



## Agenda

(As of 8/4/2010. Sessions and speakers subject to change.)

### SUNDAY, AUGUST 8, 2010

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| <b>9:00 a.m. – Noon</b>                                | <b>Registration Desk Open</b>  |
| <b>11:30 a.m. – 3:30 p.m.</b>                          | <p><b>Store Tour</b><br/>         Buses leave hotel promptly at 11:30 a.m. for tour San Diego area retailers that successfully target Latino shoppers, including Northgate Markets, Appletree Market and Supermercado Murphy's. <i>NOTE: Store tour requires pre-registration for the tour. Space is limited.</i></p>  |
| <b>4:00 p.m.</b>                                       | <b>Registration Desk Reopens</b>   |
| <b>4:30 p.m. – 4:40 p.m.</b>                           | <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  </div> <div> <p><b>Introduction</b><br/>           Co-Emcee Armando Martin, President, XL Edge; columnist, <i>Progressive Grocer</i></p> </div> </div> <div style="margin-top: 10px;"> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;">  </div> <div> <p>Co-Emcee Graciela Eleta, Senior Vice President, Brand Solutions, Univision Communications</p> </div> </div> </div> |
| <b>4:40 p.m. – 5:30 p.m.</b>                           | <p><b>Opening Address</b><br/>         Carla Dodds, Director, Multicultural Marketing and Marketing Vendor Management, Walmart<br/>         Steven Wolfe Pereira, Senior Vice President, MediaVest/Managing Director of MV42</p>   |
| <b>5:30 p.m. – 6:45 p.m.</b>                           | <p><b>GENERAL SESSION 1</b><br/> <b>Retailer Panel: <i>Serving Blue-Collar &amp; Budget-Conscious Latino Shoppers</i></b><br/> <b>Moderator: Art Turock, CEO, Art Turock &amp; Associates</b><br/> <b>Panelists:</b><br/>         Irene Sibaja, Senior Director, Multicultural Marketing, 7-Eleven Corp.<br/>         Kevin Kilpatrick, Publisher, Constru-Guia al Dia Magazine<br/>         Daniel Herrera, Hispanic Marketing Manager, Food Lion</p>   |
| <b>Immediately following<br/>6:45 p.m. – 8:30 p.m.</b> | <b>Networking Cocktail Reception – All Attendees Welcome</b>   |



MONDAY, AUGUST 9, 2010

7:30 a.m. – 8:20 a.m.



Continental Breakfast  
Sponsored by Save-A-Lot Food Stores  
Product Showcase Open

8:20 a.m. – 8:30 a.m.

Introduction  
Co-Emcee Graciela Eleta

8:30 a.m. – 9:30 a.m.



**Soledad O'Brien**  
**Keynote Speaker**

Acclaimed Special Investigations  
Correspondent and Host of CNN's  
"In America" Documentaries

Author of companion book to "Latino in America"

9:30 a.m. – 10:30 a.m.

**GENERAL SESSION 2**

Coca-Cola presentation: *Connecting Latino Capabilities with Latino Marketing Strategies*

Diane Wallace, VP Shopper Marketing,  
Coca-Cola North America

Reinaldo Padua, Assistant Vice President, Hispanic  
Marketing, Coca-Cola North America

Al Rondon, Sr. Brand Manager, National Customers,  
Multicultural Marketing, Coca-Cola North America

10:30 a.m. – 11:00 a.m.

Break  
Product Showcase Open

11:00 a.m. – 12:15 p.m.

**GENERAL SESSION 3**

***Why In-Culture Marketing Is Critical to the Long-Term Success of Any American Enterprise***

*Understand why marketing to high-growth segments such as Hispanics, Asians and African-Americans is key to securing growth for corporations across industries. Get facts and figures that impact corporate strategy at all levels of management and see why in-culture marketing should be mandatory for most corporations.*

**Dr. Felipe Korzenny, Director of the Center for Hispanic Marketing Communication, Florida State University**  
**Cesar M. Melgoza, Founder & CEO, Geoscape**

12:15 p.m. – 12:30 p.m.

Presentation of Anheuser-Busch check to a Hispanic  
Charity

12:30 p.m. – 1:45 p.m.



