ATLANTA, GA
TO HOST ANNUAL HACR SYMPOSIUM: THE POWER OF HISPANIC INCLUSION™

CARMEN R. BAUZA
FEATURED IN WALMART LEADERSHIP INTERVIEW SERIES
DEAR HACR STAKEHOLDERS,

On behalf of the HACR board of directors, we are excited to welcome you to Atlanta for our 23rd Annual HACR Symposium and would like to extend a special thank-you to Target Corporation for serving as the official host of the Annual Symposium, Corporate Directors Summit™, and the Corporate Executives Forum™.

We have a great line up of speakers and panel sessions for the Annual Symposium including a Chief Diversity Officers panel and the Latina Ambassadors in Corporate America panel featuring some of the highest ranking Hispanic female executives in Corporate America. We are also honored to have AT&T Mobile & Business Solutions President and CEO Ralph de la Vega and Carnival Corporation & plc President and CEO Arnold W. Donald joining us for the HACR CEO Roundtable this year.

HACR Annual Symposium attendees will also have the opportunity to network with our board of directors, meet HACR team members, and engage with hundreds of corporate colleagues from around the country. We thank you for attending and for supporting our work.

This edition of the Corporate Observer features the latest installment of the Walmart Leadership Interview Series. We are pleased to highlight two successful Latinas as part of this series: Carmen R. Bauza, senior vice president and general merchandise manager for Wal-Mart Stores, Inc., and former Commission of the Federal Communications Commission and former Assistant Secretary of State for Human Rights and Humanitarian Affairs Patricia Diaz Dennis, as well as Aetna, Inc.’s Michael Muñoz. All three of these individuals represent the values and excellence we strive for at HACR, and we hope you enjoy their insights.

Sincerely,

Cid Wilson
President & CEO
EMPOWERING MAÑANA

Join us next year as we celebrate 30 years of raising the bar on Hispanic inclusion in Corporate America.

MANDARIN ORIENTAL, WASHINGTON, D.C.
April 29 - May 3, 2016

WWW.HACR.ORG
So what exactly do Walmart and The Walt Disney Company have in common? Besides brand recognition and admirable revenues, they are also companies that have had the fortune of working with a dedicated Latina leader by the name of Carmen R. Bauza.

In her current role as Senior Vice President and General Merchandise Manager for Wal-Mart Stores, Inc., Ms. Bauza is responsible for leading the Health & Wellness division, over the counter and optical merchandising strategies, optical labs, central fill Rx, and innovations and systems for Walmart stores in the United States. In addition, she sits on the board of directors of Walmex, the National Association of Chain Drug Stores, and the Benton County Literacy Council.

“I’ve had the opportunity to work for great retail companies,” Bauza says, when describing the highlights of working in the retail industry, a career which spans over three decades. “All the companies I’ve worked for are companies that align with my values.”

These same values have translated to making community service a top priority as well. Throughout her career, Bauza, a native of Ponce, Puerto Rico, has worked tirelessly to advocate for Hispanics and foster the professional development of women and minorities in business through her involvement with organizations such as the National Hispana Leadership Institute.

Bauza was responsible for launching inclusion programs during her tenure with The Walt Disney Company in the
1990’s, and she is currently one of the executive sponsors of the Hispanic/Latino employee resource group at Walmart, in addition to mentoring over 25 Latina/Hispanic females from the U.S. and Latin America.

For Bauza, implementing and maintaining these types of diversity initiatives is important because they are mutually beneficial for everyone.

“Word gets out when you work for companies that do this. It’s the right thing to do for business, and it’s the right thing to do for people. We’re very proud of that.”

OVERCOMING OBSTACLES

Even as the Hispanic population continues to rise dramatically in this country, the numbers are not reflected in their representation in Corporate America, Bauza laments. “When you look at the talent pool it’s limited when it comes to diversity, of African-Americans and Hispanics, mostly.”

One major cause of this is educational disparity among minorities, according to Bauza. “The drop-out rate is significantly higher amongst these groups, it’s so important that you influence children at an early age to remain in school and obtain an education. It’s going to be critical for the future of this country.”

To that end, Ms. Bauza is personally involved with Walmart’s “Mi Futuro,” a youth mentoring program that identifies potentially “at risk” students and empowers them to achieve academic success. This program started in 2009 with 25 students in Rogers, Ark. Since then, over 6,500 students have been mentored through the “Mi Futuro” program. Currently, there are an estimated 2,300 students in 29 states with 87 mentor teams.

“We realized we have a lot of Hispanic children coming into the community and large percentages were dropping out of school as early as eighth grade, and that’s a critical year. When you have these children who don’t have role models at home to push them to go through and graduate and go to college, we can help them. Education is the most wonderful gift anyone can have,” she says.

Companies must also recognize the long-term benefits of developing programs which will attract and retain Hispanic professionals, says Bauza.

“Investment in talent is critical. The more we do that, the more we can increase representation,” assures Bauza, who adds that organizations like the Hispanic Association on Corporate Responsibility (HACR) and corporations such as Walmart must work together to create these types of opportunities and advocacy efforts for Hispanics. “The more you can influence and empower, the more success you are going to have. But you can’t do it alone, this is a group fight and it requires having the desire and ability to promote Latinos in the workplace.”

For their part, Hispanics can be leaders in Corporate America if they work hard and follow their dreams, says Bauza. “You have to love what you do. If you love what you do, you’re going to do well,” she says adding that building relationships and networking are also keys to success. “Keep in touch with those you have met on the way because you never know when you are going to need them.”

