CHICAGO
HACR HOSTS 3RD ANNUAL LEADERSHIP PIPELINE PROGRAM

WALMART LEADERSHIP INTERVIEW SERIES
FEATURING SYLVIA PABON
DEAR HACR STAKEHOLDERS,

This is the final issue of Volume 20 of the Corporate Observer. As 2017 comes to a close, and we reflect on what has been accomplished this year, I could not be more proud to lead HACR. Membership has grown, our research is transforming the work world, and we’ve had a successful programmatic year featuring a sellout crowd for both the 25th Annual Symposium in Detroit and the third annual Leadership Pipeline Program (LPP) in Chicago. Thank you to our sponsors, supporters, Corporate and Coalition members for making that happen and for helping us achieve undeniable success for more than 30 years. Without your support none of this would be possible.

In this issue of the Corporate Observer, you will find a recap of this year’s HACR LPP. This event brought together up-and-coming Hispanic talent, corporate executives, and employee resource group leaders, to network and develop leadership and managerial skills; and was possible thanks to the generous support of our host sponsor Prudential Financial Inc.

This issue also contains 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 Sylvia Pabon, store manager for Wal-Mart location #2015 in Fair Lakes, Va. Pabon encourages readers to “aim high”, no matter what their origin or background is, in order to achieve their goals.

We hope that you have enjoyed our programs and events this year and also remind you to mark your calendars and save the date for the 26th Annual HACR Symposium, Programs, and our as first annual HACR Inaugural Awards & Recognition Gala at the Four Seasons in Las Vegas, May 4-8, 2018.

On behalf of everyone at HACR, we thank you again for your support in 2017, we look forward to our partnerships next year as we raise the bar for Hispanic inclusion in Corporate America.

Sincerely,

Cid Wilson
President & CEO

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CORPORATE OBSERVER

The Corporate Observer is a publication of the Hispanic Association on Corporate Responsibility (HACR). HACR’s mission is to advance the inclusion of Hispanics in Corporate America at a level commensurate with our economic contributions.

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The Hispanic Association on Corporate Responsibility (HACR) hosted its third annual Leadership Pipeline Program (LPP) October 27-29, 2017, at the JW Marriott in Chicago. The sold-out event welcomed over 200 attendees who gathered for a unique opportunity to develop their leadership and managerial skills through a series of candid discussions about management, leadership, personal branding, and employee resource groups, and to explore next steps to help them advance professionally. Each session was carefully designed to cater to participants at different stages in their careers. For the third year in a row, Prudential Financial, Inc. served as the host sponsor.

On Friday, October 27, participants were welcomed at an off-site reception sponsored by MillerCoors and hosted at their Chicago headquarters. One of the highlights of the events was hearing from MillerCoors CEO, Gavin D. Hattersley.

The program kicked off Saturday, October 28, with remarks from HACR president and CEO, Cid Wilson.

The first business session of the day titled “Navigating the Corporate Structure to Make Things Happen” featured Celeste Carrasco, director of Federal Public Affairs for AT&T; José “Pepe” Estrada, director of Public Affairs for Walmart; and Claudia B. Milis, associate manager of Sales Communications for Altria. Moderated by Patricia Mota, president of the Hispanic Alliance for Career Enhancement, the discussion revolved around purpose, service, and collaboration in the workplace. Participants also shared how they are adding value, fulfilling promises, showing courage and serving as an inspiration at their companies.

Next, participants enjoyed a fireside chat between Martin Cabrera, CEO and founder of Cabrera Capital Markets, and Cid Wilson. Cabrera shared his triumphs and failures and how he has learned to overcome challenges. He also discussed the importance of going after what you want and speaking out.

The HACR LPP Luncheon featured keynote speaker Ana Dutra, president & CEO of the Executives Club of Chicago and board director of CME Group. Dutra shared her humble
beginnings and the steps she took to get to the top. According to Dutra, the most successful leaders are the ones who can ask for what they want, never underestimate the power of relationships, live their life with purpose, and pay it forward.

After lunch, author Jesse Mejia led the session titled Rise Up, Mi Gente! Standing Out and Moving Up. Mejia helped participants navigate the corporate structure and shared the keys to move up. Among the key elements to succeed are developing a growth mindset, shattering expectations, raising the bar before everyone else, and standing out.

