



# 2020 RUN OF SHOW

SEPTEMBER 24-27, 2020 | RESTART & REBOUND

## THURSDAY, SEPTEMBER 24

## Business Focus

### *Morning Sessions*

**8:00–8:30**  
Pacific Time (PT)

#### **A Business Plan for America**

L'ATTITUDE 2020 opens with the official release of the National Latino Economic Blueprint, a collection of 10-year goals designed to galvanize the Latino community around key benchmarks, and engage the business and political community on how they should support, engage, and invest in them. When achieved, the result will be substantially improved prosperity, influence, and quality of life for U.S. Latinos in America and the nation as a whole.

This initial session reinforces the important role of L'ATTITUDE as a platform that amplifies the New Mainstream agenda in our country, particularly in terms of economic advancement, which enables virtually everything else.

**8:30–9:00**  
Pacific Time (PT)

#### **They have L'ATTITUDE! Emilio, Sol, and Gary discuss L'ATTITUDE 2020**

Three words explain the link between the three partners in L'ATTITUDE: our country, our community, and our competitiveness. Because L'ATTITUDE is a platform for stimulating action and achieving results, this session will include the unveiling of the objectives and targets the partners have established, both short-term and long-term for L'ATTITUDE.

They will also explain what is to come during these four days, who will be involved, what topics will be discussed, and why they are important. This year, the focus of L'ATTITUDE 2020 is on the Restart and Rebound of the New Mainstream Economy, and why it is critical for our country, our community, and our world competitiveness.

**9:00–10:00**  
Pacific Time (PT)

### New Mainstream Economy CEO Townhall

This is a thought-provoking, insightful conversation among leading CEOs discussing the unfolding of the New Mainstream Economy in the 21st century, and the role U.S. Latinos play as a key growth cohort in that economy.

Our participants will focus on the Restart and Rebound of our economy during and post Covid-19, and the strategies they are applying in their companies to return to the same rate of growth as pre-pandemic, and possible more. They will give insight into what they see as our country's biggest opportunities, especially the Restart and Rebound of the New Mainstream Economy.

**10:00–10:30**  
Pacific Time (PT)

### Fireside Chat with a Game-changer CEO

This session provides L'ATTITUDE attendees with valuable insights and key learnings into how one brand has capitalized on the opportunities provided by the New Mainstream Economy.

This conversation will reveal how changing the game is not just about understanding the possibilities enabled by new technology, but really about understanding the opportunities presented by changing demographics, and how U.S. Latinos have been the key demographic in driving the economic growth of 21st century America.

## Afternoon Sessions

**12:00–1:00**  
Pacific Time (PT)

### Barron's Roundtable: Making Capitalism Work in the 21st Century

Leaders of the largest financial institutions come together in round table style to discuss how we can transition from a 20th century capitalist system that has resulted in 79% of the nation's wealth being concentrated in just 5% of the population, and where just 5 companies account for 18% of S&P 500, to a rethink of how capital should be deployed to work not only in places where it has historically been concentrated, but deployed more broadly where growth is now occurring, and being created, in the 21st century New Mainstream Economy.

Discussion will focus on the U.S. Latino cohort being the least capitalized in spite of its consumption growing 70% faster than the rest of the economy, accounting for over 80% of net new workforce entrants, and creating 80% of all net new business formations in the last decade.

**1:00–1:30**  
Pacific Time (PT)

### **New Mainstream Money Managers Building Their Businesses**

U.S. Latino billion plus money managers explain how to invest in the future of the New Mainstream Economy and how they provide Alpha for their pension fund clients.

This session will highlight some of the most successful Latino institutional firms managing \$5 billion to \$25 billion in assets, and how they are outperforming their peer groups. They will share how they have built their businesses, how they have over-performed, and how much more they could be doing. They will also discuss how they are reaching back to their communities and investing in companies, talent, and philanthropic work around the country.

**1:30–2:00**  
Pacific Time (PT)

### **Fireside Chat with a Game-changer CEO**

Get a Chief Investment Officer's perspective on how the Latino market and fund managers can achieve additional returns to their pension fund.

This panel will talk about the specific fund challenges they have experienced, the roadblocks they have faced, and the progress they are making in allocating funds to talented U.S. Latino niche players. Panelists will share how they have accessed the largest money managers and consultants in partnering and mentoring with firms to scale their businesses with multiple products and larger fund closings. These CIO's will discuss how they can contribute to the L'ATTITUDES objective of \$1 Trillion in Assets Under Latino Management by 2030.

FRIDAY, SEPTEMBER 25

Politics Focus

### Morning Sessions

**7:30–8:30**  
Pacific Time (PT)

#### Congressional Champions of America's Small Businesses

Given the importance of small business to our economy, and the U.S. Latino cohort as part of the New Mainstream Economy; this module presents a national review of where we are, the actions that have been taken to date by our government, the private sector, and the non-profit sector as well as what has been accomplished thus far.

