



- iv** | Procter & Gamble
- 2** | LULAC President
- 3** | President Obama
- 5** | Governor of Ohio
- 6** | Microsoft
- 7** | Mayor of Cincinnati
- 9** | Ford
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Monday



Margaret Moran
LULAC National
President



Alicia Reece
Ohio State
Representative

Tuesday



Dr. Juan Andrade
President, USHLI



Christine Griffin
Deputy Director, U.S.
Office of Personnel
Management



John Trasviña
Assistant Secretary for
Fair Housing and Equal
Opportunity, HUD

Wednesday



Alfonso Cornejo
President, Cincinnati
Hispanic Chamber of
Commerce



Ellen G. van der Horst
President, Cincinnati
USA Regional Chamber
of Commerce



Roberto R. Ramirez,
Branch Chief of
Ethnicity & Ancestry
U.S. Census Bureau



Jose Cisneros
San Francisco City
Treasurer



Thomas Perrelli
Associate Attorney
General, U.S.
Department of Justice

Thursday



Kathleen Sebelius
Secretary, U.S.
Department of Health
and Human Services



Hilda Solís
Secretary, U.S.
Department of Labor



Miguel Romero
Secretary of Labor,
Puerto Rico



Melissa "Crash"
Barrera of Mun2
Actress



Anthony Munoz,
"NFL Hall of Fame"
Legend

Thursday



Alex Reymundo
Comedian



Los Lobos



El Güero y su banda
Centenario



Alejandro Mayorkas
Director, US Citizenship
& Immigration Services

Friday



Marta Sahagún de
Fox, Former First
Lady of Mexico



Melanie Healey,
President of North
America, P&G



Mark Mallory
Mayor of Cincinnati



Vicente Fox
Former President
of Mexico

Saturday



LULAC President's
Celebration at the
Great American Ball
Park





A Special Thank You to All of Our Sponsors

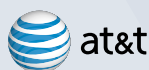
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Fifth Third Bank	

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U.S. Postal Service	University of Cincinnati
CityBeat	Xavier University





All events will be held at the Duke Energy Convention Center, unless otherwise noted

Monday, June 27

LULAC Federal Training Institute Pre-Conference Meetings

8:00 am - 5:00 pm	U.S. Department of Defense	262
8:00 am - 5:00 pm	U.S. Department of Agriculture	263
1:00 am - 5:00 pm	LULAC National Convention & Federal Training Institute Registration	Elm St Lobby
2:30 pm - 4:30 pm	FTI Hispanic Focus Group	264
6:00 pm - 8:00 pm	Opening Reception	Hall of Mirrors, Hilton
	Margaret Moran, LULAC National President; Alexandra Vegas, Director Multicultural Business Development North America, Procter & Gamble; Alicia Reece, Ohio State Representative	

Tuesday, June 28

7 - 12, 2 - 5 pm	LULAC National Convention & Federal Training Institute Registration	Elm St Lobby
	LULAC Federal Training Institute	
9:00 am - 10:15 am	Cincinnati Community Briefing- Find and Apply for Employment in Federal Government ..	232
9:00 am - 10:15 am	Emotional Intelligence for Leaders Workshop	237
9:00 am - 10:15 am	Transforming Yourself into a Strategic Leader	262
9:00 am - 10:15 am	The Senior Executive Service (SES)	263
9:00 am - 10:15 am	Doing More with Less: Effective Process Improvement and Change Management	264
10:30 am - 11:45 am	Cincinnati Community Briefing — Writing an Effective Resume	232
10:30 am - 11:45 am	Strategic Diversity Recruitment	237
10:30 am - 11:45 am	Branding Yourself: How to Create a Professional Portfolio!	262
10:30 am - 11:45 am	The 3 “G”s to a Successful Assignment: Get Involved, Generate, and Groom	263
10:30 am - 11:45 am	Experiences in Leading Change	264
12:00 pm - 1:45 pm	Diversity Luncheon	Grand Ballroom
	Christine Griffin, Deputy Director, U.S. Office of Personnel Management; Dr. Juan Andrade, President, United States Hispanic Leadership Institute	
2:00 pm - 3:15 pm	The Senior Executive Service (SES)	232
2:00 pm - 3:15 pm	EEO for Federal Employees	237
2:00 pm - 3:15 pm	Becoming an Executive Steward for Hispanic Employment	262
2:00 pm - 3:15 pm	Understanding and Working with Different Generations	263
2:00 pm - 3:15 pm	Doing More with Less: Effective Improvement and Change Management	264
3:30 pm - 4:45 pm	Management Directive 715 (MD-715)	237
3:30 pm - 4:45 pm	Innovative Strategies for Recruiting & Developing a Talented Workforce	262
3:30 pm - 4:45 pm	Employment of Veterans in the Executive Branch: Agency Roles and Responsibilities	263
5:00 pm - 6:30 pm	Cincinnati Community Briefing: U.S. State Department Diversity Career Networking	232
5:30 pm - 7:30 pm	Opportunity Reception	Freedom Center, 50 East Freedom Way
	John Trasviña, Assistant Secretary for Fair Housing and Equal Opportunity, US Department of Housing and Urban Development	
7:30 pm - 8:30 pm	Special Premiere of <i>Cincinnati: City of Immigrants</i>	Freedom Center

Wednesday, June 29

7 - 12, 2 - 5 pm	LULAC National Convention Registration & Credentials	Elm St Lobby
	LULAC Federal Training Institute	
8:30 am - 12:00 pm	Model Strategies for Recruitment and Hiring of People with Disabilities	232
9:00 am - 10:15 am	Experiences in Leading Change	237
9:00 am - 10:15 am	Innovative Strategies for Recruiting & Developing a Talented Workforce	262
9:00 am - 10:15 am	Employment of Veterans in the Executive Branch; Agency Roles and Responsibilities	263
10:30 am - 11:45 am	The 3 “G”s to a Successful Assignment: Get Involved, Generate, and Groom	233
10:30 am - 11:45 am	Strategic Diversity Recruitment	237



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Wednesday, June 29

10:30 am - 11:45 am	Cincinnati Community Briefing — Writing an Effective Resume	263
10:30 am - 11:45 am	Transforming Yourself into a Strategic Leader.....	262
10:30 am - 11:45 am	Branding Yourself: How to Create a Professional Portfolio!	264
1:00 pm - 3:15 pm	The Veterans Employment Initiative: How Veterans Can Benefit	232
2:00 pm - 3:15 pm	Management Directive 715 (MD-715).....	237
2:00 pm - 3:15 pm	Understanding and Working with Different Generations	263
2:00 pm - 3:15 pm	The Senior Executive Service (SES).....	264
3:30 pm - 4:45 pm	EEO Laws: A Refresher Course	237
3:30 pm - 4:45 pm	Emotional Intelligence for Leaders Workshop.....	262
3:30 pm - 4:45 pm	Targeted Outreach Strategies with a Limited Budget!	263
10:00 am - 11:00 am	Ribbon-Cutting Ceremony and Exposition Opening	Elm St Lobby
	Melanie Healey, President of North America, P&G	
	Ellen G. van der Horst, President, Cincinnati USA Regional Chamber of Commerce	
	Alfonso Cornejo, President, Cincinnati Hispanic Chamber of Commerce	
10:00 am - 5:00 pm	Exposition, Job Fair, and College Fair Open	Exhibit Hall A
12:00 pm - 1:45 pm	Partnership Luncheon , José Cisneros, San Francisco City Treasurer	Grand Ballroom
2:00 pm - 2:30 pm	National Assembly.....	233
2:30 pm - 3:20 pm	Fueling the Future – America’s Energy Options (Sponsored by Areva)	234
2:30 pm - 3:20 pm	Protecting Our Homes: Foreclosure Prevention (Sponsored by Bank of America)	235
3:30 pm - 4:20 pm	Back in the Black: Restoring Your Credit (Sponsored by Fifth Third Bank)	235
6:00 pm - 10:30 pm	Cincinnati Celebration , Featuring Cla’ve Son & Mariachi Las Alteñas.....	Grand Ballroom

Thursday, June 30

7 - 12, 2 - 5 pm	LULAC National Convention Registration & Credentials	Elm St Lobby
7:30 am - 9:00 am	Community Service Breakfast	Grand Ballroom
8:30 am - 4:30 pm	Hispanic Employment Program Summit: Agents for Change.....	232
9:00 am - 10:20 am	Unlocking the Power of the Parent.....	235
9:30 am - 10:20 am	Latinos Living Healthy: Childhood Obesity (Sponsored by HHS)	230
9:30 am - 10:20 am	Google 101	233
9:30 am - 10:20 am	A La Familia: An LGBT Inclusive Look at Religion and Faith (Hosted by Unid@s)	236
10:00 am - 7:00 pm	Exposition, Job & Consulate Fair Open	Exhibit Hall A
10:30 am - 11:20 am	Got Coverage? The Affordable Care Act for Latinos (Sponsored by HHS)	230
10:30 am - 11:20 am	Building the Future: Ensuring Latino Student Success	231
10:30 am - 11:20 am	Google 201	233
10:30 am - 11:20 am	Empowering Civil Rights Advocates (Hosted by LULAC Civil Rights Committee).....	234
10:30 am - 11:20 am	State of Latino/a LGBT Human and Civil Rights (Hosted by Unid@s)	236
12:00 pm - 2:00 pm	Unity Luncheon	Grand Ballroom
	Secretary Kathleen Sebelius, U.S. Department of Health and Human Services; Secretary Hilda Solis, U.S. Department of Labor; Miguel Romero, Secretary of Labor, Puerto Rico	
2:00 pm - 3:20 pm	Find and Apply for Employment in the Federal Government (Sponsored by OPM)	233
2:30 pm - 3:20 pm	Utilizing Social Media to Raise Health Awareness (Sponsored by HHS).....	230
2:30 pm - 3:20 pm	Enhancing Workers’ Rights Through Collective Bargaining.....	231
2:30 pm - 3:20 pm	Federal Contracting Opportunities in a Difficult Budget (Sponsored by USAID)	235
2:30 pm - 4:00 pm	Women’s Hall of Fame Pinning Ceremony & High Tea	Continental Ballroom, Hilton
3:00 pm - 4:30 pm	The Future of Puerto Rico Town Hall	264/263
	Thomas J. Perrelli, Associate Attorney General, U.S. Department of Justice and Co-chair,	





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Thursday, June 30

5:30 pm - 7:15 pm	President's Task Force on Puerto Rico; Claudia Gutierrez, Regional Administrator, U.S. Environmental Protection Agency; Eric Waldo, Deputy Chief of Staff for Policy Programs, U.S. Department of Education; Dr. Jaime Torres, Regional Director, Department of Health and Human Services; Laura Morton, Senior Advisor, Renewable Energy, Department of Energy Youth Awards Banquet Junior Ballroom Melissa "Crash" Barrera, Mistress of Ceremony; Comedian Alex Reymundo; Anthony Munoz, NFL Hall of Fame legend; Jenne Celine Madrid, Performer; Dr. Gregory Williams, President, University of Cincinnati; Dr. Scott Chadwick, Academic Vice President & Provost, Xavier University
7:30 pm - 11:00 pm	Voces Unidas: Concierto De La Gente Grand Ballroom Melissa "Crash" Barrera, Mistress of Ceremony; Comedian Alex Reymundo, Master of Ceremony; Los Lobos; El Güero y su banda Centenario; Macy's Fashion Show

