2018 ANNUAL CONFERENCE

JULY 7–10
WASHINGTON, DC | WALTER E. WASHINGTON CONVENTION CENTER

THE NEXT 50 YEARS:
LEADING WITH TENACITY, COURAGE, & PURPOSE

@WeAreUnidosUS
#UnidosUS18

CONFERENCE SCHEDULE
**FRIDAY, JULY 6**

8:00 a.m.–7:00 p.m.  **CONFERENCE REGISTRATION**  
East Salon AB, Level 1

**SATURDAY, JULY 7**

7:45–8:45 a.m.  **COFFEE NETWORKING HOUR**  
Workshop Rooms

8:00 a.m.–5:00 p.m.  **CONFERENCE REGISTRATION**  
East Salon AB, Level 1

8:30 a.m.–5:00 p.m.  **AFFILIATE CONCIERGE LOUNGE**  
Room 203AB, Level 2

9:00–10:30 a.m.  **WORKSHOPS**  
Rooms 201–209, Level 2

Room 202AB  **Future Changemakers: You Got This! Kick-Off Breakfast**

How many times have you been afraid of setting and pursuing a goal? Maybe you didn’t take a course because it felt a bit too far out of your comfort zone. Or, maybe you didn’t apply for an internship because you were afraid to fail. Join us to learn how our featured speaker, Michelle Poler, was inspired to conquer her fears, with the 100 Days without Fear project, a project she says changed her life and clarified her life’s purpose. Make the choice to say yes and be open to the possibilities of life by finding your inner courage to conquer your fears one at-a-time.

**SPEAKER**
Michelle Poler, Motivational Speaker, Founder of Hello Fears, and Creator of the Project 100 Days Without Fear

Room 204B  **Women in STEM: Challenges and Successes from College to Professional Career**

Find out what challenges women face in STEM education and fields, continue to confront, and how they have overcome impediments. In this workshop, women with careers in STEM will share stories from their professional journeys, including the setbacks and how they overcame barriers. These successful STEM panelists will also offer creative tips about staying motivated, how to find mentors and breaking through the glass ceiling.

**PANELISTS**
Dr. Milagros Delgado, Lecturer and Lab Coordinator, Florida International University
Dr. Taylor Hood, Publications Product Analyst, Chemical Engineering News (C&EN) Magazine
Mrs. Zaida Morales-Martinez, Professor Emeritus, Florida International University

**MODERATOR**
Dr. Racquel Jamison, Manager, American Chemical Society Scholars Program
Room 209C  **A Path for All of Us – The Future of Health in America**

Advances in science and medicine are helping people live longer lives, but there is still much to be done to prevent or delay diseases like Alzheimer's and cancer. And, we need to fully understand how people's lifestyles, environments, and biological makeup can help personalize health care. The All of Us research program – led by the National Institutes of Health – aims to engage at least one million volunteers to share information about themselves. This database of information will enable research to identify new medical breakthroughs and accelerate more precise individualized care and treatment for all of our communities. In this workshop, attendees will learn about what All of Us means for you and your family’s health, how to enroll in the program, and efforts to engage a more diverse community, including all Latino subgroups.

**PANELISTS**
- Fatima Muñoz, Director, Research and Health Promotion, San Isidro Health Center
- Dr. Donney John, PharmaD, Executive Director, NOVA Scripts Central
- Yanira L. Cruz, MPH, DrPH, President and CEO, National Hispanic Council on Aging
- Stephanie Devany, PhD, Deputy Director, All of Us Research Program, National Institute of Health

Room 209B  **Focusing on Employee Wellness Benefits All**

Learn about an innovative, quality, and cost-effective approach to creating a healthy work environment and promoting healthy lifestyle choices within your organization. Our Affiliate, Southwest Key Programs, is wholly committed to its employees through their Employee Wellness Program, an award-winning program offering a wide-variety of services from on-site biometrics to athletic/health events to online challenges. Join Southwest Key Programs to learn the ins and outs of this wellness program, how to communicate about wellness with a diverse employee population, and how to engage and retain this same population.

**SPEAKERS**
- Melissa Villarreal, Southwest Key Programs Wellness & Recognition Program Administrator
- Juan M. Gandara Jr., Southwest Key Programs Wellness & Engagement Coordinator
- Christopher Rodriguez, Southwest Key Programs Wellness & Recognition Program Communications Specialist
SATURDAY, JULY 7

9:00–10:30 a.m.

WORKSHOPS
Rooms 201–209, Level 2

Room 209A
For the Win! Keys to Effective Proposal Writing
Are you new to proposal writing or maybe would benefit from a refresher? If so, this workshop is for you! In this session, you will learn the basics of successful proposal writing, with a particular focus on tailoring proposals for UnidosUS grants. Attendees will hear from Affiliate PODER and UnidosUS Senior Director of Teaching and Learning Maria Moser on the DOs and DON'Ts of writing and submitting proposals.

SPEAKERS
Maria Moser, Senior Director of Teaching and Learning, UnidosUS
Sarah Cohen, Communications & New Business Director, PODER

Room 207B
English Innovations: Learning English with Digital Literacy and Community Engagement
Learn about this national model that blends in and out-of-class learning for adult English learners who have high beginning levels of literacy, but little time to spend in a formal adult ESL program. The panel will highlight innovative program models that lead to educational success, career mobility, and increased civic engagement.

PANELISTS
Rich Stolz, Executive Director, One America
Heide Wrigley, Literacywork International
Petra Falcon, Executive Director, Promise Arizona
Mary Faulk, Education Coordinator, Tennessee Immigrant and Refugee Rights Coalition

MODERATOR
Laura Vazquez, Senior Program Manager, UnidosUS

Room 204C
Congress in 2018: The Landscape and Forecast on Latino Priorities
The Latino community is facing one of the most challenging political and legislative environments in recent history. In this workshop, UnidosUS experts and analysts will explain how they are fighting to protect and defend the Latino community against efforts to dismantle or rollback many of the policies and programs designed to improve their lives and enhance opportunities for our community. Join this passionate and crucial discussion to learn how you can join the fight!

OPENING REMARKS
Eric Rodriguez, Vice President, Office of Research, Advocacy, and Legislation, UnidosUS
Room 207A  PANELISTS  
Carlos Guevara, Senior Policy Adviser, UnidosUS  
Steven Lopez, Associate Director, Health Policy Project, UnidosUS  
Samantha Vargas Poppe, Associate Director, Policy Analysis Center, UnidosUS  

MODERATOR  
Manuel Grajeda, Legislative Analyst, Legislative Affairs Department, UnidosUS  

Education, Not Deportation  
Increased immigration enforcement is threatening the education access rights of undocumented students. Public educators are working with parents, students, and community-based organizations to create buffers of support for DREAMers, immigrant youth, undocumented students, and their families. Join us for a candid conversation about how we can keep our students safe, tools and resources to keep families together and end family separation.

