

Hispanic Leadership Development Conference

Registration

Registration Fees

Includes continental breakfast, lunch, all sessions. Please check one:

\$79 for HPGM members

\$99 for nonmembers

Register by Friday, March 12, 2010

Cancellation policy- registration is transferable. No refunds.

LIMITED ATTENDANCE

Name _____

Company _____

Address _____

City . State . Zip _____

Phone _____

Email _____

Sessions (please choose one session within each time bracket)

10:00 am - 10:50 am

Developing Your Individual Professional Voice

Finding & Using Your Individual Latino/a Voice

Creating a New Voice in Today's Economy

11:00 am - 11:50 am

Developing a Latino Identity for Your Organization

Dealing with Many Voices at Once

Understanding the Changing Latino Voice, panel discussion

Method of Payment

Check – payable to HPGM

Credit card:

Visa Mastercard

Name on credit card _____

Credit card number _____

Expiration date _____

Signature of card holder _____

Conference Location

Hilton Milwaukee City Center

509 W Wisconsin Ave. Milwaukee, WI

How to Register

Mail this form to:

HPGM– Attn: Leadership Development Conference

P.O. Box 510545 . Milwaukee, WI 53203

Fax this form to:

HPGM– Attn: Leadership Development Conference

414.384.7292

Or online at: www.hpgm.org

For more information on seminars and program content, please contact:

Yvonne A. Brodsky, 414.384.3700, ext 208 or executivedirector@hpgm.org,

PO Box 510545 Milwaukee, WI 53203

2010 Presenting Sponsor

Manpower®



Thank You

PO Box 510545
Milwaukee, WI 53203



Voices Voice

NUESTRAS VOCES: Finding & Using Our Own Voice



Hispanic Leadership
Development Conference

Friday, March 19, 2010

7:30 am to 3:15 pm

Hilton Milwaukee City Center



You're Invited

Friday, March 19, 2010

7:30 am to 3:15 pm

Hilton Milwaukee City Center

509 West Wisconsin Avenue, Milwaukee, WI 53233

HPGM proudly invites you to attend its 6th Annual Leadership Conference. In this event we explore different dimensions of leadership -- particularly from the perspective of Hispanic professionals. This year we focus on 'finding and using our own true voice' as a critical and powerful way to becoming a more genuine and high-impact leader. We explore this idea through a day-long conversation featuring nationally-reknowned thinkers, local leaders, entrepreneurs and others. We invite you to join us in hearing these different voices and perspectives, and sharing your own.

Here are some of the benefits of the conference:

- Learn from accomplished keynote speakers and panelists eager to share their experiences and knowledge with you
- Gain valuable tools to enhance your leadership skills
- Network with other community, corporate and entrepreneurial leaders
- Connect with culturally diverse talent

Who should attend?

Business Professionals • Directors • Diversity Purchasers • Diversity Specialists • Entrepreneurs • Human Resources • Managers and Supervisors • Admissions Counselors

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Cancellation policy - registration is transferable. No refunds. Register on our web site, HPGM.org, by Friday, March 12, 2010

Registration 7:30 am

Panel Discussion 8:00 am

"What does it mean to find and use your own voice at work"

Moderator: Harry Santiago, Santiago Insurance Company

Anthony Pacheco, Senior Mechanical Engineer, Johnson Controls, Inc.

Jorge Perez, Senior Vice President of Staffing, Manpower, Inc.
Patricia Ramirez, Charitable Contributions Specialist, Rockwell Automation

Speed Networking 9:15 am - 9:45 am

Breakout Session I 10:00 am - 10:50 am

**Your Individual Voice
Concurrent Tracks**

SESSION 1: DEVELOPING YOUR INDIVIDUAL PROFESSIONAL VOICE

Summary: Session highlights important ways of balancing self-identity as a person of color with self-efficacy, and how you can navigate the modern professional world without sacrificing your identity and history.

Presenter: Gregory Jones, Director of Diversity & Inclusion, Northwestern Mutual

Mr. Jones, a Chicago native and Navy veteran, is the Director of Diversity & Inclusion and Corporate Staffing for Northwestern Mutual. He is charged with driving diversity in both the home office and the field. Prior to joining Northwestern Mutual he was the Head of Diversity & Inclusion for UBS Wealth Management. He has an extensive background with senior management hiring and retention at Bank of America. In addition, as a consultant with Egon Zehnder, an executive search firm headquartered in Zurich, Switzerland, Mr. Jones spent his time recruiting and assessing senior talent at various firms that ranged from high tech to manufacturing.

SESSION 2: FINDING & USING YOUR INDIVIDUAL LATINO/A VOICE

Summary: Session highlights influences and contributions of Latino business leaders in the U.S. while exploring positive and negative Latino values and the importance of authenticity in the workforce. Includes an interactive session for developing each participant's MY iBrand™.