Friday, July 1

7 - 12, 2 - 5 pm	LULAC National Convention Registration & Credentials Elm St Lobby
7:30 am - 9:00 am	LULAC National Educational Service Centers Breakfast Grand Ballroom Alexandra Vegas, Director Multicultural Business Development North America, P&G LULAC/FTI Youth-Collegiate Federal Career and Recruitment Forum
8:00 am - 12:00 pm	High School Grade 9-11 206/208
8:00 am - 12:00 pm	College, University and Rising Seniors Grade 12 211/212
9:30 am - 10:20 am	Promoting Safe Schools (Hosted by Unid@s)..... 230
9:30 am - 10:20 am	Vote. Power. Respect: Mobilizing Latino Voters..... 231
9:30 am - 10:20 am	Ford Driving Dreams through Education: Best Practices 234
10:00 am - 4:00 pm	Exposition, Job Fair, and College Fair Open Exhibit Hall A
10:00 am - 11:20 am	Winning the Future (Hosted by the White House) 231
10:30 am - 11:20 am	Latinos for Secure Retirement 230
10:30 am - Noon	Citizenship Ceremony CC 232 Alejandro N. Mayorkas, Director, U.S. Citizenship and Immigration Services
Noon - 2:00 pm	DOD FTI Youth Career Opportunities Luncheon 200-205
Noon - 2:00 pm	LULAC Women's Luncheon Grand Ballroom Marta Sahagún de Fox, Former First Lady of Mexico; Melanie Healey, President of North America, Procter & Gamble
2:00 pm - 3:20 pm	Young Adults Roundtable 235
2:30 pm - 3:20 pm	Defending Your Rights: A Practical Guide (Hosted by LULAC Civil Rights Committee) 231
2:30 pm - 3:20 pm	Immigration Action Roundtable: A National Conversation on Immigration Reform..... 236
2:30 pm - 3:20 pm	Raising for Good: LULAC Council Funding Strategies..... 234
3:30 pm - 4:30 pm	LULAC National Assembly: Legislative Platform 230
6:00 pm - 7:00 pm	Presidential Reception Ballroom Foyer Mark Mallory, Mayor of Cincinnati
7:00 pm - 11:00 pm	Presidential Awards Banquet , Former Mexican President Vicente Fox..... Grand Ballroom Edgar Sandoval, Vice President of Global Feminine Care, P&G; Lillian Rodríguez López, President of the Hispanic Federation & Chair of the National Hispanic Leadership Agenda; Candido Morales, Director, Instituto de los Mexicanos en el Exterior; Consul Juan Manuel Solana, Consulate of Mexico

Saturday, July 2

8:00 am - 3:00 pm	LULAC General Assembly & Election of Officers..... Grand Ballroom
4:00 pm - 6:00 pm	LULAC President's Celebration Great American BallPark, 100 Joe Nuxhall Way



26 Exhibitors

Company	Booth	Company	Booth
AARP Wellness Bus and Booth	359	METRO	1030
Acapulco Crafts	926	Microsoft	419
Administration for Children and Families	540	MillerCoors	403
Air Force Reserve	535	Mobile Mammography	754
Air National Guard	351	MOLC & HOAC	917
Albuquerque Hispano Chamber of Commerce	927	National Credit Union Administration	536
Alzheimer's Association	545	National Education Association	339
American Airlines	625	National Geodetic Survey-NOAA	449
American Federation of Teachers	835	National Institutes of Health/Office of Human Resources	346
American Petroleum Institute	322	National Park Service	547
Anago Cleaning Systems	1022	National Wildlife Federation	643
Army National Guard	646	NAVSEA - Naval Sea Systems Command	540
AT&T	313	Naval Intelligence	446
AutoTrader.com	821	Ohio Hispanic Chamber	938
CardioVascular Mobile Health Unit	658	Office of Inspector General	740
Centers for Medicare & Medicaid Services (CMS)	347	Office of Naval Research	442
Centers for Medicare & Medicaid Services (CMS)	345	OSHA	549
Coca-Cola Company	513	PepsiCo	413
Consulado de El Salvador	931	Pfizer Inc.	635
Consulado de México en Indianápolis	935	Planned Parenthood Southwest Ohio Region	642
Consumer Products Safety Commission	443	The Procter & Gamble Company	302
Cincinnati CityBeat	1018	Santa Maria Community Services	641
Cincinnati Hispanic Chamber	839	Selective Service System	542
Cincinnati Public Schools	817	Shell / Houston LNEC	735
Cincinnati State Technical & Community College	639	Social Security Administration	348
Cincinnati USA	725	The Banyan Tree	918
Defense Contract Management Agency	343	The Kroger Co.	618
Denny's Restaurants	814	Time Warner Cable	527
Department of Veterans Affairs - HRRO	434	Together Rx Access	336
Dept. of Veterans Affairs - Office of Diversity and Inclusion	737	Toyota	715
Dept. of Veterans Affairs - National Cemetery Administration	436	Transportation Security Administration	335
DHS - USCIS	546	TSJ Media	831
DHS - Office for Civil Rights and Civil Liberties	544	UC Health University Hospital	647
DHS - Immigration and Customs Enforcement (ICE)	447	University of Cincinnati	637
DHS - Intelligence & Analysis Office	548	University of Cincinnati - Department of Psychology	914
DHHS - Office of Women's Health	341	University of Missouri	736
Diocese of Southern Ohio	916	University of Phoenix	923
DOC/NOAA	648	USDA Food Safety and Inspection Service	423
Dulcet Design	742	USDA Marketing & Regulatory Programs	448
Duke Energy	731	U.S. Agency for International Development (USAID)	332
Edison Electric Institute	920	U.S. Air Force	327
El Grito - Rebecanavasoto.com	827	U.S. Army	602
Enterprise Rent-A-Car Company	721	U.S. Census Bureau	342
Federal Aviation Administration	640	U.S. Coast Guard	539
Federal Bureau of Investigation	550	U.S. Department of Education - AOS	1026
Federal Bureau of Prisons	340	U.S. Department of Education - OCO	636
Federal Deposit Insurance Corporation (FDIC)	435	U.S. Department of Justice - DEA	543
Fiesta Auto Insurance	1016	U.S. Department of Labor - CRC	337
Fifth Third Bank	326	U.S. Department of State	334
General Motors	427	U.S. Environmental Protection Agency	723
Generation Opportunity	538	U.S. Marine Corps	338
Hamilton County Developmental Disabilities Services	921	U.S. Marshals Service	445
Homesteading & Urban Redevelopment Corp.	744	U.S. Navy Recruiting Command	438
Housing Opportunities Made Equal	738	U.S. OPM	441
Internal Revenue Service	451	U.S. OPM/USA Jobs	439
Job Corps	437	U.S. Postal Service	638
Johnson & Johnson - Ethicon Endo Surgery, Inc	645	Veterans Mobile Health Unit	350
La Vanguardia	922	Visit Salt Lake	915
LULAC	314	Wal-Mart Stores, Inc.	319
LULAC Stage	801	The Walt Disney Company	314
Luxtica Retail North America	324	We Are Ohio	819
Macy's	613	Wright State University	823
Mercy Health Partners	644	YMCA	919



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Monday, June 27

LULAC Federal Training Institute Pre-Conference Meetings

8:00 am - 5:00 pm	U.S. Department of Defense	262
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1:00 - 5:00 pm	LULAC National Convention & Federal Training Institute Registration	Elm St. Lobby
2:30 - 4:30 pm	FTI Hispanic Focus Group	264
6:00 - 8:00 pm	Opening Reception Sponsored by Clear Channel Communications, Inc., Enterprise Rent-A-Car	Hall of Mirrors, Hilton

Opening Remarks: LULAC National President Margaret Moran

Sponsor Remarks: Alexandra Vegas, Director Multicultural Business Development, P&G

Honored Guest: Chris Monzel, Hamilton County Commissioner, Todd Portune, Hamilton County Commissioner, Greg Hartmann, Hamilton County Commissioner

Guest Speaker: Ohio State Representative Alicia Reece



Representative Alicia Reece (D-Cincinnati) is currently serving her first term as state representative in the 33rd Ohio House District. Rep. Reece is a long-time public servant who has held many roles on behalf of the citizens of Ohio. Before her appointment to the Ohio House, she served as Vice Mayor of Cincinnati from 2002-2006 and was a City Councilwoman for the eight years prior. During this time, she advocated for women's health legislation, racial profiling litigation, public safety, small business tax reform, and an improved tourism industry in the Greater Cincinnati Area. For the past four years, Reece served as the Assistant Director of Tourism in the Ohio Department of Development where she helped oversee a \$39 billion industry employing 400,000 Ohioans.

Tuesday, June 28

7 to 12, 2 to 5 pm	LULAC National Convention & Federal Training Institute Registration LULAC Federal Training Institute	Elm St. Lobby
9:00 - 10:15 am	Community Briefing: Find and Apply for Employment in the Federal Government Are you interested in pursuing one of the many exciting, challenging and rewarding careers in the Federal Government? Attend this workshop to find out how to get started with the process. This workshop will provide participants with information on the USAJOBS website. The website is the official job site of the Federal Government on which vacancies are posted for recruitment. Participants will learn how to navigate the site and search for jobs, including tailoring their search to particular types of jobs and specific geographic areas. They will also learn about the various special hiring programs within the Federal Government and what jobs are in high demand. There will be an overview on how to post your resume on the site, as well as how to apply for jobs without leaving the USAJOBS website. Facilitator: Alfrida Coombs, National Hispanic Employment Program Manager, U.S. Department of Transportation Speaker: Julie Saad, Program Analyst, U.S. Office of Personnel Management	232





- 9:00 - 10:15 am** **Emotional Intelligence for Leaders** **237**
- This is dynamic interactive workshop designed to demonstrate the importance of emotional intelligence for leadership success. Successful leaders combine strong interpersonal skills with technical knowledge to improve their potential and performance. The core competencies of EI provide the foundation to further develop your intra/interpersonal skills. Attendees will learn how to understand the concept of Emotional Intelligence and the role of emotions at work; identify the core competencies of Emotional Intelligence; gain an honest and accurate awareness of your EI strengths and weaknesses and identify work scenes that can be helped or hampered by co-workers' and supervisors' varying levels of EI.
- Facilitator:** Jacqueline Johnson, Diversity Program Manager, U.S. Department of Labor
Speaker: Manuel Gomez Jr., Chief, Special Missions Division, National Air & Space Intelligence Center, U.S. Department of the Air Force
- 9:00 - 10:15 am** **Transforming Yourself into a Strategic Leader** **262**
- Globalization, the pending retirement wave, increased utilization of technology, and a universally accepted mantra of "do more with less – and do it faster, more efficiently and effectively" is causing agencies to fundamentally question how they identify and train their leaders of tomorrow. What got us here won't get us there; the role of a leader is transforming and strategic leadership is the calling of tomorrow. Involve yourself in this session and gain a greater understanding of the five stages of strategic leadership and learn how to immediately apply them into your daily life. Let this learning engagement help you identify how to transform yourself and unleash you as a forward-thinking results-driven strategic leader.
- Facilitator:** Lettymarie Mayoral, Director, Executive Resources, U.S. Department of Housing & Urban Development
Speaker: Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission
- 9:00 - 10:15 am** **The Senior Executive Service (SES)** **263**
- Are you interested in becoming an SES? Come and learn first hand about the many traits needed to become an SES. These traits will be addressed by providing you with an overview on the Executive Core Qualifications (ECQs). The ECQs define the competencies needed to build a federal corporate culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization. The ECQs are required for entry to the Senior Executive Service and are used by many departments and agencies in selection, performance management, and leadership development for management and executive positions.
- Facilitator:** Esteban Morales, Recruitment Coordinator, U.S. Department of Labor
Speakers: Roland Edwards, Manager, Senior Executive Resources Services, U.S. Office of Personnel Management
 Eugenio "Gene" Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor
- 9:00 - 10:15 am** **Doing More with Less: Effective Process Improvement and Change Management** **264**
- Continuous process improvement is critical to maintaining a relevant and effective organization or program. Given the current budget climate, federal agencies may be expected to do more with less as staff and funding levels are reduced or frozen. This workshop will teach participants specific and effective methodologies for identifying areas for potential savings and feasible efficiencies to improve the way they do their work and how to put those ideas into action. Using a consumer-focused model, participants will be able to analyze and implement process improvements to bolster their programs to keep them responsive and effective in the current environment. Participants will also be instructed on how to put their new vision into action and build support for change.





