

## CONFERENCE PROGRAM OVERVIEW

The 2009 NALEO Annual Conference program will provide a unique source of professional development specifically tailored for Latino elected and appointed officials. Sessions at the Conference are designed to enhance the governance skills of participants and deepen their understanding of critical policy issues. In turn, we strive to help them become better policymakers and public servants who can translate their knowledge into strategies for building stronger and healthier communities.

This year, the conference sessions will include four distinctive policy focuses: education policy, health policy, sustainable communities, and governance and political empowerment. The education, health, and sustainability break-out sessions are designed to build upon each other and together follow the curriculum of a NALEO Policy Institute. Conference attendees may wish to participate in one full Policy Institute or choose to participate in sessions from multiple Institutes. General Sessions will focus on political empowerment and national leadership, and will further be augmented by governance focused break-out sessions.

	<b>Education Track: Policymaking in the New American Education Era</b>	<b>Health Track: Health Disparities and Latino Leadership-Working Together to Provide Solutions</b>	<b>Sustainable Communities Track: Utilizing the Green Industry to Stimulate Local Economies</b>	<b>Governance and Political Empowerment Sessions</b>
<b>Target Audiences:</b>	<i>State Legislators, School Board Members, Community College Trustees</i>	<i>State Legislators, Municipal and County Officials, School Board Members, Appointed Officials</i>	<i>Municipal and County Officials, Community College Trustees</i>	<i>All levels of office</i>

### Thursday, June 25, 2009

8:00 a.m. – 9:30 a.m.				State of American Communities: Governing in Troubled Economic Times
10:00 a.m. – 11:30 a.m.	Designing and Implementing Pre-K Programs to Serve Your Kids	The State of Latino Health in America: Disparities Affecting Our Communities	The “Green Industry:” Providing Solutions for Local Economies	
2:30 p.m. – 4:00 p.m.	High School Equity: Utilizing Data Systems to Drive Your Policy Decisions	Working on Solutions: Increasing Access to Health Care for Latinos	Creating Jobs: Collaborating to Develop a “Green” Workforce	

### Friday, June 26, 2009

8:00 a.m. – 9:30 a.m.				Latinos and Census 2010: On the Brink of the Count
10:00 a.m. – 11:30 a.m.	Capitalizing on the Moment: Green Project Case Studies	Leading Healthy Communities: Improving Public Health through Community Design	Building Infrastructure: Creating Demand for the “Green Industry”	
2:30 p.m. – 4:00 p.m.				Governing During Troubled Economic Times: Preserving Public Sector Jobs
				Governing During Troubled Economic Times: Surviving the Foreclosure Crisis
				The New Washington and Comprehensive Immigration Reform

### Saturday, June 27, 2009

10:00 a.m. – 11:30 a.m.	President Obama’s Education Plan	Innovative Policies to Build Healthy School Environments	Stimulating Economies: Attracting “Green Jobs” into your Community	
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## CONFERENCE AGENDA

### WEDNESDAY, JUNE 24

#### CONFERENCE REGISTRATION

**Registration Desk, Mezzanine 2<sup>nd</sup> Level of Hotel**  
2:00 p.m. – 5:00 p.m.

#### THE MICROSOFT INTERNET CAFÉ

*Sponsored by Microsoft*  
**Solano, Mezzanine 2<sup>nd</sup> Level of Hotel**  
2:00 p.m. – 5:00 p.m.

### THURSDAY, JUNE 25

#### SEVENTH ANNUAL NALEO PRESIDENTIAL GOLF CLASSIC

*Sponsored by Hewlett Packard, Budweiser, National Association of Realtors, Southwest Airlines, Johnson & Johnson and Takeda Pharmaceuticals North America, Inc*  
**Wilson Golf Course at L.A. Griffith Park**  
6:00 a.m. – 3:00 p.m.

#### CONFERENCE REGISTRATION

**Registration Desk, Mezzanine 2<sup>nd</sup> Level of Hotel**  
8:00 a.m. – 5:00 p.m.

#### THE MICROSOFT INTERNET CAFÉ

*Sponsored by Microsoft*  
**Solano, Mezzanine 2<sup>nd</sup> Level of Hotel**  
8:00 a.m. – 5:00 p.m.

#### EXHIBITORS

*Annie E. Casey Foundation & Center for Responsible Lending, Dewey Square Group Latinovations, NALEO Educational Fund, National Center for Missing & Exploited Children, Together Rx Access, U.S. Census Bureau, VISIT DENVER The Convention and Visitors Bureau*  
**Grand Ballroom, Salon 3 Level 5 of Retail**  
8:00 a.m. – 5:00 p.m.



