FROM FRAMEWORK TO GAME PLAN

We Are All Human Foundation
Hispanic Leadership Summit: Chicago
April 26, 2019
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Richard Edelman - President & CEO, Edelman

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Patricia Mota - President & CEO, Hispanic Alliance for Career Enhancement

Maria Salcedo - Vice President of Corporate Strategy, Ulta Beauty

Juan Salgado - Chancellor, City Colleges of Chicago

Dr. Robert Rodriguez - President, DRR Advisors LLC

Rachel Winer - President, Edelman, Chicago
We Are All Human is a foundation dedicated to advancing the agenda of diversity, inclusion and equity through developing and hosting global, national and regional events, conducting research and developing research pieces/publications, creating content and corporate activation.

One of the objectives of the We Are All Human is to unify the Hispanic community and bring attention to fragmentation that takes place, which ultimately may have an impact on the goal of unification.

More than 250 leaders voted on the “Vision 2020” for the U.S. Hispanic community at the inaugural summit at the United Nations in December 2018. At this event, leaders identified three key priorities: access to education, financial empowerment, and changing the perception of Hispanics as the focal point for the “Vision 2020.”

Following the success and critical takeaways at the United Nations, We Are All Human hosted its first regional summit, The Hispanic Leadership Summit: Chicago (HLS:Chicago) on April 26 to take a deeper dive and identify the specific areas that will trigger and motivate the community to rally around.

This summit will then inform and drive new discussions to empower the Hispanic community and key stakeholders for the upcoming summit events in Dallas, San Francisco and the second annual event at the United Nations in December 2019.

This summit report summarizes key recommendations for action from participants in real-time polling and engaging dialogue & panel discussions.

“The reality is that when Hispanics are united, they are strong, but fragmented we are not. It is time to make the change and become community.”

Claudia Romo Edelman, Founder, We Are All Human Foundation.
WHY CHICAGO?

We Are All Human made the decision to host its first regional summit in Chicago because it is the third largest city in the country, whose diverse Hispanic population accounts for almost 30 percent of its population.

Most importantly, Chicago also has robust growing industries across sectors, and this is the reason that We Are All Human made the important decision to kick-off their regional summits in this market.

During the Hispanic Leadership Summit in Chicago, We Are All Human also announced the names of the first round of signatories who signed onto the The Hispanic Promise - a collaborative effort with employers to advance and empower U.S. Hispanics as employees, customers and citizens.

Unilever, Microsoft, SAP, Nielsen, Mars, Incorporated, KIND and EY are among the first 50 corporations to sign the first-of-its kind diversity and inclusion pledge for Hispanics in this country.

We Are All Human’s U.S. Hispanic Leadership Summit events are neutral platforms and opportunities for leaders to advance a shared agenda for the community.

The organizational objective is to convene new voices of leaders from the public sector and private sector, while leading an engaging dialogue of unification.
The structure of The Hispanic Leadership Summit: Chicago included captivating panel discussions on education, financial empowerment and perception change.

The majority of leaders at the summit also had the opportunity to participate in live voting in order for We Are All Human to secure real-time input and feedback regarding the “Vision 2020” three key priorities.

Panelists and attendees who participated from the various sectors and industries included business, media, technology, politics and civic society (NGOs and non-profits).
Claudia Romo Edelman, Summit Co-host and Founder, We Are All Human Foundation delivers opening remarks at the Hispanic Leadership Summit: Chicago on April 26.
EXECUTIVE SUMMARY:
FROM FRAMEWORK TO GAME PLAN

1. The Hispanic Leadership Summit: Chicago was held to take a deeper dive and discuss the three top priorities of “Vision 2020”: Education, Financial Empowerment and Perception Change.

2. HLS: Chicago event attendees were asked the same questions that were included in The Hispanic Sentiment Study. It’s important to note that the percentage of respondents were “more surprised” than respondents at the inaugural Summit in New York. As a result, this demonstrates an increased knowledge gap across various regions.