The last business session of the day “Be the Leader You Want to Work For” sponsored by Bank of America featured Henry Aguisti, Digital Platforms executive for Bank of America, Wil Lewis, Diversity & Inclusion executive for Bank of America, and Julian Parra, senior vice president and Business Banking executive for Bank of America/Merrill Lynch, Pacific Southwest Region. The panelists talked about their experiences managing people and leadership best practices. After a successful day of business sessions, participants enjoyed an off-site reception at the Google office in Chicago. The event, sponsored by Google, included a panel with Rep. Luis Gutierrez; Carlos Ponce, Puerto Rican actor, singer, composer and television personality; Sylvia Puente, executive director, Latino Policy Forum; and Carlos Tortolero, president, National Museum of Mexican Art followed by a networking reception.

On Sunday, October 29, the first business session of the day was led by Amy Gallo. Gallo provided participants with useful tools to deal with conflict and build stronger relationships at work.

The last business session of the day, “Leadership Insights from the C-suite” featured panelists Hector Medina, Information Technology, Strategic Planning, and Analytics lead for Macy’s; David Olivencia, managing director, Journey to Cloud Program for Accenture; and Adam Salgado, vice president of Marketing for McDonald’s. The session was sponsored by JPMorgan Chase and moderated by Maria Chavez, Treasury Services head, Midwest Region & Canada for JPMorgan Chase.

The program came to an end at the 2017 HACR LPP Closing Lunch. Visionary community leader and President of the United States Hispanic Leadership Institute (USHLI), Dr. Juan Andrade, delivered a powerful speech about leadership, Hispanic heritage, and what it means to be a Latino and Latina in the United States.

The fourth annual HACR LPP will take place October 28-30, 2018, at the downtown Marriott in San Jose, CA.
2017 HACR LPP COMPANY PHOTOS

Bank of America LPP Group Photo

JPMorgan Chase LPP Group Photo

Capital One LPP Group Photo

Prudential Financial LPP Group Photo

Home Depot LPP Group Photo

UPS LPP Group Photo
The American GI Forum of the US (AGIF-US) wishes a Merry Christmas and a Happy New Year to all. As 2017 draws to an end, we reflect on the successes of our conferences and the expansion of the organization during our sixty-ninth anniversary. Upcoming in 2018 will be more promising events that include the seventieth anniversary of our founding. Additionally, the AGIF-US will be the host organization for the 2018 Veterans Day Ceremony in Arlington National Cemetery with an accompanying reception. The reception is in the planning stages with a venue to be announced early next year.

The AGIF-US is a Congressionally Chartered nationally recognized nonprofit veterans organization. The 2018 Veterans Day Reception is our largest event to date and will require a substantial amount of funds. We are diligently fund raising, accepting donations, and corporate sponsorships. The national publicity will be rewarding to all donors.

Points of contact are Monica Valdiviez, (202) 309-3677, monica.valdiviez@outlook.com, Ernesto Hernandez III, (210) 269-4448, ernesto.hernandez@woundedpawproject.org, or Angel Zúñiga, National Commander, (369) 563-9353, angel.zuniga@agifus.com, www.agifus.com.

For more information contact the National Office at (719) 299-4838.

ASPIRA MOBILIZES FOR PUERTO RICO

The devastation in Puerto Rico after hurricanes Harvey and María is unimaginable. As soon as the hurricanes hit Puerto Rico, all ASPIRA state offices mobilized their communities to collect and send hundreds of tons of essential goods to Puerto Rico - bottled water, food, clothing, medicines, and generators. ASPIRA de Puerto Rico has become the distribution center for ASPIRA to ensure these goods reach those in most need.

Thousands of Puerto Rican families, including their children, have left the island after the hurricanes. These families need help navigating local institutions to find housing, jobs, health care, social services, and especially navigating the school system. ASPIRA offices and schools across the country have become information and assistance centers for these newly arrived families. One major issue is that thousands of these children are enrolling in schools without the documentation they need, such as transcripts, and health and vaccination certificates. ASPIRA National has been trying to work with the P.R. Department of Education to secure this documentation to ease their transition.

The crisis in Puerto Rico is far from over. ASPIRA is urging its friends and communities to continue to provide whatever support they can to the people of Puerto Rico.

