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INAUGURAL SUMMIT

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# AMERICA'S FUTURE

CONVERSATIONS ON INNOVATION,  
ENTREPRENEURSHIP, INCLUSION AND LEADERSHIP



MAY 11 – 12, 2015

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# WELCOME

Welcome to the Aspen Institute Latinos and Society Inaugural Summit —  
*America's Future.*

Today marks an important milestone at the Aspen Institute as we launch the first of what will become an annual summit focused on bringing to fore issues of importance to Latinos and the nation as a whole. With Latinos representing one in three U.S. births and one in four public school children today, it is clear the future our country depends on policies and decisions that promote their full participation in our society.

The Latinos and Society program aims to increase the understanding of, and improve outcomes for, the growing US Latino population in order to advance our nation's wellbeing and prosperity. Anchored in the core principles and activities of the Aspen Institute, it will facilitate meaningful dialogues across different sectors of society that lead to better informed decision making and progress on vexing societal challenges. The Latinos and Society Program will also work to increase the numbers and diversity of values-based, action-oriented leaders and their networks.

The rapidly changing demographics of our country require not just an awareness of the critical role Latinos will play in America's future, but recognition of our mutual interest in the successful integration of Hispanics in all aspects and all levels of society.

In this spirit, we present today a series of conversations meant to highlight the promise of the Latino community made even more powerful when we work together across communities, sectors and perspectives. As entrepreneurs, innovators and leaders Latinos are influencing the economic, civic, political and social landscape in unique and transformative ways.

By design we have invited a diverse group across age, gender, ethnicity, focus area and affiliation because we believe that this is what it will take to advance a common agenda. We encourage you to meet people you have not met before and think about what actions you might take to make ours a more inclusive society.

We look forward to collaborating with you on this exciting initiative to make a difference in America's future.

**MONICA LOZANO**  
Program Chair  
Latinos and Society Program

**ABIGAIL GOLDEN-VÁZQUEZ**  
Executive Director  
Latinos and Society Program

# AGENDA

## MONDAY, MAY 11, 2015

**6:00-8:00 PM**      **Opening Reception**, Literary Hall  
**Walter Isaacson**, President and CEO, The Aspen Institute  
**Cecilia Muñoz**, Assistant to the President and Director of the Domestic Policy Council

## TUESDAY, MAY 12, 2015

**8:00 AM**              Registration and breakfast

**9:00 AM**              **Welcoming Remarks**, L'Enfant Map Room  
**Monica Lozano**, Chair, The Aspen Institute  
Latinos and Society Program  
**Abigail Golden-Vázquez**, Vice President, Executive Director,  
The Aspen Institute Latinos and Society Program  
**Laysha Ward**, Executive Vice President, Chief Corporate  
Social Responsibility Officer, Target

**9:15 AM**              **In Conversation: Walter Isaacson**, President and CEO,  
The Aspen Institute; and **Monica Lozano**, Chair, The Aspen  
Institute Latinos and Society Program

**10:00 AM**              **Latinovators: Inventors, Entrepreneurs and Change-makers**  
*Our economy is driven by technology and entrepreneurship.  
America's future growth and international competitiveness will  
depend on companies that constantly innovate and leverage our rich  
sources of diversity, talent and human capital. This panel explores  
the challenges and highlights successes of Latino entrepreneurship  
in the Innovation Economy. From start-ups to well established global  
companies, these creative leaders have demonstrated the drive and  
social conviction to make meaningful contributions to advancing  
this national imperative.*

**FEATURED:**              **Jorge Benitez**, Retired CEO, Accenture North America;  
**Tanya Menendez**, Co-Founder and CMO, Maker's Row;  
**Ricardo Garcia Amaya**, Founder of VOIQ;  
**Sarahi Espinoza Salamanca**, Founder and CEO of  
DREAMers RoadMap.

**MODERATOR:**              **Mariana Atencio**, Special Correspondent, Fusion

**11:00 AM**

**Bright Spots:**

**Successful Solutions for Changing Communities**

*It is well understood that society benefits when all Americans, are afforded opportunities to participate and achieve their full potential in life. Creating conditions which enable every member of our society to contribute to civic life strengthens our social fabric. This panel highlights how different actors have committed their institutions to carrying out social inclusion, even in the face of resistance to change. Sharing their experiences, the challenges and successes, will help others to see the road map and avoid or manage pitfalls.*

**FEATURED:**

**Dr. Diana Natalicio**, President, The University of Texas at El Paso (UTEP); **Henry Cisneros**, Founder, The Cisneros Center for New Americans; **Karl Dean**, Mayor of Nashville.