On the other hand, Bauza believes in the power of helping others and striving for positive change. “One of the best pieces of advice I ever received in my career was to be on a perpetual learning journey and always give back, and this is how I live my life. Work really hard, be great at what you do and pay it forward.”
ASPIRA AWARDED $1 MILLION GRANT FROM THE AT&T FOUNDATION TO EXPAND THE ASPIRA CLUBS

ASPIRA was awarded $1 million over two years by the AT&T Foundation under its Aspire Initiative, to significantly expand the ASPIRA Clubs in Florida, New Jersey, New York, and Puerto Rico. Working with ASPIRA of Florida, New Jersey, New York, and Puerto Rico, ASPIRA will identify and serve an additional 900 students from 9th to 12th grade in 11 high schools, where it will establish new ASPIRA Clubs and will implement the ASPIRA Youth Development curriculum. In addition, ASPIRA will provide a tutoring program in mathematics and science at each school. The program has a very strong research component, to be conducted internally, as well as by Edvance Research, a major national research firm contracted by the AT&T Foundation.

ASPIRA was selected after a two-phase, yearlong application process as one of only 30 AT&T Aspire grantees nationwide. Each ASPIRA associate will receive $100,000 to implement the program. Local AT&T organizations, together with ASPIRA of New York and ASPIRA of Puerto Rico, held highly publicized launch events in New York City and in Canóvanas, Puerto Rico. The AT&T Foundation formally announced the grants at an event in Washington, D.C. on December 3, 2014.

CHLI INTERNSHIP AND FELLOWSHIP OPPORTUNITIES CREATE GLOBAL LEADERS

The Congressional Hispanic Leadership Institute (CHLI), a 501(c)(3) nonprofit, is the premier organization founded by Members of Congress to advance the Hispanic community’s economic progress with a focus on social responsibility and global competitiveness. CHLI focuses on preparing and promoting Hispanic leaders through programs that engage in public service, leadership development, business, and academic excellence. The World Economic Forum’s, Global Competitiveness Report 2014-2015, assesses the competitiveness landscape of 144 economies. According to the report, the United States ranks seventh in the higher education and training pillar. A more competitive economy is likely to grow faster over time. Therefore, engaging in all educational opportunities is critical for our country’s youth and the future of all Americans.

Through the internship and fellowship opportunities, CHLI is preparing students to not only understand public policy, but also business. In doing so, CHLI is cultivating globally competitive future leaders who will secure the nation’s economic progress.

For more information on CHLI’s internship and fellowship opportunities contact: Leo Velasquez, programs and alumni relations manager at lvelasquez@chli.org.

HACU PARTNERSHIPS OFFER COLLEGE STUDENTS SCHOLARSHIPS, INTERNSHIPS, AND CAREER DEVELOPMENT OPPORTUNITIES

The Hispanic Association of Colleges and Universities (HACU) Scholarship Program will offer the following opportunities: Denny’s Hungry for Education scholarships; the JCPenney Leadership Excellence scholarships for students pursuing careers in the retail industry; and the KIA Motors America, Inc. scholarships for first-generation college students. These HACU corporate partners are among those offering scholarships to eligible college students during 2015-2016. This summer, college students will also be placed in corporate internship opportunities at the following companies: Aetna, BBVA Compass, Chick-Fil-A, Deloitte, Federal Reserve Bank of Dallas, Federal Reserve Bank of Minneapolis, General Electric, Goldman Sachs, Home Depot, Hormel, Kellogg, Lockheed Martin, Monsanto, and Sodexo. The internships are part of HACU’s National Internship Program which places students in federal and corporate internships. For information about corporate partnerships, please contact jorge.burwick@hacu.net, (210) 692-3805, and for federal partnerships, jonathan.santeliz@hacu.net, (202) 467-0893.

HACU is also partnering with corporations to offer career development opportunities to students at the Student Track, during HACU’s 29th Annual Conference, October 10-12, 2015, Miami Beach, Fla. Information about student track, sponsorships, and/or advertising opportunities are available at www.hacu.net, or by contacting development@hacu.net, (210) 576-3536.

THE AUTO INDUSTRY IN THE U.S. HISPANIC MARKET

As the National Association of Hispanic Publications (NAHP) continues to develop programs, it looks to the various industries that may be falling behind in servicing and informing the Hispanic community.
While researching these industries to create initiatives that target and benefit our members’ readers, NAHP found that the automobile industry is not reaching out to this community proportionally based on population or purchasing power.

Currently the auto industry spends nearly $8 billion in publicity of which approximately seven (7) percent is allocated to publicity geared to the U.S. Hispanic market, per the Kantar Media report.

Nissan is the company that proportionally invests more money in publicity geared to Hispanics spending $95,233,400, while Subaru spends the least on publicity to the Hispanic market allocating only $6,000.

Based on these numbers, we can say that the U.S. auto industry has not focused on the needs of this segment of the market, which according to the U.S. Census is nearly 17 percent of the population, with a purchasing power well above $1.3 trillion.

The time is just right to take the necessary measures to invest in publicity/marketing geared to this growing population in the U.S. market which has not been properly addressed.

NAHP is working with the auto industry to change this disparity. To change the way the industry markets to our community we must include NAHP members as the vehicles used by these corporations to reach out to the Hispanic community. Hispanic publications and newspapers are a medium they understand and to which they feel connected.

**NCLR’S IMMIGO APP NAVIGATES THE IMMIGRATION LANDSCAPE**

Mobile apps aren’t just for sharing pictures or streaming music. Mobile technology is transforming the way in which we perform essential daily tasks, from paying our bills to starting our cars. So when it became apparent that the National Council of La Raza’s (NCLR) affiliates needed up-to-date resources about the ever-changing immigration landscape, NCLR jumped at the opportunity to create an app for those who work with immigrant communities.

Developed in partnership with Immigration Advocates Network (IAN) and with generous support from Verizon, the Immigo app provides easy access to the latest information, updates, and resources for those assisting immigrants in this country. As one of the first companies to publically support comprehensive immigration reform, Verizon was also involved throughout the development process and co-hosted a workshop at the 2014 NCLR conference to officially launch the app. The first-ever mobile app of its kind, Immigo not only alerts users to changes to federal regulations, it also incorporates a geolocation feature that allows users to find nearby, trusted providers of immigration legal services.