3. The discussion on education focused on the U.S. Hispanic students’ journey between high school, college and corporate life, with attention to the impact of community colleges and alternative two-year programs: each model showing impact by prioritizing fellowships, internships and apprentices and entrepreneurship.

4. Panelists and attendees shared commonalities that by building mobility and wealth, while also increasing representation in the corporate environment, this shared vision could potentially provide a pathway towards long-term financial well-being and empowerment.

5. Summit leaders proposed a diverse set of solutions available to improve the U.S. Hispanic narrative. These solutions included eliminating the “token” demographic approach in media and entertainment; the need to give more publicity to Latino-led multicultural agencies; and the significant role Hispanics have as content creators to shape and influence storytelling of U.S. Hispanic narrative.

6. Summit attendees agreed that The Hispanic Promise, the first-of-its-kind pledge in the U.S., is a central component that rests with corporate America to elevate the U.S. Hispanic community by making their own corporate promise to the community.
Key leaders and representatives from various industries from media, business, technology, philanthropy and civic society proposed distinctive ways each of their industries could leverage their role to advance the Vision 2020 core areas.

An overarching theme was learning how to build the right alliances across the specific networks in both the professional and personal arenas in order to continue to build your own portfolio and expertise background.

Industry experts at the HLS: Chicago also continued to emphasize the dire need for role models to push the U.S. Hispanic community to dream and aspire bigger.

**EXECUTIVE SUMMARY:**

**VISION 2020**

**Media:** Highlighted the distinction between Spanish-language and mainstream media. Spanish-language media plays a connector role between resources and the community, which is more dominant here than in English-language media. Representatives also called on the critical importance for more owners, producers and decision makers in the Hispanic community to lead and make a significant impact in the media sector.

**Business:** Advised the community to strengthen the financial well-being by demanding for products that can build wealth, increase disposable income and utilize existing financial tools like the stock market.

**Technology:** Amplified the importance to call attention to the role technology plays as a unifier, and reminded the audience that technology solutions currently segment our community, and there is a need to be more collective to showcase the U.S. Hispanic impact that can attributed to overall success.

**Philanthropy:** Showcased the importance of philanthropic capital that can be leveraged to fuel entrepreneurs, and test innovative interventions that governments can consider bringing to scale.

**Civic Society:** Emphasized the importance of designing and focusing on legislation that provides access to resources and the “Vision 2020.”
The Hispanic Sentiment Study revealed that the U.S. Hispanic community at large does not recognize their contribution to society. Exposed to the same questions, leaders gathered at the Hispanic Leadership Summit: Chicago revealed a knowledge gap between the groups, making evident that there is a problem to resolve.

**EXECUTIVE SUMMARY:**

**THE KNOWLEDGE GAP**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Population at large</th>
<th>Hispanic Leadership Summit Chicago Attendees</th>
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<tbody>
<tr>
<td>1) 86% of all new businesses in the US have been launched by US Latinos.**</td>
<td>64%</td>
<td>59%</td>
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<tr>
<td>64% were surprised</td>
<td></td>
<td></td>
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<tr>
<td>2) Latinas create businesses six times faster than any other group in the United States.**</td>
<td>63%</td>
<td>43%</td>
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<tr>
<td>63% were surprised</td>
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<td></td>
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<tr>
<td>3) High school dropout rate for Hispanic Americans has greatly decreased to 12% in 2014 from 32% in 2000.*</td>
<td>56%</td>
<td>31%</td>
</tr>
<tr>
<td>56% were surprised</td>
<td></td>
<td></td>
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<tr>
<td>4) If current Latino-owned business follow the average rate of growth for US business, they would add $1.4 trillion to the economy.*</td>
<td>56%</td>
<td>37%</td>
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<tr>
<td>56% were surprised</td>
<td></td>
<td></td>
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<tr>
<td>5) There are currently 11 Hispanic / Latino CEOs of Fortune 500 companies.*</td>
<td>54%</td>
<td>32%</td>
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<tr>
<td>54% were surprised</td>
<td></td>
<td></td>
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<tr>
<td>6) Hispanic buying power reached $1.4 trillion in 2016, and is expected to reach $1.8 trillion by 2021.*</td>
<td>52%</td>
<td>17%</td>
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<tr>
<td>52% were surprised</td>
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Source: For each statement, audiences (summit leadership and population at large) were asked to if they find this statement about the US Hispanic / Latino Community to be SURPRISING, from “very surprised” to “already knew that”. Yellow data from the Hispanic Sentiment Study. Black data from voting exercise during Hispanic Leadership Summit: Chicago.
Leaders voted on the **top three opportunities** for the “Vision 2020 core areas throughout the summit’s panel discussions in Chicago.

