



“Leading America”

Updated June 24, 2007

June 28-30, 2007
Disney’s Contemporary Resort

CONFERENCE AGENDA

WEDNESDAY, JUNE 27

FIFTH ANNUAL NALEO PRESIDENTIAL GOLF CLASSIC

Sponsored by American Resort Developers Association (ARDA), Anheuser-Busch Companies, Inc., JPMorgan Chase, Nissan North America, PG&E Corporation, Univision Communications Inc., Washington Mutual

Disney’s Magnolia Golf Course

(For golfers staying at Disney’s Coronado Springs Resort, buses will leave from the Coronado Springs Conference Center to Disney’s Contemporary Resort at 5:30 a.m. and at 6:10 a.m. Buses will leave from the Contemporary’s Convention West Side area at 6:30 a.m. and at 7:00 a.m. for Disney’s Magnolia Golf Course. For the return, golfers will be picked up from the Shades of Green Resort adjacent to the Magnolia Golf Course at 3:00 p.m. The first drop off will be the Contemporary followed by the Coronado Springs Resort.)

8:00 a.m. – 3:00 p.m.

KICK-OFF PRESS CONFERENCE

Grand Republic Ballroom C and D, Second Level

11:00 a.m. – 12:00 p.m.

CONFERENCE REGISTRATION

West Registration Counter, Fantasia Lobby

2:00 p.m. – 5:00 p.m.

THURSDAY, JUNE 28

CONFERENCE REGISTRATION

West Registration Counter, Fantasia Lobby

7:30 a.m. – 5:00 p.m.

EXHIBITS

3DI Systems, AARP, American Airlines, American Heart Association, Annie E. Casey Foundation, Center for Responsible Lending, Diebold Election System, Inc., Humana, ING, Motion Point, National Center for Missing and Exploited Children, U.S. Census Bureau, White House Initiative on Educational Excellence for Hispanic Americans (Note: Jimena will be available for autographs at the ING booth from 2:30 to 5:00 p.m.)

Fantasia Lobby

8:00 a.m. – 5:00 p.m.



“Leading America”

OFFICIAL WELCOME TO THE NALEO ANNUAL CONFERENCE AND CALL TO ORDER

Fantasia Ballroom G

8:00 a.m. – 8:15 a.m.

- Hon. John P. Bueno, NALEO President
- Hon. Darren Soto, Florida State Representative
- Hon. Marco Rubio, Speaker, Florida House of Representatives

OPENING SESSION AND BREAKFAST – LATINOS IN 2008: A NATIONAL ELECTORATE

Fantasia Ballroom G

8:15 a.m. – 9:30 a.m.

The race to the White House in 2008 has kicked into high gear earlier than ever before. Without the power of incumbency, both Republicans and Democrats face an open field in the race. As the 2008 Presidential Election takes shape, looking to be one of the most expensive and high energy elections in history, what role will the second largest population group and fastest growing electorate play? It is estimated that there are more than 10 million U.S. Latino registered voters nationwide. Nearly one third of these voters registered not more than five years ago. As the Latino electorate has burgeoned, it has also demonstrated itself to be highly volatile. In 2004, anywhere from one third to 40 percent of Latino voters voted for the Republican incumbent. By comparison, an overwhelming majority of Latinos voted for Democratic candidates in 2006. This session will feature an invigorating discussion among national experts on recent data and trends on the Latino vote that will affect the 2008 Presidential Election.

Session Chair: Mr. Arturo Vargas, Executive Director, NALEO Educational Fund

- Dr. Valerie Martinez-Ebers, Associate Professor of Political Science, Texas Christian University
- Mr. Frank Guerra, Co-founder and CEO, Guerra DeBerry Coody
- Ms. Maria Echaveste, Co-founder, Nueva Vista Group, LLC



“Leading America”

PRE-K AND THE EARLY GRADES: A LATINO PERSPECTIVE

In partnership with The National Hispanic Caucus of School Board Members, A Council of the National School Boards Association

Sponsored by Pre-K Now

Fantasia A through D

10:00 a.m. – 11:30 a.m.

With Latino children comprising one of the largest and fastest growing segments of the U.S. population, Pre-K and early childhood education programs are critical to every student’s increased academic achievement and lifelong success. Unfortunately, only 40 percent of Latino three-to-five year olds are enrolled in Pre-K programs. As evidence mounts on how high-quality Pre-K and early childhood programs with qualified teachers are key to every young child’s experience along the educational pipeline, it is imperative that Latinos have access to such programs. This session provides a national overview and summary of research findings related to Latinos and Pre-K and early education programs. In addition to showcasing programs and policies that are most effective for Latinos, this session will illustrate how a Pre-K and early grades approach has the potential to increase academic achievement and well-being for Latino children as well as ensure that the benefits attained in high-quality Pre-K can continue to grow through the early years.

