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Nina Vaca  - CEO & Chairman, Pinnacle Group
Claudia Romo Edelman  - Founder, We Are All Human
Matthew Myers  - Dean, Edwin L. Cox School of Business, Southern Methodist University
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Anamaria Rodriguez  - Chief Food Innovation & Quality Officer, Pizza Hut International
Ana Rodriguez  - Managing Director, Business Development & SMU Cox Latino Leadership Initiative
John Starkweather  - Associate Vice President, AT&T
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 We Are All Human is to unify the Hispanic community and bring attention to the fragmentation that takes place, which impacts this goal.

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 points for the “Vision 2020.”

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
Following the success and cogent takeaways at the United Nations, We Are All Human hosted its first Texas regional summit, the Hispanic Leadership Summit: Dallas, on September 9, to take a deeper dive and identify the specific areas that will trigger and motivate the community to rally around.

The Dallas Summit was the springboard to launch the “Hispanic Heritage Month Challenge” in which a number of major corporations signed The Hispanic Promise, a first-of-its-kind pledge to hire, promote, retain and celebrate Hispanics in the workplace. The call to action was for more corporations to sign the Promise and commit to creating inclusive environments.

This summit will then inform and drive new discussions to empower the Hispanic community and key stakeholders for the Hispanic Leadership Summit: San Francisco (October 2019), and the second annual Hispanic Leadership Summit at the United Nations in December 2019.
The structure of The Hispanic Leadership Summit: Dallas included captivating panel discussions on education, financial empowerment and perception change.

In addition to these main pillars, the structure of the Hispanic Leadership Summit: Dallas included sessions such as hiring and retaining diverse talent, leadership and management development, entrepreneurship, and access to capital & small businesses.

The attendees at the Summit also had the opportunity to participate in live voting so We Are All Human could secure real-time input and feedback regarding the three key priorities of Vision 2020.

Participating panelists and attendees came from different backgrounds, sectors and industries including business, media, technology, politics and civic society (NGOs and non-profits).
The Hispanic Leadership Summit: Dallas was held to take a deeper dive into the three top priorities of Vision 2020 for further discussion: Education, Financial Empowerment and Perception Change along with breakout sessions, and a panel called The Hispanic Promise with C-suite level participation on diversity and inclusion in the workplace.

Summit leaders proposed a diverse set of solutions available to improve and scale within the different industries.
The Hispanic Promise is the first-of-its-kind national pledge to hire, promote, retain and celebrate Hispanics in the workplace. Launched at the World Economic Forum in 2019, the Hispanic Promise is a non-legally-binding sign of intention, the result of the joint effort of multiple Hispanic Organization as a call to action for business leaders and companies of Corporate America to create a more inclusive work environment for Hispanics.

Marking the start of Hispanic Heritage Month, the Hispanic Leadership Summit: Dallas launched the “Hispanic Heritage Month Challenge” during the Ceremonial Hispanic Promise Signing. Major corporations backed up by Latino organizations announced their commitment to the “Hispanic Promise”.

These companies include:
- AGANAR Media
- AT&T
- Cargill
- Cien+
- Dieste
- Diversified Search
- Edelman
- Ericsson
- EY
- Nielsen
- NRG
- Pepsico
- Pinnacle Group
- URBANDER
- Nation Waste
- Yum! Brands!
How do we build bridges and how to we propel the Hispanic community?

There is one word that will define the Latino community: LEADERSHIP.

How you view yourself is related to what you will become.

Leadership will propel us forward. Our share of population does not equal our share of voice and wealth.

How do we pivot from the Latino world to the mainstream world? Stop segregating. Unite and work closely with the non Latinos.

Seek to be the only Latino in the room. Be the connector, ambassador, conveyor of people.

“Do not get mad, get motivated. Do not complain, campaign.”

Nina Vaca
CEO & Chairman,
Pinnacle Group
BREAKOUT SESSIONS I
BREAKOUT SESSION 1: HIRING DIVERSE TALENT: BEST PRACTICES

James Fripp
Chief Diversity & Inclusion Officer, Yum! Brands

Ron Parker
President & CEO, R&P Parker Holdings, LLC

Laura Ramirez
Director - Diversity & Inclusion, Ericsson

Robert Rodriguez
President, DRR Advisors

Moderator
Diverse and inclusive companies drive innovative results, outperform those with a more homogeneous workforce, gain greater profitability and value creation and avoid tarnishing their reputation. Yet, Corporate America still struggles in this area, often failing to attract and retain diverse talent. Hispanics are young and hard-working and ¾ of US Hispanics are part of the labor-force. Yet 76% have said they have to pretend they are someone they are not in the workplace, which often leads to a revolving door or lack of representation in senior positions. Particularly in times of low unemployment, attracting and retaining young talent will be key for visionary companies. This breakout session discussed how to hire, promote, retain and manage Hispanics in the workplace - best practices, lessons learned, ERGs perspective and engagement.

