As we enter Hispanic Heritage Month, a time to celebrate the heritage and culture of our growing community, and honor Hispanic community and corporate leaders for their impactful contributions, let’s not forget that there’s far more work to be done. Now more than ever, we need to stand strong as a community, and we need to urge Corporate America to step up and work with Hispanic-serving institutions to make substantial progress.

In this issue of the Corporate Observer, you will find the latest news from our Corporate and Coalition Members, a list of our upcoming events, as well as the next installment of the HACR Leadership Interview Series. This installment features Ana Arguello, Senior Director, International Business Collaboration, Walmart. Arguello shares some career advice and encourages Hispanics to take pride in and capitalize on their heritage, as a way to advance and succeed in Corporate America.

Additionally, on June 12, 2017, I joined more than 170 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.

One month after the launch, nearly 100 new CEOs joined. It is a great honor that among the more than 270 CEOs, 30 are HACR Corporate Members. On the same note, we are honored to welcome IKEA as HACR’s newest Corporate Member.

Finally, we are proud to announce that Prudential Financial, Inc. will be the host sponsor of the third annual HACR Leadership Pipeline Program (LPP) which will take place October 27-29, at the JW Marriott in Chicago.

We hope you enjoy this issue of the Corporate Observer and we are looking forward to seeing you at the third annual HACR Leadership Pipeline program in Chicago.

Sincerely,

Cid Wilson
President & CEO
HACR
LEADERSHIP
PIPELINE PROGRAM

J.W. MARRIOTT
CHICAGO
OCTOBER 27-29, 2017

For sponsorship opportunities, please contact HACR Director of Development, Elia Quintana, at equintana@hacr.org or at (202) 682-4012.
Only one month after 175 CEOs came together to launch the CEO Action for Diversity & Inclusion™, nearly 100 additional CEOs have taken the pledge, committing themselves — and the organizations they lead — to advance diversity and inclusion in the workplace. This extraordinary show of force builds on the energy from the launch and grows the potential impact of the pledge.

Business, nonprofit, and academic leaders are coming together to learn how best to cultivate welcoming, collaborative, and thriving environments for their employees. The collective of more than 270 signatories have shared almost 250 actions across a variety of categories—from supplier diversity and succession planning to mentorship and recruitment—exchanging learning opportunities and creating collaborative conversations via the initiative’s unified hub, CEOAction.com. Continuing this momentum, the signatories will convene at a Summit in November to discuss longer-term growth strategies that will advance the agenda.

Organizations joining the pledge are taking a step towards effecting positive change. A diverse and inclusive workforce facilitates community, but also drives innovation and creativity. A recent study found that 85 percent of those surveyed reported that diversity is a key component to fostering innovation.

“We are so proud that we are continuing to build momentum and support for the CEO Action for Diversity & Inclusion™ across companies, industries and regions. This collaboration expands our reach and brings in unique values, actions, and perspectives to continue to raise the bar for the entire business community,” said Tim Ryan, U.S. Chairman and Senior Partner of PwC and Chair of the Steering Committee for the CEO Action for Diversity & Inclusion™. “The overwhelming support for the coalition has been amazing to see and with each and every new organization signing on, we have the opportunity to put our commitments into action by working together to improve diversity and inclusion in our workplaces and communities.”

CEO Action for Diversity & Inclusion™ is cultivating a new type of ecosystem centered around collaboration and sharing. The actions, available via CEOAction.com, showcase real-life examples of the open and transparent conversations to cultivate more diverse and inclusive workplace environments. The addition of new signatories expands the impact of this work beyond the office to communities and industries.
“With the commitment of over 100 additional CEOs, the CEO Action For Diversity & Inclusion™ continues to grow as a unified statement of the importance of diversity and inclusion in Corporate America,” said Cid Wilson, President & CEO of the Hispanic Association on Corporate Responsibility (HACR) who is among the CEO co-signers. “At HACR, we will continue to raise awareness of the importance of having a sustainable diversity and inclusion strategy while serving as an external resource to these companies when it comes to best practices from our HACR Research Institute, and our six leadership development programs which focus on advancing Hispanic inclusion in Corporate America.”

The CEO Action for Diversity & Inclusion™ welcomes as many different voices and perspectives to foster knowledge sharing and greater collective contributions. And, as the initiative continues to expand the impact and reach of companies, workforces and communities grows as well. The coalition now represents 70 industries, all 50 US States, and millions of employees globally.