## **OPENING SESSION AND BREAKFAST**

*Sponsor: CFSA*

**Grand Ballroom, Salon 1 & 2 Level 5 of Retail**

8:00 a.m. – 9:30 a.m.

### Opening Remarks

- Mr. Arturo Vargas, Executive Director, NALEO Educational Fund

### **STATE OF AMERICAN COMMUNITIES: GOVERNING IN TROUBLED ECONOMIC TIMES**

Facing economic times not experienced in recent history, the nation has the opportunity for historic reinvestment in communities throughout the country. Latino elected officials stand charged with strengthening educational systems and the community infrastructure that will meet both the physical and economic health of their constituents. Effective governance will be tested at all levels of government as local and state elected officials collaborate with federal leadership in a joint effort to strengthen communities. This session will provide expert policy discussion and guidance on how local Latino elected officials can effectively utilize Federal economic stimulus initiatives to address the policy issues most important to the Latino community and the nation: education, health and sustainable communities.

Keynote Remarks: Hon. Adolfo Carrion, Director, The White House Office of Urban Affairs

Session Chair: Hon. Sylvia Garcia, Commissioner, Harris County, Texas

- Dr. Manuel Pastor, Professor, Geography and American Studies and Ethnicity, University of Southern, California (USC); Director, Program for Environmental and Regional Equity, USC Center for Sustainable Cities
- Hon. Darline Robles, Superintendent, Los Angeles County Office of Education, California

### **NALEO EDUCATION LEADERSHIP INITIATIVE: POLICYMAKING IN THE NEW AMERICAN EDUCATION ERA**

#### **DESIGNING AND IMPLEMENTING PRE-K PROGRAMS TO SERVE YOUR KIDS**

*Session Sponsor: Pre-K Now, a campaign of the Pew Center on the States*

**Grand Ballroom, Salon 5 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

National buzz connected to Early Childhood Education presents new opportunities for improved quality and access to pre-k for our children. Experts agree that the years from pre-k to 3<sup>rd</sup> grade are critical to a child's development. Our many community attributes require that pre-k services be delivered in ways that welcome more families in order to serve the growing population of young English Language Learners (ELLs). Find out what you need to know to ensure that your community is offering pre-k services in ways that are accessible, open and of the highest quality, while fostering the strong learning foundation our children need to succeed throughout the education pipeline.

Session Chair: Hon. Stephanie Garcia, School Board President, Pueblo City Schools, Colorado

- Ms. Linda Espinoza, Associate Professor, University of Missouri-Columbia
- Ms. Yolanda Garcia, Director, E3 Institute, West Ed (Invited)
- Dr. Celia C. Ayala, Chief Operating Officer, Los Angeles Universal Preschool



**NALEO POLICY INSTITUTE ON HEALTHY COMMUNITIES: HEALTH DISPARITIES AND LATINO LEADERSHIP- WORKING TOGETHER TO PROVIDE SOLUTIONS**

**THE STATE OF LATINO HEALTH IN AMERICA: DISPARITIES AFFECTING OUR COMMUNITIES**

*Presenting Sponsor of the Healthy Communities Institute: Wal-Mart Stores, Inc.*

*Session Sponsor: Kaiser Permanente*

**Grand Ballroom, Salon 4 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

One of the most important issues facing our communities is the staggering increase in the rates of obesity and chronic disease. As the second largest population group in the United States, addressing critical prevention and environmental disparities in the Latino community is vital to the health and prosperity of the country. This session will offer an overview of the wellness issues facing the diverse communities that Latino elected officials represent and provide a framework of leadership for healthier communities that grasps the influence of your decision making role as a public official.

Session Chair: Hon. Rey Colon, Alderman, City of Chicago, Illinois 

- Dr. Elena Rios, President/CEO, National Hispanic Medical Association
- Dr. Diana Bóna, Vice President of Public Affairs, Southern California Region, Kaiser Permanente

**NALEO POLICY INSTITUTE ON SUSTAINABLE COMMUNITIES: UTILIZING THE GREEN INDUSTRY TO STIMULATE LOCAL ECONOMIES**

**THE “GREEN INDUSTRY:” PROVIDING SOLUTIONS FOR LOCAL ECONOMIES**

*Presenting Sponsor of the Sustainable Communities Institute: PepsiCo*

*Session Sponsor: Bank of America*

**Grand Ballroom, Salon 6 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

Throughout the country, Latino public officials are working diligently to maintain the vitality of their communities despite the current economic climate; a daunting challenge for all public servants given that states are facing budget deficits, communities are struggling to keep jobs, and families are losing their assets. The growth of the Green Industry has led to unprecedented interest from local officials eager to harness the potential of this innovative industry. This session will provide an overview of the challenges facing local economies and how green sector development can assist in overcoming these challenges.

