LAS VEGAS
HACR to Host 26th Annual Symposium:
The Power of Hispanic Inclusion™

WASHINGTON, D.C.
HACR Celebrates 10 Years of The
HACR Corporate Executives Forum™
DEAR HACR STAKEHOLDERS,

HACR is thrilled to be hosting our 2018 Annual HACR Programs and the 26th Annual HACR Symposium: The Power of Hispanic Inclusion™ May 4- May 8, 2018, for the first time in Las Vegas at the Four Seasons Hotel.

This year, as in others, we have a great lineup of speakers and panel discussions for the Annual Symposium including the Latina Power Executives Series and a special session on the CEO Action for Diversity. We are also honored to have two CEOs joining us for the 12th HACR CEO Roundtable: Janet Foutty, President & CEO of Deloitte Consulting and Pedro Pizzaro, President and CEO of Edison International. Additionally, this year we will be hosting the Inaugural Awards and Recognition Gala, honoring the 2018 YHCA class on May 8, 2018, at the Four Seasons Hotel.

In January, we launched the 2018 HACR CII survey and are looking forward to recognizing this year’s 5 star companies in November at the HACR CII Awards Dinner. The dinner will take place in Washington, D.C., at the JW Marriott on November 14, 2018. For more information please contact research@hacr.org.

We are also pleased to welcome five new companies to our growing list of Corporate Members— Deloitte, DTE Energy, Leidos, PayPal, and TIAA.

HACR also welcomed several new staff members since the start of the year. Vice President of Executive Programs, Mayra Espinoza, Andrea Urbina, Director of Communications, and Stephany Guachamin, HACR Programs Associate. We are also pleased to announce Elia Quintana, was promoted to vice president of Corporate Relations.

Finally, we launched a new installment of the HACR Leadership Interview Series celebrating the 10th anniversary of the HACR Corporate Executives Forum™ (CEF). In this issue we feature several individuals instrumental in the creation of the HACR CEF including the former President & CEO of HACR, Carlos Orta.

On behalf of our Board of Directors, Coalition and Corporate Members, and staff, thank you for your ongoing support and commitment to our mission of advancing Hispanic inclusion in Corporate America. We look forward to seeing you in Las Vegas.

Sincerely,

Cid Wilson
President & CEO
TAKE US WITH YOU!

DOWNLOAD. CONNECT. SHARE.

HACR APP AVAILABLE ON:
HACR LEADERSHIP INTERVIEW SERIES

TAking the Helm, Seizing the moment:
CARLOS ORTA ON the 10-YEAR ANNIVERSARY OF
THE  HACR CORPORATE EXECUTIVES FORUM™

CARLOS ORTA
BY: DENISE LOPEZ

Nurturing the personal and professional growth of Hispanics in corporate America while developing leadership and growing an inclusive talent pipeline, was the vision former HACR President & CEO Carlos Orta, had when he envisioned the HACR Corporate Executives Forum™ (CEF). This spring, thanks to the consistently generous financial contributions made by numerous CEF Visionary and Legacy Member Companies, the program is celebrating its 10-year anniversary.

In 2006, Orta had just arrived at HACR and he went straight to work on his vision. As he shopped the new idea to a small group of Hispanic executives at various HACR Corporate Member companies, he took note of the feedback and mapped out his next steps. “Our community needed a program that would bring senior corporate executives together,” says Orta, who currently serves as vice president of Corporate Affairs for Carnival Corporation. Before joining HACR, Orta worked for three Fortune 500 companies: Waste Management, Ford Motor Company, and Anheuser-Busch. It was at Ford where his African American mentors first clued him in to the highly successful and influential Executive Leadership Council (ELC). Founded in 1986, this program is specifically designed to support senior African-American corporate executives working for Fortune 500 companies. Programs like the ELC eventually became the blueprint for the CEF.

Expanding the vision, building a coalition

While programs like the ELC existed for African Americans and similar models existed for Asian Americans and women, there was still nothing quite like those programs serving Hispanics in leadership positions. Orta knew this program had to be modeled entirely different from the other Hispanic business organizations and conferences that existed at the time. “One of the main ideas behind the creation of CEF was recruiting Latinos in corporate America at the highest levels - but more importantly, getting their buy-in and participation,” explained Orta. From the very beginning, Orta wanted to ensure Hispanic executives looked forward to coming back year after year, but just as importantly, he wanted them to give back by sharing the program and mentoring others.

Another one of the things Orta did when he first arrived at HACR was to approach then ELC President & CEO, Carl Brooks, to enroll him and the organization’s leadership in his vision for a Hispanic version of the ELC. The ELC was excited to learn of Orta’s plan to replicate the model among Hispanic executives and it pledged help getting
the program off the ground. Brooks would be an essential thought partner throughout the development process of the program, through its launch, and over the years. Brooks even served as CEF’s keynote speaker at its first annual gala in Dallas.

“To be successful, I knew our version needed ELC’s support because their brand was already familiar to all in corporate America,” Orta explained. “Then it all came down to messaging. “If I couldn’t explain my vision in less than two sentences, I knew we were going to lose people. We had to be able to confidently say to everyone we met with from that moment on, that this program was the ‘Hispanic version’ of the ELC.” With this catching-to-the-point sales pitch, companies quickly understood the vision and backed Orta’s idea, not just by committing to be corporate sponsors but, more importantly, by showing that they were wholly invested in identifying top Hispanics at their companies who met the criteria and sending them to take part in the CEF.

