NYC
HACR HOSTED SECOND ANNUAL LEADERSHIP PIPELINE PROGRAM

WASHINGTON, D.C.
HACR YHCA 10TH ANNIVERSARY INTERVIEW SERIES
This year was a milestone year for HACR. We celebrated our 30th Anniversary in the nation’s capital along with our Annual Symposium and Programs in May. We also held our second annual Leadership Pipeline Program (LPP) this fall, at the Marriott Marquis Time Square in New York City.

In this edition of the Corporate Observer, you will find a recap of this year’s HACR LPP. Hosted by Prudential Financial Inc., the sold-out event brought together up-and-coming Hispanic talent, corporate executives, and employee resource group leaders, to network and develop leadership and managerial skills.

Also in this issue, the final installment of the Young Hispanic Corporate Achievers™ 10th Anniversary Interview Series features Ricardo Castillo, senior director, Global Controller’s Office, Global Governance at Walmart; Artemio San Martin, senior manager, Strategic Planning at Dell, and Gloria Schoch, manager, Community Affairs at MillerCoors.

We hope that you have enjoyed the programs and events this year, and we are looking forward to seeing you again in 2017. Mark your calendars and save the date for the 25th Annual HACR Symposium and Programs at the Westin Book Cadillac in Detroit, April 28 - May 2, 2017.

On behalf of everyone at HACR, we would like to thank our Board of Directors, Corporate and Coalition Members, partners, and community leaders for their support in 2016. HACR has seen three decades of undeniable success thanks to their continued support of our mission.

We look forward to our partnerships next year as we raise the bar for Hispanic inclusion in Corporate America.

Sincerely,

Cid Wilson
President & CEO

HISPANIC ASSOCIATION ON CORPORATE RESPONSIBILITY

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CORPORATE OBSERVER

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

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2017 HACR

25th ANNUAL HACR SYMPOSIUM
THE POWER OF HISPANIC INCLUSION™

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If we understand the place from which we come, we will have a better idea of where we are heading. According to 2016 HACR Young Hispanic Corporate Achiever™ (YHCA) award winner Ricardo Castillo, this is a fundamental truth that guides both Hispanic executives and society as a whole.

RICARDO CASTILLO
HACR YHCA CLASS OF 2016
BY LESLIE FROELICH

Castillo has more than 12 years of public accounting and risk consulting experience, and an expertise in strategic advisory services to senior management of Fortune 500 organizations, including internal auditing, technical accounting, finance transformation, risk management, internal controls and compliance, to name a few.

Since October 2015, Castillo has applied these specialties in his role as senior director, Global Controller’s Office, Global Governance at Walmart. Castillo has worked for the retail giant for three and a half years in a variety of positions, including director, Global Controller’s Office, Strategy & Governance, and director, Global Controller’s Office, Strategy & Analysis.

Prior to joining Walmart, Castillo worked for almost a decade at Deloitte & Touche, in Texas, as senior manager of Financial Accounting and Reporting Services. There, Castillo led and served clients by providing solutions to complex and compliance related business issues. He managed global and multidisciplinary teams, as well as executed internal audits at several domestic and global clients including performing enterprise-wide risk assessments, internal control reviews, joint venture reviews, third party contract compliance audits, fraud examinations, and FCPA risk assessments/reviews. Castillo also worked for Deloitte & Touche in his native Caracas, Venezuela, as senior consultant of Risk Consulting. In this role, Castillo was responsible for providing clients with financial statement assurance services. He assisted companies in understanding and managing business risks. He also participated in internal audits, implementation of enterprise risk frameworks, and operational reviews.

Previous to his term at Deloitte & Touche, Castillo served as assistant controller at General Motors Acceptance Corporation (GMAC). In this capacity, Castillo managed the financial close process, including complex finance and business planning. He was also involved from an accounting perspective across all of the functional areas and performed financial analysis on key business items.

Castillo holds several certifications, including Certified Public Accountant of Venezuela (CPA); Certified Internal
Auditor (CIA) as well as a Certification in Risk Management Assurance (CRMA) by the Institute of Internal Auditors; and an International Financial Reporting Standards (IFRS) Accreditation by Deloitte.

Castillo obtained a bachelor’s in accounting from the Universidad Católica Andrés Bello, in Caracas, and he later went on to earn his MBA in management from Arkansas State University.

In addition to his professional responsibilities, Castillo also serves as president of the Northwest Arkansas (NWA) Chapter of the Association of Latino Professionals for America (ALPFA, Inc.), a nonprofit organization dedicated to developing Latino professionals.

“It’s about empowering people and providing leadership opportunities and ensuring that the Hispanic community is more visible so that we can generate opportunities to network and provide exposure to the community,” explained Castillo.

Furthermore, Castillo is a board member of Junior Achievement of Arkansas, Inc. (JA), which provides financial literacy, work readiness, and entrepreneurship programming to over 4,000 students in Northwest Arkansas.

**Hard work pays off**

For Castillo, it was his employer’s recognition of his involvement in the community that ultimately led to his nomination for the HACR YHCA program, a career development initiative sponsored by HACR that offers leadership training, seminars, and networking opportunities to young Hispanic professionals.

“Our culture [at Walmart] celebrates diversity and inclusion in everything that we do. I received an email from two Walmart leaders: Mark Espinoza, senior director of Public Affairs, and Ramon Portilla, senior director of Member’s Insights, both former presidents of our Hispanic Latino associate resource group (HLARG). They had nominated three individuals who were making an impact in our Northwest Arkansas Community and at Walmart,” said Castillo.