Key Findings:

- Pushing the recruiting team to be diverse as well will result in hiring more diverse talent.
- Diversity panels within the hiring teams, together with a hiring manager’s guide, are important tools for diversity and inclusion within the workplace.
- Use of incentives within the organization drives referrals to more diverse talent including incentives to C-Suite level leaders.
- ERGs and recruiting teams have the potential to help individuals in the pipeline become more visible and better understood by higher level leaders. Their authenticity and confidence grows potentially to increase retiring rates.
BREAKOUT SESSION 2:
LEADERSHIP & MANAGEMENT DEVELOPMENT

| Manny Fernandez |
| Office Manager Partner, Dallas KPMG |

| Alice Rodriguez |
| Vice President, JP Morgan Chase |

| Al Zapanta |
| President & CEO, United States-Mexico Chamber of Commerce |

| Damian Rivera |
| CEO, ALPFA |

Moderator
Hispanics represent 18% of the population of America, but account for only 1% of the top corporate executive positions in the nation’s largest corporations. According to Forbes, this leadership gap suggests that we are not using our human capital in the most efficient and effective way. This is unsustainable and jeopardizes the country’s future growth and success, particularly when automation will replace many of the jobs that Hispanics hold today. This breakout session discussed the state of career tracks for Latino leaders who desire to be in the C-suite, and how to address this issue with today’s CEOs: highlight best practices for Hispanic talent development, analyze educational and cultural qualities that affect the rise up corporate career ladders; steps and solutions companies can take to promote Hispanics to senior and board positions and also training, re-training and skilling for the future.

Key Findings:

- Culture and language are opportunities to be used when differentiating oneself and using this toward advantage. More and more clients are asking for Latinos within the companies.

- Young manager leadership programs are an opportunity to scale throughout companies. These programs, focused on crucial years (6 - 7 years of work experience), help leaders accelerate and acquire tools to build up confidence and courage to move upward and fill director roles.
BREAKOUT SESSION 3: REACHING THE HISPANIC CONSUMER

| Pete Lerma  
Principal & Founder, Richards/Lerma |
| Lyris Leos  
Head of Marketing, Reliant |
| Marissa Solis  
Vice President / General Manager - Hispanic Business Unit, Pepsico North America Beverages |
Hispanics are the fastest growing cohort in America. Hispanic GDP was $2.17 trillion in 2015 - if it were a stand-alone economy, it would be the 7th largest in the world. The US Hispanic market had $1.7 trillion in spending power in 2017, projected to grow to $1.9 by 2021. American Latinos have a longer consumer life span as their median age is 28 years old vs. 43 years old as the average of non-Latinos. However, many brands continuously remain in a state of ‘we know we need to tap into this’ but are not acting fast enough. This session gathered brands, marketing and agency executives to share insights, challenges and best practices for targeting the Hispanic consumer.

Today is an opportunity for Hispanic agencies to rise and work with bigger companies. These larger brands should consider working with Hispanic agencies.

Hispanic agencies have the challenge and potential to reach general market through multicultural marketing.

It's all about cultural exchange and tapping the emotions through advertising that we can continue with the challenge of pushing the Hispanic community.
BREAKOUT SESSION 4: ADVANCING LATINAS

- Veronica Torres Hazley
  Director, Partner Experience, VisitDallas

- Anamaria Rodriguez
  Chief Food Innovation & Quality Officer, Pizza Hut International

- Christina Lynch
  Founder, Mi Golondrina

- Gaby Natale
  President, AGANAR Media

Moderator
Entrepreneurs, hard workers, value-driven and family-oriented, Latinas are the key for success of the Hispanic community. Latinas create small businesses 6 times faster than any other group in America. Yet, Latinas are one of the lowest paid groups in the country, largely underrepresented and misrepresented in media, and relatively absent from key industries like tech. This session was a conversation among Latinas in leadership positions to share their career journey and experiences as a Latina and discussing best practices for supporting the advancement of Latinas in the workplace and beyond.

The face of fear is one of the hardest challenges for Latinas but without it Latinas don't get anywhere.

Using community relations is crucial to create new things especially when they're out-of-the-box.

There are opportunities to become entrepreneurs within our community and relations because Latinas are all about community and family.