CHLI CONTINUES TO SUPPORT THE HISPANIC COMMUNITY

This year, the Congressional Hispanic Leadership Institute (CHLI) held a briefing on the Hill supporting the people of Puerto Rico during these difficult economic times. CHLI then held another briefing on disaster preparedness and response, where participants gained insight to maximize their disaster preparedness plan, and learned how they can volunteer the next time faced with a natural disaster. In keeping with our commitments, CHLI will host an intern from Puerto Rico, who has been affected by hurricane Maria, for its spring 2018 Global Leader Program - a 15 week internship program that provides hands-on experience and insight working in both, a Congressional and corporate office setting.

CHLI continues to support the people of Venezuela as they fight for their basic human rights and for freedom and democracy. A briefing on the Hill included bilingual remarks by The Honorable Lincoln Diaz-Balart, Senators Rubio and Menendez and Representatives Carlos Curbelo, Mario Diaz-Balart, and Ileana Ros-Lehtinen. They were joined by members of the CHLI Board and Advisory Council of Venezuelan heritage.

CHLI invites you to join us at the CHLI Annual Gala & Leadership Awards on April 11, 2018, as we honor CHLI godmother and founding member, Congresswoman Ileana Ros-Lehtinen.

A special thank you to HACR coalition member organizations for the collaborative work to develop and highlight Hispanic leaders in Corporate America.

Please send your inquiries about CHLI and requests for support to mgomezorta@chli.org. For more information about CHLI, visit: www.chli.org.
HACU NATIONAL INTERNSHIP PROGRAM - 25 YEARS OF PROVIDING STUDENTS A PATH TO EMPLOYMENT OPPORTUNITIES

The Hispanic Association of Colleges and Universities (HACU) celebrated 25 years of providing real world job training for students under the HACU National Internship Program (HNIP). From the beginning, the leaders and supporters of HACU’s mission were aware of the need for an internship program that would specifically engage Hispanic students across the nation. The focus on fulfilling this need for students allowed HNIP to be officially launched in the summer of 1992, with 24 students. The success of the first summer internship led to plans to quadruple the number of students the following year. Following years of significant growth in student participation, HACU began to add corporations and other businesses to the program.

In the 2017 summer intern session, there were 19 students working at corporations and nonprofits and 217 students working for federal agencies: 151 in Washington, D.C. and 66 in field offices around the country. To date the program has made more than 12,000 internship placements since its inception. These numbers reflect the vitality of a program that remains the most effective pipeline for students from Hispanic-Serving Institutions into federal and corporate workplaces. As HACU celebrates its internship program’s 25th year, it continues to thrive and offer invaluable opportunities for its student interns. To become an internship partner contact hnip@hacu.net.

For information about other HACU corporate partnerships opportunities, sponsorships, scholarships, contact development@hacu.net or at (210) 692-3805.

21ST ANNUAL LULAC NATIONAL LEGISLATIVE CONFERENCE AND AWARDS GALA

This year, the annual LULAC Legislative Conference will take place from February 13-15, 2018, at the Marriott Marquis in Washington, D.C. Every year, the LULAC National Legislative Conference and Awards Gala recognizes outstanding leaders who have served the Latino community with distinction.

On the evening of the 14th, LULAC will bestow awards to three distinguished elected officials and community leaders. In addition, the organization will highlight its most pressing policy priorities for the upcoming year.

During the conference, LULAC will also host the fifth annual Emerge Latino Conference for Latino students. LULAC is proud to host 200 young aspiring Latino leaders and provide them with opportunities to learn more about advocacy and public policy.

The young leaders will also participate in career development seminars and important policy workshops. For those interested in attending, please visit www.lulac.org/gala for more information.

SER NATIONAL ASSISTS WOMEN TO EMPOWER THEMSELVES

SER National is pleased to announce the continuation the SER MUJER program, which assists women to empower themselves via entrepreneurship and development with funding from The Coca Cola Foundation.

This national women’s entrepreneurship program entitled, “SER MUJER,” (SER Mastering and Understanding Jobs and Entrepreneurship Relationships) encourages and supports aspiring entrepreneurs through its affiliates’ operations in Dallas/Fort Worth and Los Angeles. Training will be made available both in English and Spanish to meet participants’ needs.

SER National has integrated into its operation the SER MUJER program, which provides financial literacy, entrepreneurship, and business development to women who use SER National’s services in the Dallas/Fort Worth and the Los Angeles markets.