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

Accenture
Julie Sweet*

Altria Group, Inc.
Martin Barrington

AT&T
Randall Stephenson

Bank of America Corporation
Brian Moynihan

Carnival Corporation & plc
Arnold Donald

Catalyst
Deborah Gillis

Cigna
David Cordani

Cisco Systems Inc.
Chuck Robbins

The Coca-Cola Company
James Quincey

Denny’s
John Miller

The Executive Leadership Council
Ronald C. Parker

Herbalife International of America, Inc.
Richard P. Goudis

Hispanic Association on Corporate Responsibility
Cid Wilson

The Home Depot
Craig Menear

Humana, Inc.
Bruce Broussard

IKEA
Lars Petersson

Johnson & Johnson
Alex Gorsky

KPMG
Lynne Doughtie

Leadership Education for Asian Pacifics, Inc.
Linda Akutagawa

Macy’s
Jeff Gennette

Medtronic
Omar Ishrak

Merck
Ken Frazier

Morgan Stanley
James P. Gorman

Nationwide
Steve Rasmussen

Pepsico, Inc.
Indra Nooyi

PGA of America
Pete Bevacqua

Prudential Financial, Inc.
John Strangfeld

Sodexo North America
Lorna C Donatone

Target Corporation
Brian Cornell

T-Mobile USA
John Legere

UPS
David Abney

Walmart
Doug McMillon

Wells Fargo & Company
Timothy J. Sloan

Wyndham Worldwide
Stephen P. Holmes

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

The 2017 American GI Forum of the United States (AGIFUS) National Conference concluded with seven new officers elected to the National executive board. Returning to the Executive Board is Angel Zuñiga, as National Commander; Russell Lopez, moves up to National Vice Commander from National Secretary; and Jasmine Vigil, continues as National Youth Chair. Newly elected to the board are Patsy Vasquez-Contes, National Chairwoman; Myrna Chavarria, National Secretary; Patricia L. Marrero, National Treasurer; Mario Perales, National Sgt-at-Arms; Sylvia Garza, Vice Chairwoman; Rebecca Lugo, Women’s Secretary; and Laura Flores, Women’s Treasurer.

The new board will face numerous challenges in the coming year. One of which is the 70th anniversary of the AGIFUS. The National Conference is scheduled for July 26-28, 2018 in San Antonio, at the Wyndham hotel.

The new Executive Board will host the 2018 Veterans Day Ceremony Reception in Washington, D.C. The reception will be held at the Women in Military Service for America Memorial on the grounds of Arlington National Cemetery.

AGIFUS is searching for national corporate sponsors and individuals to make one-time donations in support of this worthy endeavor. The national publicity will be rewarding. Call the National Office: (719) 299-4838 or visit www.agifus.com for more information.

The LULAC Latino Tech Summit (LTS) will take place October 27 - 28, 2017, at Santa Clara University in Santa Clara, Calif. The purpose of the summit is to increase, retain, and elevate Latinos in the field of technology. The summit will include a variety of workshops where industry experts will share best practices for creating a diverse tech workforce.

The workshops will enhance an individual’s skill-set based on their career-level. The entry level workshops are designed for recent college graduates entering the workforce and will include information regarding strengthening soft skills and resume writing. The mid-level workshops are geared towards young professionals with over five years of experience in the tech industry and will focus on developing the skills necessary for management positions. The senior level workshops will include robust conversations with seasoned professionals discussing employee resource groups (ERGs), and developing best strategies to bridge the diversity gap.

The purpose of the LTS is to foster the next generation of tech leaders, with community-based organizations and corporate partners playing a key role in that effort. For more info go to www.LatinoTech.org

SER National appreciates the support of its corporate partners who recognize the needs of the market for skilled and trained labor. Earlier this year, SER National expanded its Robotics competition to include 100 students and added a day of Drone training during their annual conference. One of their goals has been to stir the interest of young people in Science, Technology, Engineering, and Math (STEM) so they also created a year-round SER STEM program. Next year during their annual conference, the STEM program will grow to include 300 students coming from the Dallas-Ft. Worth area school districts.

SER National continues to seek new and innovative ways in which to serve the more than one million people who come through their doors every year, throughout the nation. For over 53 years SER has been providing Latinos and other underserved communities with skills and training so that they may become self-sufficient, contributing members to this great country.