Making the case and doing something about it

One of the main companies that stepped up to the plate in a big way was Orta’s previous employer, Ford Motor Company. At the time, Ford’s Director of Community Development was Orta’s colleague and friend Raquel “Rocky” Egusquiza. Orta quickly enlisted her support, as she offered up the program’s first $100,000 dollars; $50,000 dollars per year for a two year commitment. This was the seed money Orta needed to carry out the initial research to build a significant business case for why the CEF model would create valuable results, create a win-win for all parties, and be sustainable.

The program officially launched in 2008 and with it came a first-of-its-kind convening of senior Hispanic corporate executives from numerous Fortune 500 companies where they could openly discuss business issues, challenges, solutions, and how to be their most authentic selves among their peers, in a forum designed specifically for rising leaders like them. Orta wanted the CEF to provide participants with dynamic resources and tools, as well as exceptional speakers and presenters they could not access anywhere else, while exposing participants to leadership or management trainings that perhaps were only available for their company’s CEOs and their C-suite. There had to be value for the individuals to take back to their companies and, equally as important, the program had to be valuable for the individuals from a personal development point of view.

Leaving a lasting legacy

Orta’s crucial goal was always to create an endowment to support the sustained growth of the program that would be able to withstand any future unprecedented economic storm.

He emphasized from the very beginning, “This program will continue to be successful because of you! And soon thereafter, the CEF Endowment was born.” And it wasn’t just talk. Each of these companies stepped up big and gave $100,000 dollars to the endowment, on top of what they were already giving HACR at the time, in Orta’s words, a big “plus plus.”

To date, thanks to the generous support of CEF Legacy Member Companies: AARP, The Coca-Cola Company, Dell, GE, Intel, MassMutual Financial Group, McDonald’s, Monsanto, Target, Time Warner, UPS, and Wells Fargo, along with contributions from CEF Visionary Member Companies: Walmart and the GM Foundation, the endowment has surpassed its $1 Million dollar goal set in 2011. In large part Orta acknowledges the efforts of Frank Ros, who at the time was vice president of Hispanic Strategies for the Coca-Cola Company, for taking the lead in guaranteeing that the endowment met its goal and that HACR and its other programs remained positioned to leave a rich and lasting legacy for those yet to follow.

The Power of the HACR Network

As for the future, Orta exclaims, “Things look bright! In large part because now we have a stronger network of leaders who are rising through the ranks, becoming vice presidents, senior vice presidents, and executive vice presidents. Soon we’ll get to a point where we will have 20 Latino CEOs at Fortune 500 companies.”

Orta also understands that there is more work to do. In order to continue to inspire and empower young Hispanics, those seasoned Hispanic executive leaders approaching the final leg of their careers must continue to feed the pipeline by giving back. “I would constantly ask CEFers, who is your mentee? Who are you mentoring? They knew that I would always ask, and had better have an answer,” joked Orta. “Ultimately, that’s where we want to be. The more Hispanics we can funnel through the corporate pipeline, the more they can give back to the Hispanic community. That really is what HACR and the CEF are all about.” The 10th annual CEF will take place on May 4-6, 2018, at the Four Seasons in Las Vegas.
AGIF-US CELEBRATES SEVEN DECADES OF HELPING VETERANS

March 26, 2018, marked the seventieth anniversary of the American GI Forum of the U.S. and seven decades after World War II, it still tenaciously addresses the problems affecting Hispanic veterans. Thanks to the organization’s early leadership, the AGIF-US quickly expanded from its first office in Corpus Christi, Texas, to many chapters throughout the United States, and over the years it came to support, not only Hispanic veterans, but also all U.S. veterans and their families. The U.S. Congress Chartered the AGIF-US as a Veterans Family Organization on its 50th anniversary, acknowledging the role many members of the organization play as leaders of their communities, earning the respect of city, state, and national officials.

AGIF-US held their Mid-Year Conference April 22-24, in Las Vegas, and will hold their National Conference in San Antonio, on July 26-28, 2018. The year ends with the 2018 Veterans Day Ceremony Reception in Washington, D.C. Transportation to the reception will be provided after the conclusion of the Veterans Day Ceremony at Arlington National Cemetery.

POCs for the Veterans Day Reception are Monica Valdiviez, (202) 309-3677, monicavaldiviez@outlook.com, and Ernesto Hernández III, (210) 269-4448, ernesto.hernandez@woundedpawproject.org.

For conference info contact the National Office at (719) 406-6473. Donations can be sent to 635 W. Corona, Suite 114, Pueblo, CO 81004.

ASPIRA PARTNERS WITH THE CENTERS FOR DISEASE CONTROL ON HIV AWARENESS

The ASPIRA Association in partnership with the Centers for Disease Control made a huge commitment to educating Hispanic youth and the community about HIV/AIDS. Overall, the partnership addresses the disproportionate impact HIV/AIDS has in the Hispanic population. The primary purpose of the program is to promote HIV/AIDS awareness, prevention, communication, testing, and linkage to care, among Hispanics.

HIV continues to be a serious threat to the health of the Hispanic community. In 2015, Hispanics accounted for about one-quarter of all new diagnoses of HIV in the United States, despite representing about 18 percent of the total US population. Lack of awareness of HIV infection contributes to HIV transmission. People who do not know they have HIV cannot take advantage of HIV care and treatment and may unknowingly infect others with HIV. This is why HIV testing is important. HIV testing should be a part of everyone’s regular health routine to keep our communities and us healthy. “Doing It” is a CDC national HIV testing and prevention campaign designed to motivate all adults to get tested and know their HIV status.

