



Latino Donor Collaborative

The New Mainstream Economy at L'ATTITUDE

[L'ATTITUDE](#) was the first conference of its kind to highlight the New Mainstream Economy and showcase Latino impact in economic growth. Envisioned and created by [Sol Trujillo](#) and [Gary Acosta](#), L'ATTITUDE was held on **September 8 through 11, 2018**. The event showcased artists and leaders such as Zoe Saldana, Roberto Rodriguez, Alex Rodriguez, along with **US Economy Leader Tom Friedman**, journalists, Washington Post columnists, many CEO's and so many more phenomenal trailblazers who gathered to talk about the **FUTURE** of media, culture, tech, politics and business. The LDC leader, [Ana Valdez](#) and LDC team shared research and insights throughout the event.

- The LDC research, fact-based data, and campaigns were used in many sessions of the 4 day conference to illustrate how Latinos are a significant part of the American economic narrative.
- The LDC Executive Director, Ana Valdez sat down with **Maria Teresa Kumar**, and talked about how the Latinos may extend growth and economic power to have a political voice.
- The LDC Chairman and Co-Founder, Sol Trujillo, discussed the driving force behind America's New Mainstream Economy with **Tim Sloan**, CEO of [Wells Fargo](#), **Geoff Colvin** of [Fortune](#) magazine and LDC Board Member, **Ralph de la Vega** of the De La Vega Group. (Top Photo)



Over 4,000 participants attended the conference daily, to hear and comment on the varied speakers' insight that showed how Latinos are driving the New Mainstream Economy. L'ATTITUDE created a foundation for everyone to understand the power of Latinos, the impact that we have made, and the potential we have yet to reach.