<table>
<thead>
<tr>
<th>PANEL NAME</th>
<th>MAIN OPPORTUNITY</th>
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<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>- Apprenticeships</td>
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<tr>
<td></td>
<td>- STEAM education training</td>
</tr>
<tr>
<td></td>
<td>- Increase teacher capacity</td>
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<tr>
<td><strong>FINANCIAL</strong></td>
<td>- Financial literacy</td>
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<tr>
<td><strong>EMPOWERMENT</strong></td>
<td>- Access to capital</td>
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<td></td>
<td>- Pay equity</td>
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<tr>
<td><strong>PERCEPTION</strong></td>
<td>- Representation in media</td>
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<tr>
<td></td>
<td>- Hispanic role Models</td>
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<td></td>
<td>- Awareness of contribution</td>
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The Hispanic Promise was launched six months ago at the World Economic Forum in Davos, Switzerland in the first-ever Hispanics event aimed to bring attention to global leaders about the potential of the Hispanic community as a growth engine and an essential business opportunity.

The first impressive group of signatories of The Hispanic Promise was announced during the Hispanic Leadership Summit: Chicago.

Unilever, Microsoft, SAP, Nielsen, Mars, Incorporated, KIND and EY are among the first 50 corporations to sign the first-of-its-kind diversity and inclusion pledge for Hispanics in America.
SUMMARY: SPEAKERS & PANEL DISCUSSIONS
An overview of the state of the U.S. Hispanic community through data provided by David Gloria.

This session will recap the “Vision 2020” that was voted at Hispanic Leadership Summit at the United Nations in December 2018.

**Key Data Insights:**

- 44% of USH say they have a ‘positive’ view on the overall education in the U.S
- 55% of USH say they ‘do not’ have equal job opportunities as whites
- 66% of USH feel ‘dissatisfied’ about the way immigrants are being treated
- 33% of Americans say relations between Whites and Hispanics are ‘bad’
An intimate interview with Maria Salcedo of ULTA Beauty on how Hispanic women can help each other in business.

Maria spoke about her business relationship with Agustina Satori – founder of GlamST and how acquisition has helped ULTA Beauty strategic business development.

ULTA Beauty is one of the cosmetics and beauty industry’s most diversity-forward businesses.

**Key Views:**

- When you acquire a company, you acquire the people too. Make sure you have good relationships with people.

- Companies are looking to expand their portfolio through consumer use cases using frontier technology platforms – the augmented reality or virtual makeup – function.

- Shifting from vendor to provider relationship can help usher strategic conversation internally.

- Frequent communication internally and externally is key when you are accelerating business development.
Latino issues are American issues. This is something I strongly agree that can unite us.

The educational system in our country remains the top priority for Latinos in this country. This includes improving our elementary and high school education systems. Additionally, this also includes access and affordability for college education, which is key to the advancement of our community as a whole.