The entrepreneurship program will also be made available to veterans and military families in the targeted metro areas of Dallas/Fort Worth and Los Angeles.

SER-Jobs for Progress National, Inc. (SER National), founded in 1964, is a national employment and training nonprofit organization headquartered in Irving, Texas.

For more information on SER MUJER and SER National, please visit www.ser-national.org
In today’s increasingly competitive market, it could seem that the only way to land a job and ascend the ranks is to ‘know someone’ on the inside, but Sylvia Pabon is a shining example of how hard work, perseverance, and paying dues can pay off in the corporate world.

For the last 15 years, Pabon has held a wide array of positions at Walmart from assistant manager to co-manager, to opening and remodeling several locations in Northern Virginia. Most currently she is store manager for location #2015 in Fair Lakes, Va. In this role, which Pabon has held since 2012, the Puerto Rican native is responsible for supervising the day to day operations of her facility. Notable successes in this position include the integral role that Pabon played in reducing losses at her store for three consecutive years, resulting in a positive economic impact for the company.

Prior to joining Walmart, Pabon began her illustrious career in the retail sector through an employment opportunity with Montgomery Ward in Springfield, Va. where she worked for six years.

Pabon also makes it a point to give back to her community. For instance, she provides support to Kids R First, an all-volunteer nonprofit organization which distributes school supplies to 25,000 low-income children and adolescents at 90 schools throughout Northern Virginia. Pabon is also involved with the Friends of Fairfax juvenile court, which, among other services, provides toys to underprivileged children during the holiday season.

Pabon has been married to her spouse, Israel Pabon, for nearly four decades and has two grown children and two grandchildren. She aspires to one day become a Market Manager for Walmart.

“You have to aim high”

Throughout her three decades-long career in Northern Virginia, Pabon considers the region’s melting pot-type environment to be the most enjoyable – and educational – aspect of her professional life.

“I moved here in 1987, and one thing that was very different for me was the diversity in this area. Being able to meet and communicate with so many different nationalities... that was a great thing. You really get to know people’s customs,” she shares, adding that at her current store alone, “we have over 40 different nationalities on our staff. It’s amazing how different we can be and also how similar.”

No matter what our origin or background, assures Pabon, companies need more individuals who can step into
In her case, Pabon points to a former manager at a Walmart as someone who believed in and invested in her, ultimately resulting in a boost to her self-confidence and a mentality shift toward advancement in her career.

“Ed always encouraged me to strive for excellence and to grow within our company. When I first started applying for store manager, he always pushed me to make sure I was consistently better every day. Even after I became store manager, if I needed additional feedback, I would always stay in contact with him, and he was open to assisting me with whatever he could,” she adds.

Pabon is now paying forward the help she has received throughout her career by assisting her own staff and working to attract and retain Hispanics at her company. “If I see someone who is talented, I always encourage them to grow within the company, and I assist them with the application process,” explains Pabon.

Her scouting does not end within the walls of Walmart, however. “Even if I am out shopping somewhere else or if I’m at a restaurant, if I see someone providing great customer service, I will pass on my business card and give that person my phone number and say, ‘If you decide you want a change, we’re always looking for great people.’ You always have to be looking for that next person, because retail changes every day,” says Pabon.

As well, Pabon actively participates in the recruitment and retention efforts her company offers, in order to identify and support high-performing Hispanic associates and candidates for employment. Last year, for instance, Pabon assisted with efforts to go into the community and seek out talent for available positions, by posting signs and advertising at nearby universities and at job fairs.

Furthermore, Pabon points to the culture of continuous training that Walmart offers to its associates at the national level, with the goal of allowing employees to become better familiarized with the company’s operations and, ultimately, gain the tools and knowledge necessary to climb the proverbial corporate ladder.

On the other hand, despite wide-reaching recruiting and advertising efforts, says Pabon, sometimes there is simply a shortage of Hispanic candidates for positions, whether that be because of demographic or legal issues.

“I think the older generation of Hispanics has it harder, legally speaking, because of all the changes that have been made in immigration. Some of them are afraid to strive for what they want, but I do believe that the younger generation is more secure in who they are and are able to go forward,” she explains, adding that Walmart “tries to be as equal opportunity in business as possible. I’ve done interviews, and we make sure we offer any opportunity, regardless of race, to anyone who applies and is qualified for the job.”