On April 10, ASPIRA joined to support National Youth HIV & AIDS Awareness Day.

CHCI BRINGS ENERGY DISCUSSION TO THE FOREFRONT BY HOSTING ENERGY SUMMIT: A WORLD IN TRANSITION

As it celebrates 40 years of inspiring transformative and lasting impact on Hispanic youth across various industries, the Congressional Hispanic Caucus Institute (CHCI) hosted the CHCI Energy Summit: A World in Transition, on March 14, 2018, at the Newseum in Washington, D.C.

The CHCI Energy Summit addressed various aspects of the energy sector, including the industry’s future from a national and international perspective, an appeal for Hispanic leadership roles, the impact of technology and innovation, as well as the role of energy in emergency preparedness.

The energy sector workforce is facing a dramatic shift in demographics as thousands of seasoned employees retire annually. By 2025, one in two people entering the workforce will be Hispanic, yet less than 10 percent of the jobs in science, technology, engineering, and math (STEM) are currently held by Hispanics.

There is no better moment than now to empower Hispanics to learn about careers within the energy sector and the possibility to make a difference in solving energy crises faced by so many of our communities in California, Texas, Florida, Puerto Rico, and beyond.

The CHCI Energy Summit enabled Hispanic youth to network with policymakers and energy leaders to join the conversation about industry needs, solutions and opportunities that can ensure a brighter tomorrow.

To learn more about CHCI please follow us on social media @CHCI.
HACR COALITION MEMBER NEWS SUBMISSIONS

CHLI HONORS CONGRESSWOMAN ILEANA ROS-LEHTINEN AT ITS 14TH ANNUAL GALA & LEADERSHIP AWARDS

On April 11, 2018, the Congressional Hispanic Leadership Institute (CHLI) hosted its 14th Annual Gala & Leadership Awards in Washington, D.C.

Held each spring, the Annual CHLI Gala & Leadership Awards honors extraordinary leaders who support the advancement of the Hispanic community in the United States. This year’s special evening honored Congresswoman Ileana Ros-Lehtinen, a woman whose public service and international leadership has made a meaningful impact on the U.S. Hispanic community.

Ros-Lehtinen was born in Havana, Cuba. When she was eight, her family fled the oppressive Castro regime and settled in Miami.

Years later she earned an Associate of Arts degree from Miami-Dade College, a master’s degree in Education from Florida International University, and a doctorate in Education from the University of Miami.

She began her career as a Florida certified teacher and was inspired to enter public service by many of the parents and students, to fight on their behalf for a stronger educational system and a brighter economic future.

She was elected to the Florida House of Representatives in 1982 and the Florida Senate in 1986, becoming the first Hispanic woman to serve in either body.

In 1989, Ros-Lehtinen was elected to the U.S. House of Representatives, becoming the first Cuban-American and Hispanic woman to serve in Congress. She has been overwhelmingly re-elected to Congress ever since.

For event details and updates visit: www.chli.org, or contact Mary Ann Gómez Orta at mgomezorta@chli.org

HISPANIC-SERVING INSTITUTIONS CONVENED FOR HACU’S CAPITOL FORUM, APRIL 9-10, WASHINGTON, D.C.

The Hispanic Association of Colleges and Universities (HACU) 23rd Annual National Capitol Forum on Hispanic Higher Education took place on April 9-10, 2018, in Washington, D.C. The two-day event included sessions on the most pressing legislative and appropriations priorities for Hispanic-Serving Institutions (HSIs). A session about the new Congressional HSI Caucus also provided an update on the latest policy priorities.

The HSI Caucus was established to provide ongoing awareness about the value and impact of HSIs in the districts and communities that Members of Congress represent. Despite a significant growth in the number of HSIs, as well as the number of low-income and first-generation students in those institutions, federal investments have remained stagnant over the past decade. The HSI Caucus provides opportunities for members of Congress to further engage in a dialogue about the development of additional resources and legislative opportunities for HSIs.

The Capitol Forum included state delegation visits to congressional offices on Capitol Hill. A reception, “Honoring the Champions of Hispanic Higher Education in Congress”, concluded the Forum. HACU plans to release a STEM report following the event.

For information about partnerships and sponsorship opportunities, contact development@hacu.net, (210) 576-3236, or visit www.hacu.net.

SER INITIATIVES – DID YOU KNOW?

SER National is in its 15th year of operating the Senior Community Service Employment Program (SCSEP), which provides training opportunities in six states for over 2,600 older adults who have low employment skills. SCSEP helps older adults obtain employment, primarily in the nonprofit sector.

SER National’s Early Head Start (EHS) program provides bilingual early childhood education for nearly 100 children, under three in Dallas County. EHS serves disadvantaged children by providing innovative, high-quality, culturally relevant, and comprehensive services to low-income infants and toddlers, and their families, including children with disabilities.

SER National’s SER MUJER program helps women with entrepreneurial dreams achieve those dreams. The program provides the opportunity for women to empower themselves via entrepreneurship training and development, with a particular emphasis on Latinas.

SER National’s Propel (STEM) program is a hands-on educational experience, led by engineering students and professionals dedicated to stimulate students’ interest in
STEM and to encourage students to attend college and pursue STEM careers.