The citizenship question into Census 2020 is a grave threat to our community given all of the severe implications from health indicators to political empowerment and the fact that we’re the fastest growing community in the country with the most potential for redistricting growth and political empowerment.
CENSUS 2020: WHY WE SHOULD CARE

Key Views:

- The Census is a complete count of our country's people, not our citizens - the U.S. Hispanic community is most at risk with the Census Citizenship question.

- Lower response rates to the 2020 Census will lead to a potential 6.5 million undercount of people in the U.S. – a population equivalent to Miami and Atlanta.

- Every industry in the United States makes business decisions based on census figures. Faulty population data will lead to the misallocation of marketing resources, misinformed product development based on skewed behavior, behavior, data.

- Our value and contribution to America's economic growth is marginalized. The impact of an under accurate census will equally hurt our community and businesses, but more importantly American progress.

- At Nielsen, census data is the benchmark for our surveys, our economic and social science research and our market research.

| Stacie de Armas
Vice President, Strategic Initiatives & Consumer Engagement, Nielsen |
VISION 2020

Teri Arvesu
Vice President of Content, Univision Communications, Inc. (Media)

Donald Cooke
Senior Vice President for Philanthropy, McCormick Foundation

Marcelo De Santis
Executive Advisor, Digital Transformation, ThoughtWorks

Raul Raymundo
Co-Founder and Chief Executive Officer, The Resurrection Project

Alberto Senior
Director, Community Commerce and Partnerships, Miller Coors

Patricia Mota
President & Chief Executive Officer, Hispanic Alliance for Career Enhancement (HACE)

Moderator
“Vision 2020” set the summit’s tone as panelists shared their views on what their respective industries could do to advance each of the three core areas of education, financial empowerment and change in perception for the advancement of the U.S. Hispanic community.

The discussion will cover strategies and tactics, and specific recommendations to advance and transform the “Vision 2020” framework into a game-plan.

Key Views:

- Understand distinctions: Spanish-language media acts as a more of a connector between resources and the community, than English language media.
- Design and focus on legislation that incentivizes access to resources, education
- Build the right products so that people can have disposable income, while encouraging our community to trust other forms of wealth building tools.
- We need more owners, producers and decision makers in the Latino community, not just consumers.
- We have a PR problem not an actual problem.
- We need to better understand our own collective power, while building the right alliances.
PANEL 1: EDUCATION

<table>
<thead>
<tr>
<th>Daniel Contreras</th>
<th>Monoswita Saha</th>
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<tbody>
<tr>
<td>Technology Strategist,</td>
<td>Manager, Education, IBM</td>
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<td>Microsoft</td>
<td>Corporate Social</td>
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<td>Responsibility</td>
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<tr>
<th>Dr. Ignacio López</th>
<th>Howard Tullman</th>
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<tr>
<td>President, Harold</td>
<td>Executive Director, Ed</td>
</tr>
<tr>
<td>Washington College,</td>
<td>Kaplan Family Institute,</td>
</tr>
<tr>
<td>City Colleges of</td>
<td>Illinois Institute</td>
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<td>Chicago</td>
<td>of Technology</td>
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<tr>
<th>Dr. Ernesto Matias</th>
<th>Delia Gutierrez McLaughlin</th>
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<tr>
<td>Chief Officer of the</td>
<td>President and Chief</td>
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<tr>
<td>Office of Language and</td>
<td>Executive Officer, AzTech</td>
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<tr>
<td>Culture (OLCE),</td>
<td>Innovation, LLC</td>
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<td>Chicago Public Schools</td>
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Moderator
This session explores how the Hispanic community can advance improvements in education and career development given the significant challenges Latino children and young adults face in access to preschool programs, graduating from high school completion, and obtaining workforce training. The discussion will seek 1-3 prioritized solutions.