“Our affiliates interact daily with clients who have questions about immigration ranging from the cost of applying for citizenship to where they can get help filling out an immigration application,” said Laura Vazquez, senior immigration policy analyst, NCLR. “That’s why it’s so critical that they have access to the most recent and relevant information and resources at their fingertips. We appreciate Verizon’s support in helping us bring this useful tool to our affiliates and commend their vision on comprehensive immigration reform.”

For the most up-to-date information about immigration laws, policies, and news, download Immigo, a free app designed for anyone helping and working with immigrants. The app, which works with iPhone and Android devices, can be downloaded from the Apple iTunes and Google Play stores.

**NSHMBA UNVEILS NEW STRATEGIC VISION TO EMPOWER FUTURE HISPANIC PROFESSIONALS**

The National Society of Hispanic MBAs (NSHMBA) announced a new strategic plan to address the changing educational and professional needs of young Hispanic business professionals. NSHMBA CEO, Manny Gonzalez, explained how the organization is extending its focus to reach beyond the MBA community to undergraduate and high school students and other entrepreneurial audiences.

“For 26 years, our work has focused on advancing Hispanic leadership and career opportunities for Hispanic MBAs through higher education and professional development,” said Gonzalez. “While this remains an important directive for our organization, we recognize that in order to significantly improve Hispanic educational attainment, we must reach students earlier” he added.

With Hispanics expected to account for 60 percent of the U.S. population growth between 2005 and 2050, NSHMBA knows that Hispanic success in education and in the labor market is of immediate and long-term importance to the nation’s economy.
“Our organization’s evolution mirrors what the Hispanic community is experiencing as a whole in our country,” said Gonzalez, “it is our obligation as one of the most influential Hispanic groups to expand our values to include the overall community. In doing so, we feel closer to realizing our ultimate goal of becoming the leading catalyst for Hispanic achievement by 2025.”

CULTIVATING AMERICA’S GREATEST RESOURCE: PEOPLE

SER-Jobs for Progress National, Inc., (SER National) invites you to their annual conference entitled, “Cultivating America’s Greatest Resource: People,” scheduled for May 26-28, 2015 at the Omni Mandalay Hotel in Irving, Texas. This year SER National is celebrating 51 years of transforming lives and building communities. Founded in 1964, SER National has opened the doors of opportunity all across the country and has fought for the marginalized, served those most in need, and built bridges to opportunities for millions.

Over the last half-century, SER National has become a leader in addressing crucial Hispanic and other underserved minority population issues related to employment and education. Each year, SER National provides a wide array of services to more than one million individuals through its community-based organizations located in over 200 offices across the country, the District of Columbia, and Puerto Rico. The work SER National provides is critical, not just to people, but to communities, and the country as a whole. SER National must continue to answer the call and replace despair with opportunity for the next 50 years.

For conference sponsorship opportunities, please call Roland R. Ramirez at 469-549-3699.

For more information please visit our website at www.ser-national.org.

A LATINO EMPOWERMENT PROJECT

The United States Hispanic Leadership Institute (USHLI) is a Chicago-based, award-winning organization whose mission is to fulfill the promises and principles of democracy by promoting education, leadership development, civic participation, research, and social integration, has been recognized for its work nationally and internationally.

Founded in 1982, approximately 650,000 present and future leaders have participated in USHLI’s leadership programs. Over 400 studies and reports on Latino demographics have been published. Over 2.3 million citizens have been registered to vote, including over 130,000 newly naturalized citizens. And $1.4 million have been awarded in scholarships and internships to economically disadvantaged college students. In addition, USHLI sponsors the largest cross-generational Latino leadership conference in the nation, which is attended annually by over 6,000 past, present, and future leaders representing 40 states. On average, women comprised 60 percent of attendees; over 80 percent were 18-35 years of age; and nearly 90 percent were attending or had completed college.

USHLI’s flagship program is the Student Leadership Series, designed to help create a culture of education by motivating students to pursue some level of post-secondary education, engaging parents more effectively, and improving the cultural competencies of education professionals. The program will impact 150,000 students, teachers, and parents in over 20 states in 2015.
HACR RESEARCH INSTITUTE UPDATE

EVEREST PROJECT

PRIMARY OBJECTIVES:
We are seeking executive women to lend their voices to and add their perspectives to a groundbreaking study that will help all leaders and their organizations understand the challenges and facilitators of women leading change and innovation.

The ideal participant would be an executive leader who sits within 1-3 levels of the CEO, with both people and P&L responsibility. Selected participants will be asked to share their stories of leading in a dynamic and innovation driven business environment.

Research Partners:
The Everest Project
ELC
LEAP
Out Leadership

HACR PROCUREMENT REPORT

PRIMARY OBJECTIVES:
To identify challenges companies are facing in working with Hispanic entrepreneurs. The report will include recommendations and best practices to help Corporate America overcome challenges in sourcing to Hispanic vendors.

Due out in April 2015
Made possible by a grant from Walmart

HACR STEM INITIATIVE

PRIMARY OBJECTIVES:
To gain a richer understanding of the barriers that limit the inclusion and professional progression of Hispanics in STEM fields within Corporate America and to promote strategic actions to enhance recruitment, career development, and advancement opportunities for Hispanics.

Due out in Fall 2015
Made possible by grants from the GM Foundation and Merck & Co.

HACR CII RESTRUCTURE

PRIMARY OBJECTIVES:
Over the past few months HACR has conducted a complete review of the HACR Corporate Inclusion Index (HACR CII). This process involved discussing new survey items, retiring outdated ones, and changing the ratings criteria. Changes to survey items will be reflected on the 2015 survey however, the new ratings criteria will not be implemented until the 2016 HACR CII cycle.
23rd Annual HACR Symposium

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Hispanic Association on Corporate Responsibility
We’re a big fan of different.