“I was humbled and honored to be one of those individuals selected, although I also felt that I represented a whole community of many other associates or colleagues who are working hard to make a difference. I confess that I couldn’t have been that active in our community without the unwavering support of my former leader, Steve Whaley, senior vice president and controller, and the rest of the Walmart finance community,” he added.

Castillo was one of 35 Hispanic executives chosen to participate in the HACR YHCA program. “I was very impressed with how intense the leadership program was,” said Castillo. “I have attended other leadership trainings in the past, and I was way more impressed by what HACR and the HACR YHCA program are doing. It was non-stop and very well structured.”

Echoing the same sentiment expressed by numerous other former HACR YHCA participants, Castillo said that a unique component to the HACR YHCA lies in the personal connections participants can establish over the course of the leadership workshop.

“It is inspiring and encouraging to see the talent that our class brings and all the potential it has to build the community of the future.”

“I’m impressed at how Dennis Jaramillo, with Cisco, is dedicated to making an impact on young Hispanics; Adriana Sandoval, with Chevron, just started her own nonprofit organization to support single mothers; and Julissa Ramirez traveled to Peru, leading STEM-focused activities to empower girls in Latin America,” noted Castillo.

“It is inspiring and encouraging to see the talent that our class brings and all the potential it has to build the community of the future,” he added.

For Castillo, his HACR YHCA experience provided three key lessons that can be applied both to one’s personal and professional life: the value of understanding one’s past, the power of inspiration, and the power of belief.

“It’s about how we as Hispanics can be proud and authentic of our heritage and make an impact,” he assured. “At the end of the day, the common theme in those conversations is that we have to believe and be confident about the possibility for us to make an impact and make a difference, to shape future society.”

Thanks to his participation in the HACR YHCA, Castillo believes that he is a more effective leader. Furthermore, he feels a renewed passion for creating partnerships among organizations such as ALPFA and JA.

HACR, Castillo has a clear message for HACR: “Keep up the great work and continue growing, to ensure that others are impacted the way I was impacted.”

“I believe that this is a life-changing program, and I hope that Corporate America will see the value in this program. I think it was terrific, and I’m grateful to my employer, Walmart, for believing in me.”
THE AMERICAN GI FORUM OF THE US TO HOST VETERANS DAY RECEPTION

The American GI Forum of the U.S. (AGIF), a national veterans organization, founded in Corpus Christi, Texas, in 1948, continues to be at the forefront of national veterans issues. Additionally, the AGIF is an active member of various nonprofit coalitions or partners with other organizations in the pursuit of their respective missions.

The AGIF is a member of a national coalition of affiliate veterans organizations that plans and attends the Veterans Day Ceremony at the Arlington National Ceremony Tomb of the Unknown Soldier. The President of the U.S. annually presides over this solemn ceremony.

Every year, the Veterans Day Ceremony Reception is hosted by a different veteran organization. Without exception, the 2018 Veterans Day Reception will be hosted by the American GI Forum of the U.S. This will coincide with the 17th anniversary of the AGIF. The reception will be held at The Women In Military Service For America Memorial on the grounds of the Arlington National Ceremony.

For more information, please contact Monica Valdiviez-Wiley at monicavaldiviez@outlook.com or Ángel Zúñiga, national commander, at natcmdr.agifus@gmail.com.

CHLI ENGAGES HISPANIC MILLENNIAL VOTERS THROUGH NEW INITIATIVE

This election year was an experience like no other for the Congressional Hispanic Leadership Institute (CHLI). CHLI participated for the first time in the Republican and Democratic conventions and hosted its first ever cross-country voter registration tour in September.

Through the theme: “Not Your Abuelita’s Kitchen Table Talk,” the CHLI Red White Y Tú Voter Registration Initiative set out to educate, engage, and empower Hispanic/Latino millennial voters. The forums were held at the campuses of California State University in Los Angeles, University of Texas in San Antonio, and Miami Dade College in Miami. Through comedians, panel discussions, videos, “TedTalk” style presentations, and social media, CHLI’s Red White Y Tú reached more than 210,000 people with its message on the importance of voting.

In addition to the United States electing a new President on November 8, 2016, all of CHLI’s Congressional Board Members were re-elected. Congratulations to Congressman Henry Cuellar (TX-28), Congressman Mario Diaz-Balart (FL-25), Congressman Carlos Curbelo (FL-26), Congressman Bill Flores (TX-17), Congressman Raul Labrador (ID-01), Congressman Devin Nunes (CA-22), Congresswoman Ileana Ros-Lehtinen (FL-27), Congressman Albio Sires (NJ-08), and Congressman David Valadao (CA-21) for being elected to the 115th United States Congress.

For more information on CHLI, please visit www.chli.org.

LULAC AND LICI HOST LATINO TECH SUMMIT IN SILICON VALLEY

The League of United Latin American Citizens (LULAC), in partnership with the Latino Institute for Corporate Inclusion (LICI), recently hosted a Latino technology summit. With over 600 participants, the summit shared effective strategies to recruit, retain, and develop Latino talent. The summit also provided workshops and forums which enabled qualified young people to hear from the country’s leading tech executives regarding information and communication technology, as well as career opportunities in design and technology-related start-ups.