Room 206  PANELISTS  
Ricardo Mireles, Executive Director, Academia Avance  
Areli Zarate, DACAmented H.S. Teacher, AISD  
Greisa Martinez-Rosas, Deputy Executive Director, United We Dream  
Montserrat Garibay, Secretary Treasurer, Texas AFL-CIO  

MODERATOR  
Cesar Moreno Perez, Associate Director, Human Rights & Community Relations Department, American Federation of Teachers  

The Perfect Fit: How You Can Solve Financial Security Through Your Existing Programs  
Many Latinos struggle with financial security, a major barrier that prevents too many of us from achieving our dreams. The path to financial empowerment isn’t always clear, and some of us need help along the way. UnidosUS and The Financial Clinic have partnered on a new initiative that is building financial security in Latino communities around the country. By integrating new tools into the work Affiliates are already doing, more than 16,000 people enrolled in Affiliate programs have received crucial information about financial empowerment, and nearly 3,000 have taken the first step toward becoming financially secure. Join us to learn about this new initiative and discover how you can embed financial security strategies into your community’s programs and use the power of the UnidosUS Affiliate Network to connect your clients to bilingual and bicultural financial coaches. Together, they can tackle the thorny financial challenges that can interfere with long-term successes.

OPENING SPONSOR REMARKS  
Sarah Edelman, Director of Duties to Serve, Fannie Mae
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<th>Room 206</th>
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<td>Kate Reeves, Director of Capacity Building, The Financial Clinic</td>
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<td>Laura Christensen-Garcia, Manager of Service Delivery, The Financial Clinic</td>
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<td>Pedro Diaz, Financial Capability Program Manager, UnidosUS</td>
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<td>Catherine Garcia, Program Officer, Prudential Foundation</td>
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<td>Kate Rios, Associate Director, Financial Capability, UnidosUS</td>
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**10:30–11:00 a.m.**

**National Latino Family Expo® Ribbon-Cutting Ceremony**
Exhibit Hall D Entrance

**Saturday, July 7**

**11:00 a.m.–12:30 p.m.**

**Workshops**
Rooms 201–209, Level 2

**Room 201**
*Latinidad, The Power of Identity*

Identity is as simple as who we are, but as complex as how we see the world, and how the world sees us. Given that identity is a central conversation for our community, this workshop offers the opportunity for an honest conversation about the diversity of the Latinx identity. Join us to hear first-hand from our panelists on their own perspective on identity and how their identity has evolved to what it is today.

**Panelists**
Prisca Dorcas Mojica Rodriguez, Founder and Owner of Latina Rebels
Noel Quiñones, Writer, Performer and Educator
Adriano Perez, Organizer/Detained Migrant Solidarity Committee

**Moderator**
Brenda Gonzalez, Regional Director, Affiliate Engagement, UnidosUS and Host of Tamarindo Podcast

**Room 204B**
*The Winning Formula: Latinos + Tech*

According to the U.S. Equal Employment Opportunity Commission, there are half as many Hispanics in tech compared to the overall private sector. However, as we look to technology to drive innovation and the future of the country, we need to have a serious conversation about the status of Latinos in Tech. This timely workshop will discuss the challenges Latinos face in the industry, how to increase recruitment, and take on leadership roles to close the gap.

**Panelists**
Laura Berrocal, Senior Director, Policy and External Affairs, Charter Communications
Lili Gangas, Chief Technology Community Officer, Kapor Center for Social Impact
Marcos González, Founder and Managing Partner, Vamos Ventures
Jesus Garcia, Head of Hispanic Communications, Google and YouTube
Room 209C  Health Policy and the Political Landscape: What to Watch for in 2018 and Beyond  

The past year was a turbulent one for health policy advocates, from vigorously defending the ACA and Medicaid to fighting for reauthorizing the Children’s Health Insurance Program. With the midterm elections in sight, the possibility of a shift in Congress, and states pursuing their own policies, health care will continue to play a central role in political and policy debates. Hear from experts on what threats and opportunities may be on the horizon, how the midterms could play a role, and what advocates should know about the future of health policies and programs.

OPENING REMARKS  
Steven Lopez, Associate Director, Health Policy, UnidosUS

PANELISTS  
Joan Alker, Executive Director, Georgetown University Center for Children and Families  
Shelby Gonzales, Senior Policy Analyst, Center on Budget and Policy Priorities  
Alberto González, Senior State Advocacy Manager, Community Catalyst

MODERATOR  
Rafael Collazo, Director, Political Campaigns, UnidosUS

Room 209B  UnidosUS’s Roots: Los Tres Grandes & the Founding of the Southwest Council of La Raza  

In 1968, Ernesto Galarza, Herman Gallegos, and Julian Samora founded the Southwest Council of La Raza to strengthen communities, promote voter registration, develop new leaders, and other forms of advocacy. They combined scholarship and activism with an organization that has had a profound impact on the nation and would eventually become UnidosUS. As prime movers in the civil rights movement, Los Tres produced a new model for organizing communities of color. Their accomplishment grew out of their devoted relationship and their unyielding common commitment to social justice. This panel will explore the stories of Los Tres Grandes, and how documenting an organization’s history promotes a healthy link for following the achievements of activists and ensuring their legacies continue.

PANELISTS  
Carmen Samora, Ph.D., Adjunct Professor in Chicana Chicano Studies, University of New Mexico  
Rose Díaz, Ph.D., Research Historian/Archivist, Indian Pueblo Cultural Center, Albuquerque, New Mexico  
Richard Navarro, Ph.D Professor of Education and Ethnic Studies at California State Polytechnic University, Pomona
**SATURDAY, JULY 7**

11:00 a.m.–12:30 p.m.  
**WORKSHOPS**  
**Rooms 201-209, Level 2**

**Room 209A**  
**Inclusive Leadership:**  
**Breaking Down the Barriers in the Age of #MeToo**

The #MeToo movement has brought issues of gender inequity to the forefront causing many industries to reflect on what changes are necessary to help women feel safe and ensure that they are not preyed upon, or exploited in the workplace. One of the most vocal voices has been that of Mónica Ramírez, co-founder of the Alianza Nacional de Campesinas, who formed the first national legal project to end workplace sexual violence and other forms of gender discrimination against migrant farmworker and low-paid immigrant women. In this workshop, Mónica will share how she teamed up with the #TimesUp movement to raise visibility of the plight of these women and what attendees can do to build inclusive spaces where the voices of these women can be heard. Attendees will also hear about steps that nonprofits can take to build an organizational culture that breaks barriers for women. Isela Gracian, President of East Los Angeles Community Corporation, will share key transformational points on breaking down silos, shared leadership, utilizing arts and cultural practices to support staff professional development, and shifting the paradigm from lightening the workload to lightening the stress load.

**SPEAKERS**  
Mónica Ramírez, Co-Founder of Alianza Nacional de Campesinas  
Isela Gracian, President, East Los Angeles Community Corporation

**Room 207B**  
**The Immigration Battle:**  
**A Fight for the America We Aspire to Be**

While a majority of Americans support humane and effective immigration policies, our country is experiencing yet another wave of anti-immigrant backlash fueled by politicians seeking to implement punitive and discriminatory policies. Efforts to prevent irreparable damage to our social fabric are unfolding in the courts, legislatures, agencies, and communities across the country. In this workshop, panelists will share the latest immigration battle developments and actionable strategies for organizations and community members to defend immigrant and Latino communities from the current administration.