**KEY FINDINGS: EDUCATION**

<table>
<thead>
<tr>
<th>Key Barrier: A key barrier to trusting education as a career pathway is the stigma of community colleges that exists within our families and society. The pursuit of education should be celebrated regardless of the modality.</th>
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<tbody>
<tr>
<td>Capacity for teachers: We need to increase the capacity of teachers to become leaders and to appreciate their students differences, motivate, inspire and bring hope to the students.</td>
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<tr>
<td>Mentorships: You need to have programs that help people along the path. People don’t get on that path themselves. Latino students benefit when there is a combination of fellowship, mentorship and apprenticeship.</td>
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<tr>
<td>Corporate-led apprenticeships: Companies have the opportunity to work in the education space to restructure the opportunity to develop a skilled workforce.</td>
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<td>Networks: Latinos need to develop and leverage our collective network to better access opportunities.</td>
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</table>
What do you believe are the most important areas to focus on within education?

Results from the real-time voting indicated that STEAM education/training, apprenticeship and vocational training, and an increase of teacher capacity and educators are most important.
PANEL 2: VC & ENTREPRENEURSHIP

<table>
<thead>
<tr>
<th>David Andalcio</th>
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<tr>
<td>Chief Executive Officer, Wynndalco Enterprises, LLC.</td>
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<tr>
<th>Samara Mejia Hernandez</th>
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<td>Principal at MATH and Founding Partner, Chingona</td>
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<th>Maria Rios</th>
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<td>President and Chief Executive Officer, Nation Waste</td>
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<th>Mark Vargas</th>
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<td>President, Licentiam Inc.</td>
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<tr>
<th>Beth Brady</th>
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<tr>
<td>Special Advisor &amp; Chair of the Advisory Board, We Are All Human Foundation</td>
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Moderator
A conversation with Hispanic entrepreneurs in different stages and venture capitalists about survival, challenges, opportunities, and best practices in the world of business creation.

**KEY FINDINGS: VC & ENTREPRENEURSHIP**

- **Early start-up**
  - Entrepreneurs spend too much time on their pitch deck to attract investors and too little time building customers and increasing sales.
  - Focus on identifying and attracting customers versus investors.
  - Find a network of mentors early on your careers.

- **Established companies**
  - Have a solid business plan before you get your capital so you can deliver unequivocally.
  - Your clients are your best alliance, they can refer your business to other clients.
  - Use your resources, use your representatives, your mentors, your networking agencies, your local chambers.

- **Venture Capital**
  - There is a lot of unconscious bias at the early stage, and minorities and women get left out.
  - Current VC's don't understand the founders or the market needs for capital at early stage.
  - Early stage founders who are minorities or women don't have the networks to meet the VC
PANEL 3: FINANCIAL EMPOWERMENT

| Betsabe Botaitis  
Co-founder CFO, COO, Aikon |
|-----------------------|
| Olga Camargo  
Chief Executive Officer & Founder, FARO Associates, LLC |
| Randy Rivera  
Founder & Principal, Keen Advisors |
| Vishal Jain  
Head of Financial Wellness Strategy and Development, Prudential Financial |
| Mark Madrid  
Chief Executive Officer, Latino Business Action Network |
| Robert Rodriguez  
President, Dr. Robert Rodriguez Advisors LLC |

Moderator
Twenty-seven percent of Hispanics are financially literate, compared to 38 percent of Asians and 43 percent of Whites. Twenty-two percent of Hispanics have retirement accounts compared to 52 percent of non-Hispanics. Latino-owned businesses grew from 5% to 8% between 2015 to 2016\(^1\), outpacing the growth rate of all other demographic groups. Yet, many entrepreneurs don’t scale up.

The discussion will ask: How do we increase the long-term financial security of the US Hispanic population? And through what channels and networks? What are the steps to ensure adequate access to capital for entrepreneurs? What is technology’s role? The discussion will reach agreement on 1-3 prioritized solutions.