The tech industry knows that it needs to do more to recruit and hire qualified minority candidates. In fact, this industry has relied heavily on a limited number of universities such as Stanford and M.I.T., which has produced a steady stream of mostly white candidates. We know that Latinos are graduating with relevant degrees such as computer science and engineering with 1.3 million Latinos having recently graduated with bachelor’s or advanced degrees in these fields. We hope that future tech summits will help ensure that these individuals are taken into consideration for positions with U.S. tech companies. LULAC will continue to work through these summits in order to develop new pipelines to identify a diverse workforce which includes more Latinos.
NAHP 2016 ANNUAL CONVENTION BRINGS THE BEST IN THE MEDIA INDUSTRY “EMBRACING CHANGE”

The National Association of Hispanic Publications (NAHP) Annual Convention and Business Expo was held in McAllen, Texas on October 19 – 22, 2016. The gathering has proven to be a meeting to move the organization and its members forward in the media industry, and better serve its readers.

During the NAHP Board of Directors meeting, a new and improved mission and vision were developed.

• Mission: Advocating, serving, and providing leading-edge tools and resources for our members to become the best at reaching the Latino market.

• Vision: To be the ultimate choice to reach the Latino market.

The NAHP will continue to work with its leadership, members, partners, and organizations to inform and provide more resources to the Latino community.

EMPLOYMENT, EDUCATION & EMPOWERMENT

The explosion of the tech industry and the emphasis on Science, Technology, Engineering, and Math (STEM), as well as the arts (STEAM), has created demand for new skills to which people must adopt in order to keep up with changing work situations. SER can and will play an important role in helping bridge that gap by building programs that will help train future tech employees. This creates solutions for both job seekers in our community and corporations.

To encourage students to attend college and pursue STEM/STEAM degrees and to demonstrate our commitment to these educational areas, SER has created the SER Robotics Program. They’ve partnered with schools in Dallas, Irving, Arlington, Grand Prairie, and Fort Worth, Texas, to provide students with kits, which they will use to build robots and drones. As part of this program, the SER Conference is hosting a two-day robotics program and competition where students will compete for prizes. The robotics program was made possible through funding from the Ford Motor Company Fund, General Motors Foundation, and the University of Texas at Arlington.

Please join SER Jobs for Progress, Inc. at the SER National Annual Conference, April 5-7, 2017, at the Kay Bailey Hutchison Convention Center in Dallas.

For more information on SER-Jobs for Progress National, Inc., please visit www.ser-national.org

USHLI TO CELEBRATE 35 YEARS OF SERVICE

USHLI will celebrate 35 years of service at its 35th National Conference, which will be held on February 16-19, 2017 in Chicago. With the theme “Core Values Never Lose: La Lucha Sigue” an estimated 6,000 present and future leaders representing nearly 40 states will attend the celebration.

USHLI’s core values focus on promoting Latino diversity, inclusion, and unity; creating a new culture of education; empowering local leaders by collaborating on research, redistricting, and strategic civic participation; organizing issues-based advocacy; and conducting servant leadership, grassroots, and collegiate leadership training.

Over its 35 year history, USHLI has registered over 2.3 million new voters including newly naturalized citizens, motivated and trained 1.2 million present and future leaders, published over 425 studies and reports on Hispanic demographics, and continues to sponsor the largest annual gathering of present and future leaders in the nation.

For more information please contact USHLI at (312) 427-8683 or at www.ushli.org.
The Hispanic Association on Corporate Responsibility (HACR) held its second annual Leadership Pipeline Program (LPP) October 31 - November 1, 2016, at the Marriott Marquis Times Square in New York City. Hosted by Prudential Financial, Inc., the sold-out event brought together mid-level managers, employee resource group (ERG) leaders, and high-potential talent from Fortune 500 companies to network and develop leadership and managerial skills.

The 2016 HACR LPP kicked off on Monday, October 31, with a networking breakfast and opening session featuring HACR President & CEO Cid Wilson. Wilson delivered welcome remarks and introduced the first business session of the day, “Emotional Intelligence and Diversity,” with Dr. Jorge Cherbosque, partner at EIDI. During the interactive session, Cherbosque educated participants about the importance of emotional intelligence and diversity in leadership, and provided a clear roadmap to better understand their reactions, predict their behavior, and best manage their emotions.

Christina Schelling, vice president of Culture, Performance, and Engagement at Prudential, led the second business session of the day. Sponsored by Prudential Financial, Inc., the “Career Fast Track” business session focused on strategies mid-level managers can use to advance in their careers. Schelling shared insights on leadership styles, personal branding, building effective partnerships and sponsorships, achieving optimal work, and developing a career path to succeed professionally and thrive personally.

Next, the HACR Leadership Luncheon sponsored by Capital One featured a fireside chat with Executive Vice President & Head of Strategic Commercial Services Commercial Banking at Capital One, Konrad Schwarz, and HACR President and CEO, Cid Wilson. Schwarz shared his personal and professional background as well as concrete steps executives must follow to increase their readiness to lead.
UPS sponsored the following business session of the day titled “ERG Leadership Forum,” with Axel Carrion, executive sponsor, North Atlantic District Latino BRG of UPS; Carlos Pelayo, member, New York City HOLA ERG Chapter of Bank of America; Jessica Giangaspero, leader, National Open & Out ERG of Johnson & Johnson; and Jessica Palacios, chief program management officer, ALPFA New York; and former Adelante Tri-State Co-Chair, JPMorgan Chase & Co. Moderated by Robert Rodriguez, president, DRR Advisors LLC, the panel of prominent ERG leaders and executives who work in close collaboration with ERG groups, discussed their experience with ERGs from their respective companies, including best practices, challenges, and goals.

