

the Latino Paradigm Shift

PERCEPTIONS VS REALITY IN THE NEW MAINSTREAM MEDIA LANDSCAPE

11th Latino Donor Collaborative National Convening

April 26 – 27, 2016

Los Angeles | California

The Peninsula Beverly Hills | The Verandah Ballroom

Objective | Empower and increase the business dialogue of media decision-makers (top media executives, content creators, chief executive marketing officers, advertisers) about multiple ways to engage the Latino audience and market, the most sought-after demographic today.

Dialoguers | CMOs, CEOs and other top executives of media and advertising companies.

Attendees | Top executives of media companies, top advertising and consumer product executives, content creators, and other media decision makers who want to find new ways target Latinos.

By invitation only

No press (a friendly atmosphere to speak freely)



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Agenda | April 26, 2016

12:00pm | Opening Lunch

Welcome by local LDC National Board Member, David Hernandez; Outline of the Convening by Executive Director, Ana Valdez; Conversation on Latino facts, by Sol Trujillo, LDC Chairman, and Peter Rice, Chairman and CEO, Fox Networks Group

2:00pm | CMO's Roundtable

Jamie Moldafsky (CMO, Wells Fargo), Guillermo Morrone (VP, Head of Global Consumer Content, Mastercard), Deborah Wahl (SVP, CMO, McDonald's)
MODERATED BY: LDC Board Members Alex Lopez Negrete and Dennis Arriola

4:00pm | Programmers Roundtable

Chris Albrecht (CEO, Starz), Robert Greenblatt (Chairman, NBC), John Landgraf (CEO, FX Networks and FX Productions), Mark Pedowitz (President, CW Television Network)
MODERATED BY: LDC Board Members Herb Scannell and Marcos Torres

5:30pm | Wrap-Up Session

Conversation of CMOs and Content Executives that choose to participate in a dialogue about how to best target the Latino market, and ideas of metrics
MODERATED BY: LDC Board Members Herb Scannell and Alex Lopez Negrete

6:15pm | Reception

7:15pm | Dinner

One-on-one fireside chat: Sol Trujillo and Oscar Muñoz, CEO, United Airlines



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Agenda | April 27, 2016

8:00am | Breakfast Conversation

Norman Lear (Television Writer, Producer, Director) interview with Tom Castro

9:00am | Digital Media Roundtable

Beatriz Acevedo (Founder/President, Mitú Network), Susanne Daniels (VP, YouTube Originals),

Courtney Holt (EVP/Head, Maker Studios)

MODERATED BY: Board Members Fidel Vargas and Herb Scannell

10:30am | Research and LDC Campaign

Gary Acosta (CEO, NAHREP), Remy Arteaga (Executive Director, Stanford Latino Entrepreneurship), David Hayes Bautista (Professor of Medicine, UCLA),

Ana Valdez (Executive Director, Latino Donor Collaborative)

MODERATED BY: Board Member Dorene Dominguez

11:30am | Closing Remarks

Board Members Gaddi Vazquez and Gilbert Cisneros

Session Adjourned



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Connect with Us!



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Latino Donor Collaborative



@LDCLatino

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Some of our Past LDC Convening Participants

Phil Griffin *President | MSNBC*

Michael Bloomberg *Former NYC Mayor; Founder | Bloomberg, L.P.*

Roger Ailes *President | Fox News; Chairman | Fox Television Group*

Cesar Conde *Executive Vice President | NBCUniversal*

Charlie Ergen *Co-Founder and Chairman | Dish Network*

Rupert Murdoch *Chairman and CEO | News Corporation*

Robert Thomson *Managing Editor | Wall Street Journal; Chief Executive | News Corp. Publishing Company*

Donald Baer *Worldwide CEO & Chairman | Burson-Marsteller*

Gerard Baker *Editor-in-Chief | The Wall Street Journal*

Jeffrey Hirsch *Executive VP & Chief Marketing and Sales Officer, Residential Services | Time Warner Cable*

Gustavo Martinez *Former Global President & CEO | J. Walter Thompson Worldwide*

Hikmet Ersek *President & CEO | Western Union*

Salman Amin *Chief Operating Officer | S.C. Johnson & Son, Inc.*

Jamie Moldafsky *Chief Marketing Officer | Wells Fargo*

Tom O'Toole Sr. *Vice President Marketing Loyalty | United Airlines*

Adrian Carrasquillo *Director of Social Media | BuzzFeed*

Jeff Jones *Executive Vice President & Chief Marketing Officer | Target*

Herb Scannell *Former President | BBC Worldwide, North America; Former Vice Chair | MTV Networks;
Former President | Nickelodeon Networks*

John Chandler *Sr. Vice President & Chief Marketing Officer | Mass Mutual*

Robert Rodriguez, *Filmmaker, Founder & Chairman | El Rey Network*

Paul Taylor *Senior Fellow & Former Director | Pew Research Center*

Jack Hollis *Vice President & Chief Marketing Officer | Toyota Motor Sales*

Michael Keegan *Co-Founder | GLAAD; President and CEO | People for the American Way*

Marc Solomon *Campaign Director | Freedom to Marry*

Stephen Quinn *Vice President & Chief Marketing Officer | Walmart USA*



About the Latino Donor Collaborative...

The Latino Donor Collaborative, a 501 (c)(3) non-profit organization, was co-founded by Henry Cisneros and Sol Trujillo in 2010. This non-partisan nationwide initiative is dedicated to rebuilding the Latino brand and advancing a more accurate, fact-based portrayal of Latinos and their significant contribution to America's cultural, economic and national security leadership.