Keynote Remarks: Hon. Nancy Sutley, Chair, The White House Council on Environmental Quality

Session Chair: TBD

- Mr. Sean Arian, Director of Economic Development, Office of Los Angeles Mayor Antonio Villaraigosa
- Mr. Robert Lucchese, Government Banking Client Manager, Bank of America

**NALEO 26<sup>TH</sup> ANNUAL CONFERENCE KICK-OFF PRESS EVENT**





**Studio C, Mezzanine 2<sup>nd</sup> Level of Hotel**

11:15 a.m. – 12:00 p.m.

**NATIONAL LEADERSHIP LUNCHEON**

**Grand Ballroom, Salon 1 & 2 Level 5 of Retail**

12:00 p.m. – 2:00 p.m.

- Hon. Mary Herrera, New Mexico Secretary of State; NALEO President 
- Hon. Gloria Molina, Supervisor, Los Angeles County, California 
- Hon. Monica Garcia, Board President, Los Angeles Unified School District, California  



**NALEO EDUCATION LEADERSHIP INITIATIVE: POLICYMAKING IN THE NEW AMERICAN EDUCATION ERA**


**HIGH SCHOOL EQUITY: UTILIZING DATA SYSTEMS TO DRIVE YOUR POLICY DECISIONS**

*Session Sponsor: The Bill and Melinda Gates Foundation*

**Grand Ballroom, Salon 5 Level 5 of Retail**

2:30 p.m. – 4:00 p.m.

Data-driven decision making is a necessary and intricate way of addressing student achievement gaps. This method of decision-making requires constant monitoring of student progress and is largely dependent on comprehensive data systems. These systems collect multiple layers of data related to student achievement, including measures and indicators on students, organizational quality, personnel, resources and social services. This session will enable policymakers to understand the complexities of data systems and their availability as a tool to drive your everyday decision making.

Session Chair: Hon. Ana Sol Gutierrez, Maryland State Delegate 

- Mr. Roberto Rodriguez, Special Assistant to the President for Education, The White House Domestic Policy Council
- Ms. Paige Kowalski, Senior Associate, Data Quality Campaign
- Dr. Peter Winograd, Director, Office of Education and Accountability, New Mexico Department of Finance and Administration

**NALEO POLICY INSTITUTE ON HEALTHY COMMUNITIES: HEALTH DISPARITIES AND LATINO LEADERSHIP- WORKING TOGETHER TO PROVIDE SOLUTIONS**

**WORKING ON SOLUTIONS: INCREASING ACCESS TO HEALTH CARE FOR LATINOS**


*Presenting Sponsor of the Healthy Communities Institute: Wal-Mart Stores, Inc.*



*Session Sponsors: AARP and Pfizer*

**Grand Ballroom, Salon 4 Level 5 of Retail**

2:30 p.m. – 4:00 p.m.

The current recession has elevated unemployment rates to the highest levels in two decades. When American workers lose jobs, their incomes shrink and too often their families face the loss of health insurance. Adversely, Latinos are more likely than not to be among the 46 million Americans who do not have health insurance or the millions more who worry everyday about losing the coverage they do have. This session will discuss the larger socioeconomic and cultural issues that prevent Latinos from accessing health services. Panelists will also highlight policy strategies for increasing health insurance rates among Latinos, including information about the Federal Economic Stimulus Package and national health programs such as Medicaid and the State Children's Health Insurance Program (SCHIP).

Session Chair: Hon. Juan C. Zapata, Florida State Representative, NALEO Board Member 

- Ms. Rea Pañares, Director, Minority Health Initiatives, Families USA
- Dr. Robert O. Valdez, Executive Director, The Robert Wood Johnson Foundation, Center for Health Policy  
- Mr. Ivan Zapien, Senior Director, Federal Government Affairs, Wal-Mart Stores, Inc.



**NALEO POLICY INSTITUTE ON SUSTAINABLE COMMUNITIES: UTILIZING THE GREEN INDUSTRY TO STIMULATE LOCAL ECONOMIES**

**CREATING JOBS: COLLABORATING TO DEVELOP A “GREEN” WORKFORCE**

*Presenting Sponsor of the Sustainable Communities Institute: PepsiCo*

*Session Sponsors: PG&E and ServiceMaster*

**Grand Ballroom, Salon 6 Level 5 of Retail**

2:30 p.m. – 4:00 p.m.

Diminishing natural resources, a growing consciousness for the environment, and an unstable economy have fostered a new “Green” sector. As the Green sector continues to grow, thousands of workers will be needed to fill the “green collar” jobs created by the industry. To create a green workforce, local elected officials will need to work in collaboration with community colleges, community based organizations, and the private sector. During this session, participants will engage with various stakeholders to learn how to collaborate across jurisdictions and create this much needed workforce.