SER National Financial Literacy Program helps participants build healthy personal finance habits. The program focuses on budgeting, credit, banking, investment, and auto finance. Courses are available in English and Spanish.

**USHLI CELEBRATED ITS 36TH NATIONAL CONFERENCE**

Our 36th National Conference, held February 15-18, at the Sheraton Grand Chicago, was an overwhelming success! More people (6,000+) attended this year than our 2017 conference, when we celebrated our 35th Anniversary!

Our conference theme was “Generations of Courage: Preserve and Progress.”

Our program included honorees, featured speakers, guest speakers, forum panelists, and expert workshop presenters. Program components included a Student Leadership Rally and College Fair for 3,500 high school students, teachers, counselors, and recruiters; a Career and Graduate School Fair; a private screening of the documentary Dolores, including a Q&A with the matriarch of the Latino civil rights movement, Dolores Huerta; and a rally for social justice which focused on immigrant rights, voting rights, civil rights, women’s rights, and environmental rights.

Our 2018 conference demographic survey included over 1,400 respondents who overwhelmingly rated the USHLI conference as the premier Hispanic leadership conference in the nation; 89 percent were between the ages of 18-34; 63 percent identified as female; and 91 percent were classified as students ranging from high school to graduate school. The survey also found that 9.33 percent of our attendees are pursuing an advanced degree.

For more information please contact USHLI through our website at www.ushli.org.
"I’ve been lucky to have been part of the HACR Corporate Executives Forum™ (CEF) almost from the beginning,” Galarraga says. “Everything was still relatively new, and it was a small, tight knit group of us. We got all the benefits that come with being a partner of HACR, including access to a great new network of authentic friends and resources, which I’m proud to say, I’ve been able to build up and maintain for 10 years."

The program could not have shown up at a better time for the Venezuelan immigrant, as Galarraga began to notice an emerging new theme in his career journey. “It was right around this time, that I realized that my job, purpose, and everything associated with what I liked doing was bigger than just me. I was moved by the knowledge shared with us by corporate directors and other program presenters. They demonstrated a clear passion fueled by a deep seated desire to serve the Hispanic community - that had a genuine impact on me.”

As Galarraga took this all in during the six consecutive years he participated in the CEF, he began to deeply reflect on how to grow beyond his own career ambitions and dedicate some of his time to help others along their own career journeys. The CEF would soon get to a point where Galarraga and other participants collectively decided what they wanted the program to look like and how to ensure it would remain sustainable and improving with each passing year.

“At the time, I had a lot of great conversations with Carlos and Frank Ros, and Raquel “Rocky” Egusquiza, and some of the other executives. We were all committed to ensure the CEF was successful from the beginning.” In no time, this small group of individuals decided to embark on the creation of an endowment and quickly negotiated the commitment of numerous companies, including Target, to donate $100,000 each. “My company was already a committed member of HACR and right away saw the value of the CEF,” says Galarraga. “Through watching my leadership evolution in action, they started to get more
It is our responsibility to sponsor other Hispanic professionals who may not have the proper support mechanisms around them. Not everyone is lucky enough to have their company behind them or access to lots of mentors.”

“Lasting impressions left by dynamic speakers

The CEF has always prided itself in being able to offer its participants world class training by leading experts, providing executive coaching and management techniques that were only available for their company’s CEOs and other C-suite executives. When he first attended the CEF, Galarraga was a Group Director managing stores in Florida, “I cannot measure the lasting impact the programs and classes that we got to be a part of, be it doing business cases or simulation exercises for managers, had on me over the years.” For the then young Hispanic executive, with dreams of playing professional soccer and returning to his home country after mastering English, the CEF curriculum and top flight speakers gave him practical and useful tools to stay grounded and dream big while remaining balanced while climbing the ranks in corporate America. Galarraga credits HACR for being the “enabler” that afforded him so many rich opportunities during such a defining time in his personal and professional life.

Looking back, springing forward

He started at Target unloading trucks and with limited English skills. Nearly 20 years later, Galarraga finds it surreal that he runs store operations for the entire corporation. With hardly any time to daydream the possibilities of being more than he was, he quickly adapted to every new role and responsibility with each new climb. “From that point until today, I had many opportunities to carry out a number of other roles. I ran pharmacy operations, I worked in new business development, I ran supply chain for stores, and I ran one of our largest territories with over 500 stores. Today, I serve as SVP of Store Operations, responsible for all strategies, executions, tools, and resources for the 1800 plus stores in the company. Never in a million years would I have thought this was possible when I first entered the CEF.” Galarraga acknowledges not just HACR’s pioneering vision but that of Target as well, for being willing to show up in such a big way to develop diverse leaders within the company.

Articulating the value, living the purpose

Data reveals that the number of Hispanics in corporate boards at the time was very small. As such, most companies posed very little push back when urged to bring forth better career development opportunities for Hispanics. One of the main goals of the CEF is to change that by bringing together executives from a wide range of companies and industries to address that issue and do something about it. For Galarraga, one of the main outcomes of all these conversations that resulted in the continued success of the CEF is the collaboration with the many different participants. “I’m surprised how often I’d end up collaborating on things with a handful of my fellow CEF colleagues,” said Galarraga. “Who would have guessed we’d be working on things together years later.”

