

HPNG



HISPANIC PROFESSIONALS NETWORKING GROUP PRESENTS THE

LATINO LEADERSHIP CONFERENCE 2008

www.hpng.net

July 1, 2008 | Yale Club of New York | New York, NY

EARLY REGISTRATION - MARCH 31st - June 8th: \$225.00 Per Person

REGULAR REGISTRATION - June 9th - June 30th: \$325.00 Per Person

REGISTRATION WEBSITE: www.hpng.net/LLC08

Dear Colleague:

The trend is clear and the ramifications are obvious. As the largest and fastest growing demographic group in the United States, organizations are raising their sense of urgency regarding their Latino initiatives because they view the Latino community as their next great source of intellectual capital and as a catalyst for economic growth. All of the interest and focus on the Hispanic community is creating numerous opportunities for those Latinos that are well prepared.

The 2008 HPNG Latino Leadership Conference is designed to promote career development and professional growth for the next generation of Latino leaders. The conference agenda includes an impressive list of Latino executives who will share their insights, experiences and advice on how Latinos can reach their *full potential* and *achieve tremendous career success*. You'll learn from these role models as they share their inspiring stories and describe how they overcame common career roadblocks, leveraged their ethnicity as an asset, navigated organizational politics and played a positive role in their communities.

The agenda is designed to allow you to be an active participant in the learning experience. You can take advantage of the interactive nature of the sessions which allows you to ask questions, seek clarity, probe deeper and even challenge some of the concepts that will be addressed. Being engaged during the sessions will allow you to get the most of the conference and will help ensure the material is of most relevant to you.

By leveraging what you will learn at this conference, you'll better position yourself to take advantage of career opportunities when they arise and you'll be able to serve as a positive example of the capabilities of Latino professionals.

Sincerely,

Robert Rodriguez, PhD
Chairman, Latino Leadership Conference

Ali T. Curi
HPNG President

Robert Valencia
HPNG Conference Producer



ONE DAY CONFERENCE AND NETWORKING EVENT WITH RECEPTION (July 1, 2008)

➡ CONFERENCE CHAIRMAN

Robert Rodriguez, *Chairman of the Board, HACE*; Associate Dean, **Kaplan University**

➡ OPENING KEYNOTE SPEAKER

The Hon. Anna E. Cabral, ***Treasurer of the United States***

➡ LUNCH KEYNOTE SPEAKER

Lt. General Ricardo S. Sanchez, **United States Army** (*retired*)

PRESENTERS

Martha Béjar, *Corporate Vice President, Communications Sector, Microsoft Corporation*

Robert Martinez, *Manager of Diversity and Inclusion, Princeton University*

Leslie Sanchez, *CEO, Impacto Group*; Author, **Los Republicanos**

Marty Secada, *Managing Director, Broad and Wall Advisors*; President, **Ivy Plus Hedge Fund Network**

Jenny Alonzo, *Co-Founder and Executive Vice President, MioTV*

Robert Abreu, *Vice President, Global Leadership and Diversity, Goldman, Sachs & Co.*

Mary E. Medina, *Executive Director, Greater New York Hospital Association*

Hector Reyes, *Vice President, Human Resources, Time Warner Cable*

Lucia Ballas-Traynor, *Senior Vice President and General Manager, MTVTr3s*

Carlos Manzano, *Executive Director, Latin Media and Entertainment Commission, City of New York*

Christina S. Cernuch, *Vice President, Training and Operations Development, La Quinta Hotels*

David Chitel, *President, Batanga*

Jeffrey Duque, *Publisher, Fox Sports En Español Magazine*

OVERVIEW

Organizations are grooming their Hispanic executives for leadership at the most senior levels. In many cases however, individuals are left on their own to develop their careers and leadership skills. In 2006, the Harvard Business Review reported that medium-sized organizations have the most difficulty with talent identification because these companies often lack the infrastructure and human resources capabilities. Leadership extends beyond the corporate world and the decisions leaders make will have an impact on the Latino community as a whole. Enlightened Latino Leaders will transform the Hispanic community, but the way we educate those leaders will be key to the progress of this development.

This one day conference will showcase the leadership styles, methods and practices of Latino leaders. The presentations will cover practical “how-to” advice, along with innovative approaches to leadership development. Senior-level presenters will cover areas such as *foundational skills, navigating through critical business functions, strategy formulation and implementation and personal leadership*.

This dynamic gathering of Latino leaders will demonstrate how success is achieved through *preparation, determination, mentorship and a high-quality peer network*.