**OPENING SPONSOR REMARKS**  
Melody Gonzales, Senior Program & Policy Analyst for Latino Affairs at the National Education Association’s Community Advocacy and Partnership Engagement Department

**SPEAKERS**  
Andrea Senteno, Staff Attorney, Mexican American Legal Defense and Education Fund (MALDEF)  
Carlos Guevara, Senior Policy Advisor, UnidosUS  
Victor Leandry, Executive Director, El Centro de Servicios Sociales, Inc. (Lorraine, Ohio)

**MODERATOR**  
Renata Soto, Co-founder & Executive Director & UnidosUS Board Member, Conexión Américas
Welcome to WFD: Workforce Development 101 for Nonprofit Practitioners

Attend this best practice café-style workshop to learn more about cohort-based program models for job training, employer partnership development, effectively engaging young adults in programming, and more. This highly interactive session will give participants the opportunity to chat in small groups with multiple workforce development subject matter experts.

PANELISTS
Tania Rivera, Career Pathways Specialist, Centro Hispano of Dane County
Sarah Cohn, Communications and New Business Director, PODER
Julieta Machado, Director of Immigrant Support Services, Catholic Charities
Luis E. Garcia-Cruz, Program Manager, Workforce Development, UnidosUS
Aracelly Watts, Vice-Principal & Technology Academy Director, Carlos Rosario International Public Charter School

MODERATOR
Leanne Ryder, Program Manager, Workforce Development, UnidosUS

Equity Building:
The Role of Federal Education Policy in Advancing Equity

UnidosUS and its national partners had many equity wins for Latino and English learner students during the 2015 reauthorization of the historic civil rights law, now known as the Every Students Succeeds Act, or ESSA. With states currently in the process of implementing the law, UnidosUS continues to build strategic partnerships with state and local advocates, policy experts, Affiliates, and key decision makers. During this workshop, the UnidosUS policy team will provide an update on ESSA and the implementation process with a specific focus on how the policies are, or are not, addressing the needs of Latino and English learner students. If you want fresh ideas and strategies on how to engage in education advocacy in your own state and community, this workshop is not to be missed.

OPENING REMARKS
Eric Rodriguez, Vice President of Policy & Advocacy, UnidosUS

SPEAKER
Rebeca Shackleford, Education Policy Analyst at UnidosUS

PANELISTS
Ylenia Aguilar, Arizona Education Field Organizer, UnidosUS
Alejandra Rondon, Florida Education Field Organizer, UnidosUS
Genesie Munoz, California Education Field Organizer in California, UnidosUS

MODERATOR
Janice Palmer, Vice President and Director of Policy, Helios Education Foundation
SATURDAY, JULY 7

11:00 a.m.–12:30 p.m. WORKSHOPS
Rooms 201–209, Level 2

Room 206 Wealth-Building through Homeownership: Is This a Viable Strategy for LMI Families?

The difficulties low-and moderate-income families (LMI), particularly those from communities of color, confront in achieving homeownership has raised questions regarding the effect owning a home has as a central wealth-building strategy. Little access to home loans, a lack of single-family housing inventory, and the conversion of many foreclosed homes into rentals have made the dream of homeownership more elusive. This workshop explores the current issues impacting that diminishing dream for regular Americans and the role homeownership plays in LMI wealth-building.

PANELISTS
Ana C. Tolentino, Senior Loan Officer, Atlantic Coast Mortgage
Anthony Hutchinson, Director of Government and Industry Relations, Freddie Mac
Aracely Panameño, Director, Latino Affairs Center for Responsible Lending
James Rudyk, Executive Director, Northwest Side Housing Center

11:00 a.m.–7:00 p.m. NATIONAL LATINO FAMILY EXPO®
Exhibit Halls D & E, Level 2

1:00–3:00 p.m. NATIONAL AFFILIATE LUNCHEON
Ballroom ABC, Level 3

The National Affiliate Luncheon is the kick-off event for the 2018 UnidosUS Annual Conference. This general session event is a special tribute to the nearly 300 national community-based organizations affiliated to UnidosUS. It is at this Luncheon where President and CEO Janet Murguía delivers her annual message and addresses the challenges facing the Hispanic community while charting the vision forward for the organization.

EMCEE
Francisco Cáceres, 2-Time Emmy winning TV Host, Producer, and Film Expert

PRESIDENT’S MESSAGE
Janet Murguía, President and CEO, UnidosUS

FEATURED SPEAKER
Bryan Stevenson, Founder and Executive Director, Equal Justice Initiative

UNIDOSUS FAMILY-STRENGTHENING AWARD
Asociacion Puertorriqueños en Marcha, Inc. (APM) (Philadelphia, PA)
Latino Leadership (Orlando, FL)
### 3:30–5:00 p.m.  
**PLENARY SESSION**

*Healthy Minds, Healthy Communities: A Real Conversation About Mental and Emotional Wellbeing*

Room 202AB, Level 2

From immigration enforcement policies, to natural disasters like Hurricanes Harvey in Texas and Maria in Puerto Rico, to the rise of hate and discrimination, the Latino community has faced various degrees and sources of anxiety, trauma and fear. Whether it’s chronic stressors or more acute triggers, for many, simply managing day-to-day life seems overwhelming. Ensuring that those across our communities, including children, families, organizations, and others have the tools to support social and emotional wellbeing is critical if we seek to thrive and shape our own future. Join our experts for a candid conversation on the importance of social and emotional wellbeing, promising strategies and approaches to create a culture of care, and considerations to share a more hopeful and inclusive narrative around healthy minds and healthy communities.

**PANELISTS**

- **Mayra E. Alvarez**, President of The Children’s Partnership
- **Denisse Centeno-Lamas**, LCSW, Executive Director Hispanic Family Counseling, Inc.
- **Leana Wen**, M.D. M.Sc. FAAEM, Commissioner of Health for the City of Baltimore
- **Craig Kramer**, Mental Health Ambassador & Chair Global Campaign for Mental Health, Neuroscience External Affairs, Janssen R&D A. Johnson & Johnson Company

### 5:30–7:30 p.m.

**WELCOME RECEPTION**

South Pre-Function, Level 3

### 7:30–9:30 p.m.

**PRESIDENT’S COUNCIL RECEPTION**

(By Invitation Only)