**MODERATOR:**

**Bertha Coombs**, Reporter, *CNBC*

**12:00 PM**

**Lunch Discussion:**

**An Inclusive Leadership Vision for the Future**, Literary Hall  
*Leadership is often touted as the secret ingredient to successful business, policy-making, social movements and change. The Aspen Institute has a long tradition of fostering values-based, civic-minded, and empowered servant leaders – leaders not solely focused on personal success, but on making a positive impact on those they serve. Whether leading an NGO, a corporation, a school district, or a state, we feature leaders who embody these ideals. They will share challenges they have overcome, tough choices they have made, lessons from failure, and their vision of the leadership needed to move the nation forward in the face of changing demographics, culture, and values.*

**FEATURED:**

**Mark Contreras**, CEO, Calkins Media Incorporated;  
**Kevin de León**, California Senate President pro Tempore;  
**Dr. John Deasy**, Superintendent in Residence, The Broad Academy; **Gloria Perez**, President & CEO, Jeremiah Program.

**MODERATOR:**

**Lisette Nieves**, Education Entrepreneur,  
Partner Lingo Ventures

**1:20 PM**

**Closing Remarks**

# SPEAKER BIOS



**MARIANA ATENCIO**, Special Correspondent, Fusion, reports for all of Fusion’s television and digital platforms. Atencio also anchors prime-time news specials that provide an in-depth look at the stories and issues that matter most to a young, diverse audience. Over the past year she has helmed specials that have explored the youth-led movements in Venezuela (“#SOSVenezuela”), the unrest in Ferguson, as well as the climate change march in New York. Atencio joined Fusion from Univision News, where she was the youngest correspondent for “Noticiero Univision.” As a reporter for Univision’s Investigative and Documentary Units, Mariana received both a Peabody Award and an Investigative Reporters and Editors (IRE) Award for her work on the one-hour documentary “Fast and Furious: Arming the Enemy.” Originally from Venezuela, Atencio has a Master’s degree from Columbia University’s Graduate School of Journalism where she received a full-merit scholarship.



**JORGE L. BENITEZ**, Retired Chief Executive Officer Accenture North America. Mr. Benitez, retired in August 2014. Prior to this role, Mr. Benitez served as the chief operating officer for Products, the largest of Accenture’s five global operating groups. Mr. Benitez has served on a variety of Boards, including: Business Roundtable, Change the Equation, US Chamber of Commerce, Business for Higher Education Forum, Chief Executive 50, The Leukemia and Lymphoma Society, and Warrington School of Business Advisory Council. Mr. Benitez has also been recognized for his impact on business and the Latino society. Hispanic Business Magazine named him to its “2011 Top 25 Corporate Elite” list and, in 2004, selected him as one of the 100 most influential Hispanics in the US. He was also selected to the PODER Top 100 Influential Hispanics in 2011. Diversity Inc. recognized Mr. Benitez as one of their “People on the Move” in 2011.



**HENRY CISNEROS**, Founder of The Cisneros Center for New Americans, is Chairman of City View, an urban investment firm which has been a partner in building more than 60 residential projects in 13 states. Mr. Cisneros’ community-building career began as a City Councilmember in San Antonio where he was elected mayor in 1981, becoming the first Hispanic-American mayor of a major U.S. city. He served as Secretary of U.S. Department of Housing and Urban Development in the Clinton Administration and later as President of Univision Communications. Mr. Cisneros supports immigrant integration projects through the work of the Cisneros Center for New Americans.



**MARK CONTRERAS**, Chief Executive Officer of Calkins Media, Inc., has a long career in the local media industry and has served as CEO since 2011. Prior to Calkins, Contreras served as Senior Vice President/News-papers for The E.W. Scripps Company in Cincinnati, OH. He was also Senior Vice President of Pulitzer, Inc. in St. Louis, MO; and worked for more than a decade with Capital Cities/ABC, Inc. in newspaper leadership roles in Pontiac, MI, Kansas City, MO and served as President and Publisher of The Times Leader in Wilkes-Barre, PA. Contreras served as Chair of the Newspaper Association of America and The American Press Institute, and is a 1998 Henry Crown Fellow of the Aspen Institute and member of the Aspen Global Leadership Network. He is a Board member of the National Hispanic Foundation for the Arts in Washington. He holds an A.B. in History from the University of Chicago and a MBA from Harvard Business School.