TIME SCHEDULE	SPEAKERS
8:30 a.m.	Registration - Continental breakfast
9:00 a.m.	Welcome Remarks and Introduction , Ali Curi, President, HPNG
9:15 a.m.	Conference Chair Remarks , Robert Rodriguez, Associate Dean, Graduate School of Management, Kaplan University
9:30 - 10:15 a.m.	Opening Keynote Speaker ★ The Hon. Anna E. Cabral, Treasurer of the United States
 10:15 - 10:30 a.m.	Break
10:30 - 11:00 a.m.	Leadership & Foundational Skills Robert Rodriguez, Associate Dean, Graduate School of Management, Kaplan University Mary E. Medina, Executive Director, Center for Trustee Initiatives and Recruitment, Greater New York Hospital Association

11:00 - 11:15 a.m.

11:15 - 11:45 a.m.

- *The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results*
- *Leadership through people skills*
- *What teams really need from their leaders*
- *What it takes to take the lead*

Q&A

Leadership & Strategy Formulation

Robert Abreu, Vice President, Global Leadership & Diversity,
Goldman, Sachs & Co.

- *Critical Thinking and Strategy Execution – Getting it Done*
- *How important is Emotional Intelligence in Leadership Development?*
- *The “Starter Coach” Executive Coaching at a Junior Level*
- *Do Latinos need a different approach to be mentored?*

Q&A

11:45 - 12:00



12:00 - 1:30 p.m.

LUNCH

Keynote Speaker

★ **Lt. General Ricardo S. Sanchez**, United States Army (*retired*)

1:30 - 2:30 p.m.

HR Panel: Recruiting, Training and Retaining Talent in Today’s Economy

Robert Martinez, Manager of Diversity & Inclusion, Princeton University

Christina S. Cernuch, Vice President, Training & Operations

Development, La Quinta Hotels

Hector Reyes, Vice President, Human Resources, Time Warner Cable

This panel will focus on best practices for sourcing and retaining top talent in an economic downturn where the candidates greatly outnumber the amount of available positions, and the challenge is identifying the quality in all this quantity.

Discussions will include:

- *How leaders should be recruiting new hires*
- *The role of learning and training in talent management*
- *Reducing turnover and increasing employee retention*

Q & A

2:30 - 3:00 p.m.

3:00 - 3:30 p.m.

C-Level Networking for Latino Professionals

Marty Secada, Managing Director, Broad and Wall Advisors

Networking is an absolute requirement for professional success. This presentation will focus on the necessity of networking and discuss taking your networking to the next, higher level. Drawing upon real world examples of successful, high-level networking, attendees will take away best practices for:



3:30 - 3:45 p.m.

3:45 - 4:15 p.m.

4:15 - 4:45 p.m.

4:45 - 5:45 p.m.

- Building and broadening your professional network
- Enhancing your professional development and credentials
- Leverage your network to generate referrals and qualified leads for business deals

Break

Leadership & Delivering Results

Martha Béjar, Corporate Vice President, Communications Sector, Microsoft Corporation

This powerful session demonstrates how leaders deliver results. Drawing upon her own extensive experience and strong track record of leadership, Martha Béjar will discuss real-world examples of how leaders:

- *Develop and implement a strategy for driving sales and marketing of products or services*
- *Address the specific needs of their clients*
- *Build and maintain strategic partnerships*
- *Increase productivity and efficiency through innovative solutions*

Case Study: Latino Leadership in Government

Carlos Manzano, Executive Director, Latin Media and Entertainment Commission, The City of New York

This case study will focus on how the Latin Media & Entertainment Commission of the City of New York (LMEC) is currently developing business strategies designed to cultivate and grow the Latin media and entertainment industry in New York, to help invigorate the city's economy, enrich its culture, and ensure the preservation of its Latino historical legacy.

The Latino population New York City is among the nation's largest and has contributed greatly to both the life and culture of the city for almost a century. Through a variety of economic development initiatives, LMEC is growing the Latin industry a establishing New York City as the true center of Latin media and entertainment. LMEC is attracting high-profile events to the city as well as developing local events which are becoming part of the City's cultural life. These events have promoted not only Latin culture and media, but also the City as a destination for millions of people to experience the best of New York.

Latino Leaders Roundtable - Personal Leadership Plan

(Town hall format of Q&A, with the speakers taking questions from the audience)

Moderator: **Robert Rodriguez**, Associate Dean, Graduate School of Management, Kaplan University

5:45 p.m.



6:00 - 7:30 p.m.