While much will have been done and activated, there is still more that needs to be focused on, and implemented. This module will bring together leaders who helped author legislation and policies associated with the Restart and Rebound of our economy, specifically focused on small business.

Other key sector leaders and activists involved in helping our country Restart and Rebound will also be included in this discussion to be live cast on Facebook Live.

**8:30–9:30**  
Pacific Time (PT)

#### Public/Private Strategies and Initiatives for A Restart and Rebound

The 2-part session includes subject matter experts, business and political leaders considering:

- How big businesses can provide short-term economic stability for small businesses with specially designed procurement contracts.
- The need for workforce retraining programs and how they can be implemented through government, community college, and public university initiatives designed to meet specific industry requirements for worker proficiencies.

**9:30–10:30**  
Pacific Time (PT)

#### Growth for the Next Decade: Solving Immigration Reform

How to assure the next decade of economic growth by building a labor force to replace the dramatic loss of Baby Boomer workers and business owners to retirement and mortality. A blueprint for the immigration reforms required to recruit new workers will be reviewed by leading policy makers from both sides of the aisle.

**10:30–11:00**  
Pacific Time (PT)

### **Does Wall Street Reflect What's Happening on Main Street (and the economy)?**

American business leaders and economists will discuss the disconnect between stock market health and the health of the overall economy, as demonstrated during the pandemic. These experts and thought-leaders will examine the data, both historic and current, that shows stock market growth does not reflect consumer growth, which is the backbone of the American economy.

This session will attempt to identify what success on Main Street America looks like in a New Mainstream Economy that has Restarted and is on the Rebound.

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## **Afternoon Sessions**

**1:00–1:45**  
Pacific Time (PT)

### **Surprise! America's Housing Market is being built on a New Foundation**

This discussion will describe the road ahead for the U.S. housing market. A conversation about growth in our economy is not complete without addressing the housing market, and a discussion about housing is not complete without addressing the role of U.S. Latinos. This session, featuring leading CEO's from the construction, real estate and finance industries, will discuss opportunities for growth in our economy and the disproportionate role of U.S. Latinos moving forward.

**1:45–2:30**  
Pacific Time (PT)

### **An Exciting New Perspective on Healthcare**

A panel of leading medical experts discuss a new paradigm for healthcare in a COVID-sensitive America. This session will explain what is known, what is anticipated, and what everyone should know, understand, and do.

Research findings and clinical experience will be discussed which demonstrate that early, individualized intervention is the key to achieving the best outcomes with coronavirus patients.

## SATURDAY, SEPTEMBER 26

### Morning Sessions

**9:00–9:30**  
Pacific Time (PT)

#### New Mainstream Rapid-Fire Insights

This is a first-ever, celebrity-led presentation of rapid-fire insights about U.S. Latinos, demonstrating that if the U.S. Latino community was subtracted from American life, economic growth in our country would be non-existent. The youth, educational attainment, work force participation, entrepreneurship, and purchasing power of U.S. Latinos are driving growth in every sector.

This data-driven session will feature a series of short presentations by a group of economists and organizational leaders about how significant U.S. Latinos have become to America's economic well-being, and how that influence will only grow in the coming years.

**9:30–10:15**  
Pacific Time (PT)

#### Address of the New Mainstream Economy by Presidential Candidate Joe Biden (invited)

Presidential candidate Joe Biden comes to L'ATTITUDE for a live, on-stage address, broadcast on MSNBC, about the New Mainstream Economy and the critical role U.S. Latinos have been playing in driving a significant percentage of our nation's economic growth.

This historic address will focus attention on how our economy has evolved in the 21st century versus the 20th century, and how now our country needs to Restart and Rebound from the coronavirus pandemic as well as the fading GDP growth pre-coronavirus.

**10:15–10:45**  
Pacific Time (PT)

#### A Conversation with Almar Latour and Sol Trujillo

The Chief Executive Officer of the Dow Jones Group and Publisher of the Wall Street Journal, joins Sol Trujillo, co-founder of L'ATTITUDE, on stage for an open and frank dialogue about media accountability, how facts are differentiated from spin, and the role of media in helping Americans understand the realities and drivers of 21st century America versus the old paradigms of 20th century America.

This personal conversation will reveal how Mr. Latour plans to reposition the Dow Jones Group as a purveyor of facts, data, and insights reflected in the coverage of the Dow Jones Group publications. New Mainstream Economy is influencing how media, and we as a country, think about and report our country's economic health.

**10:45–11:15**  
Pacific Time (PT)

### Best in Class Marketing in the New Mainstream Economy

Today's leading Chief Marketing Officers recognize that the New Mainstream Economy has changed the rules of successful marketing in the 21st century.