Facilitator: Alexandra Sifuentes, Management Analyst, Food & Safety Inspection Service, U.S. Department of Agriculture

Speaker: Lorena Carrasco, Deputy Assistant Administrator, Food & Safety Inspection Service, U.S. Department of Agriculture

10:30 - 11:45 am

Cincinnati Community Briefing: Writing an Effective Resume

232

The Federal Government is streamlining the application process in order to make it easier and faster for candidates to apply for jobs. Job seekers will be able to apply for positions using a resume and an optional cover letter. This workshop will provide participants with information on how best to write a resume that highlights strengths and accomplishments. You will learn what information to include on your resume, tips to market yourself and how to describe your experience. You will also learn how to communicate veteran-specific information on your resume. Participants will leave this session armed with information to craft an effective resume.

Facilitator: Alfrida Coombs, National Hispanic Employment Program Manager, U.S. Department of Transportation

Speakers: Monica Butler, Human Resources Consultant, U.S. Office of Personnel Management
P. Ashley Guzman, Human Resources Consultant, U.S. Office of Personnel Management

10:30 - 11:45 am

Strategic Diversity Recruitment

237

This workshop links recruitment strategies to hiring practices and personnel initiatives in order to comply with current EEO, civil rights and human resources policies to effectively manage succession planning. It also identifies recruitment technology (USAJOBS and Department of Education) and resources needed to recruit diverse candidates to satisfy mission requirements.

Facilitator: Sara A. Rosario Nieves, Diversity Programs Coordinator, U.S. Census Bureau

Speaker: Noemi Pizarro-Hyman, Chair, Agency Entry-Level Panel, Defense Intelligence Agency, U.S. Department of Defense

10:30 - 11:45 am

Branding Yourself: How to Create a Professional Portfolio

262

This workshop will provide the values of branding oneself using a professional portfolio. It's a tool that is never spoken about for occupations other than graphics, architecture, photography, urban planning, engineering, and a few others. Hear from Kimberly Castillo about her positive experiences and accomplishment thanks to a professional portfolio. Learn how a profession portfolio can help you stand out from other candidates and leave a lasting, positive impression on the employer. Kimberly will also demonstrate how to create a professional portfolio with just five steps!

Facilitator: Carlos J. Rudas, Diversity Analyst, U.S. Postal Service

Speaker: Kimberly Castillo, National Hispanic Employment Program Manager, Federal Aviation Administration, U.S. Department of Transportation

10:30 - 11:45 am

The 3 "G"s to a Successful Assignment: Get Involved, Generate, and Groom

263

This interactive workshop will provide the participants a few of the key steps within the 3 "G"s that can be applied to any position, assignment, and opportunity awarded to them at any level of their personal and professional development. Topics presented during this workshop: building successful and learning organizations, corporate knowledge management, developing vision and strategy, human capital initiatives, involving stakeholders to drive and communicate change, organizational change readiness, personal and professional development, risk management, and workforce planning

Facilitator: Victor Estrada, Hispanic Employment Program Manager, Naval Sea Systems Command (NAVSEA), U.S. Navy





Speaker: Manuel Gomez Jr., Chief, Special Missions Division, National Air & Space Intelligence Center, Department of the Air Force

10:30 - 11:45 am

Experiences in Leading Change

264

Whether driven by forces within an organization or imposed by circumstances beyond anyone's control, change happens. Helping your organization respond to significant change is difficult on many levels, not the least of which is the need to focus on the organization's core mission while adapting to changes that can be seen as threatening. Join a panel of leaders in the federal government as they discuss specific cases in which they have led fundamental change in their organizations, including a frank discussion of what went well and what didn't.

Facilitator: Ismael Martinez, Acting Assistant Director, Affirmative Employment & Diversity Programs, National Hispanic Employment Program Manager, Environmental Protection Agency

Speakers: Sally Gutierrez, Director of the National Risk Management Research Lab, U.S. Environmental Protection Agency

Eugenio (Gene) Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor
Cris Thompson, Division Director for Cincinnati Procurement Operations Division (CPOD), U.S. Environmental Protection Agency

2:00 - 3:15 pm

The Senior Executive Service (SES)

232

Are you interested in becoming an SES? Come and learn first hand about the many traits needed to become an SES. These traits will be addressed by providing you with an overview on the Executive Core Qualifications (ECQs). The ECQs define the competencies needed to build a federal corporate culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization. The ECQs are required for entry to the Senior Executive Service and are used by many departments and agencies in selection, performance management, and leadership development for management and executive positions.

Facilitator: Esteban Morales, Recruitment Coordinator, U.S. Department of Labor

Speakers: Roland Edwards, Manager, Senior Executive Resources Services, U.S. Office of Personnel Management

Eugenio "Gene" Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor

2:00 - 3:15 pm

EEO for Federal Employees

237

This workshop is designed to provide federal employees, managers and non-managers with an understanding of their responsibilities with respect to the governing EEOC laws, policies and directives. Participants will learn ways to enhance their ability to lead an inclusive workforce and avoid decision-making which may lead to discrimination complaints. Workshop topics to be discussed include an overview of EEO laws and the EEO complaint process; alternate dispute resolution; identifying and preventing workplace harassment; and preventing retaliation.

Facilitator: Jacqueline Padron, Equal Employment Manager/Hispanic Employment Program Manager, Natural Resources Conservation Service, U.S. Department of Agriculture

Speaker: Virginia Andreu-Rosario, Esq., General Attorney, U.S. Equal Employment Opportunity Commission

2:00 - 3:15 pm

Becoming an Executive Steward for Hispanic Employment

262

In this workshop, participants will learn about the benefits of executive stewardship and resources for affirmative employment in the areas of talent acquisition, talent management, compliance, strategic commitment and workforce diversity. Participants will also learn how people can become empowered at different organizational levels in support of workforce diversity while developing leadership





competencies that include strategic thinking, leveraging diversity, accountability, human capital management, partnership and political savvy.

Facilitator: Sara A. Rosario Nieves, Diversity Programs Coordinator, U.S. Census Bureau

Speakers: Karen M. Basnight, Assistant EEO Director, U.S. Department of Justice

Isabel Kauffman, National Hispanic Employment Program Manager, U.S. Department of Justice

2:00 - 3:15 pm

Understanding and Working with Different Generations

263

Learn the characteristics of the four generations currently in the workplace. Identify your own strengths and weaknesses in the face of truths and myths about each of the four generations. Improve your power to communicate and successfully influence others through understanding motivational techniques in cross-generational communications. Identify strategies on how to navigate organizational culture driven from a generational perspective in order to improve negotiating skills as well as team productivity.

Facilitator: Kimberly Castillo, National Hispanic Employment Manager, Federal Aviation Administration

Speaker: Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission

2:00 - 3:15 pm

Doing More with Less: Effective Process Improvement and Change Management

264

Continuous process improvement is critical to maintaining a relevant and effective organization or program. Given the current budget climate, federal agencies may be expected to do more with less as staff and funding levels are reduced or frozen. This workshop will teach participants specific and effective methodologies for identifying areas for potential savings and feasible efficiencies to improve the way they do their work and how to put those ideas into action. Using a consumer-focused model, participants will be able to analyze and implement process improvements to bolster their programs to keep them responsive and effective in the current environment. Participants will also be instructed on how to put their new vision into action and build support for change.

Facilitator: Alexandra Sifuentes, Food & Safety Inspection Service, U.S. Department of Agriculture

Speaker: Ms. Lorena Carrasco, Deputy Assistant Administrator, Food & Safety Inspection Service, U.S. Department of Agriculture

3:30 - 4:45 pm

Management Directive 715 (MD-715)

237

The objective of EEOC Management Directive 715 (MD-715) is to ensure that all employees and applicants for employment enjoy equality of opportunity in the federal workplace regardless of race, sex, national origin, color, religion, disability or reprisal for engaging in prior protected activity. MD-715 is a management tool to ensure that policies, practices and procedures are conducted in a discrimination free manner.

This workshop is a hands-on introduction to MD-715. Participants will become familiar with the six essential elements of a model EEO program and learn to identify and eliminate program deficiencies. Participants will also be introduced to the Barrier Analysis process. Course topics include: Six Essential Elements of a Model EEO Program, Identifying and Eliminating EEO Program Deficiencies, Using MD-715 Parts G & H, and Introduction to the Barrier Analysis Process (Trigger Identification, Barrier Identification, Action Plan Development and Follow-Up).

Facilitator: Yvette Rivera, Associate Director, U.S. Department of Transportation

Speaker: Dexter Brooks, EEOC Director of Federal Sector Programs, U.S. Equal Employment Opportunity Commission





3:30 - 4:45 pm	<p>Innovative Strategies for Recruiting and Developing a Talented Workforce 262</p> <p>There is no magic ingredient for successful recruitment to build a high-performing organization. The federal government must become more sophisticated in how to market career opportunities, design strategies and develop tactics for recruiting and developing the best talent. We face a magnitude of challenges, especially with the approaching retirement of nearly half the current federal workforce, and have an incredible opportunity to attract, engage and retain top talent. Federal agencies will need to differentiate themselves not only from the private sector, but from other agencies as well.</p> <p>To meet our current and future workforce needs, we must integrate a strategic emphasis to reach and attract a truly diverse and talented pool of candidates.</p> <p>This session will highlight innovative recruitment strategies and will include discussions on how the Department of Defense utilizes special hiring authorities and pipeline programs to attract students, veterans, and individuals with disabilities.</p> <p>Facilitator: Victor Estrada, Hispanic Employment Program Manager, Naval Sea Systems Command (NAVSEA), U.S. Navy</p> <p>Speaker: Carin Otero, Director for Recruitment Assistance Programs, Civilian Personnel Management Service, U.S. Department of Defense</p>
3:30 - 4:45 pm	<p>Employment of Veterans in the Executive Branch: Agency Roles and Responsibilities 263</p> <p>This presentation explains the initiative, its goals, and the impact on Federal agencies, hiring managers, and HR professionals. It also addresses the specific roles and responsibilities of the Council on Veterans Employment, Members of the Council, Federal agency Veterans Employment Program Offices, the U.S. Office of Personnel Management, and the Departments of Labor, Defense, Veterans Affairs, and Homeland Security.</p> <p>Facilitator: Felipe Garcia, Regional Veterans Employment Coordinator, U.S. Veterans Administration</p> <p>Speaker: Hakeem Basheerud-Deen, Manager, National Programs, Veterans Services, U.S. Office of Personnel Management</p>
5:00 - 6:30 pm	<p>Cincinnati Community Briefing: Public Service Careers with the U.S. Department of State</p> <p>"Represent America to the World" U.S. Department of State Diversity Career Seminar 232</p> <p>The workshop will promote and highlight the different career opportunities within the Department of State, instill an appreciation and interest in diplomacy and stress the importance of diversity among the diplomatic corps. State Department representatives will share their career experiences and inform participants of the many pathways to a career in diplomacy. Following the Q&A session, the workshop will break to an informal "meet & greet" reception with panelists and other Department representatives on hand.</p> <p>Facilitator: Carmen Cantor, Deputy Director, Recruitment, Examination, and Employment, U.S. Department of State</p> <p>Speakers: Josue Barrera, Hispanic Outreach Coordinator, Recruitment, Examination and Employment, U.S. Department of State</p> <p>Eric Guthrie, HR Specialist, U.S. Department of State</p>
	<p>Unid@s Asambleas</p>
9:00 - 9:30 am	<p>Unid@s Opening Plenary 208</p>
9:35 - 11:45 am	<p>Unid@s Strategic Vision Session 1 208</p>