Lucia Ballas-Traynor, Senior Vice President & General Manager,
MTVTr3s

David Chitel, President, Batanga

Jeffrey Duque, Publisher, Fox Sports En Español Magazine

Jenny Alonzo, Co-Founder and Executive Vice President, MioTV

- *Developing a Personal Leadership Plan through a personal assessment of your leadership skills, including both strengths and areas for improvement; devising your strategy to leverage your strengths and improve as needed through professional development*
- *Implementing the Personal Leadership Plan; evaluating and measuring your progress*
- *How to integrate your Personal Leadership Plan within the context and culture of your organization, to achieve measurable results*

Closing Remarks

Ali Curi, President, HPNG

Evening Cocktail Reception and book signing by Dr. Robert Rodriguez

Author: *Latino Talent: Effective Strategies to Recruit, Retain and Develop Hispanic Professionals*

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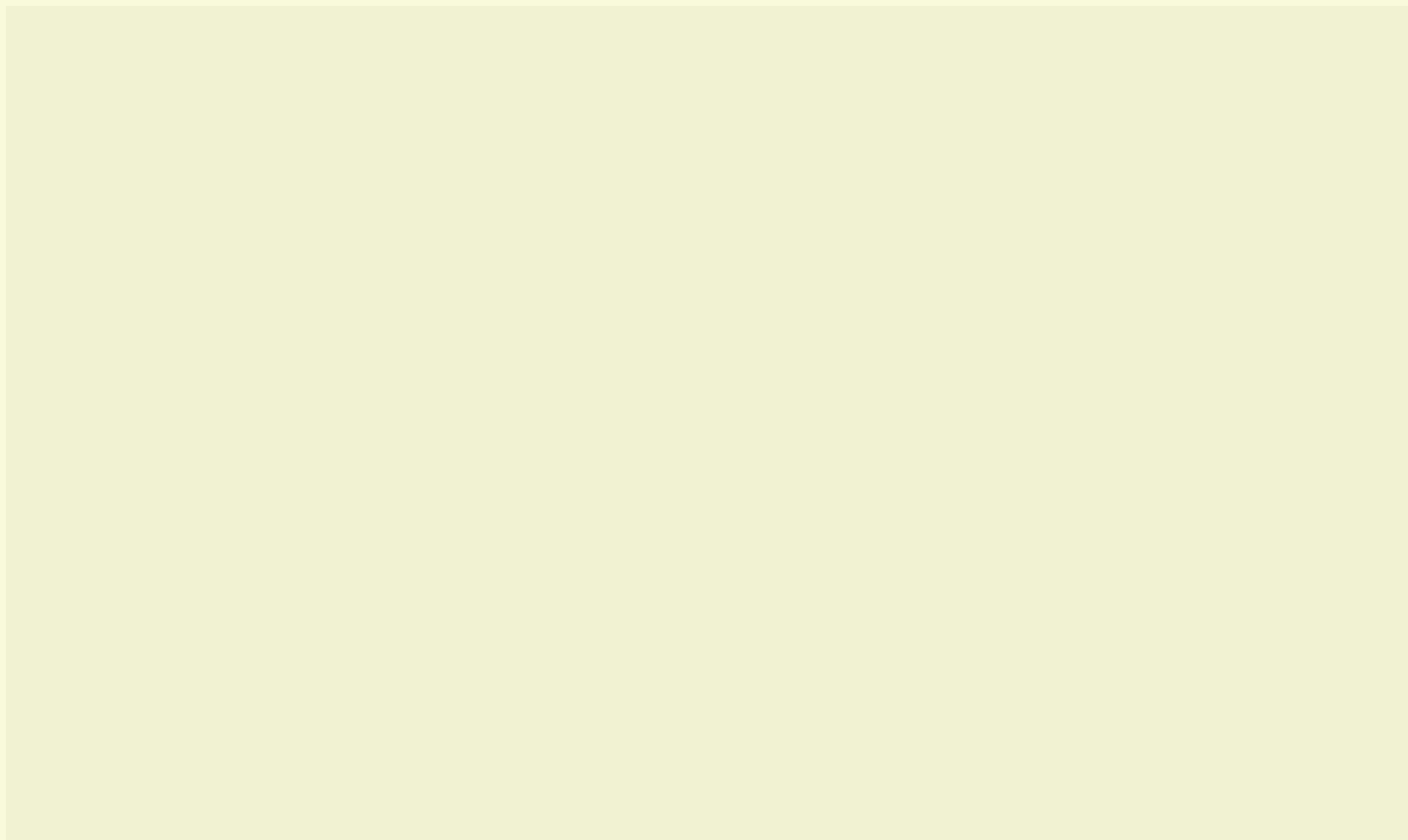
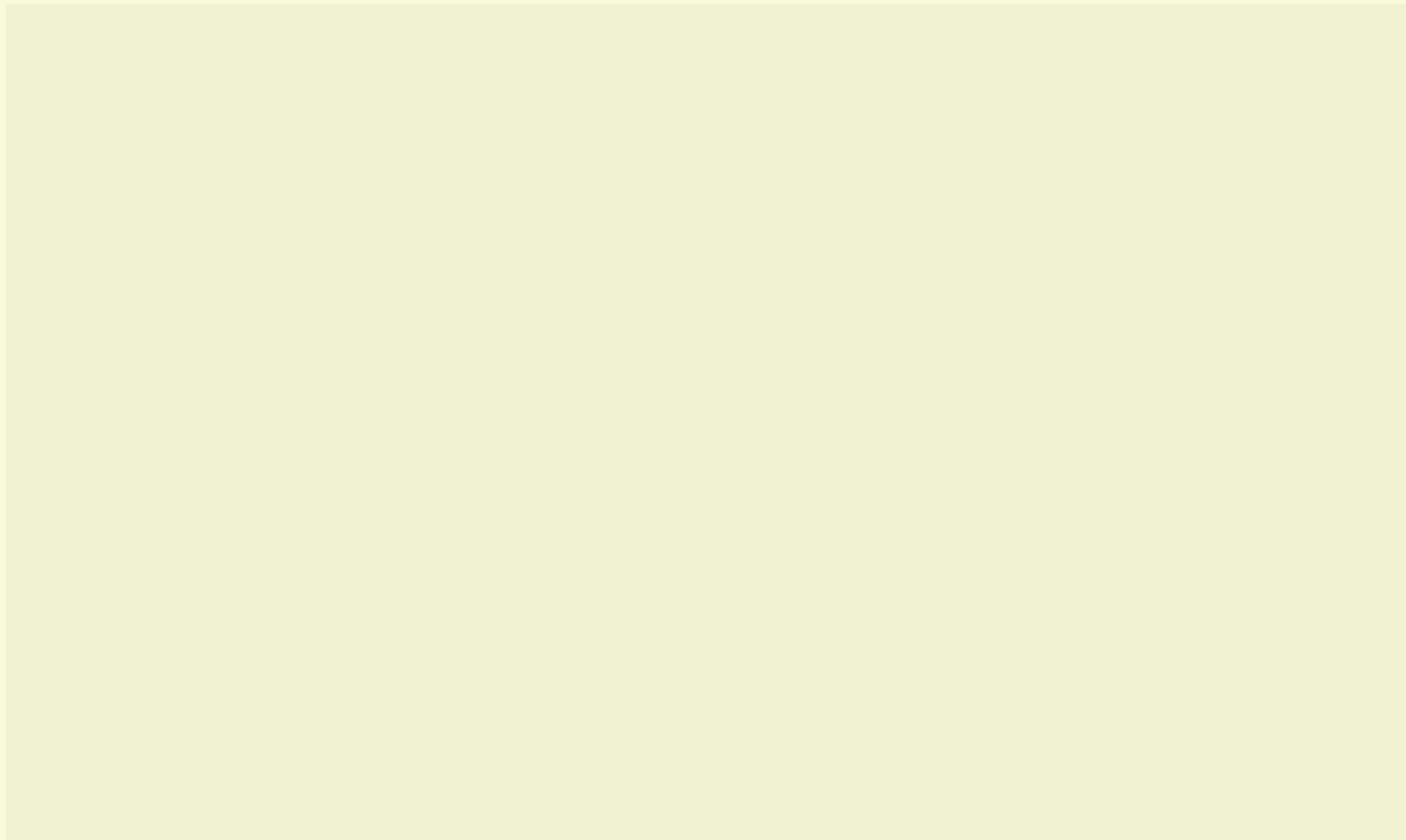