Presenter: Cristina Benitez, Founder & President, Lazos Latinos LLC

For over two decades, Ms. Benitez developed a wide range of branding and marketing programs that targeted the growing Latino population in the U.S. In 1998, she founded Lazos Latinos, a specialty Hispanic, strategic branding and advertising company based in Chicago. Lazos Latinos assists Fortune 500 companies understand and develop their Hispanic employees. Ms. Benitez's expertise across all aspects of advertising, her passion for Latino leadership development and her culturally diverse background as a bilingual native of Florida make her an invaluable and highly successful motivational speaker. She is the author of Latinization...How Latino Culture is Transforming the U.S.

SESSION 3: CREATING A NEW VOICE IN TODAY'S ECONOMY

Summary: Highlights how individuals can position themselves strategically in the aftermath of an economic crisis that has dramatically changed how corporations and business leaders perceive "risk" and "conservative practices," as well as the potential of minority and Latino communities. Focus will be on establishing oneself as a valuable component of the new economic reality.

Presenter: Saul Boscan, Vice President of Community Affairs, Harris Bank
Mr. Boscan is responsible for leading the strategic direction of new community partnerships with Harris Bank, enhancing existing community relationships, and managing the bank's charitable giving throughout the region. Throughout his career, Mr. Boscan has served as advisor and consultant on multicultural and Hispanic issues to governmental and corporate entities throughout the U.S. and Latin America. Some of these entities include the U.S. House of Representatives, the Mexican Secretary of State (Ministerio de Relaciones Exteriores), AllState and Citibank, among others.

Breakout Session II 11:00 am - 11:50 am

**Focus on the Collective Voice
Concurrent Tracks**

SESSION 4: DEVELOPING A LATINO IDENTITY FOR YOUR ORGANIZATION

Summary: Focuses on the steps involved in developing a Latino identity for your organization in ways that can be tremendously beneficial to the community, your employees and the organization itself.

Presenter: Atty. Gerardo (Jerry) H. Gonzalez, Owner, Gonzalez Saggio & Harlan LLP

Gerardo (Jerry) H. Gonzalez is a founder and managing partner of Gonzalez Saggio & Harlan LLP, an AV-rated law firm that serves Fortune 500 Companies. Gonzalez Saggio & Harlan LLP has thirteen offices nationwide. Mr. Gonzalez practices as business and litigation counsel. He has served on boards, including the Federal Home Loan Bank of Chicago Board of Directors, where he served on their Executive Committee, and the Board of Directors of the Metropolitan Milwaukee Association of Commerce. Throughout his career Mr. Gonzalez has founded organizations or programs that promote diversity.

SESSION 5: DEALING WITH MANY VOICES AT ONCE

Summary: Highlights how despite the fact that Hispanics are the largest minority group in the U.S. at 45 million people, Hispanics still represent a small percentage (6.6%) of professionals and leaders in public and private sectors. Focus will be on how individuals can make a major positive difference, especially through the use of mentoring as a means to help others while broadening one's own career horizons.

Presenter: Martha Artilles, Chief Diversity Officer, Manpower, Inc.
Mrs. Artilles serves as the Global Chief Diversity Officer for Manpower where Diversity is clearly aligned with the business and mission of Manpower. Artilles has helped influence the global and national diversity agenda through her role in such organizations as the United States Business Leadership Network (USBLN), Woman Business Enterprise National Council (WBENC), National Society of Hispanic MBA's (NSHMBA) and the World Economic Forum's Agenda Council and Talent and Diversity to name a few. Manpower and Artilles have been long time HPGM supporters.

SESSION 6: UNDERSTANDING THE CHANGING LATINO VOICE PANEL DISCUSSION

Moderator: Neifor Acosta, Attorney, Gonzalez Saggio & Harlan LLP

Austin Ramirez, Chief Executive Officer, INCOVA Technologies
Maria Gonzalez Knavel, Partner, Foley & Lardner LLP
Perfecto Rivera, Radio Host of Valor Latino and Vice President of Harris Bank

Lunch/Keynote 12:00 pm - 1:00 pm

In partnership with the Cardinal Stritch Leadership Center
"Leading for Inclusion: Bringing Your Whole Self to Work"
Bernardo M. Ferdman, Ph.D.

How does who we are inform our leadership? Is it safe and appropriate for our cultural identities to show up at work? Bernardo M. Ferdman, Ph.D. has devoted his career to learning and teaching about such questions in the context of diversity and inclusion, especially focusing on how diversity can be used as an asset. As a professor, writer, consultant, researcher, and professional/community leader, he has over 25 years of experience working with diverse groups and organizations to increase individual and collective effectiveness. Over lunch, Dr. Ferdman will share lessons learned from experience about the connections among leadership, identity, diversity, and inclusion. He will facilitate a workshop after lunch designed to support participants in being more inclusive of themselves and others at work.

Followed by an interactive session from 1:15 pm - 3:15 pm

Adjourn 3:15 pm