

OPENING DAY

Thursday, September 26th

Entertainment & Media

7:00 AM – 8:00 AM – Latino GDP Report Private Press Event (Invitation Only)

Block #1 (9:15 AM – 11:30 AM)

- Latino GDP Report: Understanding the Scope of the U.S. Latino Economy
 Moderator: William Lewis, CEO, Dow Jones & Co
 Speakers: Ralph de la Vega, Founder & Chairman, De La Vega Group
 Matthew Fienup, Ph.D., Executive Director of the Center for Economic Research and Forecasting, California Lutheran University
 Dr. David E. Hayes-Bautista, Ph.D., Distinguished Professor of Medicine, Director, Center for the Study of Latino Health and Culture, David Geffen School of Medicine at UCLA
 Ana Valdez, Executive President, Latino Donor Collaborative
 Sol Trujillo, Co-founder, L'ATTITUDE
- L'ATTITUDE: A Groundbreaking Platform to Celebrate America's New Mainstream
 Moderator: William Lewis
 Speakers: Gary Acosta, Co-founder, L'ATTITUDE
 Sol Trujillo
- Leading a Media Company in the 21st Century: A Fireside Chat with Tony Vinciguerra
 Moderator: Sol Trujillo
 Speaker: Tony Vinciguerra, Chairman & CEO, Sony Pictures

Block #2 (1:30 PM – 3:10 PM)

- Welcoming a Breakthrough Television Project: Nickelodeon's, *The Casagrandes* Cast & Crew Panel
 Moderator: Beatriz Acevedo, President & Founder, mitú
 Speakers: Carlos Alazraqui, Actor, "Carlos Casagrande" (voice)
 Lalo Alcaraz, Consulting Producer and Cultural Consultant
 Izabella Alvarez, Actor, "Ronnie Anne Santiago" (voice)
 Miguel Puga, Supervising Director
- Latino's Dominating Mainstream Music
 Moderator: Jesus Salas, EVP of Programming, Spanish Broadcasting System
 Speakers: Juanes, Grammy Award Winning Musician
 Monica Narvaez, VP, Sales Director, Nielsen Company
- The Future of Entertainment Content: A Fireside Chat with Kevin Reilly
 Moderator: Sol Trujillo
 Speakers: Kevin Reilly, Chief Content Officer, WarnerMedia

Block #3 (3:30 PM – 6:30 PM)

- L'ATTITUDE Recognition of Studios and Networks Embracing the New Mainstream Economy: A New LDC Media Report
 Speakers: Ana Valdez
 Gary Acosta
 Sol Trujillo
- LatiNXT: Recognizing the Next Generation of Latino Talent Curated by Robert Rodriguez, Zoe Saldana, and Lin-Manuel Miranda
 Speakers: Robert Rodriguez, Filmmaker, *Alita: Battle Angel*
 Rafa Agustín, Writer, *Jane the Virgin*
 Ser Anzoategui, Actor, *Vida*
 Jorge Diaz, Actor, *High and Mighty*
 Teri Weinberg, Executive Producer, *Gentefied*
 Manuel "Tony" Peralta, Graphic Designer
 Benjamin Hernandez Bray, Director, *El Chicano*
 Gloria Calderon-Kelleck, Producer, *One Day at a Time*
 Christine Dávila, Creative Executive, Stage 13
 Mariana Da Silva, Funder, *El Cine*
 Zoe Saldana, Actor, *Guardians of the Galaxy*
 Lemon Andersen, Poet
 Jaime Camil, Actor, *Jane the Virgin*
 Cesar Mazariegos, Writer, *The Simpsons*
 Camila Mendes, Actress, *Riverdale*
 Cristina Ibarra and Alex Rivera, Writer, Director, Producers, *The Infiltrators*
 Andres and Diego Meza Valdés, Directors, *Casa*
 Naima Ramos-Chapman, Write & Director, *Random Acts of Flyness*

EVENING

7:00 PM – 9:00 PM | VIP Dinner (Invitation Only)

DAY 2

Friday, September 27th

Politics

Block #4 (9:00 AM – 10:45 AM)