2:00 - 3:15 pm	Unid@s Strategic Vision Session 2	208
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Transgender Issues While we all invoke the T at the end of our acronyms, what exactly does it mean to have to be a Trans inclusive organization? What is the current state of Trans Inclusive Legislation at the federal and local levels? What is the role of Latin@ Trans People in the Trans Liberation Movement? Host: Unid@s Coordinators: Bamby Salcedo, Transgender Harm Reduction Project Coordinator, Children's Hospital Los Angeles Yoseño Lewis, Board of Directors, Woodhull Freedom Foundation	208
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Sexual Health/HIV/AIDS Dr. Jay Pastrana will present on his research with the Social Justice Sexuality Project , one of the largest-ever national surveys of Black, Latina/o, and Asian and Pacific Islander, and multiracial lesbian, gay, bisexual, and transgender (LGBT) people. With over 5,000 respondents, the final sample includes respondents from all 50 states; Washington, DC, and Puerto Rico. The SJS Project is intended to expand our understanding of the intersectionality of race, sexuality, and social justice for LGBT people of color and provide a better understanding of identity and related issues important for accessing and empowering disadvantaged and underserved groups. Host: Unid@s Coordinators: Wilfred Labiosa, Co-Founder, Somos Latin@s LGBT Coalition of Massachusetts and of Latino Pride of New England Antonio (Jay) Pastrana, Jr., Ph.D., Assistant Professor, Sociology Department of John Jay College, City University of New York (CUNY)	211
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Fundraising At the heart of our work is our ability to raise the necessary funds to support our work. Come join Russell Roybal as he puts the fun back into FUNdraising. We will discuss raising money beyond foundations and the basics for grassroots fundraising. Host: Unid@s Coordinator: Russell Roybal, Deputy Executive Director of External Relations, National Gay and Lesbian Task Force	212
Noon - 1:45 pm	Diversity Luncheon Sponsored by Toyota	Grand Ballroom



Keynote Remarks: Christine Griffin, Deputy Director, U.S. Office of Personnel Management
Christine M. Griffin was sworn in on January 4, 2010 Prior to OPM. Griffin served as a Commissioner of the U.S. Equal Employment Opportunity Commission, assisting in the development of EEOC enforcement policies. At OPM, Griffin centers her attention on diversity in the Federal workforce and work-life balance, vital issues to both attract and keep the best of the best. She also focuses on Veterans employment issues—Ms. Griffin herself is a Vietnam-era veteran of the U.S. Army.



Guest Speaker: Dr. Juan Andrade, President, United States Hispanic Leadership Institute
The Institute has trained over 250,000 present and future leaders, registered over two million new voters, and published 425 studies on Latino demographics since 1982. Mr. Andrade was a political commentator on ABC-7 television and WGN radio for six years in Chicago, and a columnist for the *Chicago Sun-Times*, the only Latino commentator in the nation appearing on English language radio or television and the only national leader featured in a major publication as a regular weekly columnist.





All events will be held at the Duke Energy Convention Center, unless otherwise noted

5:30 - 7:30 pm

Opportunity Reception

Freedom Center

Sponsored by U.S. Air Force



Keynote Speaker: John Trasviña, Assistant Secretary for Fair Housing and Equal Opportunity, Department of Housing and Urban Development. John Trasviña was nominated and unanimously confirmed as Assistant Secretary for Fair Housing and Equal Opportunity in 2009. Before joining the Obama Administration, he served as President and General Counsel of MALDEF, where he began as a legislative attorney in 1985. Mr. Trasviña has also taught immigration law at Stanford Law School and was Director of the Discrimination Research Center in Berkeley.

7:30 - 8:30 pm

Special Premiere of *Cincinnati: City of Immigrants*

Freedom Center

Arts Wave and the Cincinnati Hispanic Chamber of Commerce bring history to life with the new play, *Cincinnati: City of Immigrants*, debuting June 28. Written by critically acclaimed local playwright Joe McDonough, *City of Immigrants* follows the story of six fictional characters representing the six Major waves of ethnic immigrants to Cincinnati over the past 180 years: German, Irish, African-American, Jewish, Appalachian, and Hispanic. Directed by Darryl Harris, Associate Professor of Theatre at Northern Kentucky University.

Wednesday, June 29

7 to 12, 2 to 5 pm

LULAC National Convention & National Training Institute Registration

Elm St Lobby

7 to 12, 2 to 5 pm

LULAC Membership Credentials Certification

Elm St Lobby

LULAC Federal Training Institute

8:30 - 12:00 am

Cincinnati Community Briefing: Model Strategies for Recruitment and Hiring of People with Disabilities

232

On July 26, 2010, President Obama issued Executive Order 13548, which directs Executive departments and agencies to improve their efforts to employ Federal workers with disabilities and targeted disabilities. The EO also required each agency to develop an agency-specific plan for promoting employment opportunities for individuals with disabilities. This session will provide recruitment, hiring, retention and accommodation strategies to assist agencies in increasing the number of individuals with disabilities in their workforce as part of the five year plan.

Facilitator: Jacqueline Padron, Equal Employment Manager/Hispanic Employment Program Manager, Natural Resources Conservation Service, U.S. Department of Agriculture

Speakers: Christine Griffin, Deputy Director, Office of Personnel Management
Kathy Martinez, Assistant Secretary for Disability Employment Policy, U.S. Department of Labor
Dinah F.B. Cohen, Director, Computer/Electronic Accommodations Program (CAPS), U.S. Department of Defense

9:00 - 10:15 am

Experiences in Leading Change

237

Whether driven by forces within an organization or imposed by circumstances beyond anyone's control, change happens. Helping your organization respond to significant change is difficult on many levels, not the least of which is the need to focus on the organization's core mission while adapting to changes that can be seen as threatening. Join a panel of leaders in the federal government as they discuss specific cases in which they have led fundamental change in their organizations, including a frank discussion of what went well and what didn't.





Facilitator: Laurel Staley, Chemical Engineer, Land Remediation and Pollution Control Division, National Risk Management Research Laboratory, U.S. Environmental Protection Agency
Speakers: Sally Gutierrez, Director of the National Risk Management Research Lab, U.S. Environmental Protection Agency
 Eugenio (Gene) Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor
 Cris Thompson, Division Director for Cincinnati Procurement Operations Division (CPOD), U.S. Environmental Protection Agency

9:00 - 10:15 am

Innovative Strategies for Recruiting and Developing a Talented Workforce

262

There is no magic ingredient for successful recruitment to build a high-performing organization. The federal government must become more sophisticated in how to market career opportunities, design strategies and develop tactics for recruiting and developing the best talent. We face a magnitude of challenges, especially with the approaching retirement of nearly half the current federal workforce, and have an incredible opportunity to attract, engage and retain top talent. Federal agencies will need to differentiate themselves not only from the private sector, but from other agencies as well.

To meet our current and future workforce needs, we must integrate a strategic emphasis to reach and attract a truly diverse and talented pool of candidates. This session will highlight innovative recruitment strategies and will include discussions on how the Department of Defense utilizes special hiring authorities and pipeline programs to attract students, veterans, and individuals with disabilities.

Facilitator: Victor Estrada, Hispanic Employment Program Manager, Naval Sea Systems Command (NAVSEA), U.S. Navy

Speaker: Carin Otero, Director for Recruitment Assistance Programs, Civilian Personnel Management Service, U.S. Department of Defense

9:00 - 10:15 am

Employment of Veterans in the Executive Branch: Agency Roles and Responsibilities

263

This presentation explains the initiative, its goals, and the impact on Federal agencies, hiring managers, and HR professionals. It also addresses the specific roles and responsibilities of the Council on Veterans Employment, Members of the Council, Federal agency Veterans Employment Program Offices, the U.S. Office of Personnel Management, and the Departments of Labor, Defense, Veterans Affairs, and Homeland Security.

Facilitator: Felipe Garcia, Regional Veterans Employment Coordinator, U.S. Veterans Administration

Speaker: Hakeem Basheerud-Deen, Manager, National Programs, Veterans Services, U.S. Office of Personnel Management

10:30 - 11:45 am

The 3 "G"s to a Successful Assignment: Get Involved, Generate, and Groom

233

This interactive workshop will provide the participants a few of the key steps within the 3 "G"s that can be applied to any position, assignment, and opportunity awarded to them at any level of their personal and professional development. Topics presented during this workshop: building successful and learning organizations, corporate knowledge management, developing vision and strategy, human capital initiatives, involving stakeholders to drive and communicate change, organizational change readiness, personal and professional development, risk management, and workforce planning

Facilitator: Esteban Morales, Recruitment Coordinator, U.S. Department of Labor

Speaker: Manuel Gomez Jr., Chief, Special Missions Division, National Air & Space Intelligence Center, Department of the Air Force