**BERTHA COOMBS**, Reporter CNBC, is a general assignment reporter for CNBC, covering financial markets and business news stories throughout the business day programming. Her reporting at CNBC has ranged from coverage of the spying scandal on Hewlett-Packard's board and the criminal trial of former Tyco CEO Dennis Kozlowski to the devastation of Hurricane Katrina in New Orleans and Mississippi, and the BP oil spill. Before joining CNBC, Coombs was a freelance anchor and reporter at CNNfn, and served as a financial markets reporter with Yahoo Finance Vision. Prior, Coombs served as an ABC News reporter and anchor, covering news stories for "ABC News One," and serving as a substitute anchor for "World News Now" and "World News This Morning." Coombs began her career in local general news. She is a member and former board member of the National Association of Hispanic Journalists. Born in Havana, Cuba, she speaks fluent Spanish.



**KARL DEAN**, Mayor of Nashville, Tennessee, is the sixth mayor of the Metropolitan Government of Nashville and Davidson County. He was elected on Sept. 11, 2007 and was re-elected on Aug. 4, 2011. Mayor Dean's priorities are improving schools, making neighborhoods safer and bringing more and better jobs to Nashville. He also works to sustain and improve Nashville's high quality of life through numerous initiatives that promote health, sustainability and volunteerism. Mayor Dean first held public office when he was elected as Nashville's Public Defender in 1990, a post he was re-elected to in 1994 and 1998. Mayor Dean served as Metro Law Director from 1999 to January 2007, when he resigned to run for the office of mayor. Mayor Dean completed the program for Senior Executives in State and Local Government at the John F. Kennedy School of Government at Harvard in 1999. He has also served as an Adjunct Professor of Law at Vanderbilt.

# SPEAKER BIOS



**DR. JOHN E. DEASY**, Superintendent in Residence and consults for The Broad Center for the Management of School Systems. In this role, Dr. Deasy provides executive coaching to Center alumni leading urban public school systems as well as facilitates professional development sessions for The Broad Academy. Most recently, Deasy was superintendent of the Los Angeles Unified School District, where he championed a “youth first” agenda credited with reversing the district’s school-to-prison pipeline, raising achievement and helping more students graduate ready for college and the workplace. Previously he served as superintendent in Prince George’s County Public Schools in Maryland, Santa Monica-Malibu Unified School District in California and Coventry Public Schools in Rhode Island. He was named Superintendent of the Year in 2001 by the Rhode Island School Superintendents’ Association. A former high school principal, Deasy focused school improvement efforts on child-centered, outcomes-based practices. Deasy is a Pahara-Aspen Education Fellow and member of the Aspen Global Leadership Network.



**KEVIN DE LEÓN** (D-Los Angeles), California Senate President pro Tempore, has a bold agenda. He’s fighting to make college affordable, combat climate change, further invigorate California’s clean-energy economy, and provide drought relief to those hardest hit. He passed SB 1234 (2012), a retirement-savings program for California’s private-sector, low-income workers and co-chaired the campaign for Proposition 39 that closed a corporate-tax loophole and steered billions to create jobs and help schools buy clean, more efficient energy. De León served four years in the Assembly before his Senate election in 2010. In 2014 he became the first elected Latino Pro Tem in 130 years. Before entering politics, he taught citizenship courses to immigrants and led opposition to 1994’s anti-immigrant Proposition 187. De León credits his immigrant mother as inspiration to help build a brighter future for generation to come. De León is an Aspen Institute Rodel Fellow.



**SARAHÍ ESPINOZA SALAMANCA**, CEO and Founder Dreamers Roadmap, is a full time student at Cañada College in Redwood City, California studying political science and communications. She is a mentor for first generation college students on her campus and an intern at Royse Law Firm in Palo Alto California. She is founder and President of the DREAMers Club which she created to build a community and support network for undocumented students at Cañada. To amplify the reach of her efforts of supporting undocumented students, Sarahi is developing a mobile application called DREAMers RoadMap, designed to link undocumented students with scholarship opportunities.