At Target, we believe that the most important part of our business is our people. The diverse backgrounds, ethnicities and experiences are what make work fun, interesting and new. We applaud HACR’s dedication to advancing inclusion of Hispanics in corporate America. To learn more about the diverse team at Target, visit Target.com/diversity.

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<td><strong>23rd Annual HACR Symposium Kick-Off</strong></td>
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<td>HACR CEO Roundtable</td>
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<td>6:00 PM - 8:00 PM</td>
<td>HACR Young Hispanic Corporate Achievers™ Awards Reception</td>
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At República, one of America’s leading cross-cultural agencies, we believe that the road to relevance lies in creating authentic, insight-driven brand experiences that build enduring connections with increasingly diverse consumers. That’s how we #RethinkRelevant.
HISPANIC BUSINESS RESOURCE GROUP TRANSFORMS AT ADP

Adelante is actively transforming from simply promoting cultural awareness and diverse thinking to leveraging the Hispanic marketplace to identify business opportunities. The changing workforce in the United States demands this with the buying power of Latinos expected to grow upwards of 35 percent from 2012-2017. Because ADP processes one in every six paychecks in the U.S., it is imperative to understand Hispanic business’ and workers’ unique needs.

Eduardo Gomez, general manager & Adelante's chairman, shared that “Our business resource group’s (BRG’s) transformation requires our DNA to have three key components: highly-engaged members, relevant programs to advance talent, and business development. In addition to strong partnerships with leading organizations, like HACR.”

At ADP, Adelante members are entrusted as thought leaders to cultivate business growth opportunities, build partnerships to advance BRG goals, produce bilingual collateral, and offer bilingual language support. Most recent evidence of this commitment is an Affordable Care Act educational session hosted by ADP in partnership with the Statewide Hispanic Chamber of Commerce of New Jersey. In attendance were 80 New Jersey small businesses. An overwhelming 89% of post-event poll respondents agreed the event was well worth their time and relevant to their business needs. Questions about this effort can be directed to Elaine Pérez-Bell, Adelante operations director (elaine.perez-bell@adp.com).

Additional Adelante events and insights will be forthcoming across the U.S. For more information, please contact Christa Wessels, Adelante communications manager (christa.wessels@adp.com).

AT&T’S SONIA PEREZ AND HACEMOS RECOGNIZED BY LATINASTYLE

On the heels of more than 80 awards for diversity and inclusion in 2014, AT&T was recently recognized by LATINAStyle with two key honors. The magazine named HACEMOS, AT&T’s Hispanic/Latino association, “Employee Resource Group of the Year” for its leadership in empowering members; fostering relationship building; and providing growth opportunities for employees.

The award also cited HACEMOS’ commitment to enriching the lives of Latinos in its communities by promoting education through high school and beyond. The organization, with 8,800 members, achieves this primarily through its Annual National High Technology Day, which exposes Latino high school students to new technology and HACEMOS role models who promote a STEM education and its scholarship program which awarded more than $185,000 to deserving students in 2014 and $2.5 million since 1999.

In addition to the HACEMOS award, LATINAStyle named Sonia Perez, president-AT&T Louisiana, a “Top 10 Latina Corporate Executive of the Year.” A 35-year veteran of the company, Perez most recently led her team in working with government officials and business leaders as AT&T adds cell sites, broadband connections, and network capacity in the state.

“AT&T is an incredibly diverse and inclusive company in which each individual is valued and every voice is heard,” said Debbie Storey, AT&T senior vice president talent management and chief diversity officer. “We are so proud of the recognition we receive for our diverse practices and culture.”

 CISCO SYSTEMS CONEXION ERO - DEVELOPING LOCAL TALENT THROUGH TECHNOLOGY

Talent development is one of Cisco Conexión Employee Resource Organization (ERO)'s top priorities. Conexión is a global ERO with members around the globe, and is dedicated to developing its members, building a pipeline of future talent, and supporting local Latino communities. The objective of the Developing Local Talent Through Technology (DLTT) program is offering technical and soft skills training to participants from different industries in countries where technology is not highly developed or accessible. Past DLTT events were hosted in countries like Oman, Egypt, Tanzania, Turkey, Indonesia, and Morocco.

Conexión sponsored the first DLTT event in Peru on September 15 to 19. A group of 10 Cisco volunteers and subject matter experts in their fields planned and collaborated for a period of six months with Universidad Tecnologica del Peru to prepare trainings including theory and hands-on sessions. More than 120 participants from seven different countries and different industries (education, IT, public sector) attended the four-day event. The event was a tremendous success, bringing innovative
technologies to the participants as well as generating sale leads for Cisco collaboration, routing, and switching business units.

MEETING THE EXPECTATIONS OF OUR DIVERSE CONSUMERS

At Comcast NBCUniversal Telemundo, our priority and competitive advantage is to meet expectations of our diverse customer base. That is why the proposed merger of Comcast and Time Warner Cable means more opportunity for Latino entrepreneurs, more Latino-focused programming, and meaningful philanthropy where employees and customers live and work. With our partners, including the Hispanic Association on Corporate Responsibility (HACR), we are advancing inclusion across our business.

Our supplier diversity program connects us with customers, adds shareholder value, and reduces procurement costs. Between 2010-2013, our total spend with diverse suppliers exceeded $3 billion and we proudly increased spend with Latino-owned suppliers by 24 percent. Following the completion of the Time Warner Cable transaction, new markets -- including Los Angeles, Kansas City, and New York -- will provide greater opportunity to partner with Latino businesses.

For content producers, the benefits of the Time Warner Cable transaction are resounding. Comcast is America’s biggest and best provider of Latino programming in Spanish and English, with up to 60 Hispanic networks offered on cable systems. Comcast carries over 160 independent networks, including small, diverse, and international networks.