### SUNDAY, JULY 8

#### 7:45–8:45 a.m.

**COFFEE NETWORKING HOUR**

Workshop Rooms

#### 8:00 a.m.–5:00 p.m.

**CONFERENCE REGISTRATION**

East Salon AB, Level 1

#### 8:30 a.m.–5:00 p.m.

**AFFILIATE CONCIERGE LOUNGE**
### SUNDAY, JULY 8

**9:00 a.m.–10:30 a.m.  WORKSHOPS**

**Rooms 201-209, Level 2**

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<th>Room 201</th>
<th>Smart Money Moves</th>
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<td><strong>Being financially savvy goes beyond having a job, budgeting, and paying your bills. It also includes being informed about federal and private students loans to pay for tuition and books, buying a car, and budgeting for emergencies. Being knowledgeable about the tools and resources available to choose the best loan and repayment options, will help young adults begin to build their credit and financial wealth. Learn how you can start making Smart Money Moves from our sharp and accomplished panelists.</strong></td>
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<tr>
<td><strong>PANELISTS</strong></td>
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<tr>
<td>Natalie Torres-Haddad, Financial Literacy Expert, Award Winning Author &amp; Podcast Host of <em>Financially Savvy in 20 minutes</em></td>
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<td>Ramona Ortega, founder of Mi Dinero Mi Futuro/My Money My Future</td>
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<td>Cynthia Fuentes, Wells Fargo Branch Manager, Gaithersburg Maryland</td>
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<td><strong>MODERATOR</strong></td>
<td>Kate Rios, Director, Financial Capability, UnidosUS</td>
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<th>Room 204B</th>
<th><strong>Breaking Barriers:</strong> How Entertainers Are Telling the True Story of Who We Are</th>
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<td><strong>Hispanics represent 32% of frequent moviegoers, nearly twice the percentage of their share of the American population. Yet, even though Latinos are overrepresented in movie audiences, we're entirely underrepresented on the screen. And when Latinos are onscreen, we're typically reduced to one-dimensional stereotypes. Simply put, our stories aren't being told. But there's a new generation of writers, directors, creators, artists, and actors breaking barriers and committed to a more positive and authentic portrayal of Latinos. Join some of Hollywood's brightest Latino talent as we discuss how storytellers are working to make sure that the industry is working toward giving our community more opportunities and doing a better job of telling the real story because #RepresentationMatters.</strong></td>
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<td><strong>PANELISTS</strong></td>
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<td>Lalo Alcaraz, Author, Nationally-Syndicated Cartoonist, Film and Television Writer, Producer and Consultant</td>
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<td>Bernardo Ruiz, Two-Time Emmy® Nominated Documentary Director and Producer</td>
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<td>Catherine Pino, Founder and CEO, D&amp;P Creative Strategies</td>
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<td>Ingrid Duran, Founder and CEO, D&amp;P Creative Strategies</td>
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<td><strong>MODERATOR</strong></td>
<td>Estuardo Rodriguez, Executive Director, Friends of the National Museum of the American Latino</td>
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Room 209C  **Latino Engagement and Retention: The Promise of the Diabetes Prevention Program**

One-third of adults in the United States have prediabetes, and Latinos are at higher risk than other groups. A person with prediabetes is at higher risk for developing type 2 diabetes and other serious health problems, including heart disease and stroke. The National Diabetes Prevention Program is a partnership to prevent or delay the onset of type 2 diabetes. As the program expands to more communities, we need to ensure that those most at risk for type 2 diabetes have equal access to this evidence-based, affordable, and quality lifestyle change program. This workshop will show you how community-based organizations are crucial partners that make it easier for people to improve their overall health, and how you can be involved.

**OPENING SPONSOR REMARKS**
Gloria Puentes, Director of Diversity Relations, Sodexo

**PANELISTS**
Natalie Blum, MPH-Manager of Prevention, American Association of Diabetes Educators
Aida Ponce, Chief Wellness and Outreach Officer, Project Vida Health Center
Cara B. James, PHD, Director of the Office of Minority Health, Centers of Medicare and Medicaid Services
Renier España, PHD, MSC, Health and Wellness Educator Program Coordinator, Latino Community Development Agency

**MODERATOR**
Alejandra Gepp, Associate Director, Institute for Hispanic Health, UnidosUS


Room 209B  **Health Organizers: Strategies to Build Power and Influence for Change**

From fighting to protect our health care to transforming school environments to building local leadership to bring about community change, organizing has been fundamental to improving the well-being of our communities. In this lively session, the panel will give first-hand accounts of youth movement building, digital advocacy, and health justice. Whether organizing is central to your profession or is something you’re interested in, this session will create a space to learn and be inspired by challenges and opportunities to make our communities better!

**PANELISTS**
Felicia Burnett, Senior Campaign Director, MomsRising
Mónica Cordova, Deputy Director, Funders Collaborative on Youth Organizing
Genoveva Islas, Executive Director, Cultiva la Salud, Public Health Institute

**MODERATOR**
Steven Lopez, Associate Director, Health Policy, UnidosUS
**SUNDAY, JULY 8**

9:00–10:30 a.m.  WORKSHOPS  Rooms 201–209, Level 2

**Room 209A**  **Financial Solutions for Focused Regional Lending**

UnidosUS participants are invited to learn about Raza Development Fund’s 20-year experience in investing in charter schools. As a pioneer in this space, RDF has the flexibility to customize financing solutions that involve private public partnerships, traditional debt, grant capital and/or tax credit financing. In this session you will meet RDF’s Education Team, who will provide an overview of their innovative financing solutions to support both start-up and, mature operations and learn how RDF can leverage its resources to benefit your organization, with examples from an UnidosUS Affiliate.

**PANELISTS**
Hermelinda Sapien, President & CEO, Center for Employment Training
Juan Salgado, Chancellor, City Colleges of Chicago
Adrian Ruiz, Director of Education Finance, Raza Development Fund

**MODERATOR**
David Clower, Chief Investment Officer, Raza Development Fund

**Room 207B**  **Digital Tools for Immigrant Integration**

Learn about tools and service delivery models that leverage technology to build organizational capacity and empower people. Hear from experts about the ways advocates and service providers can use these tools to protect immigrants and help families stay together.

**PANELISTS**
Nubia Estefes, Community Organizer, El Centro
Stacie Hammond, Co-Director Immigrant Rights Defense Center, Latino Memphis
Sandra Sandoval, Citizenshipworks Program Manager, Immigration Advocates Network

**MODERATOR**
Laura Vazquez, Senior Program Manager, UnidosUS

**Room 204C**  **Apprenticeship, Far from Passé: Exploring the Policies Driving this Trend**

Apprenticeship and other work-based learning opportunities remain a hot topic for advocates and policymakers alike. Such models help workers train for in-demand jobs with good wages. In this session, you will get an overview of the fast-changing policy landscape with discussions about innovative policies at the state level, and the implications for Latino organizations.

**SPEAKERS**
Rachel Hirsch, State Network Manager, National Skills Coalition
Janie McDermott, Program Manager, Apprenticeship, Baltimore Alliance for Careers in Healthcare
**Room 206**  
**The Future of Banking for Communities of Color**

Accessing the right financial tools isn’t always easy or affordable for low-to-moderate income (LMI) communities, especially in communities of color. This workshop will look at new research on the experiences of these communities in using financial services and discuss the ways in which this industry can better serve our communities to help them achieve greater financial security.