**RICARDO GARCIA-AMAYA**, Founder of VOIQ (Mobile On-Demand Call Center) & Top Latino Tech Leaders. Ricardo founded VOIQ (Uber for Call Centers), a mobile application that empowers millions of professionals worldwide to become call representatives working from their smartphone. He is also the founder of the group Top 20 Latino Tech Leaders in the US. He worked for the NYC Mayor's Office developing the NYC technology roadmap, and was CTO of the winning Mayoral Campaign for the first Latino Mayor of Providence, RI. Ricardo holds an MBA from New York University Stern School of Business and an undergraduate degree in Politics, also from NYU. He is a Consortium Fellow, a Management Leaders for Tomorrow (MLT) Fellow, as well as a Council of Urban Professionals Fellow. He was recently a guest at the White House reception for Latino leaders, and a keynote speaker at Stanford University's Silicon Valley Latino Leaders Summit.



**ABIGAIL GOLDEN-VÁZQUEZ**, Vice President/Executive Director Aspen Institute Latinos and Society Program, runs a policy program whose goal is to improve understanding of the growing Latino community and increase awareness of its critical importance to the future of the United States. For eight years prior she 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 to play a greater role in the social and political development 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.



**WALTER ISAACSON**, president and CEO of the Aspen Institute. He has been the chairman and CEO of CNN and the editor of TIME magazine. Isaacson is the author of the recent book, *The Innovators: How a Group of Hackers, Geniuses, and Geeks Created the Digital Revolution* (2014). He is also the author of *Steve Jobs* (2011), *Einstein: His Life and Universe* (2007), *Benjamin Franklin: An American Life* (2003), and *Kissinger: A Biography* (1992), and coauthor of *The Wise Men: Six Friends and the World They Made* (1986). He is a graduate of Harvard College and of Pembroke College of Oxford University, where he was a Rhodes Scholar. He is chair emeritus of Teach for America. He served as chairman of the Broadcasting Board of Governors, which oversees Voice of America, Radio Free Europe, and other international broadcasts of the US, a position he held until 2012. He is vice-chair of Partners for a New Beginning, a public-private group tasked with forging ties between the US and the Muslim world. He is on the board of United Airlines, Tulane University, and the Overseers of Harvard University. From 2005-2007, after Hurricane Katrina, he was vice-chair of the Louisiana Recovery Authority.

# SPEAKER BIOS



**MONICA LOZANO**, Chair of the Aspen Institute Latinos and Society Program, has an impressive record of accomplishment in Hispanic media that began in 1985 when she joined *La Opinión*, the country's leading Spanish-language daily newspaper. She was named Publisher and CEO of *La Opinión* in 2004 and in 2010 she became CEO of ImpreMedia transitioning the company into a multi-media content provider. Today ImpreMedia reaches over 25 million Latinos through its various platforms and is a leading provider of information important to the Hispanic community. Monica stepped down as CEO in June 2014 but remains Chair of the Board of US Hispanic Media, Inc. the parent company of ImpreMedia, LLC. In addition to her work with the Aspen Institute, Lozano serves on the board of directors of the University of California, the University of Southern California, the Rockefeller Foundation, the Weingart Foundation, Bank of America and the Walt Disney Company.



**TANYA MENENDEZ**, Co-Founder and CMO of Maker's Row. Maker's Row is a Brooklyn-based online marketplace for American manufacturers with network of over 6,500 manufacturers and 75,000 designers and brands creating products in the USA. Growing up in California, Tanya studied technology and its socioeconomic impacts on rural economies at UC San Diego. Tanya's research in ethnography and sociology was published in several industry-leading journals. Before Maker's Row, Tanya managed operations within Google, Goldman Sachs and a leather goods line, The Brooklyn Bakery. While at The Brooklyn Bakery, she came up with the idea to create a platform for entrepreneurs to be able to easily access American manufacturers.



**CECILIA MUÑOZ**, Assistant to the President and Director of the Domestic Policy Council, coordinates the domestic policy-making process in the White House. Prior to this role, she served as Deputy Assistant to the President and Director of Intergovernmental Affairs where she oversaw the Obama Administration's relationships with state and local governments. Before joining the Obama Administration, Cecilia served as Senior Vice President for the Office of Research, Advocacy, and Legislation at the National Council of La Raza (NCLR), the nation's largest Latino civil rights organization. She supervised NCLR's policy staff covering a variety of issues of importance to Latinos, including civil rights, employment, poverty, farmworker issues, education, health, housing, and immigration. Her particular area of expertise is immigration policy, which she covered at NCLR for twenty years.