Session Chair: Hon. Cynthia Nava, New Mexico State Senator

- Ms. Danielle M. Gonzales, Deputy State Program Director, Pre-K Now
- Dr. Michael L. López, Executive Director, National Center for Latino Child and Family Research
- Hon. Norma S. Garza, Senior Advisor for Early Childhood Education, U.S. Department of Education
- Ms. Linda Ponce de Leon, Principal, Erie Elementary Charter School, Chicago, Illinois

APPROACHES TO EXPANDING HEALTH CARE COVERAGE-ENSURING LATINO ACCESS

Sponsored by Aetna Foundation, The California Endowment, Pharmaceutical Research and Manufacturers of America (PhRMA)

Fantasia E and F

10:00 a.m. – 11:30 a.m.

The Latino community faces a health care crisis in which millions are uninsured while costs are rising for payers and those who are insured. Furthermore, access is limited, while the quality and cultural competence of the health care delivered is inadequate. While presidential candidates have brought the discussion of universal healthcare to the forefront of the political discussion, nationally, state elected officials are leading the charge for affordable and quality healthcare for their states’ constituents. This session will highlight the work of elected officials and their policy partners from states such as Massachusetts, California and Washington who have shown leadership in proposing legislation as well as reforming their state healthcare systems to address the needs of their most vulnerable populations.

Session Chair: Hon. Jarrett Barrios, Massachusetts State Senator

- Dr. Elena Rios, President and CEO, National Hispanic Medical Association
- Ms. Brooke Flaherty, Director of Government Relations, SE Region, Law and Regulatory Affairs, Aetna
- Mr. Gary A. Puckrein, Ph.D., President and CEO, National Minority Quality Forum



“Leading America”

EXPANDING AMERICAN LEADERSHIP: CHALLENGES AND MILESTONES FOR LATINAS IN ELECTED OFFICE

Fantasia M through Q

10:00 a.m. – 11:30 a.m.

This past year has been a milestone for women in American politics. In the House of Representatives, Speaker of the House Nancy Pelosi became the first woman to serve in that post. In the race for the White House, New York Senator Hillary Rodham Clinton may become the first woman to receive a major party’s nomination for President of the United States. These developments are just one part of the storied success of women in American leadership. Over the past decade, a significant share of the growth in Latino office holders has been as a result of the tremendous successes on the part of Latina candidates. Nearly one of every three Latinos currently holding elected office is a Latina. Seven of the 22 Latino Members of Congress are Latinas. Beyond the statistical success are countless tales of leadership, perseverance, and the role of Latina leaders in moving America forward. This session will take an in depth look at the success and challenges of Latinas in elected office.

Session Chair: Hon. Maribel de la Torre, Councilmember, City of San Fernando, California

- Ms. Ellen Moran, Executive Director, EMILY’s List
- Hon. Patricia Torres Ray, Minnesota State Senator
- Mr. Leo Briones, President and Founder, Centaur North Strategic Communications

EMPOWERING IMMIGRANT COMMUNITIES THROUGH U.S. CITIZENSHIP

Sponsored by Advance America, HSBC-North America, Univision Communications Inc.

Fantasia K and L

10:00 a.m. – 11:30 a.m.

In the first half of 2007, thousands of legal permanent residents applied in record numbers for U.S. citizenship. While nationwide efforts to promote naturalization are currently underway, these numbers are merely a fraction of the over eight million residents who are eligible to become citizens of the United States. To make a real impact, local municipalities must make every effort to naturalize their non-citizens. Through the Community Empowerment program, the NALEO Educational Fund found three major barriers towards naturalization: 1) access to reliable information 2) language and exam preparation; and 3) fees. We also found that naturalized Latino citizens vote at higher rates than their U.S. born counterparts. This session will present local strategies to promote and facilitate the attainment of U.S. citizenship, policy opportunities to support U.S. citizenship programs, and highlight programs in various cities that seek to integrate immigrants into civic life.

Session Chair: Hon. Carol Alvarado, Councilmember, City of Houston, Texas; President, Hispanic Elected Local Officials (HELO) of the National League of Cities; NALEO Board Member

- Mr. Jorge Delgado, President and General Manager, Univision KMEX 34 (Los Angeles)
- Mr. Ben Monterroso, Special Assistant to Executive Vice President Eliseo Medina, Service Employees International Union (SEIU)
- Mr. Javier Angulo, Director of Civic Education, NALEO Educational Fund



“Leading America”

NATIONAL LEADERSHIP LUNCHEON

Title Sponsor: AT&T

Co-Sponsored by Florida Hospital and Waste Management

Fantasia Ballroom G

12:00 p.m. – 2:00 p.m.