In fact, Hispanics - who comprise a large number of management positions within the company, according to Pabon - tend to have intrinsic values and traits that make them especially valuable employees, says Pabon.

“I’ve noticed that Hispanic workers are very dedicated and loyal, and they’re hard workers. Almost every single person I’ve worked with at Walmart who is Hispanic, wants to succeed and make a name for themselves and do better,” says Pabon.

At the same time, however, she cautions that some individuals in this community must learn to see beyond self-doubt and come to realize their full potential, especially if they aspire to become leaders in Corporate America.

“I think that as Hispanics, sometimes we sell ourselves short, or we don’t think we can do it. I always say: everything you want to do is possible. You have to work hard for it, and not let anybody change your plans or dreams. You have to aim high and do what you need to do to get there,” assures Pabon.
5 FEMALE AT&T LEADERS TOOK HOME STEVIE® AWARDS FOR WOMEN IN BUSINESS

The Stevie® Awards for Women in Business honored 5 of AT&T’s female leaders. More than 1,500 people entered in over 90 categories.

Jennifer Biry, Maverick of the Year: Chief financial officer of AT&T Technology and Operations responsible for the financial operations of our technology development and network deployment. She also manages AT&T’s capital program, which has been the largest in the U.S. since 2011.

Anne Chow, Female Executive of the Year: President of National Business, AT&T Business. She leads more than 12,000 business professionals who support 95 percent of our business customers nationwide.

Stacy Schwartz, Female Executive of the Year: Vice president of Federal Public Safety, AT&T Public Sector. Stacy leads a team that consistently excels in its support of federal public safety agencies with our advanced technologies and services.

Brooks McCorcle, Mentor or Coach of the Year: Recognized for her longstanding commitment to meeting the mentoring needs of young leaders inside and outside of AT&T.

Sue Galvanek, Most Innovative Woman of the Year: Leading the vision for how AT&T Partner Exchange® would approach the Internet of Things (IoT).

CITIZENSHIP REWARDS AT CAESARS ENTERTAINMENT

The process of gaining U.S. citizenship can be confusing and intimidating; our goal is to provide the necessary support to simplify the process. For many years, Caesars has supported a variety of nonprofits and coalitions, including the New American Workforce, American Immigration Lawyers Association, Mi Familia Vota, the National Immigration Forum and the Human Rights Campaign for Community-Based Naturalization workshops benefiting eligible residents who work at Caesars Entertainment properties in Southern Nevada and Southern California.

We host workshops on the legal and financial aspects of applying for U.S. citizenship and help employees fill out the actual citizenship application. Since the $725 cost of citizenship can also be a barrier to working families, we provide not only workshops to assist team members, but also provide support with the fee itself. Caesars properties in California give employees $150 per application and loan employees the remainder of the cost; employees repay Caesars through a small withdrawal from each paycheck. Our Las Vegas region properties are able to reimburse team members who attain citizenship for the entire application fee.

To date, our Citizenship Rewards program has helped more than 300 employees in Nevada and Southern California become citizens, with an increase in participation in the last two years. We are honored to help these employees gain citizenship in our country, creating economic freedom for them and their families, as well as better educational opportunities for future generations.

DENNY’S HUNGRY FOR EDUCATION SCHOLARSHIP

Denny’s Hungry for Education (HFE) scholarship program targets multicultural students ranging from elementary through college, and is designed to recognize and reward applicants for their ideas to fight childhood hunger in their communities. Denny’s partners with ten leading nonprofit minority advocacy organizations to launch the program across the United States, including the US Hispanic Leadership Institute and the Hispanic Association of Colleges and Universities, who Denny’s has partnered with for four years. Between these two partners alone, $50,000 in scholarships have been awarded to 50 Hispanic high school and college students across the country.

Scholarships are scheduled to reopen for applications in the Fall of 2018. To learn more about the Denny’s Hungry for Education scholarship program, please visit DennysHungryforEducation.com.

HERBALIFE’S LEADERS RECOGNIZED FOR “DOING WHAT’S RIGHT”

The significance of Herbalife Nutrition’s mission to make people’s lives healthier and happier by providing nutrition products and access to health information is a hallmark in the more than 90 countries where the Company does business.