- 10:30 - 11:45 am** **Strategic Diversity Recruitment** **237**
- This workshop links recruitment strategies to hiring practices and personnel initiatives in order to comply with current EEO, civil rights and human resources policies to effectively manage succession planning. It also identifies recruitment technology (USAJOBS and Department of Education) and resources needed to recruit diverse candidates to satisfy mission requirements.
- Facilitator:** Tony Gibert, Recruiting & Outreach Liaison, Naval Sea Systems Command (NAVSEA), U.S. Navy
Speaker: Noemi Pizarro-Hyman, Chair, Agency Entry-Level Panel, Defense Intelligence Agency, U.S. Department of Defense
- 10:30 - 11:45 am** **Cincinnati Community Briefing: Writing an Effective Resume** **263**
- The Federal Government is streamlining the application process in order to make it easier and faster for candidates to apply for jobs. Job seekers will be able to apply for positions using a resume and an optional cover letter. This workshop will provide participants with information on how best to write a resume that highlights strengths and accomplishments. You will learn what information to include on your resume, tips to market yourself and how to describe your experience. You will also learn how to communicate veteran-specific information on your resume. Participants will leave this session armed with information to craft an effective resume.
- Facilitator:** Jacqueline Padron, Equal Employment Manager/Hispanic Employment Program Manager, Natural Resources Conservation Service, U.S. Department of Agriculture
Speakers: Monica Butler, Human Resources Consultant, U.S. Office of Personnel Management
P. Ashley Guzman, Human Resources Consultant, U.S. Office of Personnel Management
- 10:30 - 11:45 am** **Transforming Yourself into a Strategic Leader** **262**
- Globalization, the pending retirement wave, increased utilization of technology, and a universally accepted mantra of “do more with less – and do it faster, more efficiently and effectively” is causing agencies to fundamentally question how they identify and train their leaders of tomorrow. What got us here won’t get us there; the role of a leader is transforming and strategic leadership is the calling of tomorrow. Involve yourself in this session and gain a greater understanding of the five stages of strategic leadership and learn how to immediately apply them into your daily life. Let this learning engagement help you identify how to transform yourself and unleash you as a forward-thinking results-driven strategic leader.
- Facilitator:** Lettymarie Mayoral, Director, Executive Resources, U.S. Department of Housing & Urban Development
Speaker: Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission
- 10:30 - 11:45 am** **Branding Yourself: How to Create a Professional Portfolio!** **264**
- This workshop will provide the values of branding oneself using a professional portfolio. It’s a tool that is never spoken about for occupations other than graphics, architecture, photography, urban planning, engineering, and a few others. Hear from Kimberly Castillo about her positive experiences and accomplishment thanks to a professional portfolio. Learn how a profession portfolio can help you stand out from other candidates and leave a lasting, positive impression on the employer. Kimberly will also demonstrate how to create a professional portfolio with just five steps!
- Facilitator:** Belen Sanchez Leos, Occupational Safety & Health Specialist, U.S. Department of Labor
Speaker: Kimberly Castillo, National Hispanic Employment Program Manager, Federal Aviation Administration, U.S. Department of Transportation





All events will be held at the Duke Energy Convention Center, unless otherwise noted

1:00 - 3:15 pm

Cincinnati Veterans Community Briefing:

232

The Veterans Employment Initiative — How Veterans Can Benefit

This presentation will focus on the veteran applicant for Federal jobs. The presentation will comprise the complete Federal job application process from a veteran's perspective. It will also provide attendees with information on the Transition Assistance Program, a vehicle established to offer job search assistance and related services to assist service members during their period of transition into civilian life.

Facilitator: Felipe Garcia, Regional Veterans Employment Coordinator, U.S. Veterans Administration

Speakers: Hakeem Basheerud-Deen, Manager, National Programs, Veterans Services, U.S. Office of Personnel Management

Richard Gelin, Assistant Director, Veterans Employment and Training Services, U.S. Department of Labor

2:00 - 3:15 pm

Management Directive 715 (MD-715)

237

The objective of EEOC Management Directive 715 (MD-715) is to ensure that all employees and applicants for employment enjoy equality of opportunity in the federal workplace regardless of race, sex, national origin, color, religion, disability or reprisal for engaging in prior protected activity. MD-715 is a management tool to ensure that policies, practices and procedures are conducted in a discrimination free manner.

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Facilitator: Virginia Andreu-Rosario, Esq., General Attorney, U.S. Equal Employment Opportunity Commission

Speaker: Dexter Brooks, Director of Federal Sector Programs, U.S. Equal Employment Opportunity Commission

2:00 - 3:15 pm

Understanding and Working with Different Generations

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Learn the characteristics of the four generations currently in the workplace. Identify your own strengths and weaknesses in the face of truths and myths about each of the four generations. Improve your power to communicate and successfully influence others through understanding motivational techniques in cross-generational communications. Identify strategies on how to navigate organizational culture driven from a generational perspective in order to improve negotiating skills as well as team productivity.

Facilitator: Belen Sanchez Leos, Occupational Safety & Health Specialist, U.S. Department of Labor

Speaker: Jeffrey Vargas, Chief Learning Officer, Commodity Futures Trading Commission

2:00 - 3:15 pm

The Senior Executive Service (SES)

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Are you interested in becoming an SES? Come and learn first hand about the many traits needed to become an SES. These traits will be addressed by providing you with an overview on the Executive Core Qualifications (ECQs). The ECQs define the competencies needed to build a federal corporate culture that drives for results, serves customers, and builds successful teams and coalitions within and outside the organization. The ECQs are required for entry to the Senior Executive Service and





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are used by many departments and agencies in selection, performance management, and leadership development for management and executive positions.

Facilitator: Esteban Morales, Recruitment Coordinator, U.S. Department of Labor

Speakers: Roland Edwards, Manager, Senior Executive Resources Services, Office of Personnel Management

Eugenio "Gene" Ochoa Sexton, Deputy Chief Human Capital Officer, U.S. Department of Labor

3:30 - 4:45 pm

EEO Laws: A Refresher Course

237

Participants will be updated on recent developments in federal sector EEO, including discussion of the Americans with Disabilities Act Amendment Act of 2008, Title II of the Genetic Information Nondiscrimination Act of 2008 and an overview of the latest Federal sector EEOC case law.

Facilitator: Jacqueline Johnson, Diversity Program Manager, U.S. Department of Labor

Speaker: Virginia Andreu-Rosario, Esq., General Attorney, U.S. Equal Employment Opportunity Commission

3:30 - 4:45 pm

Emotional Intelligence for Leaders

262

This is dynamic interactive workshop designed to demonstrate the importance of emotional intelligence for leadership success. Successful leaders combine strong interpersonal skills with technical knowledge to improve their potential and performance. The core competencies of EI provide the foundation to further develop your intra/interpersonal skills. Attendees will learn how to understand the concept of Emotional Intelligence and the role of emotions at work; identify the core competencies of Emotional Intelligence; gain an honest and accurate awareness of your EI strengths and weaknesses and identify work scenes that can be helped or hampered by co-workers' and supervisors' varying levels of EI.

Facilitator: Alfrida Coombs, National Hispanic Employment Program Manager, U.S. Department of Transportation

Speaker: Manuel Gomez Jr., Chief, Special Missions Division, National Air & Space Intelligence Center, U.S. Department of the Air Force

3:30 - 4:45 pm

Targeted Outreach Strategies with a Limited Budget

263

Is the budget hampering your agencies ability to conduct outreach? Join us and learn of ways your agency can execute targeted outreach for little to no cost.

The Federal Aviation Administration will share their successful targeted outreach strategies through the use of video conference, educational partnerships and grants to promote STEM careers and student programs. This workshop will discuss strategies that you might be able to utilize when dealing with MSIs, as well as with colleges, universities, public school systems, and other community organizations with a high concentration of minority groups, women, and people with disabilities. You will also gain ideas on how to improve your agency's communication with prospective applicants. Attend this workshop to learn how your agency can be effective conducting outreach with a limited budget.

Facilitator: Carlos Rudas, Diversity Analyst, U.S. Postal Service

Speakers: Carlos Manduley, Senior Advisor for Educational Partnerships, Federal Aviation Administration, U.S. Department of Transportation

Kimberly Castillo, National Hispanic Employment Program Manager, Federal Aviation Administration, U.S. Department of Transportation





All events will be held at the Duke Energy Convention Center, unless otherwise noted

12:00 - 1:45 pm

Partnership Luncheon

Grand Ballroom



Sponsored by Tyson Foods, Inc., U.S. Army, Visa

Special Remarks: José Cisneros, San Francisco City Treasurer

José Cisneros is the elected Treasurer of the City and County of San Francisco. He serves as the City's banker and chief investment officer, and manages tax and revenue collection for San Francisco. He formed an innovative public-private partnership to bank the unbanked called Bank on San Francisco, launched in 2006 and currently being replicated by more than 70 cities and states nationwide.

2:00 - 2:30 pm

National Assembly

233

2:30 - 3:20 pm

Fueling the Future: America's Energy Options

234

We all want a cleaner future, but how do we get there? We may have to abandon some current energy sources for cleaner alternatives. Can these alternatives provide enough power to keep pace with our skyrocketing consumption? Come explore some existing clean energy technologies as well as innovations that will fuel our future. Open discussion is part of this energetic workshop!

Sponsor: AREVA

Panelists: Curtis Roberts, Renewables Communications Manager, AREVA
Scott Peterson, Sr. Vice President, Communications, Nuclear Energy Institute
Susan M. Hess, Director, PR and External Communications, AREVA

2:30 - 3:20 pm

Protecting Our Homes: Foreclosure Prevention

235

LULAC strives to make homeownership a reality for all Latinos. The subprime mortgage lending crisis has resulted in record breaking foreclosure rates and loss of homeownership nationwide, making it very hard to own a home. This workshop will examine the ongoing intervention efforts to help borrowers sustain homeownership and reinforce their financial security.

Sponsor: Bank of America

Facilitator: Ulises Gonzalez, Program Coordinator, LULAC

Panelist: Ellen Bardeen, Program Manager, Homes on the Hill CDC

3:30 - 4:20 pm

Back in the Black: Restoring Your Credit

235

Due to the recession, many Latinos have experienced high rates of unemployment and loss of income. Economic hardships have a direct impact on individual credit scores, the ability to borrow money and build wealth for the future. Topics include understanding your credit and why it is important, managing your money, goal setting, banking services, establishing and maintaining good credit, understanding your credit score, thinking like a lender, avoiding credit traps, restoring your credit, planning for the future, and becoming a homeowner.

Sponsor: Fifth Third Bank

Panelists: Annet Miranda, CRA Analyst, Fifth Third Bank of Chicago
Kenneth Webb, CRA Analyst, Fifth Third Bank of Cincinnati

6:00 - 10:30 pm

Cincinnati Celebration

Grand Ballroom

Sponsored by P&G, The Kroger Company, TSJ News, Cincinnati USA Convention & Visitors Bureau, Luxottica Retail North America, Xavier University, University of Cincinnati, PNC Bank, Catholic Charities of South, Western Ohio, La Verdard Marketing and Media, Hispanic Chamber

Featuring: Flamenco Guitarist, Mariachi – Las Alteñas, Embajadores Peruanos, Duo Suyai, Colombia Viva, Salsa Underground, Salsaires, Alma de Mexico, Patricia Paz – Tango and Salsa Cla've Son





All events will be held at the Duke Energy Convention Center, unless otherwise noted