Latinas embrace their culture and use that to their advantage in business.
BREAKOUT SESSIONS II
BREAKOUT SESSION 1:
THE FUTURE WORKFORCE OF AMERICA: THE NEXT GENERATION

Dr. Joe May
Chancellor, Dallas County Community College District

Jorge Corral
Dallas Office Managing Director, Accenture

Eric Reeves
Managing Director, High Steps Chair for Dallas ISD P-TECH

Adán González
Executive Director, Puede Network!

Antonio Tijerino
President & CEO, Hispanic Heritage Foundation

Moderator
Hispanics are the youth of America. 38% of US Hispanics are 21 years old or younger and US Hispanics’ median age is 29 years old, 6 years younger than the national average. This young population constitutes what will become the future workforce of America. Yet, according to the Hispanic Sentiment Study, 61% of young Hispanics are disappointed and consider the American Dream is not what it used to be. Are our Hispanic youngsters equipped for the future?

At a macro level, Latinos have the opportunity to become leaders since they are the ones that know more their community, this is crucial for Latinos to be more involved in the advancement of education and workforce of America. It is an advantage and opportunity.

Challenges to reach the skills and resources of the Latino community involved the way higher education is marketed, such as the lifestyle and life after college. It has been marketed as something expensive and unattainable. This is where help is really needed.

Dallas Community College is mostly competing against the fact that the Latino community think they can't enrol because of costs. It's more of a competition against their thoughts and their families than against other schools.

Without the advancement of education in the Latino community there will be no advancement in the workforce.

Key Findings:
BREAKOUT SESSION 2: ENTREPRENEURSHIP

María Ríos  
President & CEO, Nation Waste, Inc.

Guillermo Perales  
Founder & CEO, Sun Holdings

Regina Merson  
Founder & CEO, Reina Rebelde

Ramiro Cavazos  
President & CEO, United States Hispanic Chamber of Commerce

Moderator
BREAKOUT SESSION 2:
ENTREPRENEURSHIP

A conversation with Hispanic entrepreneurs about survival, challenges, opportunities, and best practices in the world of business creation, from access to capital to continued growth of small businesses.

Key Findings:

• Finding solutions to problems does not come from within. Most solutions are found through networking. Without the network, resources like capital and mentorships will not let Latino and Latina entrepreneurs grow their business.

• Being a Latino is an advantage when asking for money but it’s in knowing who the right person to ask is.

• The fact that The American Dream for Latinos is mostly being involved in their own community is both an opportunity and a disadvantage for growth.
BREAKOUT SESSION 3: CIVIC ENGAGEMENT

| Antonio Arellano  
Interim Executive Director, Jolt.  
| Moderator  

| Stacie de Armas  
Vice President, Strategic Initiatives & Hispanic Market Thoughtleader, Nielsen  

| Jorge Baldor  
Founder, Mercado369
32 million Hispanics will be eligible voters by 2020. Hispanics make up 18% of the population, but only represent 1% in politics. Hispanics are one of the least engaged political sectors of America-- we don't vote, we don't run for office, we don't win. Participation in the census and voting are two of the most important actions to take in the next 18 months. As we inch closer to the 2020 election, this conversation will discuss how individual efforts can be scaled through collective action to generate real change and what can be done to accelerate civic involvement and participation.

Key Findings:

- Partnering with Latino creatives can help Latino civic engagement grow because they feel more related besides the traditional red, white and blue.

- Reaching out to the Latino community has to be more innovative than calls and knocking on doors. An example is Jolt’s Quinceañera Campaign, where individuals are registered to vote during their family / friend’s event.

- Data shows that registered Latinos do vote. The challenge is registering them.

- Let’s redefine what success is for Latinos. Just a few Latinos on the table representing is not enough. It’s about taking the entire community with you.

- Growing Latino wealth looks different than non-white but it has the opportunity to grow and create the change we want, leading to philanthropy.

- Dallas has one of the highest Latino turnout voters which is a big opportunity to flip Texas in 2020.
BREAKOUT SESSION 4: CHANGING THE HISPANIC NARRATIVE

- **Lili Gil Valletta**  
  CEO & Co-founder, CIEN+ and CULTURINTEL

- **Per Pedersen**  
  Global Creative Chairman, Grey Group

- **Marty Martinez**  
  CEO, Social Revolt

- **Claudia Romo Edelman**  
  Founder, We Are All Human

**Moderator**
Hispanics are powerful but portrayed as weak; Hispanics are big but act small. There is a huge gap between the reality and the perception, almost a “reverse” marketing problem. Hispanics lack a joint and cohesive narrative, partially from the lack of compelling and widely known data points about our own power and successes. The Hispanic Sentiment Study shows that 77% of Hispanics are not aware of their own contributions to the country. The result is that Hispanics are often portrayed negatively, rather than showcasing the beauty and strength of this group. From machine-learned biases to creative campaigns, this discussion focused on how we can collectively create a Hispanic narrative and a campaign to change the perception of Hispanics for good.