**PANELISTS**  
Christopher Brown, Financial Policy Director, PolicyLink  
Brendinelle Lopez, Congreso de Latinos Unidos

**MODERATOR**  
Marisabel Torres, Senior Policy Analyst, Wealth-Building Policy Project, UnidosUS

**11:00 a.m.–7:00 p.m.**  
**NATIONAL LATINO FAMILY EXPO®**  
Exhibit Halls D & E, Level 2

**11:00 a.m.–1:00 p.m.**  
**THE FUTURE IS LATINA: BRUNCH & PANEL**  
Ballroom ABC, Level 3

The Latina perspective has made its way to the top of different industries across the country. Their stories may not be heard often, but Latinas are breaking barriers and leading the next generation of a more diverse and dynamic female leaders. In this session, hear from five Latinas who have carved their own paths in fields like politics, business, activism, entertainment, and nonprofits. They’ll talk about their journey and the obstacles of being a woman in power, as well as the advantages of having a different perspective in male-dominated fields. They’ll even lend words of wisdom for the next generation of leaders.

**FEATURED SPEAKERS**  
Ilia Calderón, Co-host, Noticiero Univison  
Cecile Richards, Former President, Planned Parenthood Federation of America, Author of Make Trouble

**PANELISTS**  
Elizabeth Guzman, Virginia House Delegate, 31st District  
Elisa Villanueva Beard, CEO, Teach for America  
Natalia Oberti Noguera, Founder and CEO, Pipeline Angels  
Greisa Martinez Rosas, Advocacy Director, United We Dream  
Silvia Olivas, Co-Executive Producer and Head Writer, Disney’s Elena of Avalor

**MODERATOR**  
Alicia Menendez, Co-Host of PBS Amanpour & Co., Contributing Editor for Bustle, Host of Latina to Latina Podcast
SUNDAY, JULY 8
1:30–3:00 p.m.

PLENARY SESSION
Our Time Is Now: How Latinos’ Success in Education, Innovation, and at the Polls Will Drive the Nation Forward
Room 202AB, Level 2

It is no secret that the Hispanic population is projected to make up 26% of the overall U.S. population by 2050, but what does this mean for our communities and our country? What roles are Latinos expected to play in American society?

America’s future and competitiveness are increasingly contingent on the success of the Latino community. As such, we need to work towards education equity, economic stability and mobility as well as civic and political participation and representation. We need policies, practices and strategies that will help improve education, job quality, increase skills for access to high-quality jobs and inspire civic engagement and action.

From encouraging Latinos to go into fields where we’re typically underrepresented, to pursuing a career in politics to represent the needs and rights of our community, to holding politicians accountable through our voting power, the time is now to shape the future of our community and the country.

PANELISTS
Manuel Pastor, Professor, Sociology and American Studies & Ethnicity, USC
Ileana Gonzalez, Assistant Professor, Johns Hopkins School of Education
Clarissa Martinez de Castro, Deputy Vice President, Policy and Advocacy, UnidosUS
Maria Flynn, President and CEO of Jobs for the Future & Member of JFF’s Board of Directors

MODERATOR
Diana Marrero, Director, The Hill Latino

3:30–5:00 p.m.

WORKSHOPS
Paving Your Own Way: How to Create Your Career Path
Rooms 201–209, Level 2

Today, professional career options include everything from the traditional to the unconventional. With the growth of entrepreneurship, the ability to focus on a specific expertise, and the need for diverse perspectives, many people are focusing their talents and passions to create a career that suits them. The choices of current and future jobs is being fundamentally altered and rapidly so. With plenty of career options available, how do you know what’s the right path for you? Join us and get inspired by our panelists’ own career beginnings and journeys.

PANELISTS
Tiq Chapa, Director, Latino Business Action Network
Ana Bermudez, CEO, TAGit
Louis Maldonado, Partner & Managing Director, dexpósito & partners

MODERATOR
Juliana Ospina Cano, Senior STEM Manager, Education, UnidosUS
Room 101  **The Future of Work**  
The age of digitalization is thriving across all industries and across the workforce. While automation and artificial intelligence (AI) are recognized for improving effectiveness across society at large, there is ongoing dialogue on the potential downsides, in particular its implications for the Hispanic workforce. What are the changes AI will bring for jobs and required skill sets for Hispanics? How do we ensure our community is prepared with the digital skills they need to thrive and have equal access to employment prospects in this evolving digital era? This workshop will gather the experts to provide context, as well as perspective on how our community can access and increase representation in digital occupations.

**PANELISTS**
- Molly Kinder, Senior Advisor, National Network and Work, Workers and Technology, New America
- Daniel Araya, Researcher and Policy Analyst, and regular contributor to various media outlets including Futurism, The Brookings Institution, Singularity Hub, and Medium
- Yscaira Jimenez, CEO, LaborX
- Laura I Gómez, CEO & Founder, Atipica

**MODERATOR**
Irene Cuyún, Deputy Vice President, Programs and Development, UnidosUS

Room 209C  **Mujeres Poderosas: Promoting Self-Care Creates Strong Leaders**  
The contributions of women – to their families, communities, and industries – are invaluable. When serving as leaders, as sources of strength and support for others, Latinas often overlook themselves, sometimes to the detriment of their own mental and emotional health. As a growing and influential constituency in the United States, Latinas must promote and prioritize their emotional, social, and physical well-being in order to better lead and serve others. In this workshop, learn about successful, innovative models and campaigns that promote women’s health and self-care within our culture and communities.

**PANELISTS**
- Suyanna Baker, DrPH, Senior Director of Health Equity and Community Action, La Clínica del Pueblo
- Linda Stone, Campaign Associate, MomsRising/MamásconPoder.org
- Kristi Martin, MPA, Senior Vice President, Care Women Deserve Campaign
- Bridgette Gomez, Director of Latinx Outreach and Engagement, Strategic Partnerships, Planned Parenthood Federation of America