Galarraga says that in his childhood and even today, his parents instilled in him the value of opening doors for others. Today, Galarraga stresses the importance of remaining involved in the CEF to give back and show other Hispanics how to navigate and get ahead in corporate environments. “It is our responsibility to sponsor other Hispanic professionals who may not have the proper support mechanisms around them. Not everyone is lucky enough to have their company behind them or access to lots of mentors. We are all in this country trying to live our own American dream. For me there is power in uniting all our talent and holding each other up. That’s how I get to live out my purpose every single day.”
2019 HACR
26TH ANNUAL SYMPOSIUM:
THE POWER OF HISPANIC INCLUSION™
Raquel “Rocky” Egusquiza, distinguished HACR Corporate Executives Forum™ (CEF) alumna always possessed the attitude and winning spirit of a champion, even in moments of uncertainty.

Recounting her own early professional journey as a young emerging manager Egusquiza explained, “Sometimes I wondered, what is next for me? How will I continue to grow? But I wasn’t quite sure how to go about it.” Then she talked with a small group of young Hispanic executives like herself. They shared a pioneering vision that called for creating a space where Hispanic executives could better support each other as they climbed the corporate ladder. A space where they could share experiences on navigating through corporate environments, while growing their network of allies and thought partners who shared a passion for building out this vision.

While other inclusive talent pipeline models and programs existed before the CEF for women and minority groups, there was nothing formally offering rising Hispanic executives, a trusted environment to have authentic conversations. That was until 2006, when Equusquiza became HACR’s very first champion of the CEF with a $100,000 dollar contribution. This seed money, $50,000 per year, for a two year commitment, granted by her former employer Ford Motor Company, provided the resources to ensure the necessary data and research were captured to make a compelling business case for the CEF.

Equusquiza remained involved with CEF from its launching in 2008 and would also play a critical role in its ongoing success over the next ten years; even after she left the Ford Motor Company, then while at AARP, and as VP of Community Affairs for NBCUniversal.

“It’s incredible to see what was once only the vision of a small group of us, to create something that could have a lasting impact on the professional growth of Hispanics, actually endure for 10 years,” Egusquiza reflected proudly on the upcoming 10-year anniversary of CEF this spring.

Creating meaningful learning through new connections

Though there has been an overall increase in the number of Hispanics in corporate America, in some industries the number of Hispanics within leadership levels is still negligible. That is why Egusquiza says the big idea behind the CEF is more relevant than ever. CEF helps young Hispanic managers and executives identify and deepen connections with other corporate executives from their own companies. It also allows them to expand their network by connecting directly with top Hispanics at
“It’s incredible to see what was once only the vision of a small group of us, to create something that could have a lasting impact on the professional growth of Hispanics, actually endure for 10 years.”

other Fortune 500 companies and even gain insight from those serving on corporate boards. “All the programs of HACR, including the Corporate Directors Summit™ (CDS), the Corporate Executives Forum™ (CEF), the Corporate Achievers Summit™ (CAS), and the Young Hispanic Corporate Achievers™ (YHCA), convene annually during the same week,” notes Egusquiza. For her, it is beyond simply getting Hispanic corporate executives to know each other, it is about gaining access to this incredible network of talent, expertise, and experience under one roof.

It’s no longer enough to assume that if you work hard you will get noticed. Through this integrated learning process, participants are presented with numerous opportunities to discuss and learn from one another’s experiences. In the end, participants go back home encouraged, refreshed, and ready to firmly reclaim personal ownership of their own professional growth. “Magic happens when you bring folks together. We get to share ideas while meeting people across varying corporate levels. In the process, we refine our own authentic voice. This can be a very powerful experience for Hispanic corporate executives at any level,” Egusquiza affirms.

A focus on giving back, and supporting one another

According to Egusquiza, in the early years of CEF one of the main goals was creating a paradigm shift on the critical importance of reaching back to lend a helping hand when there were much fewer Hispanic corporate executives working at Fortune 500 companies. “Giving back ensures that we are adequately expanding the talent pipeline by identifying young executives who will be leading the charge tomorrow, while ensuring Hispanics are adequately represented across every sector,” explains Egusquiza. “Whether in corporate America, government, nonprofit, or media, we have a responsibility to continue to empower other Hispanic executives and keep growing our talent.”

As a self-described lifelong learner, giving back is also something very personal for Egusquiza. “I am learning something new every day. I appreciate having a trusted network of people that I may be open with and receive thoughtful feedback about any professional challenge or crossroad I face in my career,” she says.

For her, belonging to an organization that champions the value of Hispanic inclusion and brings together Hispanics from all different areas to share and learn from one another, from philanthropy and employment to procurement, giving back has also been important from a business perspective. “Feeling comfortable picking up the phone and reaching out has been personally and professionally invaluable to me.”

The road ahead

Conducting targeted outreach, bringing on new participants, and growing participation, will always be an important component of the CEF and the rest of HACR’s remarkable programs. However, creating new opportunities for the young emerging executives of the future will require some added work to stay innovative and fresh. “As the corporate world evolves and new challenges emerge, HACR continues to explore and implement new ways to grow and improve what the organization has to offer to its members and partners,” she says.

In the future, Egusquiza sees HACR broadening its current programs in order to include some of the positive albeit unforeseen connections already happening. “For a variety of reasons, we still see many individuals who do not seek out informal mentors. We are determined to strengthen the potential of young Latino executives and should be exploring ways to formalize a mentor matching system where CEF participants are matched with YHCA participants actively looking for direct mentorship opportunities.”