HUNGRY TO SERVE

When it comes to helping others and giving back, the Denny’s team is hungry to serve. Over the past year, the organization has developed and implemented a variety of programs and initiatives that focus on two key areas: diversity and inclusion and helping end childhood hunger in America.

Denny’s longstanding and unwavering commitment to helping others is infectious throughout the organization and touches many important causes, whether fundraising for local schools and churches, sponsoring sports teams and youth groups, or striving to alter business practices to benefit others. All initiatives, whether they stem from existing programs or newly created by Denny’s, are designed to support the local communities Denny’s serves and designed to make a positive impact in the areas where they do business. Initiatives such as No Kid Hungry, The Tom Joyner Foundation, and Hungry for Education all have one common theme: to help make the world a better place.

Read more about Denny’s efforts at www.dennys.com/hungrytoserve/

GENERAL MOTORS RANKED AMONG LATINA STYLE’S 50 BEST COMPANIES FOR LATINAS

General Motors was recently recognized as one of the “50 Best Companies for Latinas to Work For” in the United States. The award ceremonies took place during the 12th Annual LATINA Style 50 Awards and Diversity Leaders Conference in Washington, D.C.

“Our workforce thrives on diversity and we are devoted to empowering women and promoting the best opportunities for their career advancement,” said Ken Barrett, chief diversity officer, GM.

LATINA Style magazine also recognized GM’s Hispanic Initiative Team (GM HIT) as one of the “Top 5 Employee Resources Groups” (ERGs) in the nation. GM HIT strives to live the GM values through its mission of attracting, developing, and retaining Hispanic employees to grow relationships with the Hispanic community and promote growth of GM’s Hispanic market share.

GM has been honored on multiple occasions by the LATINA Style 50 report, which is the most respected annual evaluation of Corporate America’s sensitivity to Latina’s needs and goals in the workplace and their efforts for promoting diversity for Hispanic women. The report includes results from extensive research involving more than 1,000 of the most prominent corporations in the United States.
The Alumni Society, a new group organized by Hispanic Executive magazine, is for Latino business executives that have graduated from top American universities. It was formed to help corporations identify top talent and combat the challenge they continue to face, diversity in the workplace, as well as help them understand the value of having a diverse work environment.

“The Alumni Society is the culmination of the efforts of many people whom I have been privileged to work with in promoting empowerment for Latino communities in the United States,” said Ricardo Anzaldua, executive vice president and general counsel at MetLife and founding member of The Alumni Society. “Its purpose is to advance the importance of Latinos in senior corporate management and the boardrooms by helping U.S. companies identify top Latino talent” he added.

This year, in partnership with MetLife, Goldman Sachs, and Kaiser Permanente, The Alumni Society presents its first annual Leadership Summit in NYC. The inaugural, invitation-only event will occur Thursday, June 25 at Tribeca Rooftop in New York City and will connect more than 300 senior-level corporate executives and thought leaders. The Alumni Society annual magazine will be released in conjunction with the summit in print and digital formats.

To learn more, visit www.thealumnisociety.com.

Humana’s Hispanic/Latino network resource group Unidos, has pioneered integrating inclusion and diversity into the business. With great thanks to our supportive executive leader, Beth Bierbower, Unidos has been awarded funding to develop a cultural competency program specific to the Hispanic/Latino population. The project comes timely as Humana begins to strategically align itself to be more consumer-focused and integrates with high Latino, bold-move markets such as San Antonio and Tampa.

The Unidos team has put many hands (31 exactly) to make light work out of a challenging project. Beyond producing a valuable tool for use in the enterprise, the project has lent itself to career and skills development of the Unidos familia. Members have had the opportunity to be more involved in the consumer space by doing industry research, educating themselves on internal success metrics of call centers, and interviewing consumer facing associates. Core skills such as project management, professional writing, and creative development have also been a major part of this project.

Unidos is excited and grateful to have the opportunity to make advancements for the business while developing associates to be stronger leaders and looks forward to doing more of the same in the future.

At KPMG, we believe our intellectual capital must be as diverse as the clients we serve and the communities in which do business. We also know that our ability to leverage the diverse experiences, talents, ideas, and perspectives of all our people is linked to our success in the marketplace. That’s why attracting and retaining diverse talent and building an inclusive culture are priorities for KPMG.

KPMG’s culture is fostered by extensive diversity programs and initiatives supported by seven diversity networks, including our Hispanic Latino Network (HLN) which has 18 chapters nationwide. KPMG’s HLN is driven by an advisory board comprised of 18 senior leaders from across the firm who have a clear vision and strong commitment to driving the firm’s diversity and inclusion imperatives.

Recently, KPMG’s HLN chapter lead in Philadelphia, Advisory Principal Patricia Boshuizen, was named one of Delaware Valley’s Most Influential Latinos for 2014. In her role, Patricia is responsible for working with local chapters nationwide to capture and share best practices for recruiting, retaining, and promoting talented individuals with diverse backgrounds and is responsible for launching the group’s internal social media presence.

This honor exemplifies the limitless opportunities available to employees at KPMG and showcases our commitment to diversity within our organization and the broader marketplace.

Macy’s recently announced the official launch of the Thalia Sodi collection, inspired by the internationally recognized singer, songwriter, entrepreneur, author, and philanthropist. The exclusive, new collection includes apparel, shoes, and jewelry and is available at 300 Macy’s stores nationwide and on macys.com.
“Macy’s new Thalia Sodi collection is our largest introduction yet, launching in multiple categories and offering our customers a coordinated look across apparel, shoes, and jewelry,” said Jeff Gennette, president of Macy’s. “We have been honored to partner with international superstar Thalia to create a collection inspired by her personal style that will appeal to women everywhere.” The eponymous new line will feature feminine, figure-flattering dresses, tops, and pants as well as shoes and accessories. The collection provides great style and fashion for all women, with a special emphasis on design and fit to appeal to and meet the lifestyle needs of the Hispanic consumer.