**MODERATOR**
Maria Y. Diaz, Master of Public Health Candidate, Health Equity Fellow ‘18, OMH, UnidosUS
# SUNDAY, JULY 8

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<thead>
<tr>
<th>3:30–5:00 p.m.</th>
<th>WORKSHOPS</th>
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<tr>
<td><strong>Room 209B</strong></td>
<td><strong>Take Control: Reducing Financial Stress for Nonprofits</strong></td>
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<td>Developing strong financial management control is essential for any nonprofit to grow and sustain itself. In this workshop, Affiliate Asociación Puertorriqueños en Marcha, Inc. (APM) will share key learnings on developing policies and accounting procedures based on best practices, achieving financial stability and growth, effectively approaching loans and financing for non-profits.</td>
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<td><strong>PANELISTS</strong></td>
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<tr>
<td></td>
<td>Nilda Ruiz, President and CEO, Asociación Puertorriqueños en Marcha, Inc.</td>
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<td>Rasak Azeez, CFO, Asociación Puertorriqueños en Marcha, Inc.</td>
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<td>Chanell Hanns, Director, Business Administration, Behavioral Health, Asociación Puertorriqueños en Marcha, Inc.</td>
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<td>Robin Essandoh, President, Robbel ATB Solutions</td>
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<td>Eric Strauss, Partner, Withum Smith + Brown</td>
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<td><strong>Room 209A</strong></td>
<td><strong>Leveraging Social Influencers to Further Your Mission</strong></td>
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<td>Influencer marketing has emerged as a key strategy for brands to leverage the power of online influencers to reach a wider audience and pique their interest in their products and services. Organizations can also benefit from this tactic by spreading their organization’s legitimacy through a trusted source, expanding their reach and furthering their impact. Listen to what experts say about why your organization should be working with influencers, and the do’s and don’ts of working with influencers.</td>
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<td><strong>PANELISTS</strong></td>
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<td>Ana Flores, Founder, #WeAllGrow Latina Network</td>
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<td></td>
<td>Xochitl Oseguera, Senior Campaign Director, MomsRising/Mamás con Poder</td>
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<tr>
<td><strong>Room 204B</strong></td>
<td><strong>Threatening Us through the U.S. Census</strong></td>
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<td>The U.S. Census is vital to our democracy, and the 2020 Census is unfortunately, being threatened on many fronts by the current administration—including less funding, reduced staff, and new data collection methods. The last-minute addition of an untested question on citizenship is especially troubling for Latinos. This unprecedented question could deter immigrants and their relatives from participating, potentially leading to a major underrepresentation of Latinos in Census numbers. This workshop will address the potential impact of an inaccurate Census count for our communities, including implications in political representation, voting rights, and allocations of funding for health, education, and housing programs. We will also discuss state and local responses to counter these threats to our democracy.</td>
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PANELISTS
John Thompson, Executive Director, The Council of Professional Associations on Federal Statistics and Former Census Director
Corrine Yu, Senior Counsel and Managing Policy Director, the Leadership Conference on Civil and Human Rights
Teresa Palacios, Executive Director, Eastmont Community Center
Rosalind Gold, Senior Director of Policy, Research and Advocacy, NALEO

MODERATOR
Patricia Foxen, Deputy Research Director, UnidosUS

Room 204C
Affiliate Spotlight: Supporting Migrants from Puerto Rico
How are different states addressing the varied issues related to the relocation of Puerto Ricans to the mainland following Hurricane Maria? Displaced Puerto Ricans need a wide range of support, especially regarding housing, employment, health care, and other vital needs relating to families and children. This workshop will showcase the leadership and ingenuity of Affiliates as they step up to respond to the challenges of this unexpected migration.

PANELISTS
Dr. Edwin Meléndez, Professor of Urban Affairs and Planning at Hunter College, and Director of El Centro de Estudios Puertorriqueños/Center for Puerto Rican Studies
Marucci Guzmán, Executive Director for Latino Leadership in Orlando, Florida
Michael Toledo, Executive Director of Centro Hispano Daniel Torres in Reading, Pennsylvania

MODERATOR
Sonia Pérez, Chief Operating Officer, UnidosUS

Room 103B
At the Intersection of Immigration, Health, Education and Economic Mobility
If we want to end Latino poverty in the United States, we must examine how our country’s current immigration policy affects the education, economic mobility, and well-being of children with immigrant parents. The workshop will highlight practical policy solutions to address systemic inequity and promote best practices that support positive outcomes for all children and families. Workshop participants will be encouraged to discuss solutions that can be pursued immediately and those that will have the greatest and most expansive impact. We are seeking to keep this workshop to a limited number of participants. To join this workshop, please email Adriana Jaramillo at ajaramillo@unidosus.org to reserve a seat.

OPENING REMARKS
Maria Castaneda, Senior Program Officer, Annie E. Casey Foundation

SPEAKER
Samantha Vargas Poppe, Director, Policy Analysis Center, Policy and Advocacy, UnidosUS
SUNDAY, JULY 8

3:30–5:00 p.m. WORKSHOPS
Room 103A Out of Reach:
What to Do When Affordable Housing Is Hard to Come By

Affordable housing is critical to a family’s ability to build assets and wealth over time, but housing is becoming more and more expensive while income levels stay the same. In this workshop, hear different perspectives on how we can help families manage this reality. From policy changes that can support homeownership to program models that promote financial empowerment, learn about what can be done to make asset-building possible for low- and moderate-income families across the country.

OPENING REMARKS
Eric Rodríguez, Vice President, Office of Research, Advocacy, and Legislation, UnidosUS

PANELISTS
Lawrence H. Parks, Senior Vice President, External and Legislative Affairs, Federal Home Loan Bank of San Francisco (FHLBSF)
Sarah Mikelson, Senior Director, Public Policy, National Low Income Housing Coalition
William Rivera, Senior Vice President for Litigation, AARP Foundation
Laura Ospina, Housing Opportunities Program Manager, Mission Economic Development Agency

MODERATOR
Kate Rios, Associate Director, Financial Capabilities, UnidosUS

5:30–7:30 p.m. NETWORKING RECEPTIONS
Room 207B Helen Rodríguez-Trias Award Reception
UnidosUS Affiliate Honoree
El Centro de Servicios Sociales, Inc. (Lorain, OH)

Room 206 LGBTQ & Allies Reception: Night Out with UnidosUS
Honoring UnidosUS Affiliate LGBTQ Champions
San Ysidro Health (San Ysidro, CA)
La Clínica del Pueblo (Washington, DC)

Room 207A Diversity Drives Innovation Reception

Room 102A Future Changemakers Reception (18–23 years)

Room 204A Young Professionals Reception (24–30 years)

8:00–9:00 p.m. A NIGHT OF COMEDY
Room 202AB, Level 2
MONDAY, JULY 9

8:00 a.m.–1:00 p.m.  CONFERENCE REGISTRATION
East Salon AB, Level 1

9:00–10:30 a.m.  MONDAY BREAKFAST
Ballroom ABC, Level 3

EMCEE
Vladimir Camaño, Comedian

FEATURED SPEAKERS
Mariana Atencio, News Correspondent, MSNBC
David L. Cohen, Senior Executive Vice President & Chief Diversity Officer, Comcast Corporation

10:00 a.m.–3:00 p.m.  NATIONAL LATINO FAMILY EXPO®
Ballroom ABC, Level 3

11:00 a.m.–12:30 p.m.  WORKSHOPS
Rooms 201–209, Level 2
Room 201  The Brand Called YOU!
How to Shine During Your Career Search
Recruiters spend an average of six seconds reviewing a resume and cover letter. Having a strong personal brand can help you stand from the crowd. Join our experts as they help participants identify their capabilities, strengths and blind spots. This dynamic and insightful session will offer hands-on activities where you’ll have the opportunity to create your own personal branding plan—who you are, what you do, and how you do it—in other words, establishing your reputation and identity with the external world while building trust. Communicating a strong personal brand as well as a powerful elevator pitch will help you excel and advance in your career search.