The operation of the LDC is fully funded by the Board of Directors to maintain its independence of thought and action in every way.

Mission | To reframe and advance an accurate perception, portrayal and understanding of the important contributions American Latinos make to American society.

Vision | American Latinos are well-regarded and valued patriotic Americans.

Our Initiatives In...

Education | Scholarship Program at American Film Institute and Partnership with Fox Writers and Producers Program

Business | Stanford Latino Entrepreneurship Initiative

Research | Developed Research in partnership with Partnership for a New American Economy, Penn Schoen Berland, Burson-Masteller and Columbia University

Communications | "Our Neighbors" National Traditional and Social Media Campaign to create awareness of perception vs. reality when it comes to Latino media images

One-on-One | Private meetings with Media decision-makers

Leadership | Annual Business Leaders Convenings, and Annual Hollywood Summit



Board of Directors

Chair

Sol Trujillo *Chairman | Trujillo Group Investments; Former CEO | U.S. West, Telstra and Orange*

Honorary Chair

Henry Cisneros *Founder and Chairman | CityView; Former U.S. Secretary of Housing and Development*

Directors

Linda Alvarado *President and CEO | Alvarado Constructions, Inc.; Co-Owner | Colorado Rockies*

Dennis Arriola *President and CEO | Southern California Gas Co.*

Jorge L. Benitez *Former Chief Executive U.S. and Sr. Managing Director-N.A. | Accenture*

Tom Castro *President and CEO | El Dorado Capital, LLC*

Gilbert R. Cisneros *President and Co-Founder | The Gilbert & Jacki Cisneros Foundation*

Dorene Dominguez *Chairwoman and CEO | Vanir Group; Co-Owner | Sacramento Kings*

David Hernandez *Co-Founder and CEO | Liberty Power*

Alex Lopez Negrete *President and CEO | Lopez Negrete Communications*

Gustavo Martinez *Former Global President & CEO | J. Walter Thompson Worldwide*

Maritza Montiel *Former Deputy CEO and Vice Chairman | Deloitte*

Oscar Muñoz *CEO | United Airlines*

Patricia Pineda *Group Vice President, Hispanic Business Strategy | Toyota Motor N.A.*

Angelique Salazar-Moyer *Vice President of Operations | Central Street Capital, Inc.*

Herb Scannell *Former President | BBC Worldwide, North America; Former Vice Chair | MTV Networks;
Former President | Nickelodeon Networks*

Marcos Torres *Managing Director, Media Investment Banking Group | RBC Capital Markets*

Fidel A. Vargas *President and Chief Executive Officer | Hispanic Scholarship Fund*

Gaddi H. Vasquez *Senior Vice President, Government Affairs | Edison International & SCE*

LDC Executive Director

Ana Valdez



Advisory Board

Pilar Avila *CEO | New America Alliance*

Anna Cabral *Strategic Communication | Inter – American Development Bank (IDB)*

Mike Fernandez *Corporate Vice President, Corporate Affairs | Cargill, Incorporated*

John Gibson *VP | Motion Picture Association of America*

Monica Gil Sr. *Vice President and General Manager of Multicultural Growth and Strategy | Nielsen*

Tony Jimenez *President and CEO | MicroTech*

Norma Parraz *Former Executive Director | Latino Donor Collaborative*

Federico Peña *Senior Advisor | Vestar Capital Partners; Former U.S. Secretary of Energy, and Transportation*

Eva Plaza *Partner | Gerard Fox Law*

Robert Rodriguez *Filmmaker and Founder, Chairman | El Rey Network*

V. Robert Salazar *Founder | Salazar Family Foundation*

Manny Sanchez *Partner | Sanchez Daniels & Hoffman LLP*

Pablo Schneider *CEO | The Wider Net*

Jose Villa, Jr. *Founder and President | Sensis*

Danny L. Villanueva *Partner | Rustic Canyon-Fontis Partners; The Villanueva Family Fund*

Stephen Wong *Vice President, Audience Strategy | Fox Group*

Al Zapanta *CEO | Paz Resources*



Founding Members

Charlie Brink *Co-Founder, Board Member, COO | Monarch Health Sciences*

Marcelo Claire *President and CEO | Sprint*

Luis Echarte *CEO | Salinas Group North America; Chairman | Azteca and Azteca America*

Moctesuma Esparza *Filmmaker, Producer | Maya Cinemas*

Tony Jimenez *President and CEO | MicroTech*

Monica Lozano *Chief Executive Officer | ImpreMedia*

Tom Castro *President and CEO | El Dorado Capital, LLC*

Timothy Marquez *Founder and CEO | Venoco Inc.*

Eduardo Mestre *Sr. Managing Director & Chairman of Global Advisors | Evercore Partners*

Oscar Muñoz *Executive Vice President and COO | CSX*

Federico Peña *Senior Advisor | Vestar Capital Partners*

Edward Roski *President and Chairman of the Board | Majestic Realty*

V. Robert and Angelique Salazar *Co-Founders | Salazar Family Foundation*

Tony Sanchez *Founder, Chairman and CEO | Sanchez Energy Corporation*

Alejandro Silva *Founder, CEO and Chairman | Evans Food Group, Inc.*

Danny L. Villanueva *Partner | Rustic Canyon-Fontis Partners; The Villanueva Family Fund*

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