Through the years, the CEF has continued to expand its roster of talented and committed executives who, according to Egusquiza, belong to a mentoring core that has seen the value of the program and has consistently stayed involved. “Although sometimes people can participate and other times they get busy with their jobs and other life commitments, the fact that the CEF is still thriving after 10 incredible years shows the dedication of the executives and HACR to keep the program growing and strong. I am proud of the legacy of giving back that we have created, and I will continue to be involved with HACR no matter where I end up next.”
AT&T’S VAIL AWARD WINNERS

The Vail Award was established in 1920 as a lasting memorial to Theodore N. Vail, the first president of AT&T. Vail was known for his deep respect for humanity and his strong sense of community. The Vail Award recognizes heroic acts or special service carried out by employees and retirees of AT&T and its wholly owned subsidiaries. These actions benefit the company or the community. They also show the highest degree of judgment, initiative, resourcefulness, and courage. Here are their stories.

Mark Smith showed remarkable heroism when he singlehandedly saved seven (7) of his neighbors from a deadly house fire.

Robert Spence and Benhur Ricketts coordinated efforts with fire extinguishers to minimize a building fire until firefighters arrived.

Dawn Beveridge-Garber was with her neighbor in her backyard in Huntley, Ill., saved two young sisters from a deadly whirlpool after a flood.

Josh Ghebremichael carried a wheelchair bound customer down two flights of stairs to safety during a building fire.

Herfner “Herf” Franklin saved a toddler from drowning in a pool.

Tineisha Mallory saved a fellow AT&T employee from a car fire after the car hydroplaned, hit a concrete barrier, flipped multiple times, and hit a tree.

CITI AIDS PUERTO RICO

Supported by $500,000 in funding from Citi Community Development, four Department of Housing and Urban Development (HUD) organizations are collaborating with municipalities and community leaders to aid some of Puerto Rico’s hardest-hit communities affected by Hurricane Maria. Whether renters or owners, thousands of families across the Commonwealth will receive assistance in the form of support for home repairs, free housing counseling, and other vital recovery resources.

“During nearly 100 years in Puerto Rico, Citi has strived to support the development and progress of all of the Commonwealth’s communities,” said Guillermo Gómez, Citi’s chief officer for Puerto Rico. “This new investment will ensure residents, especially those living in lower income areas, get the housing support they urgently need, and is a further demonstration of Citi’s commitment to Puerto Rico and its ongoing recovery and renewal.”

“Months after the storms have passed, thousands of Puerto Ricans are facing displacement and deep financial instability, with few, if any options to turn to for assistance,” said Bob Annibale, global director, Citi Community Development and Inclusive Finance. “By partnering with trusted, locally-based housing organizations, we are able to provide access to vital counseling, repairs and other housing support services to assist hundreds of Puerto Rican families as they begin to stabilize and rebuild their homes and their lives.”

COMCAST NAMES JUAN OTERO VICE PRESIDENT OF DIVERSITY & INCLUSION

Comcast NBCUniversal Telemundo is pleased to announce that Juan Otero has been named vice president of Diversity & Inclusion, succeeding María Arias, who moved to Denver to be closer to her family. In this role, Otero will oversee the strategy and implementation of diversity and inclusion initiatives across our company in our five focus areas: governance, workforce, procurement, programming, and community impact.

Otero recently served as our vice president and public policy counsel for Legislative Government Affairs in Washington, D.C., where he championed diversity and inclusion among other important responsibilities. When he first joined Comcast in 2007, he served as vice president of Government Affairs in Michigan, handling state franchising and regulatory matters. With Comcast for more than ten years, he has a deep understanding of our business and the various communities that we serve.

With a background in law and public policy, Otero previously served as a Congressional Hispanic Caucus Fellow for the Immigration and Naturalization Service, the Office of Policy and Planning, the National League of Cities, was a Policy Fellow for the National Conference of Community and Justice, and an instructor for American University’s Department of Government.

He currently serves on the Executive Committee of the Congressional Hispanic Caucus Institute, and as a Board Member of the Congressional Hispanic Leadership Institute. He holds a Master of Public Administration from the American University, a Juris Doctor from the Benjamin N. Cardozo School of Law, and a Bachelor of Arts from the City College of New York. Otero will split his time between Philadelphia and Washington, D.C.
LATINO LEADERS IN YOUR COMMUNITY NEED YOUR SUPPORT

The call for nominations for the 2018 Coors Light Líder of the Year resulted in an impressive number of adventurous and committed up-and-coming Latino leaders from communities all over the country. The twelve chosen finalists will be announced in late spring and then move on to participate in an online public voting competition. You can help one of these committed leaders get the opportunity to become the “Líder” of the Year and win a $25,000 grant to develop a Latino-focused community program. Encourage your network to visit www.CoorsLightLideres.com and learn about Coors Light’s signature program that encourages young Latino professionals to be optimistic and keep their thirst to reach higher and continue moving forward even when challenges arise.

Get ready to vote! During the summer, the 12 finalists will be revealed on the website, and you will be able to vote for your favorite awe-inspiring leader. The winner will be announced during Hispanic Heritage Month.

Programs developed with the $25,000 grant by previous Líderes of the Year include a platform for Latino filmmakers, access to technology for underserved neighborhoods, and career development tools for young professionals. Rules and eligibility criteria apply.

Join the conversation on Twitter using @CoorsLightLider and #CoorsLightLideres. www.coorslightlideres.com

GM VOLUNTEERS TEACH CODING TO OVER 600 STUDENTS

More than 600 students in underserved communities have benefited from GM’s support of a coding program created by the Washington, D.C.-based Hispanic Heritage Foundation (HHF).