- Welcome Comments
 Speakers: Al R. Cardenas, Senior Partner, Squire Patton Boggs
 María Teresa Kumar, President & CEO, Voto Latino
- Latinos in the New Mainstream Era: Dispelling the Myths
 Speakers: Victor Arias, Chairman, Stanford Latino Entrepreneurship Initiative
 Gerardo "Jerry" Ascencio, Chairman, Hispanic Wealth Project
 Dr. Eduardo J. Padrón, President Emeritus, Miami Dade College
 Fidel Vargas, CEO, Hispanic Scholarship Fund, Latinos Leading the Way in Higher Education Attainment
- The Modern Latino Media Consumer: A Fireside Chat with Cesar Conde
 Moderator: Ali Velshi, MSNBC Anchor and Business Correspondent, NBC News and MSNBC
 Speaker: César Conde, Chairman, NBCUniversal Telemundo Enterprises and NBCUniversal International Group
- Making Democracy Work
 Speaker: María Teresa Kumar

Block #5 (1:15 PM – 3:15 PM)

- Democratic Presidential Candidates Conversation
 Moderator: Ali Velshi
 Speaker: Julián Castro, Former U.S. Secretary of Housing & Urban Development
- Marketing to America's New Mainstream: A CMO Panel
 Moderator: Ali Velshi
 Speakers: Clayton Ruebensaal, EVP Global B2B Marketing, American Express
 Vince Torres, SVP Marketing, AT&T
- Latino Stars on Primetime Network Television – A Fireside Chat with Jay Hernandez
 Moderator: Sol Trujillo
 Speaker: Jay Hernandez, Magnum PI

Block #6 (3:45 PM – 5:30 PM)

- The Role of Big Business in a Dynamic Economy
 Speakers: Marc Benioff, Chairman & Co-CEO, Salesforce
 Oscar Munoz, CEO, United Airlines
- Making Government Work in the 21st Century
 Speakers: Gerard Baker, Editor at Large, *The Wall Street Journal*
 Eric Cantor, Former House Majority Leader
 Heidi Heitkamp, Former U.S. Senator, ND
 Will Hurd, U.S. Congressman, TX-23
- Immigration Policy: Building America's Labor Force
 Moderator: Ali Velshi
 Speakers: Al R. Cardenas
 Bill Kunkler, Executive Vice President, CC Industries, Inc
 Ken Salazar, Former U.S. Secretary of the Interior

EVENING

5:00 PM – 7:00 PM | Welcome Reception and Ribbon Cutting

5:45 PM – 7:45 PM | VIP Dinner (Invitation Only)

7:00 PM – 10:00 PM | Offsite Music Event @ Parq

Featuring Global Superstar Luis Fonsi
 Presented by AT&T Business

DAY 3

Saturday, September 28th

Business & Economics

Sponsored by Wells Fargo

Block #7 (9:30 AM – 11:30 AM)

- Welcome Discussion
 Speakers: Ana Navarro, GOP Strategist, Commentator, CNN
 Gary Acosta
- The New Mainstream Economy: A CEO Discussion
 Moderator: Gerard Baker
 Speakers: Mary Dillon, CEO, Ulta Beauty
 Mary Mack, Senior Executive Vice President, Head of Consumer Banking, Wells Fargo
 Tom Nides, Vice Chairman, Morgan Stanley
 Sol Trujillo
- Understanding Today's Economy: A Fireside Chat with David Stockman
 Moderator: Rick Sanchez, Host & Managing Editor, *News with Rick Sanchez*
 Speaker: David Stockman, Former Director of the Office of Management and Budget

10:00 AM – 3:00 PM – Exhibit Hall Hours (Grand Hall)

Block #8 (1:15 PM – 3:15 PM)