For additional information on SER National, please visit www.ser-national.org.
Ana Arguello has moved 25 times, lived in six different countries, is trilingual, and her family includes a Mexican spouse of German descent and two children born in the United States. When this powerhouse executive talks about diversity, she means business.

Currently, Arguello serves as Senior Director, International Business Collaboration. In her role, Arguello is responsible for connecting merchants and operators to achieve growth and low cost strategies. Support a culture of collaboration across the portfolio to enable a platform of multi-functional knowledge management. Her team leads Chief Merchandising /Chief Operations Summits, Supplier Joint Business Planning and International Forums.

Arguello has worked for Walmart for more than a decade, beginning her career in 2006 in Arquello's native Mexico City. Prior to joining Walmart, Arguello worked for the Canadian Embassy in Mexico City, in the trade and finance departments. In this capacity, Arguello helped promote Canada's trade and economic interests in Mexico and supported the efforts of Canadian companies wishing to pursue Mexico as a target market for their products, services, or technologies.

Arguello holds a master’s degree in corporate communication from the Universidad Panamericana and a B.S. in international business from the Instituto Tecnológico y de Estudios Superiores de Monterrey and public administration from Institut d’Etudes Politiques de Paris (Sciences Po).

Dream big and work hard

According to Arguello, every position that she has held over the last ten years has provided opportunities for growth and change, both personally and professionally. While working for Walmart International, Arguello describes the experience as transformational in her career. Arguello also cherishes those moments in her career where she has been able to have a positive impact on customers, as was the case during her time as Grocery Buyer and Apparel Director of Merchandising at Walmart Mexico. “When you are in merchandising, you’re truly close to the customer. When selecting the best product at the right price at the right time, you need to be thinking about your customer at all times or you will fail miserably in your role,” says Arguello.

When it comes to her recipe for success, Arguello points to a timeless piece of advice given to her early on in her career by her father, whose own professional trajectory includes stints with several multinational corporations. “Endless opportunities will come if you dream big and work...
Real success, she assures, comes from the desire to boldly take that step to the next level of one’s career and find ways to pay it forward and help other professionals as well. “It’s very straightforward, when you start moving up the corporate ladder and start growing, to become complacent and say, ‘I have this good title in this enormous company,’ and settle. I always hear my dad’s voice saying, ‘You shouldn’t settle, you need to dream big and work harder and harder.’ And I think it’s important to create opportunities for others and bring others along with you as well,” explains Arguello.

For the past three years, the executive has actively participated in – and for the last year chaired – Walmart’s Hispanic/Latino Associate Resource Group (HLARG), which was founded in 2004 as a resource to help develop Latino Walmart associates to make a difference in our business and our community. The resource group, with nearly 1,000 associates, offers a diverse array of programs including Café y Carreras, which is a series of quarterly mentoring events that allow Home Office associates to participate in small group discussions with an officer whom they would not otherwise have an opportunity to meet; and Gateways Leadership, a professional development program that works to create Hispanic leaders who are committed to accelerate a sustainable pipeline of talent and enable business growth.

In addition, HLARG facilitates Walmart associates’ involvement in several community initiatives, such as Walmart’s Mi Futuro program, which mentors and prepares 8th graders in the Northwest Arkansas area, as well as the recently launched Padrinos program, which supports and welcomes new Latino associates to the company and the local area.

Regarding her role with HLARG, Arguello states that “it is an honor to be able to represent HLARG associates in the company. It’s about expressing their ideas, concerns and needs and making sure that Hispanics and Latinos are represented at all levels and creating assets for them so that they can continue growing in their careers.”

Additionally, Arguello feels that groups such as HLARG provide valuable opportunities to “educate companies about unconscious bias and open up their perspective about diverse associates.” Her words mark a timely topic, as more and more businesses are discovering the value of Hispanics and seeking ways to increase their numbers in top tier positions across the country. “We are all wired in a way to see the differences or similarities in the person sitting next to us. But when you are hiring someone, you need to be intentional and ask yourself, is my panel diverse, or am I hiring people who look like me and talk like me?,“ explains Arguello.

On a similar note, Arguello encourages Hispanics to take pride in and capitalize on their heritage, as a way to advance and succeed in Corporate America. “Proudly share and embrace your identity. When you are comfortable in your own skin, it shows in everything you do and in everything you touch. You need to be very mindful of your heritage and be proud of it because that diversity makes this country what it is. Only because of diversity will America be strong,” she explains, adding that businesses reap the benefits as well. “It’s a competitive advantage for companies to embrace diversity.”