A highlight for LPP participants was a session with Carla Harris, vice chairman, Global Wealth Management, senior client advisor at Morgan Stanley and author of Expect to Win. Harris discussed valuable lessons, tips, and strategies on how to survive in any work environment. She also shared “Carla’s Pearls” which talk about authenticity, perception, mentorship and sponsorship, and passion.

That evening, participants had the opportunity to relax and network with fellow program participants at the HACR LPP reception.

On Tuesday, November 1st, participants started the day with a networking breakfast followed by the first business session of the day titled “PROMOTE! Your Work Does Not Speak for Itself. You Do,” presented by author Rick Gillis. Gillis talked about personal and commercial value in the workplace. He offered recommendations on how to learn, recognize, and communicate your value as a leader and how to better promote yourself in an organization.

The last business session of the day sponsored by Charter Communications, included moderator Cid Wilson, president and CEO, HACR; and panelists Ignacio Salazar, chairman of the board of HACR; Dineen Garcia, board member of National Board of Girl Scouts of USA & member of Fund Development Committee; and Claudia Marmolejo, board member of Latino Justice PRLDEF, TurnAround for Children, and Museo del Barrio. The prominent public and private sector leaders spoke about their experience serving on nonprofit boards and provided insights and strategies for executives to acquire their first nonprofit board appointment.

The program concluded with a luncheon sponsored by Comcast/NBCUniversal/Telemundo and Southwest Airlines. Keynote speaker, Jackie Hernandez, chief marketing officer of Hispanic Enterprises & Content at NBCUniversal, shared with participants her journey of success, lessons learned along the way, and the importance of leadership in business.

The next LPP program will be held at the J.W. Marriott in Chicago, October 28-29, 2017.
In his current role as senior manager of Strategic Planning at Dell, San Martin is responsible for the implementation of strategic programs delivering insights, developing business cases, providing input into the planning process, and making recommendations for investments in organic and inorganic areas.

Since commencing his tenure with Dell in 2008, San Martin has held a variety of key positions, most recently serving as senior program manager of Mergers & Acquisitions Integration Strategy. In this capacity, San Martin led and managed cross-functional work streams in the planning and execution of acquisitions and divestitures. He also served as global finance controller for the Software & Peripherals business, and marketing communications and controller of Vendor Funding for the Consumer segment, developing financial budgets and forecasts, and driving initiatives and processes to control and manage global operating expenses.

Prior to joining Dell, San Martin worked at Boehringer-Ingelheim, where he assessed new products and acquisitions. His hard work and dedication resulted in San Martin's selection to participate in the company's International Management Development Program (IMDP), a prestigious internal initiative that provided leadership and international exposure to team members with high managerial potential and strong performance track.

San Martin's resume also boasts impressive opportunities prior to relocating to the United States in 2000, with stints at large organizations in Mexico City, including the U.S. Department of State at the American Embassy, Monsanto Company, and Siemens.

For his education, San Martin holds a bachelor's degree in accounting from Instituto Politécnico Nacional, Mexico, as well as an MBA in marketing and a master's degree in human resources management from The University of Akron. Furthermore, San Martin is a certified Project Management Professional.

In Austin, Texas, where he currently resides, San Martin has made a name for himself through his involvement with...
several nonprofit and professional organizations. He currently serves as treasurer on the Board of Directors of Leadership Austin. San Martin also sits on the Board of Directors of the Austin Film Society, and serves as business pillar lead of Dell’s ‘Adelante’ Hispanic employee resource group (ERG).

An amazing opportunity

In 2013, San Martin joined a prestigious group of fellow Hispanic go-getters, when he was selected to participate in the Young Hispanic Corporate Achievers™ (YHCA) program at the Four Seasons hotel in Houston.

For San Martin, who was familiar with HACR after having attended the organization’s annual Symposium in Chicago in 2012, his dedication to and involvement with the Hispanic community were significant contributing factors to his selection for the HACR YHCA program.

“All of my community activities, plus my internal job performance at Dell, positioned me as a good candidate for HACR. I was in a good standing to be nominated,” explained San Martin. “I was super happy and I felt very honored to be selected.”

Over the course of the three-day long program, San Martin and his fellow classmates engaged in a series of seminars and workshops, gaining insight and knowledge about such topics as leadership, Hispanics’ history and presence both in the U.S. in general and specifically within Corporate America, and the importance of networking and personal branding.

“The key for Hispanics to continue to succeed in Corporate America is for us all to be willing to lend a helping hand and leverage networks in a way that is constructive, in the sense that we all are what we are because at some point someone opened the door for us, and we should do the same for other people.”

The ability to meet and connect with other Hispanic professionals and the resulting networking opportunities play key roles in the program’s success, according to San Martin.

“The importance of communication and knowing how to navigate the complexities of Corporate America as a Hispanic, making sure you have the right exposure in order to be an executive... all of these aspects have been helpful in my career,” he explained, adding that when it comes to what it will take for Hispanic professionals to move forward into the upper echelons of the business world in this country, it all boils down to the concept of paying it forward.

“They did a great job of making sure we connected, and they provided a safe space for us to open up, share, and be proud and more aware of our strengths. Those three days, are intense. You start very early in the morning and [the sessions] are packed, but there is time to really connect on a more personal level with participants,” he added.

Three years after his program ended, San Martin is still in contact with at least half of his classmates, due in large part to social media and other technology platforms, including Facebook and WhatsApp.

