

# INNOVATION AND CULTURE AT THE BORDER

Tuesday, September 12, 2017, 8:30 AM~12:30 PM • Institute of the Americas, La Jolla, California



## Agenda



8:30 AM **Registration / Coffee and Pastries**

9:00 AM **Welcome**

**Amb. Jamal Khokhar**

President & CEO

Institute of the Americas

@iamericas

**Abigail Golden-Vazquez**

Vice President & Executive Director

Aspen Institute Latinos and Society Program

@abbeyny @aspenlatinos

9:20 AM **Setting the Stage: Rethinking Border Economies**

**Carlos Martínez-Vela**

Vice President Innovation & Entrepreneurship

Institute of the Americas

@iamericas

9:30 AM **Innovating at the Border: Building an Inclusive Innovation Economy**

**Carlos Martínez-Vela**

@iamericas

**Regina Bernal**

Entrepreneurship Manager

School of Business, University of San Diego

@Regina\_Bernal

**Ricardo Mora**

Founder and CEO

Technology HUB

@RICARDO\_MORA\_

**Guillermo Mejia Duclaud**

Managing Director

Mind Hub

@mejiacluclaud

10:30 AM **Networking Break**

11:00 AM **The Creative Economy: Embracing Culture and Community**

**Marcela Celorio**

Consul General

Consulado General de México en San Diego

@XBorderConsul

**James Brown**

Principal / Owner

Public Architecture / Bread & Salt

**David Favela**

CEO / Global Business Manager

Border X Brewing / HP Education Solutions

**Jessie Zelayandia Estrella**

Artist and CEO

Together we Rise

@art\_by\_wasona

12:00 PM **Closing Remarks**

**Monica Lozano**

Chairman

Aspen Institute Latinos and Society Program

@aspenlatinos

12:15 PM **Adjourn**

The Institute of the Americas would like to recognize and thank **Qualcomm**, **The Lodge at Torrey Pines**, **Smart Border Coalition**, and **Mr. Gustavo de la Fuente** for their support of this event.

The Aspen Institute Latinos and Society Program would like to recognize and thank: **The Ricardo Salinas Foundation**, **Target**, **Woody and Gayle Hunt Family Foundation**, **Bank of America Charitable Foundation**, **Comcast NBC Universal | Telemundo**, **Edison International**, **Toyota Motor North America, Inc.**, and **Weingart Foundation** for supporting our program and making activities like this one possible.

Join the conversation.

#LatinosAdvance @AspenLatinos @iamericas



# Bios

*Name in alphabetical order.*



**Regina Bernal**  
Entrepreneurship Manager  
School of Business,  
University of San Diego  
@Regina\_Bernal

As the entrepreneurship manager for the School of Business, **Regina Bernal** spearheads and enhances major entrepreneurship opportunities at USD including the V2 Pitch Competition, the Legacy Entrepreneurship Conference and the year-long coaching and mentoring program for student entrepreneurs. Since she joined the School of Business in 2012, the V2 Pitch Competition has tripled in the number of entrants and audience participation. Bernal worked on the development and implementation of the first bi-national track opening the V2 Pitch Competition to student entrepreneurs from both sides of the border, specifically the Cali-Baja Region. Her communication background allows her to enhance cross-border relationships, especially with Mexican entrepreneurs and investors, but also in Central and South America. Bernal moves so fast her blood type might be caffeine, but really she is fueled by all things entrepreneurial.



**James Brown**  
Principal / Owner  
Public Architecture / Bread  
& Salt

**James Brown** is an architect and community builder from Logan Heights in San Diego California. He and others are helping to transform a former bakery into a community arts building called Bread & Salt, which houses 4 galleries, instructional studios, community event spaces, and artisan workshops inside of its 45,000 sf revitalized warehouse. Phase II will begin in 2018 and will include 22 live/work spaces for artists and artisans, as well as additional galleries and a small motel, all built along the bustling interstate 5 freeway. Bread & Salt is a part of a community of art spaces in Logan that contribute to the overall vibrancy of this part of town, located on the southeastern edge of downtown San Diego.