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REGISTRATION WEBSITE: www.hpng.net/LLC08 | DESIGN: UMA, www.uma01.com



SPEAKER BIOGRAPHIES

ROBERT ABREU is a Vice-President at Goldman Sachs & Company within the Global Leadership and Diversity group. His primary duties focus on driving the firm's strategy on diversity and inclusion, especially as it relates to the Hispanic population. Prior to his current role, Robert spent 10 years in the Technology Division at Goldman Sachs, most recently within the Information Security Investigations and Forensics team. Robert is also part of the leadership in the firm's Hispanic Network, and a supporter of diversity recruiting efforts for the company.

Prior to joining Goldman Sachs, he had spent the majority of his career working for retail and international banks in various financial and operational positions. He also owned and operated his own computer training business in northern New Jersey.

Mr. Abreu is also an active participant in a number of Boards, professional and philanthropic organizations. He is on the Board of Directors for the Hispanic Federation, Board of Directors of Catholic Charities Community Services, Board of Trustees for The Flat Rock Brook Nature Center and Chairs the National Advisory Board for Ayuda Inc. in Washington DC. He sits on a number of other Advisory Boards including Boys & Girls Clubs of America National Latino Advisory Committee, the Hope Program in Brooklyn, the Junior Achievement Program Hispanic Initiative, St. Elizabeth School and Murry Bergtraum High School in Manhattan. He is the President for Latinos in Information Sciences and Technology Association (*LISTA*) New York, Vice President of Dominicans on Wall Street (*DOWS*), and Vice President of Programs for the Help Desk Institute (*HDI*) New York.

In addition to these leadership roles, Robert volunteers with a number of programs including Student Sponsor Partners, New York Cares and Habitat for Humanity. He financially supports organizations focusing on Latino causes and issues, as well as the arts. He is a very active member of his community, and deeply involved with initiatives around educating and mentoring young people. He is a frequent speaker at many schools and programs.

Born to Dominican parents, Robert is a native of the Washington Heights section of Upper Manhattan in New York City. He currently lives in Bergen County New Jersey with his three daughters. Robert received his Bachelor's degree in Management from St. Peter's College in New Jersey. Robert also completed the Harvard Business School Executive Education Board of Directors Leadership program.

JENNY ALONZO recognized leader in the areas of advertising, promotions, and marketing, Jenny Alonzo has worked on some of the strongest brands, including Lifetime Television Networks, NBC, IBM, Wall Street Journal, and now MIO.TV. Alonzo is one of four communications executives launching MIO.TV, an online multimedia entertainment, communications and social networking site aimed at acculturated U.S. Hispanics. *Adweek.com*, *Businessweek.com*, and *Mediaweek.com*, to name a few, have recently chronicled this breakthrough experience in the online space.

At Lifetime Networks, her fiscal responsibilities included the management of \$250mm in on-air media and \$17mm in production. In her leadership capacity, she has spearheaded the advertising launch of two of the most successful entertainment brand extensions, Lifetime Movie Network and Lifetime Real Women. Alonzo helped architect the development and launch of Lifetime and Lifetime Movie Network en Español. In addition, she helped architect and launch the network's first online identity, Lifetime Online. A key player in the development of Stop Breast Cancer For Life, Lifetime's award winning public affairs campaign, Alonzo spearhead the consumer outreach and helped architect communications to the multicultural consumer. From the success of Stop Breast Cancer For Life spawned another award winning grassroots campaign, Stop Violence

Against Women, of which Alonzo was instrumental in shaping the concept, outreach, and consumer efforts.

Alonzo has been repeatedly featured in trade and consumer publications, such as Broadcasting & Cable, New York Times, DiversityInc, Black Enterprise, and Hispanic Business. She is a sought after speaker and panelist in the area of multiculturalism, including workforce diversity and creative representation in front and behind the cameras. In 2002, Alonzo served a two-year term with the FCC's Advisory Committee on Diversity for Communications in the Digital Age; She chaired the Sub-Committee for Career Advancement.

A recognized leader in the cable industry, Alonzo served as the first Latina President of the National Association for Multi-ethnicity in Communications (NAMIC) from 2002-2004, of which she's currently a board member. During her tenure as President of NAMIC, Alonzo boosted membership by 13 percent and led NAMIC through a successful re-branding campaign that resulted in a new name, logo and tagline and was designed to align diversity language with multi-ethnic images. Alonzo is a fellow of the distinguished Betsy Magness Leadership Institute and is a member of several professional organizations, including Women in Cable & Telecommunications, and the Academy of Television Arts & Sciences. She serves on the diversity council for Premiere Automotive Group, the luxury division of Ford Motor Company representing Jaguar, Land Rover, Astin Martin and Volvo. Alonzo is a member of The Nielsen Company's Latino Advisory Council, which was established to provide a forum for direct communication between Nielsen Media Research and leaders of the Hispanic/Latino community. The Council provides Nielsen with advice and counsel on how it can reach Hispanic/Latinos who are scientifically sampled by Nielsen, using strategies and initiatives that are culturally appropriate and relevant.