When it comes to being a leader in Corporate America, Hispanics must follow a two-ingredient formula: passion and authenticity. “When I talk about authenticity, it’s about being proud of who you are. Once you can show you are authentic, people will follow you because of that level of transparency,” assures Arguello. “And you have to lead with passion. You need to create an environment where people feel energized, where people wake up and say, ‘Walmart allows me the opportunity to empower myself and enable others, and what I’m doing is making a difference in the company.’ That type of passion – showing all the time that you love what you are doing -creates the magic where everything is possible.
AT&T Recognized as No. 1 Community-Minded Communications Company by Civic 50

For the third time in five years, AT&T has been ranked the top community-minded communications company by Civic 50. The company has been on the list each year since Civic 50’s inception in 2012. This recognition is a testament to the culture of service at AT&T and the commitment from employees to give their time, talent and money in support of the greater good.

An initiative of Points of Light, The Civic 50 honors the 50 most community-minded companies in the nation each year, as determined by an annual survey. The Civic 50 is the only survey and ranking system that exclusively measures corporate involvement in communities. To learn more about The Civic 50, visit www.civic50.org.

Carnival Corporation Receives Corporate Partner of the Year Award from Hispanic National Bar Association

Carnival Corporation & plc is the recipient of the distinguished Corporate Partner of the Year Award from the Hispanic National Bar Association (HNBA). “It is an honor to receive the Corporate Partner of the Year award from the Hispanic National Bar Association (HNBA),” said Arnaldo Perez, General Counsel and Secretary, Carnival Corporation & plc. “We are proud to support HNBA and the important work they do to advocate for the advancement, diversity, and professional development of those in the legal industry.”

Committed to diversity, Carnival Corporation has been a proud supporter of HNBA’s work and mission. Perez accepted the award in person at HNBA’s 42nd annual convention in Kansas City, Mo. The convention is HNBA’s signature annual event, which includes a portfolio of programs, activities, and events for professional and career development, as well as opportunities for community service.

Carnival Corporation made history in 2016 when it became the first U.S. cruise company to travel to Cuba in more than 40 years and launched a second voyage to Havana earlier this year. Most recently, Carnival launched Ocean Medallion™, the world’s first interactive guest experience platform.

Comerica’s Monica L. Martinez Named Among Nation’s Most Influential Latino Leaders

Comerica Bank’s Monica L. Martinez has been named to the “101 Most Influential Latinos in 2017” by Latino Leaders magazine, July/August edition. Martinez, Comerica’s Senior Vice President of External Affairs, was selected on criteria of integrity, passion, vision, and strong leadership.

In her dual role at Comerica, Martinez oversees charitable contributions and maintains relationships with key community stakeholders in the Michigan market while also serving as the Director of National Hispanic Business Development, directing Comerica’s Hispanic business and community outreach in the bank’s primary markets. In addition, she helps direct the bank’s Hispanic Business Initiative teams and Hispanic employee resource groups. She is also accountable for growing business relationships and developing outreach initiatives with an emphasis on the bank’s expanding markets nationwide.

Martinez is bilingual, and her fluency in Spanish and English helps in her commitment to growing business relationships and outreach opportunities. Martinez holds a bachelor’s degree in international business from Eastern Michigan University. For her graduate work, she studied interdisciplinary technology with a concentration in business management at Eastern Michigan University.

In July, Martinez was also one of eight women recognized by DBusiness magazine’s “Powered by Women” List as one of the most influential women in Michigan for driving growth locally, nationally, and globally.

Ford Provides More Than $3.5M to Hurricane Relief; Offers ‘Texas Is Family’ Package to Aid Victims

Ford Motor Company and its dealers, taking action to aid Hurricane Harvey victims, are committing millions of dollars in relief funds and offering special assistance to those who need to replace lost or destroyed vehicles. “Our hearts go out to all of those affected by Hurricane Harvey. Texas is like family for Ford,” said Jim Hackett, Ford President and CEO. Ford has launched multiple initiatives to assist in the relief efforts, including committing more than $3.5 million in relief funds. Some of these actions include:

HACR Corporate Member News Submissions

CORPORATE OBSERVER
• Ford Motor Company Fund is contributing $500,000 to disaster relief efforts in Texas. This includes contributions to the American Red Cross, The Salvation Army, Catholic Charities, Team Rubicon, Toolbank, and the purchase of four Chariot Transit Vans that will also support the relief effort.