Key Findings:

- There is a need to share more visuals of what being Latino looks like. Sharing more experiences than knowledge should be the next step. Using the data that has been committed to be shared, there is an opportunity for more visual storytelling.

- Our mixed identity such as what we call the community (Latino, Latinx, Hispanics) is an opportunity and it should be kept as open as it currently is.

- There is an opportunity to be taken that the Hispanic community is not only locally relevant but globally and financially as well.

- Schools are a crucial place to start, where a campaign should be started to visualize the American Dream, and reach not only students but also the teachers who should be changing the narrative.
PANELS
PANEL: DIVERSITY IN SPORTS

| Cynt Marshall |
| CEO, Dallas Mavericks |

| Dan Hunt |
| President, FC Dallas |

| Karin Morris |
| Executive Director, Texas Rangers Foundation |

| Dale Petrosky |
| President & CEO, Dallas Regional Chamber |

Moderator
A discussion on the importance of inclusion and diversity in sports, from the front office to the field or the court. The role of Hispanics in sports yesterday, today and tomorrow.

**Key Views:**

- Leadership roles in teams have the responsibility to carry the diversity from the field to the stands and out to the streets.
- Dallas is already a crucial city with the most international teams and it's currently in the bid for hosting the 2026 World Cup.
- Diversity in sports also means investing in education, especially within the minority communities.
"We are the fuel of the economy"

- Humble beginnings lead to great leaders.

- “I pray that you get closer to your destiny and don’t let anybody stand in your way. Your time is our time. This is our era.”
HISPANIC PROMISE PANEL:
BRINGING DIVERSITY AND INCLUSION TO THE WORKPLACE

Maria Lensing
Vice President, AT&T

Maria Rios
President & CEO, Nation Waste Inc.

Shane Goodwin
Professor of Practice & Associate Dean, Executive Education and Graduate Programs, Edwin L. Cox School of SMU

Dale Petrosky
President & CEO, Dallas Regional Chamber

Moderator
An executive level discussion about the relevance of inclusion and diversity in the workplace -- from challenges to best practices and lessons learned. The panel shared why visionary companies are making D+I a key priority in their organizations for themselves and their clients.

Dallas has a large gap of middle-skill jobs, leaving the opportunity of timing to reach diverse talent. Educational institutions, companies and entrepreneurs are stakeholders who should be partnering to elevate the next generation of leaders. These leaders need to reach students at a more younger age as well when they start believing they don’t have the chance of upward mobility.

Leaders in a community reach students at a younger age. Reach to the level where they feel they don’t have that mobility, Reach out to that group. Put them in the best positions to succeed. Education stakeholders partnering with entrepreneurs and organizations on this.
Deborah and Dean Myers shared their experience and partnership for executive education. This discussion highlighted the 10-year relationship between AT&T and SMU Cox LLI. The conversation showed the challenges in building such partnerships but also shared to inspire other companies and organizations present to curate partnerships to grow together.

- Higher education is becoming a more competitive environment when recruiting students, especially coming from Latin America. This has lead to new in talent acquisition.

- Relationships between education stakeholders and businesses have become more invaluable throughout the changes in the marketplace. As diversity increases, inclusion becomes crucial especially for leadership development.

- As the Latino culture begins to influence consumption and entertainment habits it has attracted opportunities in change such as bilingual education.
PANEL:
TRAINING DEVELOPMENT & SCALING: EDUCATION DRIVING THE ADVANCEMENT OF THE HISPANIC COMMUNITY

- Evelyn Miralles
  Associate Vice President, University of Houston-Clear Lake

- Ana Rodriguez
  Managing Director, Latino Leadership Initiative, SMU Cox

- Elda Rojas
  Chief Academic Officer, Cityscape Schools

- Victor Arias
  Managing Director and Partner in Charge DFW Office, Diversified Search

Moderator: Thomas Savino
Chief Executive Officer, Prospanica
This panel explored how the Hispanic community in Texas can advance improvements in education and career development given the significant challenges Latino children and young adults face in terms of access to preschool programs, completion /graduating from high school, and obtaining workforce training. This panel also explored the need for developing, scaling and training for high-skill fields.

Key Views:

- Education data has improved over the last years in the Latino community but it’s still one of the most crucial needs of improvement.