Comprising a large portion of Thalia’s fan base, the Hispanic customer makes up one of the fastest-growing consumer segments in America. Based on the brand’s in-depth research, the collection was designed to meet the needs of all body types with specific fit attributes and feminine silhouettes in mind.

“I wanted to deliver a collection to my fans that is transitional and fits their dynamic lifestyles – from day to night,” said Thalia. “I also wanted to create something that works for and fits women of all styles and sizes - that will make every woman feel beautiful. I’m very excited to be launching my new collection at Macy’s and giving my fans the opportunity to wear some of my favorite silhouettes that reflect my own personal style.”

Thalia will also serve as the brand’s model and spokeswoman and appear in a dedicated marketing campaign. For more information about the Thalia Sodi collection including behind the scenes video, an interactive guide to styling the perfect look, and to shop the brand, visit macys.com/thaliasodi.

HOLA aims to make Marsh the workplace of choice for Latino professionals. Our goal is to enhance business performance at Marsh by leveraging and supporting Latino colleagues, contributing to their professional development while promoting an inclusive culture within the firm. To this end, HOLA is excited to focus on the following 2015 initiatives that support its vision statement “Our Culture, Our Growth, Our Community – The Power of Latinos at Marsh”:

1. Talent: Insights workshops for all HOLA colleague members
2. Community: Launch additional local chapters in Chicago, Miami, and Houston

THE FUTURE HAS A VOICE AND IT SOUNDS A LOT LIKE YAB!

The State Farm® Youth Advisory Board (YAB) is one of the nation’s most unique philanthropic programs. Started in 2006, the YAB has funded more than $32.4 million to unique, youth-led service-learning projects, affecting an estimated 18.1 million people.

The State Farm YAB is made up of 30 amazing 17- to 20-year-old students from diverse backgrounds from all across the United States. Each year, they are charged with implementing a $5 million signature philanthropic grant budget. Through two separate grant programs, the YAB addresses issues critical to communities across the U.S. by providing grants of up to $100,000 to schools and nonprofit organizations. Grants must address an unmet community need, empower young people, be sustainable, and incorporate all of the elements of service-learning. The process is unique in that youth are given full responsibility and resource decisions. The board researches pertinent societal issues, reviews grant applications, and ultimately decides the grant recipients.

The 2015 State Farm Youth Advisory Board service-learning grant application is now available. Request for proposals must be submitted online by May 1. $4 million will be granted to quality, youth-led, service-learning initiatives. For more information, please visit www.sfyab.com.
LATINA STYLE AWARDS CEREMONY & DIVERSITY LEADERS CONFERENCE

On Feb. 5, Target was invited to be a part of the LATINAStyle Awards Ceremony & Diversity Leaders Conference, having placed on the LATINAStyle Top 50. The LATINAStyle Top 50 report has become the most prestigious analysis of corporate America’s efforts for promoting diversity and providing career advancement opportunities for Hispanic women. Kim Strong, vice president of diversity and inclusion, and Fabiola Morin, general manager, distribution, accepted the award on Target’s behalf.

Target’s Hispanic Business Council (HBC) was also selected as one of the “Top 5 Employee Resource Groups (ERGs) in Corporate America” for 2014. At Target, our business council program exists to help team members develop and refine their overall leadership skills by focusing on strategic planning, operational guidance, and business development initiatives that can directly influence our merchandising, marketing, and human resources teams. During the conference, Doug Bowles, senior group manager, global affairs and HBC co-chair, took part in a panel discussion featuring representatives from the top 5 ERGs, titled “Empowering the Employee Resource Groups.” Here, he discussed his experiences helping Target’s business council members get involved, make connections, become mentors, and achieve success in their roles.

VERIZON’S COMMITMENT TO INCLUSION AND DIVERSITY CAN BE MEASURED IN BILLIONS

Inclusion and diversity are essential to living our values at Verizon, achieving our business goals and building a stronger company. This commitment also extends to our business relationships. In 2014, Verizon’s treasury organization – which is responsible for corporate-wide financing – partnered with diverse financial firms to manage an unprecedented level of activity. In all, treasury worked with 13 minority, women, and veteran-owned businesses on 10 financial transactions worth approximately $38 billion.

But these were not the only financial relationships Verizon had with diverse suppliers. Consider Verizon’s long-standing commitment to supplier diversity. We have purchased $24.5 billion over the past five years from business enterprises certified as being owned by minorities, women, and service-disabled veterans.

In addition, as of year-end 2014, Verizon Investment Management Corp., which manages the investments of the defined-benefit pension fund for Verizon retirees as well as the Verizon Foundation, had invested or committed more than $500 million in assets to 22 minority, women, and veteran-owned investment management firms and private partnerships. At Verizon, we want inclusion and diversity to be reflected in all that we do. That commitment is tied to our success.

WALMART TO INCREASE WAGES, OPPORTUNITY AND SCHEDULING CHOICE FOR U.S. ASSOCIATES

A core driver of Sam Walton’s vision was exceeding customer’s expectations through an inspired, dedicated team of associates. Walmart has long been a place where people can start in an entry-level position and build a career, and we have strengthened our company’s commitment to opportunity.

The company is creating a series of bold initiatives to help associates in the U.S. earn higher pay and advance their careers based on the skills they learn and the customer service they provide. These initiatives include:

• Pay – Will raise current U.S. associate wages to $10/hr or higher by early 2016.
• Opportunity – Create clearer career paths, with enhanced training programs, that can help move associates from entry level positions to jobs that pay $15/hr or more.
• Scheduling Choice – Provide associates more control over and ownership of schedules, including more predictability and flexibility.
• Benefits – Continued access to health care, paid sick leave, educational opportunities, and a 401(k).
• Social Innovation – Walmart and the Walmart Foundation will commit $100 million over 5 years to increase the economic mobility among U.S. retail workers.