The program, Code as Second Language, is a partnership between GM Corporate Diversity and the HHF, carried out by GM Latino Network (GMLN) volunteers.

The program invites elementary through high school students to an all-day code boot camp or an eight-week coding academy.

The program focuses on students in underserved communities where the majority of the population is Hispanic. Programs have taken place in Phoenix and Tempe, Ariz.; in Arlington and Austin, Texas; in Roswell, Ga.; and Pontiac, Mich., since the fall of 2015 and will last until the winter of 2018.

GM has supported the Code as a Second Language program since 2015.

Its goal is to create awareness of STEM careers such as software engineering and computer science. It also aims to address a projected shortage of professionals in STEM careers.

The program also strives to use Hispanic volunteers as coding teachers so that students are able to see professionals who look like them succeeding in careers and encouraging them to aspire to a STEM career.

“It has been incredible to see young students who had never been exposed to programming complete a program of their own after just a few hours of instruction,” said Alexandra Figueroa, lead senior software developer and a volunteer with the Chandler, Ariz., GMLN Business Resource Group. “It has been great to see how this experience has increased students’ self-confidence and interest in pursuing STEM careers.”

OUR GLOBAL MONTH OF PURPOSE: HELPING THE CHILDREN WHO NEED IT MOST

At Herbalife Nutrition, we have designated February as our Global Month of Purpose. In conjunction with Mark Hughes Day, the day we celebrate our founder, we honor his legacy of giving back to communities in need by supporting our Herbalife Family Foundation (HFF) through donations and organized volunteer services throughout the month.

The Global Month of Purpose provided Herbalife Nutrition employees an opportunity to volunteer at partner organizations we call “Casas,” which provide healthy nutrition and nutrition education to children in need. This year, employees in the Philippines, the United Kingdom, Mexico, India, and the United States participated in activities that ranged from gardening to preparing food; from putting on a fresh coat of paint in bedrooms to playing sports with children assisted by their local Casas.

We hope the Global Month of Purpose raises awareness about the work the Foundation and Herbalife Nutrition employees do to create meaningful, lasting change in people’s lives.

Philanthropy is deep in the DNA of who we are as a company, and Global Month of Purpose is one way we support those who need it most while furthering our purpose. Enthusiasm is contagious, and we hope that our
Global Month of Purpose expands to more countries and more Casas each year, and that by extending our reach, we help more children live healthier, happier lives.

**KPMG’S HISPANIC LATINO NETWORK GIVES BACK**

KPMG’s Hispanic Latino Network (HLN) Advisory Board launched its first national community service campaign, HLN Gives Back, in April 2017. The campaign was an opportunity for local chapters to volunteer in broad and impactful work that empowers members to demonstrate KPMG’s core value of improving communities. Throughout the spring and summer of 2017, HLN members contributed more than 2,800 hours to its communities across the nation, many of which directly impacted Hispanic youth. Chapters such as HLN Atlanta partnered with KPMG’s Family for Literacy (KFFL) program to host a book drive benefitting more than 750 students at an Atlanta-area elementary school. The Boston HLN chapter volunteered with the United Way and KFFL to host a group of 8th grade students from the youth development program Sociedad Latina. The students spent time with HLN volunteers devising solutions to pollution issues, participated in career development discussions, and received books through a grant from KFFL.

Founded in 2005, KPMG’s HLN Advisory Board supports an environment that encourages mentoring, professional development, community involvement, and high performance. HLN continues to be a prominent resource and engagement vehicle for more than 2,200 members at all career stages.

**MACY’S HOSTS “CREAR FUTUROS” TO HELP PAVE PATHS TO EDUCATION AND EMPLOYMENT**

On Feb. 9, 2018, Macy’s welcomed 100 college students from CUNY to participate in the “CREAR Futuros” Kickoff, a day-long college and career readiness event aimed at preparing the next generation of Latino leaders.

The Macy's Diversity & Inclusion Strategies team was proud to partner with the Hispanic Federation to host the popular event for the first time at its iconic Herald Square flagship store. CREAR (College Readiness, Achievement and Retention) Futuros, a Hispanic Federation program, provides peer and career mentorships, internships, and access to free social support services to effectively improve Hispanic college readiness, retention, and graduation rates.

The informative and fun-filled day brought together Macy’s executives from across many departments to provide career advice, personal insights, tips, and comments about how their education choices prepared them for their jobs. They shared how Macy’s values diversity and how it drives its creativity, innovation, and performance.

The students left with new tips about picking the perfect interviewing outfit from the Macy’s MyStylist team, developing a personal brand from the Macy’s College Relations Team, and networking techniques from the executives—skills they put to the test at the networking lunch.

**PGA WORKS FELLOWSHIP: A WELCOME INVITATION TO WORKFORCE DIVERSIFICATION IN GOLF**

The PGA WORKS Fellowship is the flagship diversity and inclusion program of PGA REACH, the 501(c)(3) charitable foundation of the PGA of America. The PGA WORKS Fellowship aspires to be the most valuable entry-level employment opportunity for individuals from diverse backgrounds to garner golf industry experience.

While each PGA WORKS Fellowship experience will vary depending on the needs of the host PGA Section, the common thread focuses on foundation programming consistent with the mission and purpose of PGA REACH and the host PGA Section’s Foundation.