Session Chair: Hon. Abel Guillen, Trustee, Peralta Community College District, California

- Dr. Peter Crabtree, Dean, Laney College, California
- Ms. VaShone Huff, Deputy Director of Intergovernmental Affairs, Office of Oakland Mayor Ron Dellums, California
- Ms. Van Ton-Quinlivan, Director of Strategic HR Programs, PG&E

**NALEO OFFICIAL WELCOME RECEPTION AND SALUTE TO LOS ANGELES AREA LEADERSHIP**

*Hosted by the Mayor and the Latino Members of the Los Angeles City Council*

*Sponsor: The Walt Disney Company*

**El Capitan Theatre, 6838 Hollywood Boulevard**

6:30 p.m. – 9:00 p.m.

- Hon. Mary Herrera, New Mexico Secretary of State; NALEO President
- Hon. Rafael Anchia, Texas State Representative; NALEO Educational Fund Chair

**FRIDAY, JUNE 26**

**CONFERENCE REGISTRATION**

**Registration Desk, Mezzanine 2<sup>nd</sup> Level of Hotel**

8:00 a.m. – 5:00 p.m.

**THE MICROSOFT INTERNET CAFÉ**

*Sponsored by Microsoft*

**Solano, Mezzanine 2<sup>nd</sup> Level of Hotel**

8:00 a.m. – 5:00 p.m.

**EXHIBITORS**

*Annie E. Casey Foundation & Center for Responsible Lending, Dewey Square Group Latinovations, NALEO Educational Fund, National Center for Missing & Exploited Children, Together Rx Access, U.S. Census Bureau, VISIT DENVER The Convention and Visitors Bureau*

**Grand Ballroom, Salon 3 Level 5 of Retail**

8:00 a.m. – 5:00 p.m.

**PRESS CONFERENCE: YA ES HORA ;HÁGASE CONTAR!**

**Studio C, Mezzanine 2<sup>nd</sup> Level of Hotel**

9:30 a.m. – 10:30 a.m.



## **OPENING SESSION AND BREAKFAST**

### **LATINOS AND CENSUS 2010: ON THE BRINK OF THE COUNT**

*Session Sponsors: Comcast and ING*

#### **Grand Ballroom, Salon 1 & 2 Level 5 of Retail**

8:00 a.m. – 9:30 a.m.

With Census 2010 less than a year away, the nation is at a critical juncture in its planning and preparation for the next decennial enumeration. This session will highlight the importance of a complete and accurate Census count for the Latino community. Speakers will discuss the challenges facing the Census Bureau in reaching Latinos and other hard-to-count populations, with an emphasis on the impact of the nation's changing demographics and political climate. This session also will address opportunities and strategies for Latino elected officials in their own jurisdictions to help ensure the most accurate count possible of the nation's population.

Session Chair: Hon. Tony Cardenas, Councilmember, City of Los Angeles, California 

- Mr. Arturo Vargas, Executive Director, NALEO Educational Fund
- Hon. Rebecca Blank, Undersecretary for Economic Affairs, U.S. Department of Commerce

## **NALEO EDUCATION LEADERSHIP INITIATIVE: POLICYMAKING IN THE NEW AMERICAN EDUCATION ERA**


### **CAPITALIZING ON THE MOMENT: GREEN PROJECT CASE STUDIES**

#### **Grand Ballroom, Salon 5 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

The quality of your school facilities can positively or negatively affect student learning. On average, school buildings in the United States are over forty years old, just the time when rapid deterioration sets in. Recent efforts to build new or renovate existing infrastructure reflect a national trend for publicly funded schools and colleges to “go green.” As the Federal Stimulus Package makes funding for capital projects more widely available, going green is a timely option for policymakers to consider. Through case studies of successful green projects, this session will highlight best practices and model capital projects that facilitate greener sources of energy, create jobs, and most importantly construct high quality education facilities for your community to enjoy.

Session Chair: Hon. Ana Rivas Logan, Miami-Dade County Public Schools, Florida; NALEO Educational Fund Board Member 

- Ms. Rachel Gutter, Senior Manager, Education Sector, U.S. Green Building Council
- Ms. Caridad H. Montano, Principal, Green Magnet High School, Miami-Dade County Public Schools, Florida
- Hon. Yolanda Navarro Flores, Vice Chair, Houston Community College Board of Trustees, Texas 



**NALEO POLICY INSTITUTE ON HEALTHY COMMUNITIES: HEALTH DISPARITIES AND LATINO LEADERSHIP- WORKING TOGETHER TO PROVIDE SOLUTIONS**

**LEADING HEALTHY COMMUNITIES: IMPROVING PUBLIC HEALTH THROUGH COMMUNITY DESIGN**

*Presenting Sponsor of the Healthy Communities Institute: Wal-Mart Stores, Inc.*


*Session Sponsor: The California Endowment*

**Grand Ballroom, Salon 4 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

The built environment of your community can contribute to or help counter Latino health disparities. Transportation infrastructure, neighborhood development, and planning for open space and parks, are all factors that can aid in the prevention of obesity and chronic disease. Latino elected officials hold key positions for making pertinent policy decisions and investments around issues affecting the built environment. During this session elected officials and community design experts will share model policies and strategies that local leaders can use to increase community access to healthy food and physical activity.