- Language is a barrier from elementary school to the completion of college while there is also a lack of bilingual teachers. There is an opportunity to grow avenues for scholarships to specialize in bilingual education. By lowering the language barriers, students will be able to complete college and understand more about resources such as scholarships and financial aid.

- Family participation in a child’s education is still one of the main obstacles in their success. The intentions of many approaches do not meet reality. Family intervention is something programs should be focusing on.

- Paid internships are a huge opportunity for Latinos because it is a way for them to help support their family while studying.
WHAT DO YOU BELIEVE ARE THE MOST IMPORTANT AREAS TO FOCUS ON WITHIN EDUCATION?

1. STEM Education / Training
2. Investment in Pre-K
3. Apprenticeship and vocational training / Increase teacher capacity
PANEL:
FINANCIAL EMPOWERMENT: KEY TO SUCCESS AND GROWTH FOR HISPANICS

| Roy Lopez
  Assistant Vice President, Federal Reserve Bank of Dallas |
|----------------------------------------------------------|
| Regina Montoya
  Attorney & Civic Leader |
|----------------------------------------------------------|
| Edgar Carreon
  Consultant, 30yCinco |
|----------------------------------------------------------|
| Beto Pallares
  Managing Director, Joseph Advisory Services |

Moderator
This panel explored the most important regional issues and scalable solutions in relation to financial empowerment of Hispanics. From access to capital to financial literacy, from wealth accumulation to accessibility.

Key Views:

- Latinos rely on related resources. They are better at saving than at creating relationships with financial institutions and accessing new capital.
- What if smaller bonds existed? Would it be easier to qualify?
- It's our responsibility to support organizations such as CFDI's (in Texas there is Accion and Lift) in order to scale up and help Latino entrepreneurs expand their businesses. These organizations are too small to create the impact they're meant to.
- By supporting these organizations and helping them reach out to more Latinos, wealth will grow.
- Dallas is the 6th least connected community due to the digital divide. The digital gap affects small businesses to compete. Closing this gap is achievable in Texas.
- To be better in five years we should measure financial education, the growth of small businesses and that of organizations supporting the community.
WHAT DO YOU BELIEVE ARE THE MOST IMPORTANT AREAS TO FOCUS ON WITHIN FINANCIAL EMPOWERMENT?

1. Financial Literacy
2. Access to Capital
3. Reduce Student Loan Debt
PANEL:
CHANGING THE PERCEPTION OF THE HISPANIC COMMUNITY: DOABLE, DESIRABLE & URGENT

| Jorge Ferraez |
Publisher, Latino Leaders Magazine

| Elba Intriaigo |
President, Augustine Agency

| Marissa Solis |
Vice President/General Manager - Hispanic Business Unit, Pepsico North America Beverages

| Andre Arbelaez |
President & CEO, Hispanic C-Suite Corporate Council (HC3)

| Ciro Sarmiento |
Chief Creative Officer, Dieste

Moderator
PANEL:
CHANGING THE PERCEPTION OF THE HISPANIC COMMUNITY: DOABLE, DESIRABLE & URGENT

Leaders in media, comms and marketing agencies and brands convene for a discussion on the visibility, perceptions, branding and communications related to how the Hispanic/Latino narrative is framed today within and outside the community. The discussion will answer questions on “What is the US Hispanic communities shared voice?”. How do we change the narrative of Hispanics in the US? What can truly entice companies, marketers, entertainment, to be enthusiastic about the Hispanic consumer & marketing opportunity? The aim of the session is to identify one or two actionable and scalable solutions to change the perception of the Hispanic community.

Key Views:

- There needs to be a systematic change of perception, and that includes starting in the stores and the community all the way up the chain to media and partners.

- A key aspect for systematic change is reaching the broader general market and using insights from other industries and use their data.

- Marketing teams being redefined as business units because it’s everyone’s role and responsibility to engage and reflect the consumers.

- The duality identity of 100% Latina, 100% American is an opportunity for marketers, creatives and business leaders because Latinos understand both cultures.

- It’s time to force the Hispanic perception within the general market, broader audience. How? By starting a PR campaign to stop talking about the negative and reflecting the reality. It’s time to be more aggressive and share the stories with C-Suite leaders, editors, non Hispanic groups.

- Working together with agencies and brands to make sure we are reflecting the real details of perception that can make an impact.
WHERE DO WE NEED TO MAKE THE MOST PROGRESS IN ORDER TO IMPROVE THE IMAGE OF THE HISPANIC COMMUNITY?

1. Hispanic Role Models
2. Awareness of Hispanic contributions to the country
3. Hispanics in media leadership roles
CONCLUSION & CALL TO ACTION:

What promise will you make to the Hispanic Community?
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 Dallas.

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

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