OPENING REMARKS
Laura Jaramillo, Senior Vice President, Community Relations Manager, Southwest Region, Wells Fargo & Company

SPEAKERS
Patricia Mota, President and CEO, HACE
Alma Crossley, Director, Corporate Diversity, General Motors
MONDAY, JULY 9

11:00 a.m.–12:30 p.m.  WORKSHOPS
Rooms 201–209, Level 2

Room 204A

**Color Commentary:**
The Diversity Challenge in News Media and Coverage of Communities of Color

Lack of diversity has been a persistent problem in newsrooms across the country for decades. The latest numbers from the Newspaper Diversity Survey demonstrate newsrooms continue to be overwhelmingly White, and very few papers and broadcast rooms in the nation even come close to representing the diversity within the communities in which they work. The impact is not just felt by minority journalists seeking to make inroads into the profession, but in the way networks and newspapers cover communities of color. Add to that a media environment that prioritizes “breaking news” over opportunities to cover issues impacting communities of color, which, all together, make it impossible to break through all the clutter. Join us in this candid discussion as we tackle important questions: Is today’s media accurately covering our communities? Telling the stories we need to hear? Portraying our communities in objective and more meaningful ways?

**PANELISTS**
Melissa Macaya, President of DC Chapter of National Association of Hispanic Journalists and multimedia journalist at the Washington Post
Rafael Bernal, reporter, The Hill
Melissa Fajardo Krasovsky, multimedia journalist and producer, NowThis

**MODERATOR**
Joseph Torres, Senior Director of Strategy and Engagement, Free Press

Room 209C

**Why Place Matters:**
Community-Driven Solutions for Improving Latino Rural Health

When it comes to improving health, there is no one-size-fits-all solution. This is especially true in rural areas, where more than 45 million Americans – nearly 10% of whom are Latino – live. Often characterized by similar factors, such as sparse geography, lack of transportation, higher poverty rates, higher chronic condition rates, and a shortage of health providers, these communities are as diverse as any other. Join this vital discussion to learn about what assets, and community-driven solutions are being leveraged to promote health equity in rural America.

**PANELISTS**
Katrina Badger, MPH, MSW, Program Officer, Robert Wood Johnson Foundation
Gabriela Boscan, MPH, Director of Program Services and Development, National Rural Health Association
Juana Brown, Director of Charter Schools, Redlands Christian Migrant Association (RCMA)

**MODERATOR**
Elizabeth Carrillo, Program Manager, Institute for Hispanic Health, UnidosUS
Room 209B  Violence, Trauma and Resiliency: Protecting and Supporting Our Youth

UnidosUS and the American Hospital Association recently formed an alliance to build healthier communities. As part of this effort, we seek to explore the interconnected forces influencing violence and trauma-informed practices especially under heightened levels of adversity in our communities. This session will highlight national and local community efforts to create shared solutions, particularly around youth violence prevention and post-trauma support. The panel will also discuss trauma-informed programming and other methods that advance health and healing among our ethnically diverse youth groups growing up in America.

PANELISTS
Angelica Garcia-Ditta, School-Based Mental Health Therapist, Mary’s Center
Rosa Sanchez, Manager, Proyecto Juventud, Erie Neighborhood House
Arturo Carrillo, PhD, LCSW, Program Manager, Community Wellness Program, Saint Anthony Hospital
James Sifuentes, Senior Vice President, Mission and Community Development, Saint Anthony Hospital

Moderator
Jay D. Bhatt, DO, MPH, MA, FACP, Senior Vice President, Chief Medical Officer, American Hospital Association and President, Health Research and Educational Trust

Room 209A  How Diverse Board Recruitment Can Drive Your Organization’s Mission

Building an effective board requires strategic planning to recruit the best people with the specific traits and talents your nonprofit needs. In this session, Latino Policy Forum shares how a diverse board has enhanced their operations, and how restructuring led to better fiscal, staff, and program management. Join Latino Policy Forum’s Executive Director Sylvia Puente as she shares strategies on recruiting and engaging a diverse board to support your organization, offers tips for assessing your board members, and how to manage ineffective or inactive members. She’ll discuss how diverse perspectives can support a range of policy issues, as well as the principles of a strong policy organization.

Speaker
Sylvia Puente, Executive Director, Latino Policy Forum
MONDAY, JULY 9
11:00 a.m.–12:30 p.m.

WORKSHOPS
Rooms 201–209, Level 2

Room 204B

The Power of 18:
Mobilizing the Latino Vote in the Midterm Election

Latinos are the fastest-growing segment of the American electorate and are playing an increasingly pivotal role in our nation’s political landscape. While 12.7 million Latinos voted in 2016, 12 million eligible Latinos remained unregistered, making voter registration an essential component of electoral growth. With nearly a million more turning 18 every year, Latino youth have the potential to make a huge impact in future elections. Join this session to discuss effective strategies to unleash the power of the Latino electorate in 2018 as we take a look at voter perspectives, technology, and community efforts to expand the Latino vote in these critical times. This discussion should not be missed!

PANELISTS
Elizabeth Bille, Director, Government Affairs, AltaMed Health Centers
Jared Nordlund, Senior Strategist, Civic Engagement, UnidosUS
Magaly Alvarado, Hispanic Unity, Associate Director, Civic Engagement

MODERATOR
Janet Hernandez, Senior Civic Engagement Project Manager, UnidosUS

Case Study:
Best Practices from The UnidosUS and Bank of America Latinos in Finance Program

Corporate partners are often willing to do more than just hire your jobseekers! They can play a critical role in designing and refining effective workforce development training that is responsive to real-time industry needs. This workshop highlights Bank of America’s partnership with UnidosUS and its Affiliates through the Latinos in Finance program and will touch on effectively approaching banks and other corporate partners, speaking the same language to address mutual areas of need, and having meaningful conversations about program refinement.

PANELISTS
Marie Paz, Senior Vice President, Consumer Banking Market Leader, Bank of America
Orlando Medrano, Vice President, Consumer Banking Market Leader, Bank of America
Brandy Carney, Assistant Vice President, Corporate Recruiter, Bank of America
Fil Rios, Community Health and Workforce Development Director, Association House of Chicago
Stephen Pigozzi, Workforce Development Supervisor, Association House of Chicago

MODERATOR
Surabhi Jain, Director of Workforce Development, UnidosUS
Engaging Parents Through Research-Based Communications
Involving parents in a child’s learning can transform each student’s education, but parent engagement can be a difficult task. This workshop will center around best practices to ensure advancements in educational equity for Latinos and English learners in the classroom, after school, and in the community. Participants will learn insights from national research revealing parental mindsets and how to strengthen parent engagement. Attendees will also learn how to access free new bilingual resources, including the Readiness Check, a digital tool that helps parents see how prepared their child is for the new school year and connects them to activities to support foundational skills at home.

SPEAKER
Windy Lopez-Aflitto, Vice President, Content and Partnerships, Learning Heroes

Fighting for Justice with Dignity: A Conversation with Our LGBTQ Familia
From health care to immigration to civil rights, the Latino community is facing various policy threats to its ability to survive and thrive. Meanwhile, the unique experiences and voices of LGBTQ Latinos are often overlooked. How are LGBTQ immigrants coping in this climate of heightened enforcement? What considerations are given to the health and safety of our trans community? How are school and community environments meeting the needs of LGBTQ youth? In this workshop, panelists will discuss the intersection of identity with broader socioeconomic issues, highlighting policy and advocacy efforts to ensure the needs and voices of our LGBTQ familia are prioritized.