**Marcela Celorio**  
Consul General  
Consulado General de  
México en San Diego  
@XBorderConsul

**Consul General Marcela Celorio** was designated to become the Consul General of San Diego in June of 2016 and in April of 2017, she was promoted to the rank of Ambassador of Mexico. In the Ministry of Foreign Affairs, she has served in different posts that include among others: National Director of Naturalization, where she helped promote the acknowledgment of dual citizenship; and Politics Protection Director, where she participated in the implementation of the mechanisms of border cooperation between Mexico and the US. As a member of the Foreign Service she has been assigned to: the Mexican Embassy in the United States as Chief of staff; Deputy Director General in charge of the region of North America; Chief of mission in Israel and as advisor for Economic, Trade and Cooperation Affairs; Counselor for Political Affairs at the Mexican Embassy in the Kingdom of Belgium and the Mexican Mission for the European Union (EU); and Deputy Consul at the Consulate General of Mexico in New York. She graduated as a lawyer from the “Escuela Libre de Derecho” in Mexico City, further pursuing two masters, the first in Diplomatic Studies from the Matias Romero Institute (IMR) and the second in Security and Defense from the National Defense College, in Mexico City. She continued her academic training in the Center for U.S – Mexico studies at the University of California in San Diego, and attended the American University, in Washington D.C. as the first diplomat from the Mexican Foreign Affairs Ministry.



**David Favela**  
 CEO / Global Business  
 Manager  
 Border X Brewing / HP  
 Education Solutions

**David Favela** is a native born San Diegan and is also a 1st generation American, born to Mexican immigrants. Attending school before bilingual education, he failed second grade twice, was misdiagnosed learning disabled and sent across town to a special education school. There, his boredom led him to picking up books and literally teaching himself to read. Reading transformed his life and now he holds a Bachelor degree in History and Economics, with a MBA from UCSD, School of Global Policy & Strategy. In 1992, he was a Woodrow Wilson Fellow at Princeton University. He has worked at HP for over 20 years, in a variety of roles from Global Supply Chain, Business Development to his role as Global Business Manager for HP Education. Five years ago, he started Border X Brewing in Barrio Logan, a historic Latino community that had been economically depressed for over a decade. Border X is the first wholly owned Latino owned brewery in San Diego, and has been a catalyst for a grass roots driven Barrio renaissance, with nearly a dozen new, community owned businesses established and flourishing. Border X was selected as “Best Brewery Start-up” by Brew Bound magazine in 2016.



**Abigail Golden-Vazquez**  
 Vice President &  
 Executive Director  
 Aspen Institute Latinos  
 and Society Program  
 @abbeyny @aspenlatinos

As Executive Director of the Aspen Institute Latinos and Society Program, **Abigail Golden-Vazquez** runs a policy program whose goal is to improve understanding of the growing Latino community and its critical importance to the future of the United States. For 8 years prior she developed and managed the Institute’s geographical (Africa, Central America, India, Middle East, and China) and topical leadership initiatives (education and environment) that comprise the Aspen Global Leadership Network with the goal of stimulating a new generation of local leaders poised to play a greater role in the civic engagement of their countries. As a Vice President at the Aspen Institute she is part of the executive management team working on strategy and representing the Institute publicly. Abigail joined the Aspen Institute from the German Marshall Fund (GMF) where she was Director, External Relations and a Sr. Manager responsible for partnership development, congressional relations, and public outreach. Abigail holds a B.A. in Political Science and Spanish from Amherst College and an M.A. in International Relations and Latin American Studies from the Johns Hopkins University School of Advanced International Studies. She is a member of the board of ConPRmetidos, and is a National Hispana Leadership Institute Executive Leadership and an International Career Advancement Program Fellow.



**Amb. Jamal Khokhar**  
 President & CEO  
 Institute of the Americas  
 @iamericas

**Jamal Khokhar** has been President & CEO of the Institute of the Americas since September, 2015. Prior, Ambassador Khokhar was a senior career diplomat with Canada’s Foreign Service in the Department of Global Affairs. From 2010-2015, he served as Canada’s Ambassador to Brazil. Other key appointments included being the Director General for Latin America and the Caribbean (LAC) in the foreign ministry and later as Regional Director General for LAC at the Canadian International Development Agency. Earlier in his career, he served in Canada’s Embassy to the United States, in Washington D.C., first as Deputy Head of the Economic and Trade Policy Section; and, then as Minister-Counsellor and Head of the Congressional and Legal Affairs Section. From 2006-2008, he took leave from government to join the Inter-American Development Bank in Washington, D.C. where he was Chief of Staff to the President of the Bank, Luis Alberto Moreno, where he also led the creation of the Bank’s Department of Outreach and Partnerships. He has been a Fellow of Harvard University’s Weatherhead Center for International Affairs. In 2013, he received the Queen’s Diamond Jubilee Medal for leadership and excellence in strategy development and implementation of Canada’s engagement in the Americas.