Many class members have also reconnected at HACR’s Corporate Achievers Summit™ (CAS), an annual gathering designed to reunite past HACR YHCA participants.

“We have a good core group of people. We provide each other with good reference points, and we come to each other for professional advice, it’s almost like you have a personal board of directors. You become part of a family,” assured San Martin.

San Martin feels that he learned valuable business lessons that are still serving him in his current profession today.

“The key for Hispanics to continue to succeed in Corporate America is for us all to be willing to lend a helping hand and leverage networks in a way that is constructive, in the sense that we all are what we are because at some point someone opened the door for us, and we should do the same for other people,” said San Martin.

“Even if it’s just offering advice or making a connection happen, you can help in that way. We are still growing, and the only way we are going to succeed is to help each other. There is a lot of untapped talent in the Hispanic community.”
AT&T RECOGNIZED IN MEXICO

AT&T Mexico was recognized by Great Place to Work® Mexico Institute as one of the best companies for Gender Equality.

“This recognition reaffirms the social commitment of AT&T with our partners. Distinctive Great Place to Work is the result of the work we have done since September last year with the Women in Action program, which promotes the participation of women in the corporate environment. Today, 34 percent of them lead the company’s operations in Mexico and will continue to strive to open more spaces to allow a change in the work culture of our country,” said Luis Silva, vice president of Human Resources at AT&T Mexico.

HISPANIC EXECUTIVE MAGAZINE RECOGNIZES CARNIVAL CRUISE LINE VP AMONG 2016 TOP 10 LÍDERES

Loyalist is how Hispanic Executive magazine described Adolfo Perez, vice president of Sales and Trade Marketing at Carnival Cruise Line, when he was named by the publication as one of the Top 10 Líderes in 2016 for exemplary leadership and innovation in business.

Perez’s journey at Carnival Corporation reached a milestone of 34 years. He began his career at Carnival Cruise Lines as a junior in high school with a thirst for knowledge and success. Perez holds an MBA from Florida International University (FIU). He was officially hired as a check-in agent, and continued to advance in his career holding several managerial positions including reservations manager and embarkation supervisor. An opportunity of a lifetime for Perez was a promotion that anchored him in the U.K. where he was tasked with the set-up and operations of the sales and marketing office.

Today, as Carnival Cruise Line’s head of Sales and Trade Marketing, Perez engages with over 30,000 travel agents to foster fruitful business relationships. Perez has the leadership traits and values that Carnival Corporation embodies among its more than 120,000 employees worldwide. He continues to use his success to mentor new and future hires and help them set sail towards professional accomplishments.

THE HOLIDAY SPIRIT IS ALIVE YEAR-ROUND AT HERBALIFE NUTRITION

Family, giving, joy, and celebration are hallmarks of the holiday season. While the holiday spirit is on full display during November and December, Herbalife is proud to keep it alive year-round through a culture of volunteerism, giving back, and community building. Herbalife’s philanthropic arm, Herbalife Family Foundation, supports charitable organizations to ensure that children all over the world have access to healthy nutrition.

Herbalife company, its employees, and distributors are characterized by a shared commitment to giving back to the communities where they live, work, and play as they work to promote fitness, nutrition, and economic opportunity. From celebrating at-risk mothers to building homes for low-income families, and from fighting hunger to donating blood, Herbalife Nutrition employees actively give back, inspiring others to do the same. These are just a few recent examples of the volunteer hours they have invested in communities in our state and beyond.

HISPANIC EXECUTIVE HONORS ITS 2016 TOP 10 LÍDERES IN CHICAGO

Hispanic Executive’s fifth annual Top 10 Líderes issue, released in November, showcased a carefully curated list of the most outstanding business leaders of the year. The Top 10 Líderes Awards Dinner, presented by Northwestern Mutual, was held on Wednesday, November 2, at the Thompson Hotel in Chicago.

The 2016 líderes recognized at the event included:
• J.C. Gonzalez-Mendez, GM Integritas
• José Luis Prado, Evans Food Group
• Virginia Lazala, Novartis
• Guillermo Diaz Jr., Cisco Systems
• Julio Portalatin, Mercer

“This marks the fifth consecutive year that Hispanic Executive has published its Top 10 Líderes list,” says KC Caldwell, senior editor of Hispanic Executive. “Each year we continue to set the bar high for ourselves, and also for our community. We choose outstanding Hispanic leaders, across industries, who influence, inspire, and innovate today’s business landscape for tomorrow.”
In addition to the honorees, *Hispanic Executive* had the pleasure of hosting a vibrant group of exemplary leaders from Chicago’s ABC7, Mesior Financial, Mercer, Sodexo, Korn Ferry International, YMCA of the USA, Allstate, BMO Harris Bank, and more.

**J&J IT LEADERS NAMED TO HISPANIC IT EXECUTIVE COUNCIL’S TOP 100 LIST**

Johnson & Johnson is celebrating 125 Years of senior business and IT executives who have built outstanding careers in information technology. Since 2008, the organization has compiled a comprehensive list featuring the top 100 most influential and notable Hispanic professionals in the information technology industry called the “HITEC 100.”

Two Johnson & Johnson IT leaders landed on the 2016 HITEC 100: Lucia Soares, vice president, Healthcare Technology Strategy and Guillermo Ardon, Group CIO, Supply Chain, vice president, Information Technology.

Soares and Ardon were chosen as HITEC 100 awardees based on the impact they’ve made at Johnson & Johnson in technology, their involvement in the Hispanic community, and for continuously showing that Johnson & Johnson is aligned with HITEC’s mission to enable business and professional growth to fill the executive pipeline with the next generation of Hispanic IT leaders.

