



**Kevin Kilpatrick**  
*Publisher*  
**Constru-Guía al Día**

**Kevin Kilpatrick** is the CEO of the Silver Lake Media Group and publisher of the magazine *Constru-Guía al Día*<sup>™</sup>, which is Spanish for “Up-to-Date Construction Guide.” He founded the magazine in 2007 to fulfill a need in the construction industry for a comprehensive, Spanish language magazine.

*Constru-Guía al Día* is a free magazine available at The Home Depot in U.S. Hispanic markets. It also soon will be available at select 7-Eleven stores. It’s an ideal media tool to reach Hispanic males, a rapidly growing demographic.

Prior to starting the magazine, Kevin enjoyed a successful marketing career, including several years at The Home Depot and renowned advertising agencies.

Kevin serves on the board of directors for FC Industries and is a member of the Retail and Marketing Association.

**SUNDAY, August 8, 5:30 p.m.**

**General Session 1**

*Retailer Panel: Serving Blue-Collar & Budget-Conscious Latino Shoppers*