Florida Welcome

- Hon. Carlos L. Irizarry, Commissioner, City of Kissimmee, Florida
- Hon. Mildred Fernandez, Commissioner, Orange County, Florida
- Hon. John “Q” Quiñones, Commissioner, Osceola County, Florida
- Hon. Rene Garcia, Florida State Representative; Chairman, Florida Hispanic Legislative Caucus

Presentation on the NALEO Educational Fund’s California Health Leadership Program on Obesity

ING Presentation on Run for Something Better Campaign, Featuring Jimena

Presentation of the Edward R. Roybal Award for Outstanding Public Service

- Hon. Marco Rubio, Speaker, Florida House of Representatives

Keynote Remarks

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

- Hon. Charlie Crist, Governor, State of Florida

BEYOND SOCCER MOMS: NEW MICRO-TARGETING STRATEGIES

Fantasia A through D

2:30 p.m. – 4:00 p.m.

The size, influence, and diversity of the Latino electorate has grown over the past decade and candidates as well as campaigns have realized that speaking a few phrases in Spanish is not enough to win the Latino vote. Latinos, like the overall American electorate, are becoming increasingly diverse in terms of socioeconomic status, education, and consumption trends. Today, the Latino electorate is multigenerational, multinational, bilingual, and represents all rungs of the economic ladder. This session will explore how new and innovative micro-targeting techniques are being applied to produce more nuanced voter targeting and messaging.

Session Chair: Hon. Trey Martinez Fischer, Texas State Representative

- Mr. Alexander P. Gage, Founder and President, TargetPoint Consulting, Inc.
- Mr. Vijay Ravindran, Chief Technology Officer, Catalist
- Mr. Andrew Sharp, President/CEO, Andrew Sharp Consulting



“Leading America”

THE AMERICAN DREAM – INCREASING AND PROTECTING LATINO HOME OWNERSHIP

Sponsored by Countrywide and Washington Mutual

Fantasia E and F

2:30 p.m. – 4:00 p.m.

As home prices continue to rise faster than incomes, the dream of homeownership becomes unreachable for many. Nationally, negative trends in the housing market are disproportionately affecting Latinos. While 68 percent of all Americans own their homes, only 48 percent of Latinos are homeowners. In addition, the rate of foreclosures due to predatory or abusive mortgage lending has increased more than 42 percent from last year, with more than 1.2 million foreclosures filed in 2006. Latinos are twice as likely as non-Hispanic whites to be financed by sub-prime mortgages. Policymakers can play an important role in ensuring communities where residents can work and live. This session will provide an overview of the current state of housing for the Latino community; present creative strategies, including community land trusts and foreclosure prevention programs; and provide elected officials with tools to increase and protect Latino homeownership.

Session Chair: Mr. Peter Villegas, First Vice President, Washington Mutual; NALEO Educational Fund Board Member

- Dr. Kimberly Libman, Center for Human Environments, Graduate Center of the City University of New York
- Mr. Rodolfo Saenz, Managing Director, Corporate Marketing, Countrywide
- Hon. Billy Ocasio, Alderman, City of Chicago, Illinois

ENSURING SUSTAINABLE COMMUNITIES - ADDRESSING CLIMATE CHANGE

Sponsored by MWH and PG&E Corporation

Fantasia K and L

2:30 p.m. – 4:00 p.m.

The link between greenhouse gas emissions and global warming is clear. The burning of fossil fuels is the largest single contributor to global climate change and, as the world's largest energy user, the United States is the largest emitter of greenhouse gas emissions. As neighborhoods throughout the country are affected by the negative effects of climate change, Latino elected officials can play a key role addressing the challenges and opportunities. This session will highlight the principles defining the climate change debate and promising practices and policies from the public and private sectors that address climate change while sustaining economic growth.

Session Chair: Hon. Pete P. Gallego, Texas State Representative; Chairman, Mexican American Legislative Caucus of the Texas House of Representatives

- Mr. Luis Martinez, Natural Resources Defense Council
- PG&E Representative (TBD)
- Dr. Lynette Cardoch, Environmental Scientist, MWH



“Leading America”

FLORIDA HISPANIC LEGISLATIVE CAUCUS RECEPTION

Grand Republic B, Second Level

4:30 p.m. – 6:15 p.m.

THE WALT DISNEY COMPANY’S WELCOME RECEPTION

World ShowPlace Pavilion at Epcot®

(Conference buses begin boarding at 6:15 p.m. and begin departing at 6:30 p.m. from the West Side Bus Pick-up location at Disney’s Contemporary Resort to the Pavilion. At 9:45 p.m., Conference buses begin boarding at the Pavilion’s drop-off location and begin departing separately at 10:00 p.m. to Disney’s Contemporary, Coronado Springs, and Polynesian Resorts. One bus will provide a continuous loop between the Pavilion and the resorts. Conference credentials are required.)