### Key Findings: Financial Empowerment

- **Business Owner**: When you own the business, you control the message and more importantly control the outcome.
- **Engagement with Consumers**: Financial service industry needs to engage more deeply with consumers and focus more on outcomes and impact on individuals vs. products sold.
- **Diverse Advisors**: More diverse financial service advisors will allow more engagement with market segments.
- **Leverage Workplace**: Leverage the workplace as a platform to address workers financial needs (i.e. retirement savings, insurance).
- **Advocate for small businesses**: Advocate for legislation to help smaller businesses disburse employee retirement benefits.
- **Capital Providers**: Inform yourself with your bankers and capital providers before you need the money.
- **Financial Education**: Financial employers play an important role in financial education of their workforce, so they can engage services more informed and on their own.
- **Access to Capital**: Access to capital, get to know your capital providers before you need the money.
- **Certify Your Business**: Certify your business to qualify for procurement contracts
- **Cryptocurrency**: Cryptocurrency will help bring scale. Start small by using Crypto currency to pay utilities.
What do you believe are the most important areas to focus on within financial empowerment?

Results from the real-time voting indicated that financial literacy, access to capital and pay equity are most important.
PANEL 4: CHANGING PERCEPTION

- Renato Fernandez
  Chief Creative Officer, TBWA

- Hernán Guaracao
  Publisher & Chief Executive Officer, AL DÍA News Media

- Jackie Rodriguez
  Chief of Staff to Chief Operating Officer, Groupon

- Christie Hefner
  Former Chairman, CEO, Playboy Enterprises; Business Strategist

- Jorge Ferraez
  President & Publisher, Latino Leaders Magazine

- Michael Lev
  Editorial Board Member, The Chicago Tribune

Moderator
Leaders in media and marketing convened to discuss how the Hispanic narrative is portrayed.

This session focused on 4 elements related to changing perception: shared voice; tone of voice; role models and workforce development and representation.

The discussion will reach agreement on 1-3 prioritized solutions.

**Key Findings:**

**Changing Perception**

**Awareness of Contributions:** Hispanics and Latinos have to be champions for each other.
- Try to translate the U.S. Hispanic narrative in a creative way.
- Find the intersection between the 2020 election and the desire to cover the Hispanic community.

**Role Models:** Find new organizations that are doing great things for women and communities. Including Free Spirit, Geena Davis, or documentary film companies like Chicago Media Project.

**Support Networks:** The Hispanic media industry needs support from the finance world. There needs to be more investments in Latino-owned media business.
- The non-traditional media world puts enormous pressure downward on resources and traditional media, which hurts all kinds of stories.

**Representation:** Make an inventory of talented Hispanics from every vertical and share that list with prestigious executive clubs or global councils for them to pull from for their publications, programs and events.
- To have full representation, we need to be gatekeepers and storytellers. Gatekeepers are editors and news executives.
- Leverage social media to give you the power to tell your own stories.
- Think about the point of view of the non-Latino audience you are trying to influence.

**Key Views:**

- Awareness of Contributions: Hispanics and Latinos have to be champions for each other.
  - Try to translate the U.S. Hispanic narrative in a creative way.
  - Find the intersection between the 2020 election and the desire to cover the Hispanic community.
- Role Models: Find new organizations that are doing great things for women and communities. Including Free Spirit, Geena Davis, or documentary film companies like Chicago Media Project.
- Support Networks: The Hispanic media industry needs support from the finance world. There needs to be more investments in Latino-owned media business.
  - The non-traditional media world puts enormous pressure downward on resources and traditional media, which hurts all kinds of stories.
- Representation: Make an inventory of talented Hispanics from every vertical and share that list with prestigious executive clubs or global councils for them to pull from for their publications, programs and events.
  - To have full representation, we need to be gatekeepers and storytellers. Gatekeepers are editors and news executives.
  - Leverage social media to give you the power to tell your own stories.
  - Think about the point of view of the non-Latino audience you are trying to influence.
Where do we need to make the most progress in order to improve the image of the Hispanic community?