In recent months, the Company’s leaders have been recognized by the community for their commitment to “doing what’s right”. Michael O. Johnson, executive chairman, was awarded the Latino Corporate Directors...
Association (LCDA) 2017 Corporate Visionary Award for his commitment to board of directors diversity. The recognition represented Johnson’s work in building and fostering diversity in the Company and across our board of directors, with 52 percent of its managers and above in the U.S., being persons of color, and 23 percent of the board of directors being Latino.

Another member of the Company’s board of directors, Richard H. Carmona, M.D., M.P.H., FACS, was recognized for his life-long commitment to public health and wellness literacy, and awarded the 2017 Cecilia and Leonard Doak Health Literacy Champion Award by Health Literacy Media (HLM). Dr. Carmona, the 17th Surgeon General of the United States, dedicated his career as a doctor and Surgeon General to illness prevention, preparedness, health disparities, health literacy, global health, and health diplomacy. He issued many landmark Surgeon General reports during his tenure, including the definitive Surgeon General’s Report about the dangers of second-hand smoke.

**20TH ANNIVERSARY LATINA STYLE 50 AWARDS AND DIVERSITY LEADERS CONFERENCE**

Join *LATINA Style* in celebrating 20 years of Latina empowerment with the top Latina executives and diversity leaders in corporate America. Come and learn from national leaders and the companies they work for at the largest gathering of Latina executives in the nation. For the past 20 years *LATINA Style* has evaluated Fortune 1000 companies on their diversity efforts and their efforts to empower Latinas in the workplace.

This unique conference awards the Top 50 Best Companies for Latinas to Work for in the U.S. based on the *LATINA Style* 50 Report. This conference also highlights and recognizes the top Corporate Latina Executives and the Employee/Business Resource Groups of the Year.

Attendees include the Top 50 companies, companies striving to improve their diversity strategies, corporate CEO’s, the most successful and influential Latina executives in corporate America, corporate executives, as well as senior government officials and Members of Congress. The event will take place Thursday, February 8, 2018, from 7:30 a.m. to 4:00 p.m. at the Crystal Gateway Marriott in Arlington, VA.

For more information about sponsorship opportunities please contact: Robert E. Bard at robert@latinastyle.com, Diana E. Martinez at diana@latinastyle.com, or at 214-357-2186.

**MACY’S DONATES $50,000 TO HISPANIC FEDERATION, SENDS SHIPMENTS TO HELP PUERTO RICO**

When Hurricane Maria devastated Puerto Rico in September, the retailer was committed to recovery efforts in the early weeks. Macy’s, Inc. donated $50,000 to the Hispanic Federation and four shipments of goods were sent directly to Associate Donation Distribution Centers set up at both Puerto Rico stores, including 53 boxes of clothing, first-aid goods, and 2,000 hygiene kits. Additionally, Disaster Relief Savings Passes for 30/25/10 percent were also made available in stores through April 2018, to help impacted residents get back on their feet. For those families arriving in New York from Puerto Rico, Macy’s, Inc. also donated 500 brand new children’s and men’s coats, worth a total of $40,000.

Macy’s customers also contributed through the Macy’s round-up campaign by rounding up their purchases to the next dollar with all proceeds going to the American Red Cross Hurricane Relief efforts, for a total of $1.6 million.

Macy’s employees also pulled together to support their fellow associates by donating vacation days and hours to those impacted, adopted families wish-lists through Partner for Relief and La Voz, the Macy’s Hispanic Employee Resource Group, raised an additional $7,000 from proceeds made during their Hispanic Heritage Month events and sample sales.

**COORS LIGHT LIDERES**

Since 2006, the Coors Light Lideres program has supported and recognized emerging Latino leaders for their achievements, vision, and commitment to service. Coors Light Lideres honors the importance of leadership in the Hispanic community and is committed to helping up-and-coming Latino leaders go further. Through nonprofit partnerships, signature programs, and long-term investments that support economic development, we provide resources that help deserving leaders strengthen their communities.

Through the Lideres program we have partnered with more than 700 national and local nonprofits to identify and celebrate these leaders climb and offer them resources so that they may help empower others to thrive. We recently celebrated the 2017 Lider of the Year, L. Xavier Cano, who is committed to helping other Latinos achieve their professional and academic goals.
Cano currently serves as president emeritus of the Austin, Texas, chapter of Prospanica. As president, Cano earned the respect of the nonprofit because of his talent in creating partnerships between corporate, national, nonprofit, and educational organizations, which has benefitted many people seeking positive opportunities.