7:00 p.m. – 10:00 p.m.

FRIDAY, JUNE 29

CONFERENCE REGISTRATION

West Registration Counter, Fantasia Lobby

7:30 a.m. – 5:00 p.m.

EXHIBITS

3DI Systems, AARP, American Airlines, American Heart Association, Annie E. Casey Foundation, Center for Responsible Lending, Diebold Election System, Inc., Humana, ING, Motion Point, National Center for Missing and Exploited Children, U.S. Census Bureau, White House Initiative on Educational Excellence for Hispanic Americans

Fantasia Lobby

8:00 a.m. – 5:00 p.m.

OPENING SESSION AND BREAKFAST – THE IMPACT AND USE OF WEDGE ISSUES IN POLITICAL CAMPAIGNS

Fantasia Ballroom G

8:00 a.m. – 9:30 a.m.

The use of “Wedge Issues” in political campaigning has often emerged as a strategy to divide voters among racial, religious, and moral lines. During 2006 mid-term elections campaigning, the issue of immigration emerged as the prominent wedge issue for several political campaigns across the country, often singling out Latinos as a threat to the country’s security and prosperity. In the past, groups such as African Americans, Americans of Arab descent, and the Lesbian, Gay, Bisexual, and Transgender (LGBT) community have been targeted by wedge issue campaigns, as well. The alarming growth in the use of such divisive politics presents a serious threat to American democracy and to the way that important and complex policy issues are debated in this country. In this session, key elected officials, political strategists, and journalists will explore the use of “Wedge Issues” in political campaigns, and their impact on targeted communities and on the American political process in general.

Session Chair: Hon. Rafael Anchia, Texas State Representative; Chair, NALEO Educational Fund Board of Directors

- Hon. Steve Gallardo, Arizona State Representative; NALEO Board Member
- Ms. Jamie Fontaine, Political Director, Gay & Lesbian Victory Fund
- Ms. Rebecca Abou-Chedid, Director of Government Relations, Arab American Institute Foundation

**NALEO Conference credentials, obtained at Conference Registration, are required to attend all session, workshops, and functions.*

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“Leading America”

REAUTHORIZATION OF THE NO CHILD LEFT BEHIND ACT – RECOMMENDATIONS AND STRATEGIES TO ELIMINATE THE EDUCATION GAP

In partnership with The National Hispanic Caucus of School Board Members, A Council of the National School Boards Association

Sponsored by State Farm Insurance Companies

Fantasia A through D

10:00 a.m. – 11:30 a.m.

The No Child Left Behind Act of 2001 (NCLB) was signed into law on January 8, 2002, with the overwhelming support of both Democrats and Republicans in Congress. Most people agree that, used effectively, NCLB can be an important tool for improving achievement and closing the academic achievement gap. While the achievement gap between students of color and white students has been recognized by educators for decades, the passage of NCLB marked the first time the federal government became actively involved in efforts to address this issue. This session provides an overview of NCLB and examines its progress towards closing the educational achievement gap for Latino students. This session also will provide Latino elected officials with the information on how they can play a role in the reauthorization process.

Session Chair: Hon. Ana Rivas Logan, Board Member, Miami-Dade County Public Schools

- Hon. Raymond Simon, Deputy Secretary of Education, U.S. Department of Education
- Mr. Peter Zamora, Regional Counsel, Mexican American Legal Defense and Educational Fund (MALDEF)
- Hon. Bob Wise, President, Alliance for Excellent Education; Former Governor, State of West Virginia

LEADERSHIP FOR HEALTHIER COMMUNITIES: CROSS-JURISDICTIONAL APPROACHES TO COMBAT OBESITY

Sponsored by The California Endowment and Pfizer

Fantasia E and F

10:00 a.m. – 11:30 a.m.

Two out of every three U.S. adults are overweight or obese, while nearly 70 percent of Latinos are overweight or obese. While individual choices and behaviors play a significant role in the obesity epidemic, individuals face the added challenge of community environments that discourage physical activity and encourage the consumption of unhealthy foods. Lack of open space, walkable streets, and access to high quality and affordable fresh fruits and vegetables are all barriers the Latino community faces daily. Inherent in everyday decision making, Latino elected officials face governmental concerns such as school wellness, community design, neighborhood safety, transportation, housing, as well as recreation, and access to affordable fresh foods and quality health care. In this session, elected officials will be provided examples and case-studies of how local Latino elected officials have had the unique ability to convene key decision-makers; enable information flow and collaboration; promote important community issues; and develop and support policies to create environments in a community where constituents can have healthy choices directly associated with the prevention of obesity and chronic disease.