Session Chair: Hon. Carlos Silva, President Pro Tem, City of Bridgeport, Connecticut; President, Hispanic Elected Local Officials, National League of Cities; NALEO Board Member 

- Hon. Cecilia Cuevas, Former Councilmember, City of Fillmore, California 
- Ms. Pilar Lorenzana-Campo, MEP, Associate, Planning and Development, Public Health Law & Policy
- Mr. James Rojas, Founder, Latino Urban Forum

**NALEO POLICY INSTITUTE ON SUSTAINABLE COMMUNITIES: UTILIZING THE GREEN INDUSTRY TO STIMULATE LOCAL ECONOMIES**

**BUILDING INFRASTRUCTURE: CREATING A DEMAND FOR THE “GREEN INDUSTRY”**


*Presenting Sponsor of the Sustainable Communities Institute: PepsiCo*


*Session Sponsor: Waste Management*

**Grand Ballroom, Salon 6 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

The potential benefits of the Green Industry to struggling local economies are numerous, but in order for the industry to continue to grow there must be a demand for it. Public officials can implement “green” practices in the activities conducted by local government as a means to spur Green sector development. When cities lead by example and operate in green buildings or invest in sustainable infrastructure, they increase the demand for the Green Industry. This session will provide participants with best practices and effective tools for creating an increased demand for the Green Industry in their communities.

Session Chair: Hon. Ed Reyes, Councilmember, City of Los Angeles, California 

- Ms. Laurie Kerr, Senior Policy Advisor, Office of Long Term Planning and Sustainability, Office of New York City Mayor Michael R. Bloomberg (invited)
- Mr. Al Halverson, Director of Environmental Sustainability, Frito-Lay
- Hon. Enrique Zaldivar, Commissioner, Southern California Coastal Water Research Project
- Hon. Raul G. Salinas, Mayor, City of Laredo, Texas 



**JUSTICE MATTERS: A DISCUSSION ON THE NOMINATION OF JUDGE SONIA SOTOMAYOR TO THE SUPREME COURT OF THE UNITED STATES**

*Hosted by The Raben Group*

**Studio E, Mezzanine 2<sup>nd</sup> Level of Hotel**

10:00 a.m. – 11:30 a.m.

- Ms. Maria Blanco, Executive Director, Chief Justice Earl Warren Institute on Race, Ethnicity and Diversity, University of California, Berkeley Law School
- Hon. Delia Garcia, Kansas State Representative
- Ms. Dolores Huerta, President, Dolores Huerta Foundation
- Mr. Gabriel Sandoval, President, Hispanic National Bar Association (HNBA), Southern California Region
- Mr. Michael Torra, Principal, The Raben Group, LLC


**NATIONAL LEADERSHIP LUNCHEON**

*Sponsor: AT&T*

**Grand Ballroom, Salon 1 & 2 Level 5 of Retail**

12:00 p.m. – 2:00 p.m.

Welcome by California Republican Leadership

- Hon. Abel Maldonado, California State Senator (invited)
- Hon. Bonnie Garcia, Chair, California Unemployment Insurance Appeals Board; Former California Assemblymember 
- Hon. Lee Baca, Sherriff, Los Angeles County, California (invited)

Remarks

- Hon. Arnold Schwarzenegger, California Governor (invited)
- His Excellency Arturo Sarukhan, Ambassador of Mexico to the United States of America


**GOVERNING DURING TROUBLED ECONOMIC TIMES: PRESERVING PUBLIC SECTOR JOBS**

*Session Sponsor: SEIU*

**Grand Ballroom, Salon 4 Level 5 of Retail**

2:30 p.m. – 4:00 p.m.

As jurisdictions face budget shortfalls, policymakers are confronted with the need to maintain a balanced budget while sustaining efforts to maintain and improve priorities like public safety, health and education. This session will include a discussion on the collaboration needed between government entities, unions, and public sector workers to restore budgetary balance, while maintaining the public sector's ability to recruit and retain qualified and talented staff.