While some brands still think of their customers like they did prior to 2000, these world-class marketers will address how they think about customers, how they match what their customers want to what their brands can offer, how they identify new mainstream trends, and how they look to the future by making sure their brand is relevant to the upcoming U.S. Latino generation.

## Afternoon Sessions

**1:00–2:00**  
Pacific Time (PT)

### Red Table Talk - The Estefans

Red Table Talk is a web television talk show produced for Facebook Live that premiered in 2018 and has won a global audience and numerous awards including the People's Choice Award for Favorite Daytime Talk. In this episode, live-cast on Facebook Live as part of L'ATTITUDE 2020, Global Superstars, Gloria and Emilio Estefan, get personal, revealing the motivations, challenges, inspirations, and career highlights they have experienced in their lives together.

**2:00–2:45**  
Pacific Time (PT)

### Uplifting America: Will Smith, Jada Smith, Emilio Estefan, Gloria Estefan

Here the Red Table is turned with Jada Pinkett-Smith as the guest instead of the host<sup>31</sup>, in a personal conversation husband, Will Smith, and superstar friends Emilio and Gloria Estefan.

**2:45–3:15**  
Pacific Time (PT)

### The Dominant Role of Latinos in Social Media

This discussion of cutting-edge marketers and social media icons will examine how Latinos are leveraging social media to influence our culture and our economy. With a median age that is ten years younger than the overall population, it should be no surprise that Latinos out index all other demographics in terms of social media participation, but as social media behavior evolves, the role of Latinos will become even more evident.

**3:15–5:00**  
Pacific Time (PT)

### Second Annual Match-Up: Matching Latino Entrepreneurs to Capital

An exciting, surprising, and emotional event where U.S. Latino entrepreneurs present their emerging innovations and compete for the capital funds they need to expand and grow their businesses to their full potential. This is the only event of its kind focused on U.S. Latino entrepreneurs and last year a panel of leading investors selected seven early-stage U.S. Latino entrepreneurs for \$2.9 in investments in the premier Match-Up at L'ATTITUDE.

**5:00–6:00**  
Pacific Time (PT)

### An Evening with Jose Andres: The World's Most Popular Chef, Entrepreneur, and Philanthropist

Hear the full story, first-hand, from Chef Jose Andres, founder of the World Central Kitchen and the man who has fed millions in need. Hear how he got started, his views on the keys to success, and why giving back to the community is so important to him. The Chef shares important insights into life, liberty, and the pursuit of happiness.



# SUNDAY, SEPTEMBER 27

## Morning Sessions

**9:00–10:00**  
Pacific Time (PT)

### Latinas Building Wealth

These role-model women will explain how they are building wealth in our country in ways that have traditionally been off-limits to women, especially Latinas. They will provide insight and inspiration for other U.S. Latinas, and will discuss the role of Latinas in the Restart and Rebound of the New Mainstream Economy.

**10:00–10:30**  
Pacific Time (PT)

### LDC Media and Entertainment Annual Report

The Latino Donor Collaborative presents its latest findings on the progress our leading entertainment and media companies are making in identifying, hiring, and featuring U.S. Latinos and leveraging the revenue potential of the New Mainstream Economy.

**10:30–11:15**  
Pacific Time (PT)

### Who is Driving In-Venue and On-Screen Attendance in Professional Sports?

This executive session will discuss fan base growth in professional sports. Baseball and soccer have always had a strong Latino following, but professional football and basketball are now catering to Latino consumers - and for good reason. 94% of U.S. Latino males are sport fans, and 56 percent consider themselves avid fans. U.S. Latino fans are twice as likely to attend a sporting event once a week. When they are not at the games, Latinos love to watch sports programming, consuming 20 hours of sports programming weekly compared to 12 hours for non-Latinos. You'll learn all about it here.

**11:15–12:00**  
Pacific Time (PT)

### Meet the Cast of a Major Motion Picture and its Latino Stars – TBD

## Afternoon Sessions

**2:00–3:30**  
Pacific Time (PT)

### The Next U.S. Latino Superstars in Entertainment

LatiNXT, in its second year, introduces leading emerging talents to entertainment and media company executives and to all Americans in an exciting preview of superstars in the making. Learn about their road to stardom and enjoy sample performances from some of these excited, and exciting, guests.

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**3:30–4:15**  
Pacific Time (PT)

### Latino Domination of Popular Music

A panel of music executives and superstars will dive into the phenomenal rise of Latino super stars in popular music and why that trend will only accelerate. Their music is everywhere, from the radio to sold-out concerts to television commercials. Where this explosion of Latino music came from is interesting in itself, but where it is going from here is even more fascinating, as it is being monetized into an important ingredient in the New Mainstream Economy.

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**4:45–5:15**  
Pacific Time (PT)

### Meet the Cast of the Latest Hit Show and its Latino Creator - TBD