Soares presented a keynote at the HITEC Silicon Valley Leadership Summit about using technology for the greater good, and Johnson & Johnson’s focus on technology to improve human health and wellness.

**LATIN BUSINESS TODAY SURPASSES TWO NEW MILESTONES: 100 MENTOR-CONTRIBUTORS AND 50K FACEBOOK LIKES**

*Latin Business Today* is a trusted advisor brand that facilitates critical business decision-making by empowering small business owners with the knowledge they need to start or grow a business. It recently celebrated two milestones: 500K Facebook likes and a 100-mentor contribution.

The *Latin Business Today* brand was inspired by a legacy of success and mentorship of Dr. Les “Coach” Fernandez, Founder and 25-year executive director of “EduCage” - Westchester, N.Y. charter school, mentored 100s of high school dropouts who became successful professionals in business, health, and government. He was also recognized during his lifetime by NY State Governors, Westchester N.Y. County Executives, “Who’s Who” in Education, among others.

To learn more, please visit www.latinbusinesstoday.com.

**ELISA D. GARCIA NAMED CHIEF LEGAL OFFICER OF MACY’S, INC.**

Elisa D. Garcia joined Macy’s, Inc. in September 2016 as chief legal officer. She serves as the company’s chief legal counsel and secretary to the board of directors, and oversees law department functions located in Cincinnati, St. Louis, Atlanta, San Francisco, and New York.

Prior to joining Macy’s, Garcia had 16 years of broad-ranging experience as a corporate general counsel for major consumer-facing companies. She joined Office Depot, Inc., in 2007 as executive vice president, general counsel, and secretary, and became chief legal officer in 2013. Before joining Office Depot, she served as executive vice president, general counsel, and secretary of Domino’s Pizza, Inc.

Earlier in her career, Garcia served as regional counsel, Latin America for Philip Morris International, international and corporate counsel for GAF Corporation, and a corporate finance associate with the law firm of Willkie Farr & Gallagher.

A native of New York City, Garcia earned a law degree from the St. John’s University School of Law in New York. She holds bachelor’s and master’s degrees from the State University of New York at Stony Brook.

**COORS LIGHT NAMES ALBERTO ÁVALOS LÍDER OF THE YEAR**

Coors Light is proud to announce that Alberto Ávalos has been selected by public vote as the 2016 Coors Light Líder of the Year. For the past ten years, the Coors Light Líderes program has honored the importance of leadership in the Hispanic community and has helped up-and-coming Latino leaders maximize their potential. Ávalos was nominated by the Hispanic Heritage Foundation (HHF) and this national recognition includes a $25,000 grant from Coors Light for Ávalos to implement a Latino leadership project for the organization.
“Alberto Ávalos is an outstanding individual, this is a well-deserved recognition from his peers and community,” said Alberto Senior, lead, National Latino Community Efforts at MillerCoors. “We are excited to recognize Alberto for his commitment and achievements toward making technology more accessible to Latino communities in Los Angeles.”

Since 2006, the Coors Light Líderes program has recognized and highlighted the achievements of emerging Latino leaders. From Los Angeles, Ávalos was among 12 outstanding Latino leaders nominated by nonprofit organizations for their leadership. Through nonprofit partnerships, signature programs, and long-term investments that support economic development, Coors Light is helping to build stronger communities for everyone.

Join the conversation at CoorsLightLideres.com, and on Facebook, LinkedIn, and Twitter.

MORGAN STANLEY PANEL EXPLORES LATINO INCLUSION IN BUSINESS AND POLITICS

Morgan Stanley

As part of its Hispanic Heritage Month celebration earlier this year, Morgan Stanley hosted a panel discussion called, “The State of Latinos in America,” which featured an engaging dialogue on the inclusion and recognition of Latinos in the business and political spheres.

Angel Lorente, an executive director in the firm’s Finance division, moderated the panel, which included Laura LoCosa, managing director, Morgan Stanley Wealth Management and a co-chair of the firm’s Latino employee networking group; José Calderón, president, Hispanic Federation; and Cid Wilson, president and CEO, Hispanic Association on Corporate Responsibility.

Lorente began by discussing how, while Latinos are making progress and are considered the most influential segment since the baby boomers (according to Nielsen Co.), they still face challenges in the workplace, marketplace, and politics.

“Latinos are currently underrepresented, underserved, and underleveraged in almost all aspects of society, and we need to change that,” said Lorente.

Wilson added, “17 percent of the U.S. population is Latino, and yet Latinos only account for two percent of the nation’s wealth. It’s not only a challenge but it’s an opportunity.”

This event was one of the most well attended Hispanic Heritage Month programs hosted by Morgan Stanley’s Latino employee networking group, which was founded to foster inclusiveness through speaker series, professional development opportunities, networking events, community outreach, and volunteering activities.

INAUGURAL PGA LEAD CLASS LAUNCHED BY THE PGA OF AMERICA

In 2016, the PGA of America proudly launched PGA LEAD, an emerging leaders program designed to identify, mentor, and progress diverse PGA Professionals who aspire to leadership roles at the Chapter, Section, and National levels of the Association’s governance. In total, 15 PGA Professionals comprise the inaugural PGA LEAD class of 2016-2017, including three members of Hispanic descent -- Jorge Diaz, Josue Reyes, and Jeffrey Gutierrez.