Session Chair: Hon. Ron Garcia, Mayor Pro Tem, City of Brea, California 

- Mr. Ricardo R. Silva, Partner, Fagen Friedman & Fulfroost LLP, San Diego, California
- Ms. Annelle Grajeda, Executive Vice President, SEIU
- Mr. Edmund F. Sotelo, City Manager, City of Oxnard, California



**GOVERNING DURING TROUBLED ECONOMIC TIMES: SURVIVING THE FORECLOSURE CRISIS**

*Session Sponsor: JPMorgan Chase*

**Grand Ballroom, Salon 5 Level 5 of Retail**

2:30 p.m. – 4:00 p.m.

Recent and negative national trends in the housing market, further aggravated by serious damage to the banking system, have distressed communities throughout the country. Latino families have been disproportionately affected as the rate of foreclosures has increased rapidly, while the landscape of communities has been transformed. Elected officials face new challenges of blight, crime and new forms of predatory practices. Policymakers can play an important role in strengthening communities where residents can work and live. This session will provide an overview of the current state of housing; present creative strategies, and provide elected officials with tools to increase and protect homeownership and safe guard their communities from disrepair.

Session Chair: Hon. Vincent Sarmiento, Councilmember, City of Santa Ana, California 

- Ms. Aracely Panameño, Director of Latino Affairs, Center for Responsible Lending
- Mr. Yves M. Mombeleur, Vice President, REO Community Revitalization Program Manager, JPMorgan Chase
- Mr. Glen Hayes, Executive Director, Neighborhood Housing Services Orange County, California

**THE NEW WASHINGTON AND COMPREHENSIVE IMMIGRATION REFORM**

**Grand Ballroom, Salon 6 Level 5 of Retail**

2:30 p.m. – 4:00 p.m.

This year, our nation faces an unprecedented opportunity to make comprehensive immigration reform a reality. This session will provide an update on critical immigration policy developments, with perspectives from the Obama Administration and Congress. The session will also highlight how Latino elected officials can become involved in the advocacy campaign for comprehensive immigration reform, and the role of civic and community leaders in this effort.

Session Chair: Hon. Richard Alarcón, Councilmember, City of Los Angeles, California

- Hon. Cecilia Muñoz, Director, The White House Office of Intergovernmental Affairs
- Ms. Ur Jaddou, Chief Counsel, U.S. House Subcommittee on Immigration (invited)
- Ms. Esther Lopez, Director, Civil Rights and Community Action, UFCW
- Ms. Janet Murguía, Executive Director, National Council of La Raza

**SPECIAL MOVIE SCREENING: “CASI DIVAS”**

Hosted by Maya Entertainment

**Studio D & E, Mezzanine 2nd level of hotel**

5:00 p.m. - 6:30 pm



**NALEO EVENT-“EVENING UNDER THE STARS”**

*Sponsors: Budweiser, JPMorgan Chase and Southwest Airlines*

**Grand Ballroom Terrace, Salon 3, and Balcony Level 5 of Retail**

7:00 p.m. – 10:00 p.m.

**Recognition of NALEO Educational Fund Board of Directors**

- Hon. Rafael Anchia, Texas State Representative; NALEO Educational Fund Chair  



## **SATURDAY, JUNE 27**

### **CONFERENCE REGISTRATION**

**Registration Desk, Mezzanine 2<sup>nd</sup> Level of Hotel**

8:00 a.m. – 2:00 p.m.

### **THE MICROSOFT INTERNET CAFÉ**

*Sponsored by Microsoft*

**Solano, Mezzanine 2<sup>nd</sup> Level of Hotel**

8:00 a.m. – 2:00 p.m.

### **EXHIBITORS**

*Annie E. Casey Foundation & Center for Responsible Lending, Dewey Square Group Latinovations, NALEO Educational Fund, National Center for Missing & Exploited Children, Together Rx Access, U.S. Census Bureau, VISIT DENVER The Convention and Visitors Bureau*

**Grand Ballroom, Salon 3 Level 5 of Retail**

8:00 a.m. – 2:00 p.m.

### **OPENING SESSION AND BREAKFAST**

#### **LATINOS IN HOLLYWOOD**

*Session Sponsor: The Nielsen Company*

**Grand Ballroom, Salon 1 & 2 Level 5 of Retail**

8:00 a.m. – 9:30 a.m.

As the demographics of the country have changed, so has the landscape of the American entertainment industry. More Latinos grace Hollywood screens as actors, actresses and comedians. Behind the scenes Latinos are also making an impact as writers, directors, producers, studio executives, distributors, and casting agents. As the entertainment industry works to capture a larger market share, Latinos in Hollywood continue to struggle for the opportunity to portray a more complete picture of our story through the media. As the NALEO Annual Conference makes its Hollywood debut, this session will highlight the history of Latinos in the entertainment industry, the challenges that are faced by Latino professionals and the implications to the larger role of Latinos in the political and cultural fabric of our nation.