Session Chair: Hon. Sharon Martinez, Vice Mayor, City of Monterey Park, California

- Ms. Carmen Ramos-Watson, Executive Director, *Celebra La Vida Con Salud*
- Hon. Walter Tejada, Vice Chairman, Arlington County Board, Virginia
- Ms. Marcella Martinez, Deputy Director of Constituency Services, NALEO Educational Fund



“Leading America”

IMMIGRATION AND NATURALIZATION IN 2007: OPPORTUNITIES AND OBSTACLES FOR FAIR AND EFFECTIVE POLICIES

Fantasia K and L

10:00 a.m. – 11:30 a.m.

Our national discussion of the future of America’s immigration policies is at a critical juncture as we face an unprecedented opportunity to make comprehensive immigration reform a reality this year. This session will provide Conference participants with an update on legislative developments and the perspectives of advocates, business and community leaders on the framework for effective immigration reform. Panelists will also address recent developments in naturalization policy and the civic integration of newcomers.

Session Chair: Mr. William Ramos, Washington, DC Office Director, NALEO Educational Fund

- Mr. Frank Sharry, Executive Director, National Immigration Forum
- Mr. Eliseo Medina, International Executive Vice President, Service Employees International Union, CLC
- Mr. Fred Niehaus, Senior Vice President, Public Affairs, Western Union
- Hon. Rick Noriega, Texas State Representative

UNMET POTENTIAL: BUILDING THE LATINO ELECTORATE

Sponsored by Advance America, HSBC-North America, Univision Communications Inc.

Fantasia M through P

10:00 a.m. – 11:30 a.m.

During a particular NALEO Educational Fund Community Empowerment strategy session, experts deliberated the cause and impact of low voter turnout among Latinos in communities across the nation. Participants identified three general categories of Latino voting communities: 1) the “established” community in which Latinos comprise the majority of registered voters who are generally active; 2) the new or developing community where Latinos comprise a moderate to low percentage of total registration, vote infrequently, and are primarily recently registered voters; and 3) the small yet active community in which Latinos comprise an extremely small percentage of all registered voters but vote frequently. This session will elaborate on the characteristics of these three communities; identify the challenges and opportunities for each; present local strategies that enhance the experience of Latino voters; and guide participants in developing effective messages that *invite* Latino voters to the polls.

Session Chair: Hon. John Duran, Mayor, City of West Hollywood, California

- Hon. Frank Martinez, Los Angeles City Clerk
- Ms. Christina Sanchez Camino, Director of Public Affairs, Univision Television Group
- Ms. Latonya Slack, Senior Program Officer for California Perspectives, The James Irvine Foundation



“Leading America”

NATIONAL LEADERSHIP LUNCHEON

Co-Sponsored by Freddie Mac, State Farm Insurance Companies, Washington Mutual

Fantasia Ballroom G

12:00 p.m. – 2:00 p.m.

Presentation of the NALEO President’s Award

- Presentation: Hon. John P. Bueno, NALEO President
 - Mr. Edward B. Rust Jr., Chairman and CEO, State Farm Insurance Companies

Special Presentation on the *Ya es hora ¡Ciudadanía!* and 2008 Voter Engagement Campaigns

- Mr. Eliseo Medina, International Executive Vice President, Service Employees International Union, CLC
- Ms. Monica C. Lozano, Senior Vice President, ImpreMedia, LLC (Invited)
- Ms. Janet Murguía, President and CEO, National Council of La Raza (NCLR)
- Ms. Ivelisse R. Estrada, Senior Vice President, Corporate and Community Relations, Univision Communications Inc.
- Mr. Arturo Vargas, Executive Director, NALEO Educational Fund

Special Remarks

- Introduction: Ms. Rita DiMartino, Special Advisor, International & Intergovernmental Affairs; Secretary, NALEO Educational Fund Board of Directors
 - Hon. Carlos M. Gutierrez, U.S. Secretary of Commerce

Keynote Remarks

- Introduction: Hon. John P. Bueno, NALEO President
 - Hon. Mel Martinez, U.S. Senator, Florida; Honorary Chair, NALEO 24th Annual Conference

REALITIES OF FUNDRAISING IN AMERICAN POLITICS

Fantasia M through P

2:30 p.m. – 4:00 p.m.