Thursday, June 30

7 to 12, 2 - 5 pm	LULAC National Convention Registration & Credentials	Elm St. Lobby
7:30 - 9:00 am	Community Service Breakfast Sponsored by Denny's	Grand Ballroom
10:00 am - 7:00 pm	Exposition, Job & Consulate Fair Open	Exhibit Hall A
8:00 am - 4:30 pm	Hispanic Employment Program Summit: Agents of Change The summit has been designed to appeal to all federal employees charged with addressing agency under-representation of protected groups, outreach and recruitment, diversity in the workforce, agency mission critical occupations, and retention of a diverse workforce. Who should attend? Hispanic Employment Program Managers, HR Specialists, Recruiters, Managers and other federal employees interested in learning the latest as it pertains to recruitment, retention and employee development. Why should you attend? During the summit, attendees will be provided with information critical to ensuring the recruitment, retention and development of a diverse workforce. Topics of discussion include: New Hiring Reform, Executive Orders, MD-715, and other topics critical to addressing agency needs.	232
9:00 - 10:20 am	Unlocking the Power of the Parent As a result of today's global marketplace, parents need to seek creative ways to empower and prepare their children for the rigors of adulthood. Unlocking the Power of the Parent is an interactive workshop that offers parents and families culturally relevant tips and strategies designed to build skills and to develop confident and academically engaged students. As a participant in this session, you will receive tips and strategies on how to help bolster self-esteem in your child, assist your child in developing a life plan, assist in creating high but reasonable expectations and goals for your child, monitor your child's academic performance, promote and develop effective academic skills, prepare your child for life after athletics, and hold the community and school district accountable in a responsible manner. Presenter: Michael Griffin, Executive Director, DevonshireSmith	235
9:30 - 10:20 am	Latinos Living Healthy: Childhood Obesity Recent studies have found that for the first time in the history of the United States, children born in this generation are living sicker, shorter lives than their parents. Childhood obesity is currently the biggest health challenge our nation is facing, particularly among Hispanic youth. Mexican-American and African-American children ages 6 to 11 are more likely to be obese or overweight than white children. Latino children are developing obesity-related diseases that are normally found in adults such as type-2 diabetes and high blood pressure. According to the Centers for Disease Control and Prevention, treating obesity-related diseases in children is estimated to cost \$117 billion. In an effort to combat the obesity epidemic among Latinos in the United States, LULAC has launched the Latinos Living Healthy: Addressing Childhood Obesity initiative. LULAC councils, government agencies and community organizations will speak about their current work in addressing childhood obesity in their communities. Participants will discuss opportunities for improvement, engage in a dialogue to strengthen their current work, foster collaboration and identify additional methods for addressing childhood obesity among Latinos. Sponsor: U.S. Department of Health and Human Services Moderator: Lupe Torres, Public Relations Manager, The Center for Health Care Services Panelists: Lisa Pino, Deputy Administrator, USDA Food & Nutrition Services	230





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Teresa Niño, Director, Office of Public Engagement, Centers for Medicare & Medicaid Services,
Department of Health & Human Services
Naomi Torres, Superintendent, Juan Bautista de Anza National Historic Trail National Park Service,
Pacific West Regional Office
Sabrina Spencer, President, San Antonio Social Work Student Council #4810, Our Lady of the Lake

9:30 - 10:20 am **Google 101: Intro to Online Landscape** **233**
Google offers new avenues for Latino small businesses, advocacy groups, and local organizations to connect and better serve their customers in ways that previous generations never imagined. In this introductory presentation, a tutorial of the World Wide Web will be offered, along with Google solutions to make the web universally accessible and useful.

Sponsor: Google
Presenter: Karen Heighes de Pérez, Google AdWords

9:30 - 10:20 am **A La Familia: An LGBT Inclusive Look at Religion and Faith** **236**
This workshop will include a facilitated conversation on religion and faith communities inclusive of lesbian, gay, bisexual and transgender people and provide opportunities to share personal stories. Dr. Miguel A. De La Torre from Iliff School of Theology and has been invited to present on the joint Bible Study resource tool released in collaboration with Unid@s, called *A La Familia: An LGBT Inclusive Look at Religion and Faith*. The workshop will provide an opportunity for state leaders to learn how to engage LGBT Latin@ community members with this resource.

Host: Unid@s
Moderator: Lisbeth Melendez-Rivera, Acting Director, Unid@s
Panelists: Rev. Dr. Miguel A. De La Torre, Professor of Social Ethics, Iliff School of Theology
Reverend Rebecca Voelkel, Program Director, Institute for Welcoming Resources, Academy for Leadership and Action, National Gay and Lesbian Task Force
Sharon Groves, Director of Religion and Faith, Human Rights Campaign

10:30 - 11:20 am **Got Coverage? The Affordable Care Act and Latinos** **230**
One of the most pressing issues Latino communities continue to face is health including disparities in access, quality of service, and the burden of chronic and infectious diseases. Factors such as race, gender, educational attainment, income level and the built-in environment contribute to the health inequities that lead to poor health outcomes and the onset of chronic diseases. A study conducted by the Center on Social Disparities in Health at the University of California, San Francisco found that poor adults were approximately five times more likely to be in poor or fair health than adults in the highest income group. In addition to these socioeconomic disparities, race still serves as a determinant of health and for Hispanics, the onset of one chronic disease such as obesity can lead to the development of other chronic diseases and to a lifelong need for health education, medical care and treatment. This workshop will explore the factors that impact the health status of Latino communities in the United States and lead to the onset of chronic diseases such as obesity, diabetes, heart disease, mental illness and HIV/AIDS. In addition, this workshop will highlight the importance of accessing health care coverage as a means for improving health outcomes in Latino communities.

Sponsor: Department of Health & Human Services
Moderator: Guadalupe Pacheco, Senior Policy Advisor, Office of Minority Health
Panelists: Mayra Alvarez, MHA Director of Public Health Policy, Department of Health and Human Services, Office of Health Reform
Oralia Dominic, LULAC Health Committee member
Sinsi Hernandez-Cancio, Director, Minority Health Initiatives, Families USA





All events will be held at the Duke Energy Convention Center, unless otherwise noted

- 10:30 - 11:30 am** **Building the Future: Ensuring Latino Students Success** **231**
- A recent report suggests that the Great Recession has hit the nation's students the hardest. State and local government budgets continue to be cut, resulting in significant reductions in educational, health, and other programs that support children and youth—significantly affecting one in five children in the United States living in poverty. What do these figures mean for policymakers and education advocates in terms of access to, and the delivery of, a high quality education for every student? Join us today to learn about federal and state initiatives aimed at: 1) protecting the rights of Latino students; 2) state plans that are leading the way with coherent, compelling, and comprehensive education reform; and 3) initiatives currently underway in Ohio to bolster academic achievement, particularly for the most at-risk students.
- Panelists:** Michael Yudin, Deputy Assistant Secretary for Policy and Strategic Initiatives, U.S. Department of Education
Gabriel Sandoval, Senior Counsel, U.S. Department of Education
Michael Carter, Interim Sr. Vice President, Sinclair Community College
- 10:30 - 11:30 am** **Google 201: Life in the Cloud** **233**
- Google offers new avenues for Latino small businesses, advocacy groups, and local organizations to connect and better serve their customers in ways that previous generations never imagined. In this seminar we will dive into cloud computing, including how individuals, small businesses, and non-profits can use Google Apps to work smarter, communicate with ease, organize efficiently, collaborate more, and be productive anywhere.
- Sponsor:** Google
Presenter: Karen Heighes de Pérez, Google AdWords
- 10:30 - 11:30 am** **Empowering Civil Rights Advocates** **234**
- The purpose of this workshop is to empower and train current, future and potential civil rights committee members. This workshop is a train-the-trainer program. It will cover current topics of civil rights issues with problem solving, communicating with opposing parties and analysis along with the Civil Rights manual and its usage.
- Host:** LULAC Civil Rights Committee
Moderator: Baldomero Garza, Chair, Civil Rights Committee
Panelists: Jose F. Aponte, Jose Macareno, Gabriel Rosales, Rev. Eduardo LaSalle, Juan Manuel Ruiz, Ralina Cardona, Victor Valdes, Leo J. Pierson, Jorge Rivera, Richard Sambrano
- 10:30 - 11:30 am** **State of Latin@ LGBT Human and Civil Rights** **236**
- Unid@s and LULAC will co-host a discussion about the state of Latin@ lesbian, gay, bisexual and transgender persons around issues such as immigration, employment, marriage equality, hate crimes and health. Expert panelists will share compelling stories, recently released data, the case for supporting equality for all LGBT persons and strategies in engaging on these issues with elected officials.
- Host:** Unid@s
Moderator: Jorge Cestou, Co-Chair, Unid@s
Panelists: Lisbeth Melendez-Rivera, Acting Director, Unid@s
Jesse Garcia, President, LULAC Council #4871 - Dallas Rainbow Council
Francisco Dueñas, Proyecto Igualdad Coordinator, Lambda Legal
Jack Harrison, Policy Analyst, National Gay and Lesbian Task Force Foundation





All events will be held at the Duke Energy Convention Center, unless otherwise noted

Noon - 2:00 pm

Unity Luncheon

Grand Ballroom

Sponsored by Chevrolet, National Education Association, Univision Communications Inc.



Keynote Speaker: Secretary Kathleen Sebelius, U.S. Department of Health and Human Services
Secretary Kathleen Sebelius has been a leader on health care, family and seniors issues for over 20 years. Today, as the country's highest-ranking health official, Secretary Sebelius is guiding the implementation of the historic Affordable Care Act. She is also at the forefront of the Obama Administration's efforts to build a 21st century health care system, from putting a new focus on prevention to promoting electronic health records to expanding the primary care workforce. She has also played a leading role in meeting some of the country's biggest challenges of the last two years, providing critical support to families during the economic downturn and coordinating the government response to the H1N1 flu.



Keynote Speaker: Secretary Hilda Solis, U.S. Department of Labor

Secretary Hilda L. Solis was confirmed as Secretary of Labor on February 24, 2009. Prior to confirmation as Secretary of Labor, Secretary Solis represented the 32nd Congressional District in California, a position she held from 2001 – 2009.

In the Congress, Solis' priorities included expanding access to affordable health care, protecting the environment, and improving the lives of working families. A recognized leader on clean energy jobs, she authored the Green Jobs Act which provided funding for "green" collar job training for veterans, displaced workers, at-risk youth, and individuals in families under 200% of the federal poverty line.



Special Remarks: Miguel Romero, Secretary of Labor, Puerto Rico

Miguel Romero is currently active in several Government of Puerto Rico boards, including the State Insurance Fund Corporation, the Public Housing Administration, the Cooperative Development Commission, the Work Investment Act State Board, and the Fiscal Stabilization board. In addition, he is one of only five government officials that make up the council in charge of reorganizing and modernizing the Executive Branch. The Governor of Puerto Rico also entrusted Romero with the task of solving all current troubles affecting the government's retirement system by naming him chair of the Commission to Reform the Government of Puerto Rico Retirement Systems.

2:00 - 3:20 pm

Find and Apply for Employment in the Federal Government

233

Are you interested in pursuing one of the many exciting, challenging and rewarding careers in the Federal Government? Attend this workshop to find out how to get started with the process. This workshop will provide participants with information on the USAJOBS website. The website is the official job site of the Federal Government on which vacancies are posted for recruitment. Participants will learn how to navigate the site and search for jobs, including tailoring their search to particular types of jobs and specific geographic areas. They will also learn about the various special hiring programs within the Federal Government and what jobs are in high demand. There will be an overview on how to post your resume on the site, as well as how to apply for jobs without leaving the USAJOBS website.

Sponsor: Office of Personnel Management

Speaker: Julie Saad, Program Analyst, U.S. Office of Personnel Management

2:30 - 3:20 pm

Utilizing Social Media to Leverage Community Health Resources and Raise Health Awareness

230

Community organizations and agencies at all levels, non-governmental and governmental, play an important role in the development of resources and the long-term sustainability of a community. By using social marketing tools and resources, organizations and community leaders and government agencies have a new mechanism for leveraging resources, disseminating key messages and better tailoring their services to key populations in their communities. This workshop will underscore the importance of the use of social media as an integral communications tool in improving health outcomes.