Session Chair: Mr. Alex Nogales, Founder, President and CEO, National Hispanic Media Coalition

- Mr. Moctezuma Esparza, Partner, Esparza-Katz Productions; Founder, Maya Entertainment
- Ms. America Ferrera, Actress, Producer (invited)
- Dr. Fernando J. Guerra, Associate Professor of Political Science and Director, The Leavey Center for the Study of Los Angeles. Loyola Marymount University-Los Angeles
- Ms. Barbara Martinez Jitner, Producer, Writer
- Mr. Frank Reyes, Writer, Director



**NALEO EDUCATION LEADERSHIP INITIATIVE: POLICYMAKING IN THE NEW AMERICAN EDUCATION ERA**

**PRESIDENT OBAMA’S EDUCATION PLAN: HOW THE NEW ADMINISTRATION PLANS TO IMPROVE EDUCATIONAL OPPORTUNITIES FOR LATINOS**

*Session Sponsors: State Farm Insurance Companies and USA Funds*

**Grand Ballroom, Salon 5 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

The decisions you and our national leadership make about education in the coming years will shape the future for generations to come. Although the media has highlighted the new Administration’s plans to restore America’s public education system, there is still little known about the details of President Obama’s agenda. This session offers the opportunity to hear more about the President’s comprehensive education agenda, from early childhood to higher education. Be one of the first to hear how the President intends to increase educational opportunities for Latino students, by implementing a Zero to Five plan, reforming No Child Left Behind, addressing the dropout crisis and working to improve college affordability for students who wish to pursue a postsecondary degree.

Session Chair: Hon. Andres Ayala, Jr., Connecticut State Representative; NALEO Board Member

- Hon. Carmel Martin, Assistant Secretary for Planning, Evaluation and Policy Development, U.S. Department of Education
- Hon. Anitere Flores, Florida State Representative; NALEO Educational Fund Board Member
- Hon. Joaquin Castro, Texas State Representative
- Hon. Henry L. Fernandez, Ed. D., Board Vice President, Metropolitan School District of Lawrence Township, Indiana; NALEO Educational Fund Board Member

**NALEO POLICY INSTITUTE ON HEALTHY COMMUNITIES: HEALTH DISPARITIES AND LATINO LEADERSHIP- WORKING TOGETHER TO PROVIDE SOLUTIONS**

**INNOVATIVE POLICIES TO BUILD HEALTHY SCHOOL ENVIRONMENTS**

*Presenting Sponsor of the Healthy Communities Institute: Wal-Mart Stores, Inc.*

*Session Sponsor: Abbott Laboratories Inc.*

**Grand Ballroom, Salon 4 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

Current federal and state legislation has mandated that public schools address school wellness. Fostering a healthy school environment is an effective approach to combat the negative trends of childhood obesity and the growing prevalence of type II diabetes among Latino youth. Despite constrained budgets and limited resources, school districts are successfully creating healthier environments for our children. This session will introduce elected officials to innovative school wellness approaches for combating childhood obesity. Presentations will include examples of cross-jurisdictional partnerships, where schools, cities and counties have worked together to further the common goal of community health.

Session Chair: Hon. Iris Y. Martinez, Illinois State Senator

- Mr. Jim Dyer, Farm to School Program Coordinator, Sustainability Alliance of Southwest Colorado
- Ms. Judy Huffaker, R.D., Nutrition Education Specialist, Alhambra Unified School District, California
- Mr. Guillermo Gomez, Chicago Director, Healthy Schools Campaign



**NALEO POLICY INSTITUTE ON SUSTAINABLE COMMUNITIES: UTILIZING THE GREEN INDUSTRY TO STIMULATE LOCAL ECONOMIES**


**STIMULATING ECONOMIES: ATTRACTING “GREEN JOBS” INTO YOUR COMMUNITY**

*Presenting Sponsor of the Sustainable Communities Institute: PepsiCo*

**Grand Ballroom, Salon 6 Level 5 of Retail**

10:00 a.m. – 11:30 a.m.

As the Green sector continues to grow, green companies are looking for ideal locations to open new or relocate businesses that will create jobs, stimulate local markets, and bring added revenue to local communities. With countless sites to choose from, communities have the opportunity to strategically attract the Green sector. In this session, participants will learn how to successfully market their cities to green companies, while effectively communicating the benefits of the Green sector to community stakeholders.