• Texas-area Ford dealers already have donated $200,000 to disaster relief organizations via the Cowboys-Texans telethon and have committed to raising more than $1 million to go toward helping dealership employees and local charities. Ford will match this effort up to a total of $1.5 million in relief to designated community relief charities.

• Ford is announcing a special customer assistance bundle, “Texas Is Family,” to assist customers with a loss claim to meet their immediate vehicle needs.

“Our teams are working day and night to help our customers, dealers, and communities get back on their feet,” said Hackett.

GE AND HISPANIC SCHOLARSHIP FUND – A WINNING COMBINATION!

Since its partnership inception with the Hispanic Scholarship Fund (HSF) in 2011, the GE Hispanic Forum, GE employees, friends, and families have raised over $480,000 in scholarship funds benefiting deserving students of Hispanic heritage across the U.S. These competitive scholarships are awarded annually to both undergraduate and graduate programs at accredited schools and focus on STEM majors.

What does the profile of Hispanic Scholarship Fund scholars look like?

• The average undergrad GPA is 3.7
• 43 percent of them are majoring in STEM fields
• 70 percent attend the top 100 Universities
• 54/46 percent Female/Male ratio
• 77 percent come from low-income families

In addition to providing scholarships opportunities for students, the HSF-GE partnership also connects scholars to GE job opportunities. Each year the GE Hispanic Forum collaborates with the internal GE Talent Acquisition teams to screen scholars for internship opportunities as well as pairing up the students with GE mentors, leveraging the vast network of the Hispanic Forum hubs across the U.S. This partnership creates a win-win outcome where deserving students are given a life changing opportunity to further their education, benefit from mentoring relationships, and experience internships while GE and the GE Hispanic Forum connect with talented students with promising futures.

NASCAR PIONEER ALBA COLÓN AWARDED THE HISPANIC HERITAGE FOUNDATION’S STEM AWARD

Alba Colón, Chevrolet Racing Program Manager for the Monster Energy NASCAR Cup Series, has received the Hispanic Heritage Foundation’s STEM (Science, Technology, Engineering & Math) Award.

The 30th Annual Hispanic Heritage Awards took place September 14 at the Warner Theatre in Washington, D.C. The awards were created by the White House in 1987 to commemorate the establishment of Hispanic Heritage Month.

“GM is extremely proud of Alba’s accomplishments in her field, in her efforts to promote STEM careers among students, and in her commitment to excellence,” said GM Chief Global Diversity Officer, Ken Barrett. “She makes the GM family proud.”

Colón became interested in math and science as a young girl inspired by astronaut Sally Ride. She pursued an engineering degree at the University of Puerto Rico Mayagüez, and was hired by General Motors as a data acquisition engineer.

In 2001, Colón began leading GM’s Chevrolet Racing Program for the NASCAR Cup Series - working with drivers such as Dale Earnhardt, Dale Earnhardt Jr, Jimmie Johnson, and Tony Stewart. Under her charge, Chevrolet has amassed 285 race wins, 11 Driver’s Championships, and 14 Manufacturers’ Cup awards to date, making Alba Colón one of the most powerful women in the sport.

ANGELA ARBOLEDA, VICE PRESIDENT, GOVERNMENT AND COMMUNITY AFFAIRS AT HERBALIFE NUTRITION RECOGNIZED AT THE LULAC NY ANNUAL GALA

Angela Arboleda, Vice President, Government and Community Affairs at Herbalife Nutrition was recently recognized at the New York State League of United Latin American Citizens’ (LULAC NY) Annual Gala for her more than 17 years of dedication, service, and commitment to the Latino community, social justice issues, and the advancement of
the disadvantaged.

“I was honored to be recognized by LULAC’s New York State, and I am fortunate to work for Herbalife Nutrition, a company committed to diversity and which recognizes the contributions made by our culture and community,” said Arboleda.

In her current role, Arboleda serves as the federal government relations lobbyist to the legislative and executive branches. She executes the company’s legislative priorities on Capitol Hill bringing value to the company. She is also responsible for managing external relations by building strategic community partnerships for the company with the goal of changing people’s lives by encouraging them to adopt a healthy and active lifestyle.