Lunch  
Sponsored by Telemundo  
Product Showcase Open



## **CONCURRENT SESSIONS 1A-4A**

1:45 p.m. – 2:45 p.m.

### **1A–New Media Track**

#### **Concurrent Session 1A**

##### ***Hispanic Social Networks: Welcome to Web 3.5 – BEGINNER***

*Over 272 million people worldwide use social networks. But while thousands of Latinos can be found on the standard social networks like Facebook, the real masses are elsewhere. Learn how to make the most of social networking to gain impact with the Latino consumer.*

**Nannette Rodrigues, Director of Hispanic Marketing, Business Development, Innova Ideas & Services**

### **2A–Entertainment & Culture Track**

#### **Concurrent Session 2A**

##### ***Cross-Over Appeal: The “Latinization of Style”***

*A look at the cultural zeitgeist of bicultural Latinos and their unique cultural contributions, including how they manifest their style. From a retailer perspective, we’ll look at fashion and phenomena such as Daisy Fuentes’ apparel line that appeal to both Latinos and the general market.*

**Miriam Muley, VP of Client Services, The Vox Collective**

### **3A–Consumer Insights Track**

#### **Concurrent Session 3A**

##### ***Understanding the Hispanic Consumer – INTERMEDIATE***

*The Latinum Network will provide a nuanced picture of growth in the Hispanic market, identifying major sources of growth and predicting shifts in Hispanic consumer demand. While household growth is the main driver of overall Hispanic spending and the population is acculturating, tastes remain traditional, and cultural messaging still makes an impact. In this dynamic environment, catering to the complex preferences of bicultural consumers will be key to future success. Look for surprising and actionable insights for marketers to use as they explore new ways to capture this surging market and weigh incremental investments..*

**Michael Klein, Co-Founder,  
David Wellisch, Co-Founder,  
Latinum Network**



#### 4A–Direct Mail Panel

#### **Concurrent Session 4A *Targeting Latino Shoppers with a Measurable ROI***

*As the Hispanic population buying power continues to grow, so too does direct marketing to this group. Experts from various companies discuss winning direct marketing efforts that create ROI.*

**Moderator: Vincent Andalaro, President & Founder, Latin-Pak**

**Panelist:**

**Marla Rappaport, Kimberly-Clark,  
Hispanic Family Care Marketing  
Rodolfo Rodriguez, Director, Multicultural  
Marketing, General Mills  
Roger Garcia, Brand Manager, Coors  
Family of Brands Hispanic**

#### **CONCURRENT SESSIONS 1B-4B**

**3:00 p.m. – 4:00 p.m.**

#### **1B–New Media Track**

#### **Concurrent Session 1B *Creating a Social Buzz – Using Social Media to Reach and Influence the Hispanic Social Network – INTERMEDIATE***

*The growth of the Hispanic blogosphere and the overall popularity of social networking sites signify two important trends for the retail industry: the emergence of a new group of Hispanic influencers and a marked shift away from traditional news sources. This session will provide an overall view of the social media arena and specific strategies retailers can use to capitalize on this trend.*

**Jose Villa, Founder, Sensis**

#### **2B–Entertainment & Culture Track**

#### **Concurrent Session 2B *Latino Hip-Hop***

*How retailers and consumer product goods companies can increase their sales to young Latino men and women through this entertainment channel.*

**Erin Patton, author, "Under The Influence: Tracing the Hip-Hop Generation's Impact on Brands, Sports, & Pop Culture"**



### 3B–Consumer Insights Track

#### Concurrent Session 3B

##### ***Using Acculturation as a Tool to Predict Hispanic Demand – INTERMEDIATE***

*Case study on proprietary research conducted by Spectra and a spirits industry client to develop zip-code based Hispanic consumer targeting that works for most consumer product categories, and can be replicated easily within Spectra InfiNet.*

**Lou Willsea, Market Consumer Planning Manager, Brown-Forman Inc.**  
**Eric Dresbach, Nielsen Spectra**

### 4B – Special Research Session

#### Concurrent Session 4B

##### ***Gaining Multicultural Intelligence -- INTERMEDIATE***

*In this video-packed presentation, David Morse, author of the book, 'Multicultural Intelligence: Eight Make-Or-Break Rules for Marketing to Race, Ethnicity and Sexual Orientation' looks at the good, the bad and the ugly, arguing that instead of getting pushed to the background, marketing to Hispanics needs to become more sophisticated and take their rightful place-- front and center.*

**David Morse, President & CEO, New American Dimensions**

### CONCURRENT SESSIONS 1C-4C

4:15 p.m. – 5:15 p.m.