Candidates apply through the host PGA Section and must have completed an undergraduate or graduate degree program within the past 12 months. Eligible Fellows are passionate about diversity and inclusion in the game and business of golf; willing to consider a career in the golf industry; and believe in the mission of PGA REACH.

The PGA WORKS Fellowship program is expanding to the following PGA Sections in 2018: Middle Atlantic, Carolinas, Michigan, New Jersey, Gateway, Northern Ohio, Southern Ohio and South Florida. The goal is to have an annual Fellowship position in all 41 PGA Sections.

For more information, visit PGAREACH.org.
TIAA UNVEILS GENDER NEUTRAL PARENTAL LEAVE POLICY

TIAA recently announced an expanded gender-neutral parental leave policy. Effective January 1, 2018, all full and part-time employees now have access to 16 weeks of fully paid leave from work to be with their child after birth, adoption, or after a child is placed with them for foster care.

Equal parental leave is offered to all new parents—regardless of the new parent’s gender, whether the new parent physically gives birth to the baby, or whether the new parent will be a “primary” or “secondary” caregiver.

“Providing equal parental leave benefits to all of our employees is a foundational component of creating a truly inclusive workplace,” said Bob Weinman, Head of Benefits at TIAA. “Through a gender neutral policy, we’re illustrating our commitment to being an employer of choice while continuing to raise the bar for our industry. By enhancing policies that put men and women on equal footing in caregiving responsibilities, we’re showing our employees and customers that gender equality is a top priority for TIAA,” he continued.

Some national statistics on parental leave:

• According to the National Center for Health Statistics, the average maternity leave taken by most women in the U.S. was 10.3 weeks.

• According to the 2016 SHRM Benefits Survey, there has been a four-percentage point increase in employers offering paid paternity leave (17 percent in 2015 compared to 21 percent in 2016).

• According to WorldatWork 2016’s survey, of the organizations that provide parental leave, 21 percent cite the amount of leave given depends on whether the employee is the primary or secondary caregiver.

• 60 percent of families with children have two working parents (approximately 30 percent higher than 1975).

WALMART TO PROVIDE EXPANDED PARENTAL LEAVE AND PROVIDE FINANCIAL ASSISTANCE FOR ADOPTING A CHILD

As part of Walmart’s expanded benefits for their associates, they are excited to offer expanded parental and maternity leave, and to provide financial assistance to associates adopting a child.

The expanded parental and maternity leave policy provides full-time hourly associates in the U.S. with 10 weeks of paid maternity leave and six weeks of paid parental leave. Salaried associates will also receive six weeks of paid parental leave. These changes will create parity between maternity and parental leave benefits for salaried and full-time hourly associates.

The adoption benefit provides $5,000 per child and may be used for expenses such as adoption agency fees, translation fees, and legal or court costs. Adoption financial assistance will be available to both full-time hourly and salaried associates.

Walmart is proud to support their associates and their families with these expanded benefits!
We are proud to announce that Deloitte, DTE Energy, Leidos, PayPal, and TIAA have recently partnered with HACR as our newest Corporate Members 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.
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

**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 email communications@hacr.org
DENISE LOPEZ

Denise Lopez is a seasoned public relations writer with significant content writing and editing experience. Lopez understands authentic storytelling and how media, communications, and other strategies fit into a successful public engagement campaign.

She is a senior advisor and member of the management team at Mozaic Media+Communications, a Los Angeles based full-service firm specializing in the development and implementation of strategic communications and public affairs campaigns for a variety of public, private, and nonprofit clients. Prior to this she worked in Washington, D.C., as a strategic communications consultant at the Dewey Square Group. Lopez is an alumna of the D.C. chapter of the Mujeres de HACE program.

When she’s not cycling, she’s out exploring California’s coastline, national parks, and other public lands.
FOLLOW US ON TWITTER AND JOIN THE CONVERSATION!
2018 HACR COALITION MEMBER EVENTS

JULY 7-10, 2018
UnidosUSs Annual Conference
Walter E. Washington Convention Center
Washington, D.C.

SEPTEMBER 13, 2018
CHCI Annual Awards Gala
Marriott Marquis
Washington, D.C.

SEPTEMBER 12-14, 2018
Prospanica Conference & Career Expo
Wisconsin Center
Milwaukee, WI

SEPTEMBER 16-18, 2018
USHCC National Convention
Philadelphia

JULY 17-21, 2018
LULAC National Convention
Convention Center
Phoenix, Ariz.

SEPTEMBER 11-12, 2018
CHCI Leadership Conference
Ronald Reagan Building
Washington, D.C.

SEPTEMBER 13, 2018
CHCI Annual Awards Gala
Marriott Marquis
Washington, D.C.

SEPTEMBER 12-14, 2018
Prospanica Conference & Career Expo
Wisconsin Center
Milwaukee, WI

SEPTEMBER 16-18, 2018
USHCC National Convention
Philadelphia

JULY 26-28, 2018
National AGIF Conference
Wyndham San Antonio Riverwalk
San Antonio

SEPTEMBER 11-12, 2018
CHCI Leadership Conference
Ronald Reagan Building
Washington, D.C.

2018 HACR PROGRAMS & EVENTS

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

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

CORPORATE MEMBERS

GENERATIONS
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AETNA, INC.
ALTRIA GROUP
ANHEUESER-BUSCH
AT&T INC.
BANK OF AMERICA CORPORATION
BP AMERICA INC.
CAPITAL ONE FINANCIAL
CARNIVAL CORPORATION & PLC
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