Results from the real-time voting indicated that representation in film/news, Hispanic role models, and awareness of Hispanic contributions in the country are most important.
KEY FINDINGS:
THE HISPANIC PROMISE

Hispanics will be 70% of the future labor force of America, yet 74% of Hispanics have said they have to pretend they are someone they are not in the workplace.

More than a dozen Hispanic organizations backed the launch earlier this year in Davos of *The Hispanic Promise* -- a call-to-action for companies to hire, promote, retain and celebrate Hispanics in the workplace.

This session will discuss best practices and lessons learned from leaders on how to create environments that allow their employees to bring their best selves to work.

Key Views:

- **Company Culture**: To build a culture of belonging, the whole company has to embrace hiring for cultural fit.
  - Build and pave the pathways for Hispanics to find your company
  - Broaden the gateways by making Hispanics feel welcome in your company.
  - Change the complexion of your agency and/or company.

- **Celebrate Success**: Showcase 2nd, 3rd and 4th generation Hispanics in the U.S., who have made it, have to showcase how they were able to integrate into US Society.
  - Establish a set of values to propel your organizations

- **Accountability**: Establish a system of accountability and give the organization the information, metrics and resources to track against the accountability.
  - Share quantitative and qualitative facts and data with the CEO of your company.
  - Make The Hispanic Promise a seal of distinction for your company.
  - A landscape of how many companies executive suites have Hispanics in them, would make a strong business case for the CEOs.

- **Growth Opportunity for Business**: Frame the Hispanic community as a growth opportunity for your business and in the marketplace
  - Make it easier to buy from Hispanic and minority owned-businesses.

- **Individual Growth**: As a Hispanic, go out and find a board to serve on
  - Connect the workforce to the business strategy (i.e. the PepsiCo Mountain Dew commercial).
  - Connect workplace to the market
CONCLUDING RECOMMENDATIONS
The following individuals served as the event rapporteurs. Their main objective was to summarize the insights from each panel, while providing recommendations from the main core areas.

These insights guided the discussion and identified action items.
RAPPORTEUR:
EDUCATION

Andre Arbelaez
Chief Executive Officer, C-Suite
Corporate Council

Key Recommendations:

- Maintain the journey between high school, college and corporate life continuous, we need mentors and apprentices – starting at the middle school level.
- High schools are pushing students in two different directions, four-year programs or alternative two-year programs.
- Community colleges are getting creative and employing fellowships, internships and apprentices.
- Remove stigma from community colleges.
- Corporations are getting involved as is in the mentorships and is also getting involved in the Hispanic incubators.
- Expose students to brands to get the brand experience
- Promote access to technology to inspire kids to become entrepreneurs
FINANCIAL EMPOWERMENT

Rodrigo Garcia
Deputy Treasurer & Chief Investment Officer, Illinois State Treasury

Key Recommendations:

- Build mobility, education, employment, entrepreneurship can provide pathways to financial and economic capital.

- Build equity and wealth through access to capital; homeownership through business loans and venture capital – and all by strengthening financial literacy and understanding of market tools.

- Build representation in corporate leadership, STEM learners, C-Suite by being to influence decision makers and those with capital to help change the perception of the Latino narrative.
PERCEPTION CHANGE

Paula Otero
Founder & President, LaKart People

RAPPORTEUR: CHANGING PERCEPTION

Gatekeepers are essential. They act as internal advocates that will set up the stage for Latinos and encourage them to be proud and tell their story.

Stop tokenizing race in advertising.

Leadership coaching is helpful for all executive leaders, Hispanic and non-Hispanic.

Give visibility and publicity to the Latino-led, multicultural agencies.

Business acquisitions sometime can stifle Latino representation and leadership.

Clients are sometimes not diversity-forward.

Make an effort to bring more hidden stories to light from the Latino community

Individually, we are also media content creators. As a result, we should each play a role as influencers and storytellers in dispelling negative perceptions of Latinos.

