



L'ATTITUDE 2020

EVENT TRACKS

SEPTEMBER 24-27, 2020 | SAN DIEGO, CALIFORNIA

BUSINESS TRACK

1. Business Plan for America
2. They Have L'ATTITUDE
3. New Mainstream Economy CEO Townhall
4. Fireside Chat with a Game-Changer CEO
5. New Mainstream Rapid Fire Insights
6. Best in Class Marketing in the New Mainstream Economy
7. Surprise! America's Housing Market is being built on a New Foundation
8. Congressional Champions of America's Small Businesses
9. The Dominant Role of Latinos in Social Media

POLITICS TRACK

1. A Business Plan for America
2. They Have L'ATTITUDE
3. Congressional Champions of America's Small Businesses
4. Public/Private Strategies and Initiatives for a Restart and Rebound
5. Growth for the Next Decade: Solving Immigration Reform
6. New Mainstream Rapid Fire Insights
7. An Exciting New Perspective on Healthcare
8. A Conversation with Almar Latour & Sol Trujillo

FINANCE TRACK

1. Barron's Roundtable: Making Capitalism Work in the 21st Century
2. New Mainstream Money Managers Building Their Businesses
3. Following the Growth for America's Pension Funds and Endowments
4. Does Wall Street Reflect What's Happening on Main Street (and the Economy)
5. Second Annual Match-Up: Matching Latino Entrepreneurs to Capital
6. Latinas Building Wealth
7. Congressional Champions of America's Small Businesses
8. An Exciting New Perspective on Healthcare



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MEDIA & ENTERTAINMENT TRACK

1. An Evening with Jose Andres: The World's Most Popular Chef, Entrepreneur & Philanthropist
2. LDC Media & Entertainment Annual Report
3. Who Is Driving In-Venue and On-Screen Attendance in Professional Sports
4. The Next Latino Superstars in Entertainment
5. Latino Domination of Popular Music
6. Meet the Casts and Creators of the Latest Hit Movies and TV Shows
7. Red Table Talk: The Estefans
8. Uplifting America: Will Smith, Jada Smith, Gloria Estefan, Emilio Estefan
9. The Dominant Role of Latinos in Social Media
10. A Conversation with Almar Latour and Sol Trujillo

MATCH-UP TRACK

1. Match-Up: Matching Latino Entrepreneurs to Capital:
A panel of investment industry leaders hear live 7-minute presentations from high growth potential Latinx entrepreneurs who explain their business proposition, what makes it compelling, and how an equity investment will enable them to scale. This is the only national event of its kind focused on providing capital solely to entrepreneurs in the Latino cohort, America's most prolific entrepreneurial cohort. The personal backgrounds and the Match-Up judges' questions always result in exciting drama and emotion.
2. Latinas Building Wealth
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7. An Evening with Jose Andres: The World's Most Popular Chef, Entrepreneur & Philanthropist