### 1C–New Media Track

#### Concurrent Session 1C

##### ***Beyond Hispanic 101: Reaching the 18-24 Latino Demographic Via New Media – ADVANCED***

*Because the new Latino market reads, listens and views their media in English, they, more than ever, need to be successfully reached with the new and various forms of Internet marketing and social networking that is becoming their preferred form of media provided their cultural roots of family, music, food, ethnic pride and even God are not forgotten.*

**Ray Garza, President and CEO, The Hispanic Agency**



## 2C–Entertainment & Culture Track

### Concurrent Session 2C

#### ***Scoring with the 2010 FIFA World Cup – How is Soccer Influencing America Mainstream -- ADVANCED***

*Retailer panelists discuss their success stories.*

**Jose Espinosa, Director, Multicultural Commercialization and Customer Programming – Strategic Marketing, Coca-Cola**

#### **Panelists:**

**Tracy Galindo, Multicultural Marketing Consultant for Jewel-Osco**

**Kevin Krause, Chief Marketing Officer, Kum & Go**

## 3C–Consumer Insights Track

### Concurrent Session 3C

#### ***Leveraging In-Market Testing to Make Smarter Choices & Ensure Greater ROI***

*Presenters discuss the benefits of combining store level and household level metrics, and provide examples of the types of findings that can be obtained and how to avoid common pitfalls.*

**Autumn McDonald, Director, Consumer Insight & Strategy, Kraft Foods**

**Roberto Ruiz, Vice President, Brand Solutions, Univision Communications Inc.**

## 4C–Financial Service Session

### Concurrent Session 4C

#### ***Using Alternative Financial Services to Reach Hispanic Consumers – INTERMEDIATE***

*Retailers nationwide are differentiating themselves and attracting the growing Hispanic market by offering in-store financial services. This session will provide an overview of the potential of the unbanked and underbanked market, the key to managing risks associated with check cashing and other financial services, and a case study with a grocery retailer.*

**Chuck Ullan, Executive Vice President of Strategy & Finance, AllTrust Networks**

**Mike Hafer, Western Union**

**Immediately following  
5:30 p.m. – 7:30 p.m.**

**Networking Cocktail Reception – All Attendees Welcome**



**TUESDAY, AUGUST 10, 2010**

**7:30 a.m. – 8:30 a.m.**

**Continental Breakfast  
Product Showcase Open**

**8:30 a.m. – 9:30 a.m.**

**Introduction  
Co-Emcee Armando Martin**

**GENERAL SESSION 4**

**Nielsen Research Presentation  
Doug Darfield, Senior Vice President, Ethnic  
Measurement, Nielsen Media Research  
Ceril Shagrin, Executive Vice President,  
Univision Communications, Inc.**

**9:30 a.m. – 10:30 a.m.**

**GENERAL SESSION 5**

**Panel: Targeting Hispanic Shoppers in the “New  
World” of the Internet**

*Online is the growing media today and Hispanics are the emergent demographic in the U.S. How can retailers take advantage of these two converging trends? Find out from leading marketers Best Buy and American Family Insurance as well as the author of Latino Link about how to best target your Hispanic retail customers online with measurable results.*

**Moderator: Joe Kutchera, Author/Consultant,  
Latino Link**

**Panelists:**

**Ana Grace, BestBuy.com en español  
Jose Rivera, American Family Insurance**

**10:30 a.m. – 11:30 a.m.**

**GENERAL SESSION 6**

**Panel: Targeting Hispanic Shoppers at Home and In  
the Store—Retailer Case Studies**

**Moderator: Don Longo, Editorial Director,  
Stagnito Media**

**Panelists:**

**Shayne Walters, Vice President, Business  
Development, PowerDirect Marketing  
Julie Victor, Telemundo Digital Out-of-Home**

**11:30 a.m. – Noon**

**Closing Remarks  
Armando Martin**