadership development and educational training sessions, the case study method of learning, and hearing from C-Suite executives who have made it to the top.

On Friday night, participants from the Corporate Directors Summit™ (CDS), Corporate Executives Forum™ (CEF), and CAS programs were welcomed to the Motor City with a networking reception followed by a dinner sponsored by Morgan Stanley. During dinner, participants had the honor of listening to keynote speaker Rosie Rios. Rios was the 43rd Treasurer of the United States.

The HACR CAS program kicked off on Saturday with a networking breakfast followed by welcome remarks from HACR President & CEO, Cid Wilson. Throughout the day, attendees participated in a series of workshops and panel discussions including a fireside chat between HACR’s Cid Wilson and Kim Casiano, Board Member for Ford Motor Company and HACR CDS participant; an executive panel focused on career advancement with Dr. Robert Rodriguez, President of DRR Advisors LLC; Laura Garza, Director of Human Resources Mexico Praxair; Mariely Bandas
Franzetti, Vice President of Support Services for Dell; and Christine Robles, Vice President of Human Resources for Target Corporation; and a business session with award-winning entrepreneur and Co-Founder and CEO of CIEN+, Lili Gil Valleta.

That evening, CAS and HACR YHCA participants enjoyed a networking reception followed by a dinner sponsored by UPS. The keynote speaker was David “Dave” Ruiz, Former President of UPS Florida.

On Sunday, the first HACR CAS business session focused on employee resource groups tools and best practices and was led by Dr. Vu H. Pham, Chair of Elevate and Nereida “Neddy” Perez, Principal Consultant of D&I Creative Solutions, LLC. The second business session of the day titled “Imagine Possibilities, Not Problems” was conducted by Chris White. Next, participants gathered for a joint luncheon sponsored by The Coca-Cola Company and Denny’s with keynote speaker, Nely Galán, author of The New York Times bestselling book SELF MADE. Galán shared insightful remarks regarding the revolution in women’s entrepreneurship led by multicultural women in the U.S. and emerging women around the world.

The last business session of the day was a mentoring session for HACR YHCA and CAS participants led by Dr. Jorge Cherbosque and Dr. Juana Bordas.

Lastly, the HACR CAS wrapped up another successful year at the closing reception and dinner sponsored by Target Corporation at the Detroit Institute of Arts. Thaddeus Arroyo, Chief Executive Officer, AT&T Business Solutions and International gave an inspiring keynote address.

The 8th Annual HACR CAS program will be held at the Four Seasons Hotel in Las Vegas on May 4-6, 2018.
The HACR Young Hispanic Corporate Achievers ™ (YHCA) program was developed to recognize young Hispanics in Corporate America, at a national level, who have shown leadership qualities within their respective corporations and have demonstrated a commitment to the Hispanic community.

This year, 34 honorees from HACR Corporate Member and Fortune 500 companies participated in a four-day professional and personal development program from April 29–May 2, 2017, at the Westin Book Cadillac in Detroit.

Throughout the program, HACR YHCA participants partook in team-building exercises, group presentations, panel discussions, and leadership sessions led by Dr. Juana Bordas.

Kicking off on Saturday, the HACR YHCA attendees had the opportunity to meet the 2017 class in an introductory session. Right after, HACR YHCA participants met and networked with the alumni of the HACR YHCA program, and current HACR Corporate Achievers Summit™ (CAS) participants. The conversation continued at the Joint CAS/YHCA Dinner sponsored by UPS. David “Dave” Ruiz, Former President of UPS Florida, delighted the participants with an empowering keynote speech.

On Sunday, participants started with a personal branding
workshop followed by a presentation about the history and evolution of Latinos in the U.S. In the afternoon HACR YHCA joined CAS participants for a session with Dr. Jorge Cherbosque, Co-Director of the UCLA Staff and Faculty Counseling Center. Dr. Cherbosque talked about the effects of emotional intelligence and showed participants how to manage their emotions, deal with conflict, and enhance creativity.

The day ended with the HACR Joint Programs Closing reception and dinner sponsored by Target at the iconic Detroit Institute of Arts. Participants from the HACR CDS, CEF, CAS, and YHCA programs came together to celebrate another successful year.

On Monday, HACR YHCA participants continued their program and prepared their final presentations. One of the highlights of the program was on Tuesday, where HACR YHCA participants had the unique opportunity to attend the 11th HACR CEO Roundtable featuring Keith Allman, President & CEO of Masco Corp.; Ralph W. Babb Jr., CEO of Comerica; and Mark Fields, Former President & CEO of Ford Motor Company.

The HACR YHCA program concluded with an awards ceremony sponsored by Altria and MillerCoors. HACR recognized the class of 2017 for their accomplishments, continued success, and commitment to the community. The 12th Annual HACR YHCA program will be held at the Four Seasons in Las Vegas on May 4-8, 2018.
T-Mobile and Univision have recently partnered with HACR as our newest Corporate Members to advocate for Hispanic inclusion in Corporate America. Both companies have demonstrated a deep commitment to the professional advancement of Hispanics at all levels within their companies. We look forward to building strong relationships with them, as we continue to further HACR’s mission.