Jorge Diaz, PGA, is a Pacific Northwest PGA Section member. His passion for the game led him to earn a degree from New Mexico State University to pursue the Professional Golf Management Program. Diaz’s goal is to introduce golf to new communities.

Josue Reyes, PGA, from the Wisconsin Section, is a merchandise manager at Blackwolf Run and Whistling Straits in Kohler. Reyes attended the University of Central Florida, and is dedicated to community work and promoting diversity and inclusion.

Jeffrey Gutierrez is chief of Golf Course Operations at Ramstein Air Base in Germany. He attended New Mexico State University, the University of Oklahoma, and was one of the recipients of the Air Force’s prestigious LeMay Award.

UPS LATINO BRG ENABLES US SPANISH LANGUAGE APPLICATIONS, SUPPORTS HISPANIC CONSUMERS, AND BUSINESSES

In November, UPS announced it completed the U.S. Spanish-language option for UPS My Choice and UPS.com customers. This was achieved in large part through the enthusiasm and perseverance of the UPS Latino business resource group, Crecer.

Crecer members joined forces to influence the approval of the enhancement and then provided some serious horsepower to bring it to market. In total, 60 volunteers vetted more than 70 files and worked more than 700 hours to proof and test the Spanish translations.

UPS My Choice is a digital service that gives consumers more control over their residential deliveries. It’s available on ups.com and the UPS Mobile™ App. Businesses now have another opportunity to provide a convenient and seamless delivery experience to their customers who prefer to interact in Spanish.

“UPS is providing great resources for companies that seek to offer shipping and package delivery services in Spanish
as well as those looking to enhance the overall customer experience for Spanish-speaking customers,” said President and CEO of United States Hispanic Chamber of Commerce, Javier Palomarez. Crecer members are not stopping with the launch. They are developing a strategy to promote the service at the grassroots level to drive traffic to the applications organically. True to their mission, they are accelerating growth for UPS.

VERIZON LAUNCHES ‘DIGITAL FUTURE ALLIANCE’

On November 16, Verizon launched the Digital Future Alliance (www.digitalfuturealliance.com). The digital future offers enormous promise to build bridges between people and across borders, create jobs, and promote innovations that enhance our daily lives.

From smartphones that enable instant connection with loved ones on the other side of the world, to tablets that bring global education to our children’s fingertips, and telemedicine solutions that make remote, life-saving surgeries possible, there’s no end to the possibilities that mobile technology offers. But unless we act to put the right policies in place, we will not harness the full potential of the digital future and communities will be left behind.

The Digital Future Alliance champions the public policies necessary to ensure that the U.S. thrives in the digital future, that digital connectivity revolutionizes almost every sector of the economy, and that all individuals enjoy the transformative benefits that new technologies can provide.

The DFA is a diverse coalition of individuals and organizations who believe that a robust, united, and vibrant community of empowered advocates can have a meaningful effect on the policy decisions that will support our digital future.

In all, the DFA campaign will amplify your voice in the digital policy debate and promote grassroots action, engage policymakers to find bipartisan solutions to achieve our policy objectives, educate stakeholders and policymakers on our public policy priorities, and make sure that the U.S. leads the digital future.

WALMART’S NEW VISION FOR ITS ROLE IN SOCIETY

Walmart CEO Doug McMillon outlined a roadmap that will guide the company’s role in society on critical issues, pointing to a “new era of trust and transparency.” The roadmap reflects a wider recognition of Walmart’s impact on communities.

• McMillon discussed the company’s $2.7 billion investment in education, wages, and training for associates in the U.S. and called for a broader industry push to ensure retailers are seen as employers of choice.

• Walmart joined the Leadership Group for Responsible Recruitment, a collaboration of businesses and NGOs working to ensure ethical recruitment and treatment of workers globally.

• By 2025, Walmart U.S. will put millions of associates through training programs to equip them with skills to improve career growth. The retailer provides core skills training for entry-level associates, rewarding them with increased pay upon completion.

• Walmart will improve the predictability in the lives of its associates by providing work schedules more than two weeks in advance in the U.S.; and implementing a strong leave policy that empowers associates to decide how to use their paid time off. Walmart also believes in equal pay for equal work.

• Walmart will source more products locally around the world, including $250 billion in products supporting American jobs by 2023.
A passion for working with people and a desire to increase engagement within the Hispanic community are major aspects of what drive 2012 Young Hispanic Corporate Achiever™ (YHCA) award winner Gloria Schoch in her professional trajectory.

Specifically, she drives social investment programs in the areas of civic leadership, drinking responsibility, economic empowerment, and water stewardship, with the goal of creating a deeper impact in the communities where MillerCoors operates.

Prior to joining MillerCoors, Schoch served as director of Public Affairs for First Data, a global payment technology solutions firm headquartered in Atlanta. There, Schoch managed legislative and regulatory activity to support First Data’s business operations throughout the country.

Previously, Schoch was the manager of Community Relations for Western Union. In this capacity, she was responsible for establishing and maintaining relationships with national and international community-based organizations, governments and policy-makers to enhance the company’s reputation.

Not content to remain confined within the walls of Corporate America, Schoch is also actively involved with several organizations throughout the Denver community, where she resides. There, she serves on the Board of Directors of SER-Jobs for Progress National, Inc., The Downtown Denver Partnership, The Latino Community Foundation of Colorado, and the Advisory Board of the University of Colorado School of Public Affairs.