**DR. DIANA NATALICIO**, President of the University of Texas at El Paso (UTEP). Dr. Natalicio became UTEP's president in 1988. During her tenure, UTEP's enrollment grew from 15,000 to 23,000 students, its annual budget from \$65 to nearly \$450 million, annual research expenditures from \$6 to over \$84 million, and doctoral programs from one to twenty. Dr. Natalicio serves on the board of ACT. She served as a trustee of the Rockefeller Foundation, and on the boards of the American Council on Education, Association of Public and Land-grant Universities, Trinity Industries, National Science Board, the U.S.-Mexico Foundation for Science, Sandia Corporation and Internet2. She has received numerous honors and awards, including honorary doctoral degrees from Georgetown University, Smith College and la Universidad Autónoma de Nuevo Leon, and in 2011, was presented with the *Orden Mexicana del Aguila Azteca*, the highest honor bestowed on foreign nationals by the President of Mexico.



**LISETTE NIEVES**, Partner Lingo Ventures, is an experienced social entrepreneur and public sector leader. She is currently a Founding Partner at Lingo Ventures, where she provides consulting services to the nonprofit and public sector on growth, talent recruitment/retention, and change management. Prior to Lingo Ventures, Lisette served for two years as the Belle Zeller Distinguished Visiting Professor in Public Policy at the City University of New York at Brooklyn College. During this time, she also led the launch of a pilot workforce and community college partnership in Miami and Philadelphia. Lisette also served as the founding Executive Director of Year Up NY, an innovative workforce development program, where in the span of five years she grew the organization from a \$250,000 seed grant to a \$6 million operation with 40 staff serving over 250 young adults annually. Lisette is a Pahara-Aspen Education Fellow and member of the Aspen Global Leadership Network.



**GLORIA PEREZ**, President and Chief Executive Officer of the Jeremiah Program. The Jeremiah Program is a leading non-profit organization proven to help single mothers and their children break the cycle of generational poverty. Perez joined Jeremiah Program in 1998 following her role as executive director of Casa de Esperanza, a domestic violence agency in Saint Paul, Minnesota. She brings more than twenty years of management, supervision, and leadership experience to her position. Perez possesses experience in fundraising, strategic planning, and organizational excellence garnered as a leader and board member of community and non-profit organizations. As a Latina and native of San Antonio, Texas, Perez infuses her rich cultural background into her committed professional involvement as an advocate for women, families, and people of color.

# SPEAKER BIOS



**LAYSHA WARD** is Executive Vice President and Chief Corporate Social Responsibility Officer for Target, and a member of the company’s senior leadership team. She leads Target’s commitment to integrate corporate citizenship into its daily operations, with direct responsibility for sustainability, diversity and inclusion, service and philanthropy, and other key reputational strategies. Ms. Ward is a member of the Executive Leadership Council, Alpha Kappa Alpha Sorority, and The Links, an international woman’s service organization. She sits on the board of directors for Denny’s Corporation, and on the Advisory Board for the Aspen Institute Latinos and Society Program. Ms. Ward received her bachelor’s degree in journalism from Indiana University and a master’s degree in social services administration with an emphasis in management and public policy from the University of Chicago.

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And last but by no means least, a very special note of gratitude to Sarah Alvarez, the Latinos and Society Program Associate, without whom none of this would be possible. She has worked long hours and gone above and beyond the call of duty to make this event and our everyday operations a success.





**The Aspen Institute's Latinos and Society Program** aims to create broad awareness of the growth and importance of the Latino community to the future success of the United States.

We do this by bringing together Latino and non-Latino communities influencers and decision-makers to find areas of common ground that advance issues and policies of importance to Latinos and the country as a whole; and by developing the leadership capacity of Latinos to participate fully in all levels of society.



**The Aspen Institute** is an educational and policy studies organization based in Washington, DC. Its mission is to foster leadership based on enduring values and to provide a nonpartisan venue for dealing with critical issues. The Institute has campuses in Aspen, Colorado, and on the Wye River on Maryland's Eastern Shore. It also maintains offices in New York City and has an international network of partners.

*[www.aspeninstitute.org](http://www.aspeninstitute.org)*