The 2018 public call for the Coors Light Líderes nominations will begin on February 27, 2018. The 12 selected finalists will be highlighted through an online voting competition. The Líder with the most votes will receive the title of 2018 Coors Light Líder of the Year and win $25,000 to help their community #ClimbOn by creating a local professional development program.

Join the conversation with #CoorsLightLideres and get ready to nominate an inspiring Latino leader in your community at www.CoorsLightLideres.com.

ENHANCING THE SOCIAL CAPITAL OF FIRST-GENERATION COLLEGE STUDENTS

“'It’s not what you know, it’s who you know,' or so the saying goes. This is a hard lesson particularly for first-generation Latino college students. The social capital reality is true especially when it comes to communication fields. It is not easy to land a job in the newsroom, advertising, or public relations when you are a student with limited social capital. Southwest Airlines is proud to be a founding partner of the Latino Communications Institute (LCI) at California State University, Fullerton (CSUF). CSUF graduates the most Latinos in communications in the nation.

The LCI started as an initiative four years ago and immediately began building relationships with employers and other strategic partners to benefit the careers of talented students. As a result, the LCI now counts more than a hundred alumni creating their own award-winning content while working in newsrooms and at top public relations and advertising firms across the nation. If we are to create a fair and equitable society, not only do we need to make sure that all youth find a pathway to a rewarding career, but that we are sharing our social capital to open doors for the next generation of Latino professionals.

VERIZON TO LAUNCH 5G RESIDENTIAL BROADBAND SERVICES IN UP TO 5 MARKETS IN 2018

Leading the industry with the first commercial application of next-generation broadband services, Verizon Communications Inc. today announced it will launch wireless residential broadband services in three to five U.S. markets in 2018.

As a first application of fifth-generation - or 5G - wireless, these services will use radio signals, rather than copper or fiber cables, to provide customers with unprecedented wireless speeds for Internet access. As 5G continues to evolve, customers will benefit from a wide array of services – including broadband, mobile and IoT (Internet of Things) – and the necessary bandwidth and low latency for 3D and virtual reality applications.

Verizon’s first commercial launch is planned to be in Sacramento, Calif., in the second half of 2018. Details of that launch, and the announcement of additional markets, will be provided at a later date.

Verizon has successfully trialed 5G residential applications in 11 markets in 2017. The commercial launch is based on customer experience and on Verizon’s confidence in new technology powered by millimeter-wave spectrum. Verizon estimates the market opportunity for initial 5G residential broadband services to be approximately 30 million households nationwide.

“This is a landmark announcement for customers and investors who have been waiting for the 5G future to become a reality,” said Hans Vestberg, Verizon president of Global Networks and chief technology officer. “We appreciate our strong ecosystem partners for their passion and technological support in helping us drive forward with 5G industry standards, for both fixed and mobile applications. The targeted initial launches we are announcing today will provide a strong framework for accelerating 5G’s future deployment on the global standards.”
2018 HACR GALA

FOUR SEASONS HOTEL LAS VEGAS | MAY 8, 2018
The HACR Corporate Observer offers Corporate Members an exclusive opportunity to market their content in 2018. 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

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$ 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 email communications@hacr.org or (202) 682-4012.
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).
2018 HACR COALITION MEMBER EVENTS

February 13-15, 2018
LULAC National Legislative Conference and Awards Gala
Marriott Marquis
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April 11, 2018
CHLI Annual Gala & Leadership Awards
Washington, D.C.

2018 HACR PROGRAMS & EVENTS

MAY 4-6, 2018
HACR Corporate Directors Summit™
Four Seasons
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MAY 4-6, 2018
HACR Corporate Executives Forum™
Four Seasons
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MAY 4-6, 2018
HACR Corporate Achievers Summit™
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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 & Recognition Gala
Four Seasons
Las Vegas

OCTOBER 28-30, 2018
HACR Leadership Pipeline Program
San Jose Marriott
San Jose

NOVEMBER 14, 2018
HACR Corporate Inclusion Index Awards Dinner
JW Marriott
Washington, D.C.

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