All events will be held at the Duke Energy Convention Center, unless otherwise noted

Sponsor: U.S. Department of Health & Human Services

Moderator: Miguel Gomez, Director, Aids.gov, Office of National AIDS Policy, Department of Health & Human Services

Panelists: Victoria Zempel, Director of Multicultural Initiatives, Alzheimer's Association

Juan H. Flores, Executive Director, La Fe Policy Research and Education Center

Rebecca Frank, Online Network Analyst and Coordinator, PreventObesity.net

2:30 - 3:20 pm

Enhancing Workers' Rights Through Collective Bargaining

231

Working people in America have certain basic legal rights to safe, healthy and fair conditions at work. Although most also enjoy the basic right to form, join or assist a union at their workplaces, these rights have been under attack—most recently in the public sector in many States across the country. In the private sector many employers have been violating these basic rights for years because they value their profits over their own workers. In the private sector, attacks against labor unions have been decades old, with the end result being that it is harder than it should be to join a union. This seminar will review the basic rights of both private and public sector workers to join unions, and how you can assist in strengthening those rights, both at your workplace and nationally and locally. We will also discuss why it is important that we develop leadership within the Latino community to educate others about issues related to their workplace and their right to organize. Unionized Latinos earn approximately 51 percent more than their nonunion counterparts and violations and attacks on labor rights are systemic problems impacting all workers in this country.

Panelists: Cristina Muñoz-Nedrow, Ohio Education Association

2:30 - 3:20 pm

Federal Government Contracting Opportunities in a Difficult Budget Environment

235

Hispanic business owners of every size are facing unique pressures and issues in this tough economy. Network with decision makers and learn how to access these federal opportunities. Come learn from our experts what it takes to obtain a federal contract. Listen to the experts on how your business can benefit from the wisdom of federal professionals who have granted several millions of dollars in contracts from federal entities.

Sponsor: USAID

Presenter: Mauricio Vera, Director, Office of Small and Disadvantaged Business Utilization

2:30 - 4:00 pm

Women's Hall of Fame Pinning Ceremony & High Tea

Continental Ballroom, Hilton

Sponsored by Exxon Mobil Corporation

3:00 - 4:30 pm

The Future of Puerto Rico Town Hall

264/263

The Town Hall on the Future of Puerto Rico will focus on the political and economic future of the island of Puerto Rico. Both topics are significant to LULAC as we have 2,500 members located on the island and a large number of councils here in the US trace their roots back to the island. The workshop will feature discussion of key sections of the President's Task Force on Puerto Rico report including political status, Vieques, economic development, and the development of competitive industries. Those in attendance will have the opportunity to engage in an open dialogue with key members of the President's Task Force on Puerto Rico.

Speakers: Thomas J. Perrelli, Associate Attorney General, U.S. Department of Justice, Co-chair, President's Task Force on Puerto Rico

Claudia Gutierrez, Regional Administrator, U.S. Environmental Protection Agency

Eric Waldo, Deputy Chief of Staff for Policy Programs, U.S. Department of Education

Jaime Torres, Regional Director, Department of Health and Human Services

Laura Morton, Senior Advisor, Renewable Energy, U.S. Department of Energy





All events will be held at the Duke Energy Convention Center, unless otherwise noted

5:30 - 7:15 pm

Youth Awards Banquet

Junior Ballroom

Sponsored by Cox Enterprises, McDonald's, Shell Oil Company, The Coca-Cola Company



Mistress of Ceremony: Melissa "Crash" Barrera

Special Remarks: Anthony Muñoz, NFL Hall of Fame legend

Anthony Muñoz is one of Cincinnati's true sports icons. Considered by many the greatest offensive lineman in NFL history, Muñoz has a record of excellence that is unrivaled in professional football. An eleven-time NFL Pro Bowl selection, Muñoz is the only Pro Football Hall of Fame inductee in Cincinnati Bengals history. Since retiring, Anthony and his family have remained in Cincinnati, where Muñoz has served as one of the community's most accessible and involved advocates.



Special Remarks: Dr. Gregory Williams, President, University of Cincinnati

Special Remarks: Scott Chadwick, Academic Vice President and Provost, Xavier University

Dr. Chadwick is Provost and Chief Academic Officer at Xavier University. He has also held administrative positions at Canisius College in Buffalo, NY, and Creighton University in Omaha, NE, as well as teaching positions at Iowa State University and Oregon State University. Prior to his work at universities, Scott worked at Sprint, Firestone, and Arthur Andersen Consulting.



Special Remarks: Comedian Alex Reymundo

Performer: Jenne Celine Madrid

7:30 - 11:00 pm

Voces Unidas: Concierto De La Gente

Grand Ballroom

Sponsored by American Airlines, Caesars Entertainment, Goya Foods, Inc., Macy's, MillerCoors, Telemundo/NBCUniversal, Wal-Mart Stores, Inc.

Master of Ceremony: Comedian Alex Reymundo

Mistress of Ceremony: Melissa "Crash" Barrera

Macy's Fashion Show

Performer: Los Lobos

Performer: El Güero y su banda Centenario





All events will be held at the Duke Energy Convention Center, unless otherwise noted

Friday, July 1

7 to 12, 2 to 5 pm **LULAC National Convention Registration & Credentials** **Elm St. Lobby**

7:30 - 9:00 am **LULAC National Educational Service Centers Breakfast** **Grand Ballroom**
Sponsored by P&G, U.S. Army

Sponsor Remarks: Alexandra Vegas, Director Multicultural Business Development, P&G

8:00 am - 12:00 pm **LULAC/FTI Youth-Collegiate Federal Career and Recruitment Forum**
The LULAC Federal Training Institute Youth-Collegiate Federal Career and Recruitment Forum is a collaborative effort between LULAC and U.S. Federal agencies. The Forum was created to reach out to high school and college students, recent college graduates, and career counselors. At the Forum, attendees will be provided with information on the many opportunities that exist in the Federal Government. This year's participating Federal agencies include: U.S. Office of Personnel Management, U.S. Department of Education, U.S. Department of Agriculture, U.S. Department of State, U.S. Department of Transportation, U.S. Department of Justice, U.S. Department of Commerce (NOAA), U.S. Environmental Protection Agency, and U.S. Department of Defense (DIA, NAVSEA).

High School Grade 9-11 **206/208**
College, University and Rising Seniors Grade 12 **211/212**

9:30 - 10:20 am **Promoting Safe Schools** **230**
LULAC Council 4871 President Jesse Garcia and Unid@s will lead a discussion on the national crisis of lesbian, gay, bisexual and transgender youth committing suicide, what school districts can do to help prevent the problem, how anti-bullying policies can also help protect Spanish-speaking, immigrant and Hispanic children that may be also targets of bullies, and how LULAC Councils can address these issues back home. LULAC 4871 played an instrumental part in the implementation of strict, enumerated anti-bullying policy by the Dallas Independent School District, the 12th largest school district in the nation. Other national and local civil rights, advocacy and human rights organizations will share best practices on their safe school programs as well.

Host: Unid@s

Moderator: Jesse Garcia, President, LULAC Council 4871 - Dallas Rainbow Council

Panelists: Jill Rembrandt, Associate Project Director for Education, Anti-Defamation League
Jeff Caywood, Board of Governors, Greater Cincinnati Steering Com., Human Rights Campaign
Connie Cordovilla, Assistant Director, Human Rights and Community Relations Department, American Federation of Teachers, AFL-CIO

9:30 - 10:20 am **Vote. Power. Respect: Mobilizing Latino Voters** **231**
The 2010 Census demonstrates an exponential growth in the Latino community, making this segment of the population increasingly influential in the political arena. This panel will focus on the importance of mobilizing the Latino vote in the 2012 General Election and addressing the outreach efforts that are being made by community organizations and political parties. Panelists will discuss why the shift in demographics brings Latinos to the forefront of national politics, and how best to utilize this effect to advance the Latino agenda in America.

Moderator: Ben Monterroso, Executive Director, Mi Familia Vota

Panelists: Cathy Montoya, Senior Field Program Manager, Lead. Conf. on Civil & Human Rights
Lydia Camarillo, Vice President, Southwest Voter Registration Education Project
Eddie Morales, Deputy Director, Voto Latino





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- 9:30 - 10:20 am** **Ford Driving Dreams through Education: Best Practices** **234**
- The Ford Driving Dreams through Education is an initiative managed by LULAC and sponsored by Ford Company Fund, the philanthropic arm of Ford Motor Company. The program's mission is to mitigate the high school dropout rate in the Latino community. During the 2010 and 2011 school year, 10 LULAC program sites launched unique initiatives providing services to students such as academic support, extracurricular activities, tutoring, and mentoring. Workshop participants will gain insight about working with youth and program management. Discussions will include the importance of educational partnerships, mentoring students, curriculum development, student incentives, recruiting volunteers, lessons learned during their program, and the impact of the program on the students.
- Sponsor:** Ford Motor Company Fund
Moderator: Ulises Gonzalez, Program Coordinator, LULAC
Panelists: Darryl D. Morin, LULAC Wisconsin State Director, Milwaukee, WI
 Rey Madrid, Program Coordinator and Immediate Past Council President, Oklahoma City, OK
 Deanna Villanueva-Saucedo, Program Coordinator, Mesa, AZ
 Ford Driving Dreams Student
- 10:00 am - 4:00 pm** **Exposition, Job Fair, and College Fair Open** **Exhibit Hall A**
- 10:00 - 11:30 am** **Winning the Future** **231**
- It is clear that in order to ensure America is on the right track to prosperity, investing in the infrastructure, creativity and imagination of the American people is paramount. Since taking office almost two years ago, President Obama and his Administration have been working on setting the foundation for building an America whose growth and prosperity touches every segment of the U.S. population. As the largest and fastest growing segment of the U.S. population, Hispanics play a unique role in the fabric of American culture and contribute significantly to the economic, educational, social, environmental and political structures of America. Winning the future is of vital importance to the Latino community as our work on immigration, the economy, healthcare, education, civil rights, and clean energy will be further strengthened by our participation.
- 10:30 - 11:20 am** **Latinos for Secure Retirement** **230**
- The panel will talk about the importance of social insurance programs to the Latino community. Speakers will look at growing diversity among our nation's elderly and outline challenges facing Latino seniors. The panel will take an in depth look at Social Security, its effects on the Latino community and the political environment for changes to the program.
- Moderator:** Hector Sanchez, Labor Council for Latin American Advancement
Panelists: Leticia Miranda, Economic Policy Project, National Council of La Raza
 Ben Veghte, Income Security Research Associate, National Academy of Social Insurance
 Jeff Cruz, Executive Director, Latinos for a Secure Retirement
 Rolando Gonzalez, LULAC National VP for the Elderly
- 10:30 am - Noon** **Citizenship Ceremony** **232**
- Special Remarks:** Margaret Moran, LULAC National President
- Keynote Speaker:** Alejandro N. Mayorkas, Director, U.S. Citizenship and Immigration Services
 Alejandro Mayorkas is the new Director of U.S. Citizenship and Immigration Services. President Obama nominated Mayorkas for the position on April 24, 2009, and the United States Senate unanimously confirmed his nomination on August 7, 2009. As the Director of USCIS, Mayorkas leads the agency within the U.S. Department of Homeland Security charged with operating the largest immigration system in the world.





All events will be held at the Duke Energy Convention Center, unless otherwise noted

Noon - 2:00 pm **DOD FTI Youth Career Opportunities Luncheon** **200-205**
Sponsored by U.S. Department of Defense

Noon - 2:00 pm **LULAC Women's Luncheon** **Grand Ballroom**
Sponsored by Exxon Mobil Corporation, PepsiCo, Inc., P&G
Sponsor Remarks: Melanie Healey, President of North; America, P&G



Special Remarks: Marta Sahagún de Fox, Former First Lady of Mexico

A promoter of women's participation, joint social responsibility and unity between government sectors and levels, Marta de Fox believes that the democratic transition in Mexico will only be possible when everyone focuses their efforts on a single higher objective: Mexico. The promotion of education, women's health, children, the struggle against poverty and the support of vulnerable groups through the combination of efforts by government institutions and civil society's organizations constitute the bases of her work agenda. She has played a prominent role in the development of policies to optimize resources for business administration, human resources and women's participation.