- Unbreaking America
 Speaker: Josh Silver, Director & Co-founder, RepresentUS
- Interconnected Market Space Between the U.S. and Latin America
 Moderator: Gerardo Funes, Trade and Integration Specialist, Inter-American Development Bank
 Speakers: Miguel Bou, Sr. Vice President, Citi Commercial Bank
 Luis Briones, Public Policy Manager, LATAM at Airbnb
 Claudia Cavada, Head of Investor Relations, Concha y Toro
 Welby Leaman, Senior Director, Global Government Affairs – Americas & Africa at Walmart
 Carlos Mendez, Vice President, Citi Commercial Bank
- Current and Future Trends in the Nation's Housing Market
 Moderator: Gary Acosta
 Speakers: Michael DeVito, EVP, Head of Home Lending, Wells Fargo
 Mike Miedler, President & CEO, Century 21 Real Estate
- From Artistic Expression to Entrepreneurial Success: A Fireside Chat with Emilio Estefan
 Moderator: Gerard Baker
 Speaker: Emilio Estefan, Entrepreneur & Global Superstar

Block #9 (3:45 PM – 5:30 PM)

- The Future of You: Brought to you by HITEC - Featuring the New Mainstream Players
 Speakers: Thaddeus Arroyo, CEO, AT&T Consumer
 Guillermo Diaz Jr., SVP, Customer Transformation, Cisco
 Miguel Gamiño, Executive Vice President, Global Cities, Mastercard
 Lili Gil Valletta, CEO, Cultural Intelligence and CIEN+
 Rosa Ramos-Kwok, Managing Director, JPMorgan Chase & Co.

EVENING

5:00 PM – 7:00 PM | Sabores: A Culinary Experience

Recognizing the Top 250 & Alumni

6:30 PM – 8:30 PM | VIP Dinner

DAY 4

Sunday, September 29th

Entrepreneurship & Capital

9:00 AM – 3:00 PM – Exhibit Hall Hours (Grand Hall)

Block #10 (9:00 AM – 11:30 AM)

- The Terminator Cast Goes New Mainstream: A Town Hall Conversation with the Stars of the New Terminator Movie
 Moderator: Ana Cristina Sánchez, Host, *El Tiempo*
 Gary Acosta
 Speakers: Gabriel Luna, Actor, "Terminator"
 Natalia Reyes, Actor, "Dani Ramos"
- The "Latina Factor": Latina Entrepreneurs Who Have Built Mega-Companies
 Moderator: Beatriz Acevedo
 Speakers: Patty Arvielo, President, New American Funding
 Karla Gallardo, Co-founder, Cuyana
 Irma Olguin Jr., Co-founder & CEO, Bitwise Industries
- Venture Capital Fireside Chat
 Moderator: Sol Trujillo
 Speakers: Pat Grady, Partner, Sequoia Capital
 Elias Torres, Founder/CTO, Drift
- Innovations in Healthcare: A Discussion from the Fastest Growing Health Care Company in America
 Moderator: Contessa Brewer
 Speakers: Dr. Richard Aguilar, M.D., Chief Clinical Officer, CanoHealth
 Dr. Marlow B. Hernandez Cano, D.O., CEO, CanoHealth
 Rick Sanchez, Founding Partner & Marketing Consultant, Cano America Holdings

Block #11 (1:00 PM – 3:30 PM)

- Marketing to the New Mainstream
 Speaker: Sylvia Banderas, Coffinet, Publisher/Chief Brand & Revenue Officer, HOLA! USA & HOLA Media Group
- Reinventing Hollywood: A Conversation with Comic Superstars
 Moderator: Sylvia Banderas
 Speakers: Eugenio Derbez, Actor/Producer, 3Pas Studios
 Ben Odell, Producer, 3Pas Studios
- Match-Up – Entrepreneur Workshops and Competitive Presentations
 Hosts: Beto Pallares, Managing Director, Joseph Advisory
 Ricardo Garcia-Amaya, CEO, VOIQ
 Noramay Cadena, Managing Partner, MILA Capital
 Samara Hernandez, Founding Partner, Chingona Ventures
 Roman Leal, Managing General Partner, Leap Global Partners
 Ana Quintana, Managing Partner, Black Diamond Ventures

EVENING

7:00 PM – 10:00 PM | Closing Gala

Honoring Emilio Estefan and Miguel "Mike" B. Fernandez,
 and Featuring Musical Guest, Emily Estefan and Guest Appearance
 by Gloria Estefan