Money plays a vital role in modern U.S. elections. In today’s campaign environment, financial filings are referenced as much as the latest poll numbers. As a result, fundraising is one of the most important activities of a successful campaign. However, fundraising is not an easy task, especially for non-incumbent candidates; it is hard and challenging work, requiring discipline, strategy, resources, and more importantly attention to ethical concerns. This session will consider the most common challenges to fundraising and offer effective strategies for overcoming these challenges and staying competitive.

Session Chair: Hon. Ricardo Muñoz, Alderman, City of Chicago, Illinois

- Ms. Ann Marie Milano, Principal, Milano Strategies
- Hon. Tony Cardenas, Councilmember, City of Los Angeles, California
- Mr. William M. Webster, IV, Vice Chairman and Director, Advance America

**NALEO Conference credentials, obtained at Conference Registration, are required to attend all session, workshops, and functions.*

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“Leading America”

ENSURING SUSTAINABLE COMMUNITIES – MEETING OUR ENERGY NEEDS WHILE PROTECTING THE ENVIRONMENT

Sponsored by Edison Electric Institute and Wal-Mart

Fantasia K and L

2:30 p.m. – 4:00 p.m.

As energy supplies become limited and the cost of energy continues to fluctuate, policymakers play a key role in providing necessary services while taking action to protect the natural environment. Ensuring energy policies that are reliable, equitable, and environmentally responsible will provide for the efficient and affordable use of all sources of energy. This session will discuss innovative programs and policies that elected officials can implement in their own communities to meet constituent energy needs while protecting the environment.

Session Chair: Hon. Valde Garcia, Michigan State Senator

- Mr. M. William Brier, Vice President, Policy and Public Affairs, Edison Electric Institute
- Mr. Chris Hendrix, General Manager, Competitive Energy, Wal-Mart Stores, Inc.; General Manager, Texas Retail Energy, LLC
- Hon. Jackie Colon, Commissioner, Brevard County, Florida

SPECIAL PROGRAM

Fantasia Ballroom G

4:30 p.m. – 4:45 p.m.

- Hon. Duncan Hunter, Republican Presidential Candidate; Member of Congress, California, 52nd

NALEO TOWN HALL – THE FUTURE OF AMERICA

Sponsored by AARP, Humana, ING, The Walt Disney Company

Fantasia Ballroom G

4:45 p.m. – 6:30 p.m.

Every day, thousands of Latino elected and appointed officials, from school board members to Members of Congress and the President’s Administration, are leading America through their public service. The elected leadership of the Latino community represents millions of constituents and plays an important role in shaping the future of this nation. Moderated by NALEO Board leadership, this non-partisan town hall event will engage our nation’s Latino elected and appointed officials in a conversation on the issues important to them and to their constituents. NALEO Conference participants will have an opportunity to share their views with their colleagues from across the United States. The results of the town hall will be recorded and shared with NALEO members and the presidential campaigns.

Moderators: Hon. John P. Bueno, NALEO President, and Hon. Adolfo Carrión, Jr., President, Bronx Borough, New York City; NALEO Vice President

ASSEMBLY OF RECEPTIONS

American Federation of Teachers (AFT) in Honor of the Florida Hispanic Legislative Caucus; Hispanic Elected Local Officials (HELO) of the National League of Cities; Mexican American Legislative Caucus – Texas House of Representatives; Government of Mexico in Honor of the 2007 Ohtli Award Recipient; Mayor Anthony Williams, Former Mayor of Washington, D.C.

Fantasia A through F, and Nutcracker 1

6:30 p.m. – 8:30 p.m.



“Leading America”

SATURDAY, JUNE 30

CONFERENCE REGISTRATION

West Registration Counter, Fantasia Lobby

7:30 a.m. – 3:00 p.m.

EXHIBITS

3DI Systems, AARP, American Airlines, American Heart Association, Annie E. Casey Foundation, Center for Responsible Lending, Diebold Election System, Inc., Humana, ING, Motion Point, National Center for Missing and Exploited Children, U.S. Census Bureau, White House Initiative on Educational Excellence for Hispanic Americans

Fantasia Lobby

8:00 a.m. – 12:00 p.m.

OPENING SESSION AND BREAKFAST – THE FLORIDA EXPERIENCE: A HISTORY OF LATINO POLITICAL EMPOWERMENT

Fantasia Ballroom G

8:00 a.m. – 9:30 a.m.

As of 2005, Latinos accounted for one-in-five residents of Florida, or 20 percent. Between 1990 and 2000, the state’s Latino population added 1.1 million new residents, and an additional 730,000 in the subsequent five years — an almost 120 percent increase in 15 years. During the same period, the non-Latino population increased by 23 percent. Latinos in Florida also gradually comprise a larger share of the state electorate. Approximately 1.3 million Latinos were registered to vote in Florida prior to the November 2006 election, or nearly 12 percent of all registered Floridians. The presence of Latinos in elected office at all levels of government is one measure of improved Latino political progress and influence. As of January 2007, 131 Latino elected officials served in Florida, four of whom currently serve in the United States Congress. This session will provide an in-depth analysis of Latinos in Florida, and Conference attendees will receive an overview of the Latino experience in the state, including political history and Latino voter attitudes.