Key Recommendations:
As mentioned, the event structure also included in real-time voting by each of our participants with hand held devices to demonstrate the results from voting on access to education, financial empowerment, and changing the perception of U.S. Hispanics.
Below you will preview the six surprising facts directly taken from the United Nations Summit in December 2018 compared to the Hispanic Leadership Summit: Chicago in April 2019.

1. Throughout the last decade, 86% of all new businesses have been launched by US latinos

2. The high school dropout rate for Hispanic Americans has greatly decreased through the past two decades, falling to 12% in 2014 from 32% in 2000.
6 SURPRISING FACTS

COMPARATIVE VOTE

3. Latinas create businesses 6 times faster than any other group in the United States

4. If current Latino-owned business follow the average rate of growth of US business, they would add $1.4 trillion to the economy.
6. Hispanic buying power reached $1.4 trillion in 2016 and is expected to reach $1.8 trillion by 2021

5. There are currently 11 Hispanic / Latino CEOs of Fortune 500 companies
### Activities Calendar: US Hispanics

#### 2019

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<th>June</th>
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<td>Cannes</td>
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<td>Chicago Ideas</td>
<td>Hi Heroes Webshow</td>
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<td>+ Salon</td>
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<td>Reception (TBC)</td>
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#### 2020

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<td>Davos</td>
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<td>+ Hispanic Promise Salon (Jan 23)</td>
<td>+ Salon (Feb 1)</td>
<td>+ HLS Regional Summit (TBC)</td>
<td>+ HLS Regional Summit (TBC)</td>
<td>+ Hispanics at the Olympics Salon (July 23)</td>
<td>+ HLS Regional Summit (TBC)</td>
<td>+ 2-day HLS at UN (Dec 9-10)</td>
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<td>Sentiment Study Results</td>
<td>Hi Heroes Webshow</td>
<td>+ Youth Event at UN (Dec 10)</td>
<td>Top 100 Facts Release</td>
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**Additional Events:**
- **Whitepaper:** Hispanics as Middle Class of America
- **Webshow:** Hi Heroes Webshow (NGL)
“We have more stories that come out about connecting our community to resources that are out there. Many of the people who are sitting in this room send me press releases all the time. I have to be that connector in broadcast by amplifying the message and connecting the community to those resources.”

- Teri Arvesu - VP, Content, Univision Communications

“There is a lack of understanding of our power, our potential. If we come together, we will be strong.”

- Alberto Senior - Director of Community Commerce and Partnerships, Miller Coors

“We want to highlight what we are doing with the Chicago Public Schools, specifically with our work around fellowships, mentorships and our apprenticeships. Through these types of programs, we have the ability to be successful in school and be able to have a living wage that really makes the program so powerful. “ - Dr. Igancio Lopez, President of Harold Washington College, City Colleges of Chicago

“I want The Hispanic Promise to be something that Hispanic employees recognize as a seal of quality for the company that has signed on. I want The Hispanic Promise to be a mark of distinction.” - Jose Luis Prado Chairman and Chief Executive Officer, Evans Food Group

“Students need to have access to education and have the opportunity to be learn about financial literacy.”

- Raul Raymundo, CEO, The Resurrection Project

“Latinos will be the largest minority in the 2020 election. The need to have media cover and produce stories on the Latino community will be a critical component of the critical election.” - Christie Hefner, Chairman and CEO, Playboy Enterprises

“The financial services sector really needs to understand the Hispanic community. And, our entrepreneurs need to be open and receptive to have access to capital” - Mark Madrid, Latino Business Network
WE ARE ALL HUMAN FOUNDATION

We would like to sincerely thank our partners, sponsors, colleagues in helping to make this event possible.

Thank you for attending our first regional summit in Chicago.

For questions regarding our future events, please contact info@weareallhuman.org

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