Currently, she sits on the Board of Directors of the Congressional Hispanic Leadership Institute (CHLI), and AVANCE; and is active with the Hispanic Lobbyist Association.

HIGHLIGHTING THE CLIMB IN LATINO LEADERSHIP

For more than 10 years, Coors Light has shown its commitment towards the promotion of diversity through the Coors Light Líderes program. The program has shined a spotlight on over 160 talented Latino leaders, since its debut in 2006. These role models are dedicated to helping others in their communities climb on to become exceptional professionals and great examples to follow. Nearly $300,000 have been awarded to nonprofit organizations to develop or expand programs that focus on providing helpful and needed services to Latinos around the country.

Each year, 12 Latino leaders are chosen from a pool of highly qualified nominees submitted by nonprofit organizations based in the U.S. The finalists participate in an online competition to win the title of Coors Light Líder of the Year and a $25,000 grant to create or further develop a program that benefits their local Latino community.

This signature MillerCoors program not only inspires, empowers, and motivates people, it also represents the core of what Coors Light is all about. Coors Light Líderes embody and embrace the climb of personal and professional mountains to reach their goals, and they do so by taking strength from their community and helping them climb on as well. Later this month, Coors Light Líderes will announce the 2017 Líder of the Year.

Learn more about the program by visiting www.CoorsLightLideres.com, and follow us on Twitter and Facebook.

A STRONG COLLABORATION: SODEXO’S 8TH YEAR PARTNERING WITH MALDEF PARENT SCHOOL PARTNERSHIP

Since 2009, the Parent School Partnership (PSP) Holistic Health Workshops have focused on educating Latino families on nutritional awareness. To date, these PSP workshops held at Sodexo sites have educated more than 7,000 families on healthy eating behaviors and important lifestyle changes.

MALDEF and Sodexo have found that integrating an educational dietary workshop into parent-engagement programming helps increase understanding of the link between healthy lifestyle changes and combating these health disparities. These workshops feature culturally traditional recipes that have been remixed by Sodexo’s Culinary Chef team incorporating low-sodium, alternative ingredients and substituting healthy ingredients in place of high-fat cooking oils and fried foods.

September kicks off the 8th new school year of MALDEF and Sodexo’s Office of Diversity & Inclusion’s team partnering to host the signature Parent School Partnership Holistic Health Workshop.

In its mission to improve the quality of life of the diverse communities, Sodexo will continue to partner with impact-driven organizations such as MALDEF to use education to improve a community’s health and well-being.

2017 COPA UPS

UPSers on average spend between 40-60 hours a week working and dedicating time to UPS. This can leave little time for fun activities in the afternoon to recharge those corporate athlete batteries. In 2017, Atlanta became a soccer town with our very own team, Atlanta United, launching the “football” spirit across the city. Crecer, the UPS Hispanic/Latino BRG, recognized a strategic opportunity to match a craving for fun with the local swell of soccer mania.

The 2017 Copa UPS, ran from April 24th through June 24th. The soccer tournament conceived and coordinated by Crecer, required volunteers to lead and execute logistics precision to enable 67 players and six teams to play week
after week. The dedication of ten Crecer leaders to properly execute this event did not go unnoticed. UPS executive management recognized the chairs with a letter signed by Juan Perez, UPS CIO, Alan Gershenhorn, UPS CCO, and Teri McClure, CHRO.

In addition to giving Crecer members an opportunity to practice management and leadership skills, the event brought together every kind of diversity. Players ranged in age from 20’s to 50’s; most functional departments were represented, as were races, ethnicities, and gender. Soccer, it seems, brings everyone together, in the true spirit of inclusion. That’s what Crecer, the UPS Hispanic/Latino BRG is all about. GOOOOOAAAAAL!

**VERIZON CELEBRATES IMMIGRANT ROOTS AND CONTRIBUTIONS**

Verizon's partnership with the “I Am An Immigrant” campaign honors the many contributions that immigrants have made, and continue to make, to the United States. The new partnership, highlighted in a celebration at the Verizon Technology and Policy Center in Washington, D.C., was a continuation of Immigrant Heritage Month and the “I Am An Immigrant” effort, which will continue throughout the year. At the event, Verizon reaffirmed its commitment to honoring immigrants across the country, especially those it employs, who contribute greatly to the company’s success.