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

- Dr. Dario Moreno, Associate Professor of Political Science, Florida International University
- Ms. Dora Casanova de Toro, CEO/Publisher, La Prensa
- Ms. Ana Navarro, Political Consultant; Expert on Hispanic/Immigration Issues



“Leading America”

OUR COLLEGES AND UNIVERSITIES – STRATEGIES TO ENSURE LATINO ACCESS AND SUCCESS

In partnership with The National Hispanic Caucus of School Board Members, A Council of the National School Boards Association

Sponsored by The Lumina Foundation for Education, Sallie Mae, Inc., USA Funds, W.K. Kellogg Foundation

Grand Republic Ballroom B, Second Level

10:00 a.m. – 11:30 a.m.

Access, affordability and accountability have taken center stage as critical components of American higher education. In the midst of this debate, the growing economic imperative for a more educated workforce is set against shifting demographics that signal an increased need for more Latino participation and completion at our colleges and universities. A number of leading voices provide much to consider in the effort to promote Latino higher education access and success. From a renewed focus on student financial aid policy to the pending reauthorization of the Higher Education Act, and the U.S. Department of Education’s recent *Action Plan for Higher Education*, this session features prominent policymakers discussing what role elected officials can play in keeping college affordable while increasing student success rates overall.

Session Chair: Hon. Anitere Flores, Florida State Representative

- Mr. Carl Dalstrom, President & CEO, USA Funds
- Ms. Kati Haycock, President, Education Trust
- Dr. Gumecindo Salas, Vice President, Government Relations, Hispanic Association of Colleges and Universities (HACU)
- Hon. Sarita E. Brown, President, *Excelencia* in Education

MENTAL HEALTH AND THE COMMUNITY: THE CHALLENGES OF DIAGNOSIS AND TREATMENT

Sponsored by Eli Lilly and Company

Fantasia E and F

10:00 a.m. – 11:30 a.m.

Latinos are identified as a high-risk group for depression, anxiety, and substance abuse; however they face multiple barriers to treatment. The availability, access, use and appropriateness of mental health services are challenges the community faces in addressing issues of mental health. This session will provide an overview of the current state of mental health among the Latino population in the United States and explore demographic trends, recent changes in health care policy, as well as misdiagnosis due to a lack of cultural understanding. The session will also look at innovative programs being developed to address the needs of those affected by mental health issues.

Session Chair: Hon. Peter Rivera, New York State Assemblymember, NALEO Educational Fund Board Member

- Dr. Pablo Hernandez, Administrator, Wyoming State Hospital
- Ms. Maria Jose Carrasco, Director, Multicultural Action Center, National Alliance on Mental Illness
- Hon. Grace Napolitano, Member of Congress, California, 38th



“Leading America”

“AND ACCESS FOR ALL” – ELECTION REFORM AND THE 2008 ELECTIONS

Fantasia A and B

10:00 a.m. – 11:30 a.m.

As a result of federal election reform policies, most of the nation’s electorate will encounter new voting technology and changes in registration and voting procedures during the 2008 election season. During this session, top federal, state and local officials will discuss emerging election policy issues and their impact on Latino access to the ballot box. Panelists also will address developments in the federal and local enforcement of the newly-reauthorized provisions of the Voting Rights Act.

Session Chair: Hon. Rosemary Rodriguez, Commissioner, United States Election Assistance Commission

- Dr. James Thomas Tucker, Policy Counsel, American Civil Liberties Union
- Hon. Natacha Seijas, Commissioner, Miami-Dade County, Florida
- Hon. Mary Herrera, New Mexico Secretary of State; NALEO Board Member

STRATEGIES FOR FAMILY WEALTH BUILDING AND ECONOMIC EMPOWERMENT

Sponsored by Advance America and HSBC-North America

Fantasia C and D

10:00 a.m. – 11:30 a.m.

A challenge for community empowerment is the low wealth and asset accumulation levels of Latinos when compared to other population groups. Families that work to live “day-to-day” make U.S. citizenship and voting low priorities, which limits low-income Latino communities from realizing their ability to influence government and in building economic stability. This Community Empowerment session will focus on developing local strategies and policies that promote financial stability and wealth building; highlight the efforts of the financial services industry to empower communities through innovative products and financial education; present progressive programs that seek to incorporate low-income Latinos into the financial mainstream; and identify opportunities to integrate financial literacy into civic participation projects, such as naturalization.