The goal is that there will be no better place in retail to learn, grow, and build a career than Walmart. To learn more about these initiatives visit http://bit.ly/1JqmSlu.
When you can name the President of the United States as a former boss, “hard worker” is probably an understatement to describe your professional persona. It certainly appears to be the case for Patricia Diaz Dennis.

The New Mexico native’s impressive career includes not only high profile gubernatorial appointments – as commissioner of the Federal Communications Commission in the late 80’s and Assistant Secretary of State for Human Rights and Humanitarian Affairs from 1992 to 1993, to name a few – but numerous leadership positions at the corporate level as well. Most recently, Diaz Dennis acted as senior vice president and assistant general counsel for AT&T, until her retirement in 2008.

The Loyola Law School graduate also serves on the board of directors of Massachusetts Mutual Life Insurance Company, NPR, and Entravision Communications Corporation.

Diaz Dennis describes her aforementioned appointment to the State Department as a “life changing” career moment that prepared her well for the challenges of Corporate America.

“It was an extraordinary opportunity to do really good things on behalf of our country. It was very humbling to make a difference,” Diaz Dennis explains, citing a trip to Israel to improve assessments of human rights practices in the region as a highlight.

With her own roots tracing back to Mexico, Diaz Dennis has worked tirelessly throughout her career to advocate for Hispanics in leadership positions. For example, as the first Latina chair of Girl Scouts from 2005 to 2008, Diaz Dennis made it her mission to increase awareness of and participation in the organization within the Latino community.

“I think it’s so important to get girls when they’re young, to help them to understand the value and importance of education, to ensure our young people are exposed to other worlds so they can choose to ready themselves to participate in those worlds.”

Diaz Dennis herself reports having a strong support system and positive influences around her from an early age, which she believes helped shape her future and allow her to not only become the first in her family to attend college, but also to receive her law degree.
“My ninth grade math teacher, Mrs. Smith, told me: don’t settle for being mediocre. It really changed me. It showed me the significance of others seeing something in you that you don’t see in yourself.”

RECIPE FOR SUCCESS

As the Hispanic population continues to rise dramatically in the U.S., Diaz Dennis says Hispanic representation in Corporate America must increase as well.

“Honestly, it’s all about education. (Actress) Rita Moreno once told me that what we need is to show our young people that they can become whatever they want to be. We have to expose our kids, our Latinos, to professions and walks of life in which they can succeed, whether that be as doctors or plumbers.”

Civic participation is also key, according to Diaz Dennis. “One way we can change our clout is to become a powerful voting group. Everyone who can vote, should, and they should be knowledgeable about what’s going on in our country.”

In order for Latinos to advance and succeed in Corporate America, Diaz Dennis offers a simple piece of advice: networking. “It’s true for anyone who wants to succeed; networking is really important. I think merit matters, but it’s not the decisive factor. It’s critical to know lots of people in different areas because you never know where that next job or opportunity is going to come from.”

“‘We need to define leadership as purpose and intentionality. I think that when you live a life of purpose and do things with intention behind it, then you can become a leader anywhere.’”

As well, “you have to educate yourself to be financially literate and to understand globalization today. You have to be willing to take on assignments you might not like at the time, and you have to be willing to move. With any major corporation, you will have to move at some point,” Diaz Dennis points out.

There is nothing impeding Hispanics from becoming great leaders in Corporate America if they aspire to do so, she adds, but confidence and perseverance are key to realizing this ambition. “You just have to believe in yourself,” Diaz Dennis says, emphasizing that Latinos must also be prepared to work hard to dismantle barriers and stereotypes that exist.

“We’re not all gardeners or in gangs. I’ve worked hard to be the type of person who others see as ethical and hard working. Gandhi had it right: be the change that you wish to see in the world.”

In addition, Hispanics must have a concrete plan in order to succeed as leaders, says Diaz Dennis. “We need to define leadership as purpose and intentionality. I think that when you live a life of purpose and do things with intention behind it, then you can become a leader anywhere.”

Hispanic professionals are poised to take the reins at the upper levels of Corporate America, she adds, but must be flexible and willing to take on a variety of tasks and positions in order to do so.

“I always tell young people to aim for a line job, not a staff job. Nothing is static; you can always get into a different job later.”

Diaz Dennis believes organizations like the Hispanic Association on Corporate Responsibility (HACR), also play a role in raising awareness about the importance of diversity and providing a platform for Hispanic professionals to network and brainstorm.

“HACR puts on programs and summits where we can get to know each other. They bring people together and provide a foundation to do something good and change the image and numbers. I think that’s really an important function and they’ve done an amazing job,” says Diaz Dennis.

For her own companies’ part, the lawyer feels a concerted effort is being made to create more opportunities for the Hispanic community within Corporate America. Mass Mutual, for instance, is hiring increasing numbers of Latino agents and developing relationships with Hispanic chambers of commerce, LULAC, and other organizations which serve the interests of the Latino community “to ensure those voices get heard and then translate that into programs that meet the needs of the Hispanic consumer,” Diaz Dennis explains.

As for the future of Hispanic leadership in this country, the formula for success begins with parents, according to Diaz Dennis. “The number one thing is to nurture a love of learning. It’s so important to read to your children, it’s been proven over and over again. I know we’re all tired after a long day at work but you have to make time to read one book a night. It’s all about making short term sacrifices for long term goals.”
Michael Muñoz is a Hispanic professional and has made a career out of helping companies understand and capitalize on the importance of creating a diverse workforce.

Muñoz, who traces his roots to Puerto Rico, is currently senior lead diversity business consultant for Aetna, a position he has held for the past nine months. Previous to Aetna, Muñoz worked in similar capacities for such high profile corporations as Ernst & Young and MassMutual Financial Group.

In addition to his professional responsibilities, Muñoz also dedicates his time to working with the Anti-Defamation League, one of the most prominent civil rights agencies in the country. He also sits on the board of directors of Arts for Learning Connecticut, an affiliate of the nation’s largest arts in education learning network, which serves over five million children and youth each year.