Alonzo has being the recipient of numerous awards; including multiple PROMAX/BDA awards for creative excellence in show packaging, image, and branding campaigns. In 2006, she was named one of the top 100 most influential Hispanics by Hispanic Business magazine, and received Latino's in Information Systems Association (LISTA) Executive of the Year Award at their Annual Awards Gala. In 2004 Alonzo received the distinction of being ranked No. 13 on CableFax Magazine CableFAX 100 list, which recognizes the top influences on the cable industry, and the Girl Scout Council of Greater New York honored her at its 29th Annual Tribute Dinner for her support of girl scouting and its mission. In 2003, Alonzo was named a Latinas Destacadas del 2003 (*Outstanding Latinas 2003*) by El Diario/LaPrensa.

Alonzo has a Bachelor of Science degree in communications from St. John's University in New York. She resides in New York with her husband and two daughters.

LUCÍA BALLAS-TRAYNOR is the Senior Vice President, General Manager of MTV Tr3s, based in New York. Prior to joining MTV Networks, Ballas-Traynor worked for IDT Corporation where she served as Senior Vice President of Hispanic Marketing and was responsible for formulating Hispanic marketing strategies for its Telecom division.

Lucía started her career in Hispanic television 20 years ago at Univision where she held a succession of positions. In 1989, she began a new career path in advertising sales as a sales executive for Univision's Más Magazine. In 1994, she joined Galavision as Director of Ad Sales and in 1999 was appointed General Manager, assuming responsibility for all of the network's operations.

During Lucía's tenure, Galavision's distribution nearly doubled. Under her leadership, the network pioneered original, U.S.-produced hit programming, such as ¡ Que Locos!, Concierta Intimidación, and Video Mix, for the

younger Hispanic demographic, resulting in unprecedented ratings gains among this underserved segment. Lucía's maverick approach at Galavision has been widely credited in helping establish the network and placing it on the cable TV landscape.

Lucía was born in Chile and relocated to the U.S. with her parents in the mid 1970s. She earned her BA from New York University in 1986. She was named one of the "5 to Watch" in 2007 by Advertising Age Magazine.

Lucía is married to Michael Traynor and lives in New Rochelle with her two children Carolina, 11, and Michael, 9.

ANNA ESCOBEDO CABRAL was nominated on July 27, 2004 by President Bush to serve as the 42nd Treasurer of the United States. She was confirmed by the United States Senate on November 20, and took the oath of office on December 13, 2004.

Immediately prior to joining the Treasury Department, she served as Director of the Smithsonian Institution's Center for Latino Initiatives, where she led a pan-institutional effort to improve Latino representation in exhibits, public programming, and related matters. From 1999 to 2003, Ms. Cabral served as CEO and President of the Hispanic Association on Corporate Responsibility (HACR), a non-profit organization headquartered in Washington, DC. HACR is a coalition of the largest and most influential national Hispanic organizations in the United States. HACR's mission is to ensure the inclusion of Hispanics in corporate America in four areas: employment, procurement, philanthropy and governance.

Prior to joining HACR, Ms. Cabral served as Deputy Staff Director for the United States Senate Judiciary Committee. The Committee's jurisdiction ranges from oversight of the Department of Justice and our nation's criminal and drug enforcement laws to approving federal judicial nominations, and it includes review of immigration, antitrust, patents and trademark, and technology-related legislation. In addition, she simultaneously served as Executive Staff Director of the U.S. Senate Republican Conference Task Force on Hispanic Affairs. Ms. Cabral managed this task force of 25 Senators dedicated to ensuring that the concerns and needs of the Hispanic community are addressed by Congress through legislation.

Ms. Cabral majored in Political Science at the University of California, Davis, and earned a Master's degree in Public Administration from the John F. Kennedy School of Government at Harvard University.

As Vice President, Training & Operations Development for La Quinta, **CHRISTINA CERNUCH** and her LQUniversity team have transformed the way La Quinta proactively identifies training needs and educates their employees and business partners. With 10 years of expertise in Training, Change Management and Project Management and a solid background in consulting, Christina brings a diverse background of learning models from multiple industries including hospitality, oil and gas and retail products.

With degrees in Human Resources and Information Systems from Baylor University, Christina's area of focus is in Performance Improvement & Technologies. While at La Quinta, Christina is responsible for educating the staff at more than 650 hotels nationwide, providing Franchise Opening Training for 75 new Franchise hotels annually, supporting 250 outsourced call center employees and managing the Guest Services, Group & Tour and Travel Agent Commission teams. Additionally, Christina has been recognized by Training Magazine for implementing Top 100 and Top 125 Training organizations as well as being recognized as a finalist for Thomson NETg's Illuminati Award for Best Overall Blended Learning Program.

LQ Management, LLC, one of the largest operators of limited-service hotels in the United States, with over 65,000 rooms. Based in Dallas, Texas, La Quinta operates and provides franchise services to more than 625 hotels in 45 states, Canada and Mexico under La Quinta Inns and La Quinta Inns & Suites brands.