Session Chair: Hon. Adolfo Carrion, President of the Bronx Borough, New York City; NALEO Vice President

- Ms. Deborah A. Reyes, Senior Director, Government Affairs, Advance America
- Ms. Loretta Abrams, Vice President, Community Development and Consumer Advocacy, HSBC - North America
- Mr. Michael Nathans, CEO, Payment Reporting Builds Credit (PRBC)



“Leading America”

NATIONAL LEADERSHIP LUNCHEON

Sponsored by Community Financial Services Association (CFSA) and Comcast Corporation

Co-Sponsored by PG&E Corporation

Fantasia Ballroom G

12:00 p.m. – 2:00 p.m.

Florida Welcome

- Hon. Buddy Dyer, Mayor, City of Orlando, Florida

Welcome by Members of Congress

- Hon. Mary Herrera, New Mexico Secretary of State; NALEO Board Member
 - Hon. Joe Baca, Member of Congress, California 43rd; Chairman, Congressional Hispanic Caucus; NALEO Board Member
 - Hon. Solomon P. Ortiz, Member of Congress, Texas, 27th
 - Hon. Charlie A. Gonzalez, Member of Congress, Texas 20th
 - Hon. Grace Napolitano, Member of Congress, California, 38th
 - Hon. Xavier Becerra, Member of Congress, California, 31st
 - Hon. Lucille Roybal-Allard, Member of Congress, California, 34th; NALEO Board Member
 - Hon. Luis Gutierrez, Member of Congress, Illinois, 4th

Presentation of the *Ohtli* Award by the Mexican Government

- Hon. Joseph Maestas, Mayor, City of Española, New Mexico

Keynote Remarks

- Introduction: Hon. Peter Rivera, New York State Assemblymember; NALEO Educational Fund Board Member
 - Hon. Bob Menendez, U.S. Senator, New Jersey



“Leading America”

DEMOCRATIC PRESIDENTIAL CANDIDATE FORUM

Sponsored by AARP, Humana, ING, The Walt Disney Company

Fantasia Ballroom H and J

3:00 p.m. – 5:00 p.m.

Last November saw the highest Latino turnout on record for a mid-term election. While Latino voters were pivotal in 2006, the constant growth in Latino voter participation ensures that Latino voters will play a decisive role in electing the next President of the United States. The changes in presidential primary dates in states with large Latino populations also ensure that Latino voters will have a greater say in selecting the Democratic Party’s nominee. For these reasons, this Forum is an opportunity for the Democratic presidential candidates to address the elected leadership of the Latino community who represent millions of constituents across the country, in anticipation of the 2008 election cycle.

Moderator: Mr. Arturo Vargas, Executive Director, NALEO Educational Fund

- Hon. Hillary Rodham Clinton, U.S. Senator, New York
- Hon. Dennis J. Kucinich, Member of Congress, Ohio, 10th
- Hon. John Edwards, Former U.S. Senator, North Carolina
- Hon. Barack Obama, U.S. Senator, Illinois
- Hon. Joe Biden, U.S. Senator, Delaware
- Hon. Christopher J. Dodd, U.S. Senator, Connecticut
- Hon. Bill Richardson, Governor, State of New Mexico

CONFERENCE REGISTRATION

West Registration Counter, Fantasia Lobby

5:30 p.m. – 7:00 p.m.

NALEO CLOSING RECEPTION

Sponsored by ING

Fantasia Lobby

7:00 p.m. – 8:00 p.m.

EDWARD R. ROYBAL LEGACY GALA

Sponsored by AARP, Humana, ING, The Walt Disney Company

Co-Sponsored by The Coca-Cola Company

Fantasia Ballroom A through G

8:00 p.m. – 11:00 p.m.

Our last social event of the Conference is so named for the many contributions the late Congressman Edward R. Roybal made to the nation, to NALEO and to the NALEO Educational Fund, of which he is Founder Emeritus. Congressman Roybal served on the Los Angeles City Council from 1949 to 1962, and in the U.S. House of Representatives from 1963 to 1992. In 1976, Congressman Roybal and several of his colleagues founded NALEO and the Congressional Hispanic Caucus. He served as NALEO’s President until 1999, when he was named President Emeritus. Congressman Roybal’s legacy lives on in the work of those bestowed with the prestigious Edward R. Roybal Award for Outstanding Public Service.



“Leading America”

SUNDAY, JULY 1

NALEO EDUCATIONAL FUND BOARD MEETING

Atlantic A, Second Level

8:30 a.m. – 9:30 a.m.

NALEO BOARD MEETING

Grand Republic Ballroom C and D, Second Level

9:30 a.m. – 12:00 p.m.