“Verizon would not be the company it is today if it were not for the many contributions made by immigrant employees at all levels of our organization. They are a valuable source of talent that is essential to our success. We are excited about our new partnership with the campaign and look forward to working with others to broaden awareness and appreciation of the incredible contributions immigrants make every day to improve our country,” said Kathy Grillo, Senior Vice President and Deputy General Counsel for Public Policy and Government Affairs at Verizon.

**WALMART AND GOOGLE PARTNER TO MAKE SHOPPING EVEN EASIER**

Walmart Running around, going to work, picking kids up from school, making dinner, and between all of that, there’s shopping to do. Because of this, Walmart believes it isn’t only about saving its customers money, but also about making shopping faster and easier.

Walmart is announcing an exciting partnership with Google to do just that. Starting in late September, Walmart will be working with Google to offer hundreds of thousands of items for voice shopping via Google Assistant - the largest number of items currently offered by a retailer through the platform.

One of the primary use cases for voice shopping will be the ability to build a basket of previously purchased everyday essentials. This will enable the company to deliver highly personalized shopping recommendations based on customers’ previous purchases, including those made in Walmart stores and on Walmart.com. To take advantage of this personalization, customers only need to link their Walmart account to Google Express.

Their new voice shopping capability, coupled with our core value proposition, including free two-day shipping and the Pickup Discount, will give Walmart’s customers a compelling new way to get what they need at low prices. They will continue to focus on creating new opportunities to simplify people’s lives and help them shop in ways they’ve not yet imagined.

**“ELENA OF AVALOR” HONORED WITH IMAGEN AWARD**

Elena of Avalor, Disney Channel’s hit series about a brave and adventurous teenager who rules her kingdom as crown princess, was named Best Children’s Program at the 2017 Imagen Awards. The Imagen Awards, considered the premier Latino entertainment awards program, recognize positive and accurate portrayals of the Latino community in television and film. Creator/Executive Producer Craig Gerber and Co-Executive Producer/Story Editor Silvia Olivas represented the series at the August 18 event in Beverly Hills, Calif.

The series received a National Hispanic Media Coalition award for Outstanding Animated Series in February 2017 and was also nominated for a 2017 Annie Award. Season two of Elena of Avalor will premiere this fall on Disney Channel and Disney Junior, and production is currently underway on a third season.
Wells Fargo’s National Diverse Segments Practices Launched to Support Hispanic Businesses

Hispanic-owned businesses are a growing economic force. There are more than four million businesses in the United States owned by Hispanic entrepreneurs, and this segment is growing rapidly. Wells Fargo is committed to serving Hispanic companies, business leaders, and organizations in this emerging business community as they pursue their financial goals. They are dedicated to helping strengthen the Hispanic business community, and their support is comprehensive. Wells Fargo offers commercial banking services including treasury management, asset-based lending, traditional secured loans, and capital markets services, offering access to working capital to help businesses maintain their day-to-day operations and funding to pursue growth.

While Wells Fargo has a long history of serving the Hispanic community through lending, banking, and financial support, it recently began building its National Diverse Segments practice to serve diverse-owned businesses (with a focus on Hispanic and Latino business owners), with revenues of $5 million and above, throughout the U.S. Wells Fargo is serving a diverse customer base, responding to market forces, and delivering for future economic growth, with a commitment to driving prosperity and wealth building in diverse communities.

For more information, please visit: https://www.wellsfargo.com/com/middle-market-banking/.

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- McDonald’s Corporation
- Target Corporation
- Time Warner Inc.
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- USTA
- Verizon Communications Inc.
- Wal-Mart Stores, Inc.
- Wyndham Worldwide
We are proud to announce that IKEA has recently partnered with HACR as its newest Corporate Member to advocate for Hispanic inclusion in Corporate America. We look forward to building strong relationships with them, as we continue to further HACR’s mission.

IKEA Group

Since its 1943 founding in Sweden, IKEA has offered home furnishings of good design and function at low prices. The IKEA Group operates 340 IKEA stores in 28 countries, including 44 in the U.S.

IKEA incorporates sustainability into day-to-day business and supports initiatives that benefit children and the environment. For more information, see IKEA-USA.com, @IKEAUSANews, @IKEAUSA, or IKEAUSA on Facebook, YouTube, Instagram, and Pinterest.
HACR SPONSORED CONTENT OPPORTUNITIES

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.
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

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

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 Executives Forum™
Four Seasons
Las Vegas

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

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

MAY 7-8, 2018
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