Session Chair: Hon. Maribel De La Torre, Councilmember, City of San Fernando, California 

- Mr. Jesus Arguelles, Managing Director, Realty Capital Advisory, LLC/ARCA
- Ms. Kathy Keene, Director, City of San Angelo Development Corporation, Texas
- Mr. Harold Dominguez, City Manager, City of San Angelo, Texas

**NATIONAL LEADERSHIP LUNCHEON**

*Sponsors: State Farm Insurance Companies and Univision Communications Inc.*

**Grand Ballroom, Salon 1 & 2 Level 5 of Retail**

12:00 p.m. – 2:00 p.m.


Remarks

- Hon. Cecilia Muñoz, Director, The White House Office of Intergovernmental Affairs


Ya Es Hora ¡Hágase Contar! Presentation

- Mr. Arturo Vargas, Executive Director, NALEO Educational Fund

Recognition of California Members of Congress

- Hon. Grace Napolitano, Member of Congress (invited)
- Hon. Lucille Roybal-Allard Member of Congress; Board Member, NALEO Educational Fund 

Recognition of NALEO Board of Directors

- Hon. Mary Herrera, New Mexico Secretary of State; NALEO President 


**FIGHTING FRAUD IN THE PUBLIC SECTOR: COST EFFECTIVE WAYS TO ESTABLISH INTERNAL CONTROLS AND FRAUD PREVENTION**

*Hosted by the Hispanic Elected Local Officials (HELO), National League of Cities*

**Nichols Room, Mezzanine 2<sup>nd</sup> Level of Hotel**

2:00 p.m.-3:00 p.m.

This session will provide an overview of fraud commonly found in governmental agencies. Presentations will include a framework for internal controls, fostering best practices against fraud and a discussion of implementation strategies to prevent and report fraud through the establishment of a Fraud Hotline.

- Hon. Karen Avilla, City Treasurer, City of Carson, California; Second Vice President, Hispanic Elected Local Officials, National League of Cities 
- Mr. Eddie Duque, Senior Analyst, City of Santa Ana, California; Vice President, International Hispanic Network, International City/County Management Association
- Mr. Adam Friedman, National Sales Manager, The Network Inc.



**CENSUS OUTREACH PANEL**

*Hosted by the U.S. Census Bureau*

**Studio E, Mezzanine 2<sup>nd</sup> Level of Hotel**

2:00 p.m. – 3:00 p.m.

**CALIFORNIA LATINO SCHOOL BOARD ASSOCIATION (CLSBA) BOARD OF DIRECTORS MEETING**

**Runyon Canyon Room, Mezzanine 2<sup>nd</sup> Level of Hotel**

2:00 p.m.-4:00 p.m.

**HISPANIC ELECTED LOCAL OFFICIALS (HELO) BOARD OF DIRECTORS MEETING**

**Nichols Room, Mezzanine 2<sup>nd</sup> Level of Hotel**

3:00 p.m.-4:00 p.m.

**CONFERENCE REGISTRATION**

**Registration Desk, Mezzanine 2<sup>nd</sup> Level of Hotel**

5:00 p.m. – 7:00 p.m.

**NALEO SALUTE TO CALIFORNIA LEGISLATIVE LEADERS RECEPTION**

*Presenting Presidential Sponsor: BP America*

**Grand Ballroom, Terrace Level 5 of Retail**

6:00 p.m. – 7:00 p.m.

**NALEO SALUTE TO CALIFORNIA LEGISLATIVE LEADERS**

*Presenting Presidential Sponsor: BP America*

**Grand Ballroom, Salon 1, 2, & 3 Level 5 of Retail**

7:00 p.m. – 11:00 p.m.

Master of Ceremonies: Mr. Peter Villegas, First Vice President, National Manager, Office of Corporate Responsibility, JPMorgan Chase & Co.; Special Advisor to the NALEO Educational Fund Board of Directors

Salute to California Legislative Leadership

- Hon. Mary Herrera, New Mexico Secretary of State; NALEO President
- Hon. Antonio Villaraigosa, Mayor, City of Los Angeles, California
- Hon. Karen Bass, Speaker, California State Assembly
- Hon. Dean Florez, Majority Leader, California State Senate (invited)
- Hon. Gil Cedillo, California State Senate; Chair, Latino Legislative Caucus

Presentation of the NALEO President's Award

- Hon. Mary Herrera, New Mexico Secretary of State, NALEO President

Presentation of the *Ohtli* Award by the Mexican Government

**SUNDAY, JUNE 28**

**NALEO EDUCATIONAL FUND BOARD MEETING**

**Nichols, Mezzanine 2<sup>nd</sup> Level of Hotel**

8:00 a.m. – 9:30 a.m.

**NALEO BOARD MEETING**

**Solano, Mezzanine 2<sup>nd</sup> Level of Hotel**

10:00 a.m. – 1:00 p.m.