**Monica Lozano**  
Chairman  
Aspen Institute Latinos  
and Society Program  
@aspenlatinos

**Monica Lozano** is co-founder and Chair of the Aspen Institute Latinos and Society program. Lozano has an impressive record in Hispanic media that began in 1985 when she joined La Opinión, the country’s leading Spanish-language daily newspaper and was named its Publisher and CEO in 2004. In 2010 she became Chairman and CEO of the parent company and led the successful transition of the business into a multi-media content provider of information important to the Hispanic community. Monica stepped down from this role in January 2016. In addition to her work with the Aspen Institute, Lozano serves on a number of boards including the University of California Board of Regents and the Weingart Foundation Board of Trustees which she chairs. In December 2017, she will assume the role of President and CEO of The College Futures Foundation, a philanthropic organization dedicated to college access and college success for low income and underrepresented students.



**Carlos Martínez-Vela**  
Vice President Innovation  
& Entrepreneurship  
Institute of the Americas  
@iamericas

**Dr. Carlos Martínez-Vela** is the Institute of the Americas’ Vice President for Innovation and Entrepreneurship. Before joining the Institute in 2016, he spent nearly 20 years in Boston where he worked in the public and private sectors, first as Director of Innovation Policy at the Massachusetts Technology Collaborative and then as Executive Director of the Venture Café Foundation. In that capacity, he launched District Hall, the world’s first civic innovation center. Over 2015-16, with the MIT Industrial Performance Center, he conducted research on Brazil’s innovation system and founded the Border Economies project. He has advised such organizations as the Brookings Institution and the Mexico-U.S. Entrepreneurship and Innovation Council (MUSEIC). In December of 2016, he was invited by the Mexico Institute of the Wilson Center and the Mexican Council on Foreign Affairs (COMEXI) to participate in the Commission on Building a Secure and Competitive U.S.-Mexico Border. Currently, he is an advisor to the Technology Hub in Ciudad Juárez, Tijuana Innovadora, and the Design Industry Group of Massachusetts. A native of Monterrey, Mexico, he is a graduate of Tecnológico de Monterrey (B.Sc., Engineering Physics) and MIT (S.M. and Ph.D., Technology, Management, and Policy).



**Guillermo Mejía Duclaud**  
Managing Director  
Mind Hub  
@mejiaduclaud

**Guillermo Mejía Duclaud** is Managing Director at Mexico Innovation Development Hub (MIND Hub), a Tech Incubator in Tijuana, Mexico, focusing on early stage Software StartUps. MindHub is a collaborative space for development, innovation and creativity for tech entrepreneurs that create products and services in the Cali-Baja mega region. Guillermo is also CTO And Co-Founder of Pointman Magazine which is an interactive guide for men, a place where they can find interesting topics related to them. He was also the ITC Cluster Manager in Baja, from 2011 to 2014. He has a Bachelor’s Degree in Graphic Design.



**Ricardo Mora**  
Founder and CEO  
Technology HUB  
@RICARDO\_MORA\_

**Ricardo Mora**, born in El Paso, Texas and raised in Ciudad Juarez, Chihuahua, Mexico, is passionate for innovation. Serial entrepreneur with over 10 startups ranging from telecomm, investment funds, IT, Fab Labs, and restaurants. CEO and founder of “Technology HUB” at Ciudad Juarez, transforming the former U.S. Consulate into an innovation and entrepreneurship center. Saba Investments CEO (<http://www.sabavc.com/>). Ricardo believes in empowering strategic collaboration. He is an entrepreneurship evangelist, a pioneer and a visionary.



**Jessie Zelayandia Estrella**  
Artist and CEO  
Together we Rise  
@art\_by\_wasona

**Jessie Zelayandia Estrella** is a 21-year-old community artist from East Los Angeles, California. She moved to San Diego and began to create art around National City, Barrio Logan, and Baja California, Mexico. Specializing in murals, mixed media, and graphic design, Jessie's goal as an artist is to travel the world and, through her art, spread awareness of the many issues that at risk youth face on a day to day basis. Her dream is to help youth and families across the globe express themselves with art and create masterpieces that will unite communities. She is currently developing an organization that helps at risk youth get reconnected and share their stories to inspire others using graphic design while also giving them the resources needed to better their own future. This organization is called Together We Rise (TWR), a name that expresses the power of unity, a core of Jessie's beliefs. Jessie has also worked with the mayor of Rosarito and Tijuana to create a community park for families in rural areas of Baja California.