Schoch also has an impressive list of accolades to her name. In addition to her previously mentioned selection as a HACR YHCA participant four years ago, Schoch is a 2011 American Marshall Memorial fellow of the German Marshall Fund of the United States. In 2009, she was awarded the Colorado Women’s Chamber of Commerce’s “Young Professional of the Year Award,” and was named one of “Forty Under Forty” by the Denver Business Journal.

Before her professional career took off, Schoch attended the University of Colorado at Boulder, where she obtained...
a bachelor’s in anthropology. She then went on to earn her master’s degree in public administration, with an emphasis on policy and nonprofit management, from the University of Colorado at Denver.

Connections with others and oneself

For Schoch, her experience with the HACR YHCA program marks a time of self-discovery, professional growth, and development of new and exciting friendships.

According to Schoch, who was working for First Data at the time of her selection, she was nominated for the prestigious award because “our HR department knew that I was Latina, had grown up one generation away from an immigrant experience and was passionate about civic engagement in the Hispanic community.”

Furthermore, Schoch had recently completed a research project as part of her graduate studies; a Hispanic immigrant needs assessment for the City of Denver. The endeavor led Schoch to serve on the Advisory Board of the Denver Coalition for Immigrant Integration, a City of Denver initiative, with the goal of “helping newcomers to Denver navigate services for successful integration into our local community,” she explained.

“Given my personal and civic background and role as First Data’s community liaison, HR believed I would be the ideal representative. It was quite an honor for me to be selected,” Schoch added.

When it comes to the benefits of participating in the HACR YHCA program, a common theme that always emerges is the connections and networking opportunities the program provides. For Schoch, one connection in particular has proved fruitful.

“What’s wonderful about the program is that through the HACR YHCA, I’ve been fortunate to develop a bond with Juana Bordas,” she said, in reference to the best-selling author and president of Mestiza Leadership International, who has led YHCA since its inception a decade ago. “We both live in Denver and have become closer, thanks to the HACR YHCA connection. Whenever I need advice or want to tap into Juana’s energy and inspirational spirit, I can always rely on her.”

Schoch has also remained in contact with her fellow classmates via social media and HACR’s Corporate Achievers Summit™ (CAS) program, an annual event designed to reconnect past HACR YHCA participants.

“HACR’s annual conference is an excellent opportunity to see old friends and make new connections,” Schoch assured.

In particular, one of the bonding moments of the HACR YHCA experience, according to Schoch, is the cultural camaraderie the program provides to its participants, who are all of Latino origin.

“‘I’ve always had a strong passion for people, and going through the program reinforced that for me. It’s given me the confidence to trust my leadership style, listen to my heart, and live and lead with the passion and authenticity that so many Latinos embody.’”

“There were some aha moments in the program...even though many of us come from different backgrounds and different experiences, there was this common thread as Latinos that we shared. I think Latinos bring a unique human element and passion to our work, and that was very much a common theme and connection I experienced with colleagues,” explained Schoch.

The program also left Schoch with key business lessons that she is able to apply to her career even today, four years after her workshop ended.

“Participating in the HACR YHCA has encouraged me to learn more about myself and helped me refine my career path. I’ve always had a strong passion for people, and going through the program reinforced that for me. It’s given me the confidence to trust my leadership style, listen to my heart, and live and lead with the passion and authenticity that so many Latinos embody,” said Schoch.

In addition, Schoch says she learned an invaluable lesson, that of the need and significance of creating and fostering a support system for fellow Hispanics within Corporate America.

“We all have a role to play... by taking the time to mentor and support our Latino colleagues and help open doors for their growth and success... I believe we have a responsibility to pay it forward,” she assured.

To HACR, Schoch offers her congratulations “for 30 years of inspiring a commitment to diversity and inclusion in Corporate America.”

“Today, my involvement with HACR and YHCA has come full circle. The relationship with HACR and YHCA has deepened over the years now that I’m employed by MillerCoors,” she explained, pointing out that her current employer was one of the founding corporate supporters of HACR.

“I’m particularly proud to work for a company that took a leadership role in investing in HACR’s important mission from its inception. As a company that truly understands the power of diversity and inclusion, our Hispanic employees are provided the opportunity to immerse themselves in HACR’s annual programming to support their personal and professional growth.”
Leslie Froelich is a freelance writer living in Cleveland. She previously worked for five years for Mundo Hispanico newspaper, a Cox Enterprises company based in Atlanta, covering a variety of beats including business and finance, health, entertainment, community affairs, and sports.

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

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

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

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

APRIL 28-30, 2017
HACR Corporate Directors Summit™
Westin Book Cadillac
Detroit

APRIL 28-30, 2017
HACR Corporate Executives Forum™
Westin Book Cadillac
Detroit

APRIL 28-30, 2017
HACR Corporate Achievers Summit™
Westin Book Cadillac
Detroit

APRIL 30-MAY 2, 2017
HACR Young Hispanic Corporate Achievers™
Westin Book Cadillac
Detroit

MAY 1-2, 2017
25th Annual HACR Symposium: The Power of Hispanic Inclusion™
Westin Book Cadillac
Detroit

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

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DELL
GENERAL ELECTRIC
INTEL
MCDONALD’S CORPORATION
TARGET CORPORATION
TIME WARNER INC.
WELLS FARGO & COMPANY

GENERATIONS
AETNA, INC.
ANHEUSER-BUSCH
AT&T INC.
BANK OF AMERICA CORPORATION
CAPITAL ONE FINANCIAL
CARNIVAL CORPORATION & PLC
CHEVRON
CITI
COMCAST CORPORATION
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FORD MOTOR COMPANY
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