DR. ANTHONY CHAN received his BBA in Finance & Investments from Baruch College in 1979. In 1983, Anthony received his M.A. in Economics followed by his Ph.D. in Economics in May 1986 from the University of Maryland. In addition, Anthony also spent time at the Board of Governors of the Federal Reserve in Washington, DC as a Doctoral fellow from 1985 to 1986. Upon graduating, he became an Economics Professor at the University of Dayton from 1986 to 1989. Next, he joined the Federal Reserve Bank of New York as an Economist from 1989 to 1991. Anthony also joined Barclays de Zoete Wedd Government Securities, a Government Securities Primary Dealer, from 1991 to 1994 as a Senior Economist.

More recently, Anthony joined JPMorgan in mid-1994. His responsibilities include economic analysis and research in support of the Private Client Services team. Anthony also spends a great deal of his time in front of clients delivering economic presentations around the country. Anthony is also a member of the prestigious Blue Chip Monthly Forecasting panel, as well as the following other forecasting panels: National Association of Business Economists Quarterly Macro Panel and The Reuters, Bloomberg and Dow Jones Weekly Economic Indicator panels. In addition, he served on the Economic Advisory Committee of the American Bankers Association from 2001-2002. One of the most important responsibilities of this ABA group was to brief Alan Greenspan and the rest of the board members in Washington, DC twice a year in an off the record session.

Anthony has also been quoted in media outlets such as The Wall Street Journal, Barron's, The New York Times, The Washington Post, The Chicago Tribune, The Los Angeles Times, and Investor's Business Daily. He appears monthly on CNBC and Bloomberg TV. Anthony's most recent live national television interview took place on CNBC "Squawk Box" on July 10th at 6:50 AM. He was on Bloomberg TV "Money & Politics" on July 2nd at 5:02 PM. All times are stated in Eastern Standard Time. Finally, Anthony produces a Weekly Commentary to support his ongoing research function.

JEFFREY DUQUE is currently the Publisher of Fox Sports en Español Magazine published by Cuatro Media, Inc. Prior to launching Fox Sports en Español Magazine Jeffrey managed Latin America and U.S. Content Sales for Time Inc.'s Licensing & Syndication Division. Prior to this post, he was manager of production and editorial operations for Time Inc.'s internationally licensed publications and syndication initiatives and International Projects Manager at Sports Illustrated. In 2004, Jeffrey was awarded the Time Inc. President's Award given as special recognition to individuals who make extraordinary contributions to the company. Jeffrey is of Colombian decent, holds a BS from Syracuse University and has completed the Stanford University Executive Publishing Program.

CARLOS MANZANO graduated from Martin Van Buren High School in Queens. While working full-time in various industries and pursuing public service, he attended night and weekend classes, first earning his Bachelor's degree in Liberal Arts from Queens College in 1992 and later his Master in Public Administration from New York University in 2003.

Carlos holds a Business Project Management certification from NYU and a Project Manager Professional (PMP) certification from the Project Management Institute. Now he is pursuing a Master in Public Relations and

Corporate Communications and a Digital Media Marketing certification at NYU.

Carlos works as Executive Director for Mayor Bloomberg's Latin Media and Entertainment Commission. Other professional experiences include: Consultant to the Information Technology industry; Assistant Commissioner for Beacons and the Department of Youth and Community Development (*DYCD*); Project Coordinator and Computer Specialist liaison to City Agencies at the Department of Information Technology and Telecommunications (*DoITT*); Recertifier for Section 8 Housing; Administrator at the Board of Elections of the City of New York; Teacher's Assistant for the New York City Board of Education

Carlos's public service includes: former President, McManus Democratic Association, Democratic State Committeeman , Community Board 4 Member, Area Policy Board 4 Member; former Board of Directors Member of the Student Outreach Program and Board Member for the Encore Senior Community Services Center (*Hell's Kitchen*).

Carlos Manzano has received many honors and awards from local, state and national organizations.

ROBERT MARTINEZ currently serves as the Manager of Diversity and Inclusion for Princeton University. Prior to this he was a Recruitment and Diversity Specialist for M.I.T .the Massachusetts Institute of Technology in Cambridge, Massachusetts. Before this he was an Employee Relations Specialist and Recruitment Supervisor for UPS, where he was responsible for the development and implementation of various recruitment and retention initiatives, and a liaison to 14 universities in New Hampshire and Massachusetts. Previously, he served for 13 years as an International Regional Manager for the Watchtower Bible and Tract Society of New York Inc. where he was responsible for strategic initiatives, employee relations and training and development in Ecuador and in New England.