**THE MANY FACES OF DIVERSITY**

One of Muñoz’s proudest accomplishments has been his involvement with women’s leadership development programs throughout his career, including leading advancement strategies at Aetna. “I have a daughter and I’m married, my wife is very successful in her career, and I grew up in a family with strong women, so I’ve always had a great appreciation for the leadership skills and value that women bring and the need for women in leadership roles in Corporate America,” Muñoz explained.

Hispanics have many valuable assets to offer to companies as well, he added. “The message I usually try to give when talking to Hispanic kids is that culturally we bring so much to the table, and we have so much passion and a unique perspective. It doesn’t matter if you’re Puerto Rican or Mexican, wherever you come from, the perspective you bring to Corporate America is so valuable and finding a way to contribute a voice to the work being done is so important.”

Muñoz, for his part, has been involved in several advocacy and inclusion efforts focused on Hispanics throughout his career. Currently, at Aetna, he plans on participating in a new program being launched this year which will focus on identifying high performing individuals, with the goal of cultivating and retaining them, to keep them as part of the future leadership team, according to Muñoz.
A past initiative he also cites is a “Cradle to Career” youth mentoring program in California, through Ernst & Young, in which he challenged his peers and the youth participants to elevate expectations for Latinos.

“You hear it all the time, someone will say ‘I’m the first in my family to do this or do that.’ There is a tendency to relax at that point, but we can help them [Hispanics] realize that their expectations can and should be higher,” Muñoz said.

“Latinos who are more established in the business world play a pivotal role in helping the younger generation in this regard,” he added. “We have the ability to open or close doors for other Hispanics. When you walk into meetings and around the community, some kid might be seeing you as a professional. You might be the first Hispanic doing well in a corporation that they are seeing. It’s that concept of, with great opportunity comes great responsibility.”

Muñoz also believes that many Latinos simply lack awareness as to the myriad of opportunities that exist in Corporate America, citing, for example, a conversation he recently had with a group of Hispanic students regarding the different positions available at Aetna. “We were talking about graphic arts and they were astonished. They said, ‘wow, you do that? We can do that here?’ For a lot of us, we didn’t see it in our homes so we have an obligation to open their eyes and show them what types of jobs exist.”

Muñoz recognized, however, that Hispanic representation in top tier positions remains stubbornly elusive. “There still aren’t enough of us,” he points out. “As a group we have to support and advocate for each other. That’s an area where we may have the conversations alone in our offices, but we have to do it more publicly, in the board room.”

As well, Muñoz believes that the Hispanic community must leverage some of the capital we’ve gained in terms of its dramatic population growth in the U.S. “We have not played as big of a role as we could have when you consider the demographic changes in the country.”

At the opposite end of the spectrum, Muñoz encourages companies and organizations such as the Hispanic Association on Corporate Responsibility (HACR) to continue to take steps to implement strategies that recognize, for instance, the diversity and nuances that exist between different Hispanic markets and populations.

“When you’re talking about, for example, hiring managers, it’s about knowing that the person that fills that next role might not look, act, or sound like the last person. I think it’s about helping folks understand that talent and leadership come in different forms. It’s about challenging the conventional wisdom at the higher corporate level,” Muñoz opined.

As Hispanics become increasingly important for the future of this country, Muñoz has a clear message for both this population and Corporate America as a whole. “We are in a unique time. When I was growing up my Hispanic heritage wasn’t as celebrated as it could have been; we’ve got to embrace those things that make us unique and celebrate things that make folks different because being different is an asset to most Fortune 500 companies,” he explained.

Latinos are also in a unique position to be great leaders in Corporate America, according to Muñoz. “The best executives I’ve been around are obviously really smart, but when it comes to making difficult decisions, they listen to their head and their heart. In our culture we [Hispanics] care about people and we often put people first, there is that sense of family. That’s something that has an opportunity, when mixed with strategy, to position us really well for leadership in the 21st century.”
2015 CALENDAR OF EVENTS

MAY 13, 2015
Congressional Hispanic Leadership Institute: CHLI Annual Gala & Leadership Awards
Mandarin Oriental
Washington, D.C.

JULY 7-11, 2015
League of United Latin American Citizens: 86th LULAC National Convention & Exposition
Salt Palace Convention Center
Salt Lake City, UT

JULY 11-14, 2015
National Council of La Raza: NCLR Annual Conference
Kansas City Convention Center
Kansas City, KS

SEPTEMBER 20-22, 2015
United States Hispanic Chamber of Commerce: National Convention
Houston, TX

SEPTEMBER 30, 2015
Congressional Hispanic Leadership Institute: CHLI Trade & International Affairs Symposium
Newseum
Washington, DC

OCTOBER 8-10, 2015
National Society of Hispanic MBA’s: 26th Annual Conference & Career Expo
McCormick Place/Chicago Convention Center
Chicago, IL

2016 HACR PROGRAMS

APRIL 29 - MAY 1, 2016
HACR Corporate Directors Summit™
Mandarin Oriental
Washington, D.C.

APRIL 29 - MAY 1, 2016
HACR Corporate Executives Forum™
Mandarin Oriental
Washington, D.C.

APRIL 29 - MAY 1, 2016
HACR Corporate Achievers Summit™
Mandarin Oriental
Washington, D.C.

MAY 1-3, 2016
HACR Young Hispanic Corporate Achievers™
Mandarin Oriental
Washington, D.C.

MAY 2-3, 2016
24th Annual HACR Symposium: The Power of Hispanic Inclusion™
Mandarin Oriental
Washington, D.C.

MAY 3, 2016
HACR CEO Roundtable
Mandarin Oriental
Washington, D.C.

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GENERAL ELECTRIC
INTEL CORPORATION
MCDONALD’S CORPORATION
TARGET CORPORATION
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