T-Mobile US, Inc.

As America’s Un-carrier, T-Mobile US, Inc. (NASDAQ: TMUS) is redefining the way consumers and businesses buy wireless services through leading product and service innovation. The Company’s advanced nationwide 4G LTE network delivers outstanding wireless experiences to 72.6 million customers who are unwilling to compromise on quality and value. Based in Bellevue, Washington, T-Mobile US provides services through its subsidiaries and operates its flagship brands, T-Mobile and MetroPCS. T-Mobile USA is a national provider of wireless voice, messaging, and data services capable of reaching over 308 million Americans where they live, work, and play. For more information visit www.t-mobile.com.

Univision Communications Inc.

Univision Communications Inc. (UCI) is the leading media company serving Hispanic America. The company, a leading content creator in the U.S., includes Univision Network, one of the leading networks in the U.S. regardless of language and the most-watched Spanish-language broadcast television network in the country available in approximately 91 percent of U.S. Hispanic television households. Headquartered in New York City, UCI has content creation facilities and sales offices in major cities throughout the United States. For more information, please visit corporate.univision.com.
HACR CORPORATE OBSERVER SPONSORED CONTENT

The HACR Corporate Observer offers Corporate Members an exclusive opportunity to market their content in 2017. The sponsored content can help your company attract key audiences, increase brand visibility, drive new business, and strengthen relationships with stakeholders.

**SPREAD**

- Two-page editorial space: highlight your company’s initiatives pertaining to Hispanics in the areas of Employment, Procurement, Philanthropy, and Governance*
- Logo in Corporate Observer
- Includes up to six (6) photographs

**FULL PAGE**

- One-page editorial space: highlight your company’s initiatives pertaining to Hispanics in the areas of Employment, Procurement, Philanthropy, and Governance*
- Logo in Corporate Observer
- Includes up to three (3) photographs

$5,000.00 per issue

$3,000.00 per issue

* Content must be approved by HACR Director of Communications. Sponsored content should be delivered in a Word document.

For more information, please contact HACR Director of Communications, Ariana Solis Gomez, at asolis@hacr.org or at (202) 838-1049.
ABOUT THE AUTHOR

LESLIE FROELICH

Leslie Froelich is a freelance writer living in Cleveland. She previously worked for five years for Mundo Hispanico newspaper, a Cox Enterprises company based in Atlanta, covering a variety of beats including business and finance, health, entertainment, community affairs, and sports.

During this time, Froelich received both Gold and Silver Jose Marti Publishing Awards, which are presented by NAHP, as well as a Gold Award from New America Media, which recognizes excellence in journalism within ethnic media outlets.

Froelich earned a bachelor’s in spanish and Hispanic linguistics from The Ohio State University (OSU).

Before attending OSU, Froelich spent a year in Argentina as a Rotary Youth Exchange student.

Froelich currently provides freelance services for Mundo Hispanico and the National Association of Hispanic Publications (NAHP).
2017 HACR COALITION MEMBER EVENTS

JULY 4-8, 2017
League of United Latin American Citizens: 88th LULAC National Convention & Exposition
San Antonio

JULY 8-11, 2017
National Council of La Raza: NCLR Annual Conference
Phoenix

SEPTEMBER 11-12, 2017
Congressional Hispanic Caucus Institute: Public Policy Conference
Ronald Reagan Building and International Trade Center
Washington, D.C.

SEPTEMBER 13, 2017
Congressional Hispanic Caucus Institute: 40th Annual Awards Gala
Marriott Marquis Hotel
Washington, D.C.

SEPTEMBER 26-30, 2017
Prospanica: 2017 Annual Conference and Career Exposition
Philadelphia

OCTOBER 1-3, 2017
United States Hispanic Chamber of Commerce: 2017 USHCC National Convention
Dallas

OCTOBER 28-30, 2017
Hispanic Association of Colleges and Universities: 31st Annual Conference
Hilton San Diego Bayfront
San Diego

2017 & 2018 HACR PROGRAMS & EVENTS

OCTOBER 28-29, 2017
HACR Leadership Pipeline Program
J.W. Marriott
Chicago

MAY 4-6, 2018
HACR Corporate Directors Summit™
Four Seasons
Las Vegas

MAY 4-6, 2018
HACR Corporate Achievers Summit™
Four Seasons
Las Vegas

MAY 4-6, 2018
HACR Corporate Executives Forum™
Four Seasons
Las Vegas

MAY 4-8, 2018
HACR Young Hispanic Corporate Achievers™
Four Seasons
Las Vegas

MAY 7-8, 2018
26th Annual HACR Symposium: The Power of Hispanic Inclusion™
Four Seasons
Las Vegas

MAY 8, 2018
HACR CEO Roundtable
Four Seasons
Las Vegas

MAY 8, 2018
Annual HACR Awards Gala
Four Seasons
Las Vegas