PANELISTS
Jose L. Plaza, Manager, The California Endowment
Bamby Salcedo, President & CEO, TransLatin@ Coalition
Daniel Ramos, MPA, Executive Director, One Colorado & One Colorado Education Fund

MODERATOR
Jesse Garcia, Host, The Jesse Garcia Show
MONDAY, JULY 9

1:00–3:00 p.m.

**MONDAY LUNCHEON**

*Unidos We Stand: Fighting Back with Courage, Leadership & Tenacity*

Ballroom ABC, Level 3

The civil rights movement is currently facing its most challenging moment since the 1960s. But the nation’s civil rights leaders are determined to work together and have formed a united front to advance the fight for justice and equality. This panel is a unique opportunity to hear from many of the top leaders in the field representing a wide array of communities in the movement. These leaders will discuss both the current climate and what the future holds. Join us for a candid discussion about our shared vision for an America where everyone’s rights and contributions are valued, and what we have to do to get there.

**EMCEE**

Pamela Silva Conde, Co-Host, Primer Impacto

**PANELISTS**

Chad Griffin, President, Human Rights Campaign

Vanita Gupta, President and CEO, Leadership Conference on Civil and Human Rights

Sherrilyn Ifill, President and Director-Counsel, NAACP Legal Defense and Educational Fund

María Teresa Kumar, President and CEO, Voto Latino

Neera Tanden, President and CEO, Center for American Progress

**MODERATOR**

Janet Murguía, President and CEO, UnidosUS

**Affiliate Award for Advocacy**

Latino Memphis, Inc. (Memphis, TN)

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3:00–5:00 p.m.

**PLENARY SESSION**

Hispanics Fuel the U.S. Economy, So Why is our Personal Financial Future at Risk?

Room 202AB, Level 2

Recent headlines claim that Hispanics are “The World’s 7th Biggest Economy” and that “Latinos Fuel the US Economy.” While there has been some good news with fewer Latinos falling below the poverty line as employment and household income has increased, Latinos have lagged in building personal wealth (value of personal assets vs. liabilities.)

Fair government financial policies and equitable and accessible banking practices and programs are essentials to building wealth: from saving accounts, owning stocks, retirement planning, homeownership, to student debt and tax policies that benefit homeowners and those who save for retirement. Learn from the experts how to build a financial future to empower us, our families, our communities and the country’s economy.
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<th>Time</th>
<th>Event Description</th>
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<tr>
<td>6:00–7:30 p.m.</td>
<td>OPENING REMARKS&lt;br&gt;<strong>Lautaro “Lot” Diaz</strong>, Vice President, Housing and Community Development, UnidosUS</td>
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<td>PANELIST&lt;br&gt;<strong>Janis Bowdler</strong>, President, JPMorgan Chase Foundation&lt;br&gt;<strong>Julissa Arce</strong>, CNBC and Crooked media contributor, writer, speaker, and social justice advocate&lt;br&gt;<strong>Jose Quiñonez</strong>, CEO, Mission Asset Fund</td>
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<td>AWARDS GALA PRESIDENT’S PRE-RECEPTION&lt;br&gt;South Pre-Function, Level 3</td>
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<td>8:00–10:00 p.m.</td>
<td>AWARDS GALA DINNER&lt;br&gt;Ballroom ABC, Level 3</td>
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<td>UnidosUS National Affiliate of the Year&lt;br&gt;PODER (Chicago, IL)</td>
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<td>UnidosUS Affiliate of the Year Award&lt;br&gt;Regional Honorees&lt;br&gt;<strong>California Affiliate of the Year</strong>&lt;br&gt;Building Skills Partnership (Los Angeles, CA)&lt;br&gt;<strong>Far West Affiliate of the Year</strong>&lt;br&gt;Chicanos Por La Causa (Phoenix, AZ)&lt;br&gt;<strong>Northeast Affiliate of the Year</strong>&lt;br&gt;Ibero-American Action League, Inc. (Rochester, NY)&lt;br&gt;<strong>Southeast Affiliate of the Year</strong>&lt;br&gt;El Centro Hispano, Inc. (Durham, NC)&lt;br&gt;<strong>Texas Affiliate of the Year</strong>&lt;br&gt;KIPP Houston (Houston, TX)</td>
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<td>Awardees&lt;br&gt;<strong>Graciela Olivarez La Raza Award</strong>&lt;br&gt;Luz-Vega Marquis, President and CEO, Marguerite Casey Foundation&lt;br&gt;<strong>Graciela Olivarez La Raza Award</strong>&lt;br&gt;Luz-Vega Marquis, President and CEO, Marguerite Casey Foundation&lt;br&gt;<strong>Maclovio Barraza Award for Leadership</strong>&lt;br&gt;Ruby Corado, Founder and Executive Director, Casa Ruby&lt;br&gt;<strong>Ruben Salazar Award for Communications</strong>&lt;br&gt;Lourdes Meluzá, Former Senior National Correspondent, Univision Network&lt;br&gt;<strong>Raul Yzaguirre President’s Award</strong>&lt;br&gt;Ford Foundation, accepted by President Darren Walker</td>
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<td><strong>EMCEE</strong>&lt;br&gt;Erika Gonzalez, Anchor and Reporter, NBC Washington</td>
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10:00 p.m.–Midnight  
AWARDS GALA AFTER PARTY
South Pre-Function, Level 3

TUESDAY, JULY 10

9:00–11:00 a.m.  
AFFILIATE LEADERSHIP BREAKFAST
(Open only to Affiliate Executive Directors plus one board or Senior staff member, RSVP required)
Room 202AB, Level 2

The Affiliate Leadership Breakfast (ALB) is exclusively for Affiliate leadership and provides a unique opportunity to connect with peers and UnidosUS Leadership team to learn and discuss timely topics and trends impacting nonprofit organizations serving our community.

Join UnidosUS President & CEO, Janet Murguía and Renata Soto, UnidosUS Board of Directors Immediate Past Chair and Affiliate CEO of Conexión Américas who will discuss how to engage the Affiliate Network in the UnidosUS 50th Anniversary Campaign for Equal Opportunity.

The program will also feature a timely conversation with Cecilia Muñoz, Vice President, Public Interest Technology and Local Initiatives, New America on a relevant topic for the UnidosUS Affiliate Network: New Tools to Change the World: Why Latino Community-based Organizations Should be Thinking about Technology and Technologists

Alice Rodriguez, Executive Vice President, JPMorgan Chase
Maria Salinas, UnidosUS Board Chair and President and CEO of the Los Angeles Area Chamber of Commerce
Fernando Godinez, UnidosUS Affiliate Council Chair and President & CEO of the Mexican American Unity Council, Inc.
Janet Murguía, President and CEO, UnidosUS
Renata Soto, UnidosUS Board of Directors Immediate Past Chair and Affiliate CEO of Conexión Americas
Cecilia Muñoz, Vice President, Public Interest Technology and Local Initiatives, New America
SEE YOU IN SAN DIEGO!

AUGUST 3–6, 2019
UNIDOS US ANNUAL CONFERENCE AND
NATIONAL LATINO FAMILY EXPO®
San Diego Convention Center

Early-Bird Registration
Opens August 2018
conference.unidosus.org

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