Robert is certified by the Ministerial Training School, of the Watchtower Bible School of Gilead, as a Missionary and Minister, and has a Bachelor of Science degree from Excelsior College in Albany New York. He majored in Psychology and Education at U.S.C. the University of Southern California, in Los Angeles, and is certified as a Senior Professional in Human Resources by the Society for Human Resource Management.

MS. MARY E. MEDINA, a veteran of the Greater New York health community, is leading GNYHA's unparalleled initiative as founding Executive Director of the Center for Trustee Initiatives and Recruitment. She is responsible for recruiting diverse candidates to serve on the governing boards of hospitals and continuing care facilities, with a special emphasis on identifying candidates from underrepresented communities to enhance board composition and enrich the quality of services delivered by member facilities. Prior to joining GNYHA, Ms. Medina served as the founding Executive Director of the New York City Health and Hospitals Corporation's Foundation and Chief of Staff to the Chairman of the Board. Between 1984 and 2001, Ms. Medina worked at the Mount Sinai Medical Center, assuming positions with increasing responsibilities and culminating in her appointment as the Director of Government Relations in 1994.

Ms. Medina has been the recipient of numerous awards and was recently named "*Top twenty-five women in healthcare*," by Modern Healthcare. She currently holds board positions with the Eastern Division of the American Cancer Society and the National Forum for Latino Healthcare Executives.

Ms. Medina holds a Juris Doctor from the Benjamin N. Cardozo School of Law and a Master of Social Work from Fordham University's Graduate School of Social Service.

HECTOR REYES is responsible for all Human Resources functions for the TWC Local News Division. As a Senior HR Professional, he possess extensive experience in Talent Acquisition & Retention, Employee & Labor Relations, Change Management, Diversity, Compensation & Benefits, HRIS, HR metrics and AA/EEO Compliance. He thrives in diverse multicultural environment.

Mr. Reyes has worked in the television/media entertainment industry for nearly 13 years. His professional experiences include the business sectors of cable, local news, and programming with proven experience in business start-ups, high growth operations and restructuring.

A New Jersey native, Mr. Reyes earned his B.S. in Business Management from Rutgers University and a M.S. in Human Resources Management from Seton Hall University. In 2001, he received his PHR Certification from HRCI. He is an active member in such organizations as National Association of Hispanic Journalist (*NAHJ*), International Radio & Television Society (*IRTS*), NAMIC and CTHRA.

He lives with his wife and two boys, JD and Nico in New Jersey.

ROBERT RODRIGUEZ, PH.D., an Assistant Dean at Kaplan University, is responsible for providing academic support to Kaplan's numerous corporate alliance partners including development of customized educational programs, delivery of leadership development sessions, and joint research on learning trends.

In addition to cultivating relationships with Kaplan's corporate partners, Dr. Rodriguez also serves as a consultant for several major corporations, helping them develop proactive strategies in leadership development, change management and diversity initiatives. Some of his clients include Abbott, PepsiCo, Microsoft and Verizon Wireless, among others.

Prior to joining Kaplan University, Dr. Rodriguez taught leadership and human resource courses in the MBA program at the Kellstadt School of Business at DePaul University in Chicago. He has also held several leadership roles in human resources and organization development at Fortune 500 firms, including Target Corporation, 3M Company, Amoco and RR Donnelley & Sons.

In addition to his work in academia and consulting, Dr. Rodriguez has published more than 25 articles on various human resource and change management issues. From 2004 to 2006, he wrote for HR Magazine and currently writes for Talent Management Magazine. Additionally, he's written for or been quoted in the Chicago Tribune, Chief Learning Officer Magazine, The Wall Street Journal and FastCompany, among others. He is the author of a book titled *Latino Talent: Effective Strategies to Recruit, Retain and Develop Hispanic Professionals* (Wiley, 2007).

Dr. Rodriguez serves as Chairman of the Board of Directors for The Hispanic Alliance for Career Enhancement (www.hace-usa.org), a national non-profit organization dedicated to cultivating and nurturing professional Latino talent. He is a frequent presenter at conferences hosted by various professional organizations, including The Conference Board, the Society for Human Resource Management (*SHRM*), Diversity Leaders Power Conferences and LearnShare.

In 2006, the Hispanic Chamber of Commerce named him a Rising Star among leading Latinos under 40 in the United States.

Dr. Rodriguez research interests include talent management, corporate culture and diversity. He received his undergraduate degree in business management from St. Cloud State University and his doctorate in Organization Development at Benedictine University in Chicago. He is also a graduate of the UCLA Latino Leadership Institute.