2:30 - 3:20 pm **Defending Your Rights: A Practical Guide** **231**

LULAC receives many requests for assistance in the prevention and resolution of conflicts between Latinos, employers, school officials and law enforcement agencies. This workshop will cover these topics with the help of the LULAC Civil Rights Manual in detail. Participants will develop conflict prevention and resolution strategy plans. Explore the different options available, such as using mediation as an alternative approach to conflict prevention and resolution and filing complaints with appropriate agencies and/or in court. The workshop will also include an overview of other topics included in the LULAC Civil Rights Manual.

Host: LULAC Civil Rights Committee

Moderator: Baldomero Garza, Chair, LULAC Civil Rights Committee

Panelists: Becky L. Monroe, Community Relations Service, U.S. Department of Justice
Bruce D. Timberlake, Assistant Director of the Columbus, Ohio, & Omaha, Nebraska District Offices
Gabriel Rosales, Co-Chair, LULAC Civil Rights Committee

2:30 - 3:20 pm **Immigration Action Roundtable: A National Conversation on Immigration Reform** **236**

This round table of high-profile Latino leaders and advocates will discuss strategies and next steps for achieving comprehensive immigration reform. Panelists will discuss the legal perspective on the current landscape, the economic contributions immigrants have made in the U.S., as well as an analysis of where we are as an immigration reform advocacy community. Participants will discuss supporting reform legislation that recognizes that immigrants are an integral part of the U.S. labor force and that is reflective of our values as a nation. The goal is to develop a consensus around the economic need for immigration reform legislation, and an action plan for achieving a more supportive political environment for reform.

Moderator: Lillian Rodríguez-López, President, Hispanic Federation

Attendees: Alejandro Mayorkas, Director, U.S. Citizenship and Immigration Services
Felicia Escobar, Senior Advisor for Immigration Policy to the President, Domestic Policy Council
Oscar Chacon, Executive Director, National Alliance of Latin American & Caribbean Communities
Chris Newman, Legal Programs Director, National Day Laborer Organizing Network
Zuraya Tapia-Hadley, Executive Director, Hispanic National Bar Association
Hector E. Sanchez, Executive Director, Labor Council for Latin American Advancement
Gloria Montaño Greene, Director of the Washington office of the National Association of Latino Elected and Appointed Officials Educational Fund
Tamar Jacoby, President & CEO, Immigration Works USA
James Ferg-Cadima, Regional Council, Mexican-American Legal Defense and Educational Fund





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2:30 - 3:20 pm **Raising for Good: LULAC Council Funding Strategies** **234**
Fundraising is vital for the continued operation of organizations such as LULAC. Learning how to effectively raise funds can lead to greater involvement, increased membership, and more frequent activities for a LULAC council or local organization. Panelists will cover tax exempt status, resources for finding funders, an overview of the grant review process, and strategies for a successful proposal.

Presenters: David M. Perez, Director of Development, LULAC National Office
Raquel Mata, Development Specialist, LULAC National Office
Jason Resendez, Director of Development & Corporate Relations, LNECS

2:00 - 3:20 pm **Young Adults Roundtable** **235**

3:30 - 4:30 pm **LULAC National Assembly: Legislative Platform** **230**

6:00 - 7:00 pm **Presidential Reception** **Ballroom Foyer**
Sprint Nextel Corporation

Guest Speaker: Mark Mallory, Mayor of Cincinnati
Mayor Mark Mallory was sworn in as the 68th Mayor of Cincinnati and the first directly elected African American mayor in the city's history on December 1, 2005. Public safety is the mayor's number one priority. His signature public safety initiative is CIRV, the Cincinnati Initiative to Reduce Violence. Mayor Mallory convened community and business leaders to develop his GO Cincinnati (Growth Opportunity) economic development strategy.



Presidential Awards Banquet **Grand Ballroom**
Sponsored by AT&T, Ford Motor Company, Microsoft, P&G, Time Warner Cable and Disney

Sponsor Remarks: Edgar Sandoval, Vice President of Global Feminine Care, P&G

Guest Speaker: Lillian Rodríguez López, President of the Hispanic Federation & Chair of the National Hispanic Leadership Agenda



Keynote Speaker: Vicente Fox, Former President of Mexico
The candidate from the National Action Party (PAN), Vicente Fox Quesada was elected the 62nd president of Mexico on July 2, 2000, defeating Francisco Labastida of the Revolutionary Institutional Party (PRI). Fox began working for Coca-Cola in 1964, starting as a delivery driver and ending up as the president of the company in Mexico. He entered politics in the 1980s and in 1995 was elected governor of the central state of Guanajuato. His personal charisma and promises of change and economic development led to his easy election as president in the "fairest" election in Mexico's history.



Honored Guests: Candido Morales, Director, Instituto de los Mexicanos en el Exterior & Consul Juan Manuel Solana, Consulate of Mexico

Post Dinner Caucuses: Puerto Rico—Room 264, Southeast—Room 263, California—Room 233, Northeast—Room 230, Texas—Room 231, Midwest—Room 236, Young Adults Caucus—Room 234, New York Reception—Room 262

Saturday, July 2

8:00 am - 2:00 pm **LULAC General Assembly & Election of Officers** **Grand Ballroom**

3:00 - 7:00 pm **LULAC President's Celebration** **Great American Ball Park, 100 Joe Nuxhall Way**
Sponsored by Anheuser-Busch Companies, Inc.





All events will be held at the Duke Energy Convention Center, unless otherwise noted



Berta Urteaga
VP for Youth

LULAC Youth Convention Program

June 27-July 2, 2011
Cincinnati, Ohio



Aaron Mann
Youth President

Youth Pre-Conference (Pre-registration is required)

Sunday, June 26

5:00 - 6:30 pm	LULAC Youth & Advisors Check-in at Xavier University	Husman Hall, XU
7:00 - 10:00 pm	Ice Breaker Activity/Cooperative Games	Greenspace, XU
10:30 pm	Lights Out.....	Husman Hall, XU

Monday, June 27

7:00 - 8:00 am	Wake Up Calls	Husman Hall, XU
8:00 - 9:00 am	Breakfast.....	XU Cafeteria
9:00 - 11:30 am	Tour of Xavier University	Kennedy Auditorium
12:00 - 1:15 pm	Lunch.....	XU
1:15 - 2:00 pm	Travel to NKU.....	Bus
2:00 - 4:35 pm	Leadership Program at Northern Kentucky University	NKU
4:35 - 5:00 pm	Travel to Newport	Bus
5:00 - 7:00 pm	Historic Tour of Downtown Newport	Downtown
7:00 - 8:00 pm	German Dinner	Hofbräuhaus Newport
8:00 - 9:30 pm	Explore Newport on the Levee	Newport
9:30 - 10:30 pm	Return to XU Dorms	Bus
11:00 pm	Lights Out.....	Husman Hall, XU

Tuesday, June 28

7:00 - 8:00 am	Wake Up Calls	Husman Hall, XU
8:00 - 9:00 am	Breakfast.....	XU Cafeteria
10:30 am - 1:30 pm	NPS-William Howard Taft National Historic Site.....	WHTNHS
2:00 - 4:00 pm	Community Service Projects.....	Downtown Cincinnati
4:00 - 5:00 pm	Transport to Dorms.....	Husman Hall, XU
5:00 - 6:00 pm	Dinner	XU Cafeteria
7:30 - 9:30 pm	LULAC Game Show Night	XU
11:00 pm	Lights Out.....	Husman Hall, XU

Wednesday, June 29

7 to 12, 2 - 5 pm	LULAC National Convention Youth Registration	Elm St. Lobby
7:15 - 8:00 am	Wake Up Calls (Pre-Conference Participants Only).....	Husman Hall, XU
8:00 - 9:00 am	Breakfast (Pre-Conference Participants Only).....	XU Cafeteria
9:00 - 10:00 am	Travel to Convention Center (Pre-Conference Participants Only)	Bus
10:00 - 11:00 am	Ribbon-Cutting Ceremony—Exposition and Job Fair Opening	Elm St. Lobby
Melanie Healey, President of North America, P&G; Ellen G. van der Horst, President, Cincinnati USA Regional Chamber of Commerce; Alfonso Cornejo, President, Cincinnati Hispanic Chamber of Commerce; David Ginsburg, President, Downtown Cincinnati Inc.		





All events will be held at the Duke Energy Convention Center, unless otherwise noted

11:00 am - 12:00 pm **Exposition, Job Fair, and College Fair Open** **Exhibit Hall A**

Wednesday, June 29

12:00 - 1:45 pm **Partnership Luncheon** **Grand Ballroom A**
Jose Cisneros, San Francisco City Treasurer

2:00 - 3:00 pm **Social Media and Blogging Etiquette** **207**

3:15 - 4:00 pm **U.S. Citizenship Art Project** **200-205**

4:00 - 6:00 pm **Break** **Hotel Check-In**

6:00 - 10:30 pm **Cincinnati Celebration** **Grand Ballroom A**
Featuring Cla've Son & Mariachi Las Alteñas

Thursday, June 30

7 to 12, 2 - 5 pm **LULAC National Convention Youth Registration** **Elm St. Lobby**

7:30 - 9:00 am **Community Service Breakfast** **Grand Ballroom A**

9:00 - 10:30 am **McDonald's Interview for Success** **206**
Presentation by Erick De Luna, McDonald's Project Manager- U.S. HR Operation

10:30 am - Noon **Walmart's Personal Financial Empowerment** **206**
Presentation by Shauna Grovell, Senior Director, Customer Experience Innovations for Walmart

Noon - 2:00 pm **Unity Luncheon** **Grand Ballroom A&B**
Secretary Kathleen Sebelius, U.S. Department of Health and Human Services; Secretary Hilda Solis, U.S. Department of Labor; Miguel Romero, Puerto Rico Secretary of Labor

2:10 - 3:00 pm **LULAC 101 & Career Opportunities** **207**
Ricky Roselló and the LULAC Youth Board

5:30 - 7:15 pm **Youth Awards Banquet** **Junior Ballroom**
Melissa "Crash" Barrera, Mistress of Ceremony; Anthony Muñoz, NFL Hall of Fame legend; Jenne Celine Madrid, Performer; Dr. Gregory Williams, President, University of Cincinnati; Comedian Alex Reymundo; Dr. Scott Chadwick, Academic Vice President and Provost, Xavier University

7:30 - 11:00 pm **Concierto De La Gente** **Grand Ballroom A/B**
Melissa "Crash" Barrera, Mistress of Ceremony; Comedian Alex Reymundo, Master of Ceremony; Los Lobos; El Güero; Macy's Fashion Show

Friday, July 1

7 to 12, 2 - 5 pm **LULAC National Convention Registration** **Elm St. Lobby**
LULAC/FTI Youth-Collegiate Federal Career and Recruitment Forum

8:00 am - 12:00 pm **High School Grade 9-11** **206 & 208**

8:00 am - 12:00 pm **College, University and Rising Seniors Grade 12** **211-212**

Noon - 2:00 pm **DOD FTI Youth Career Opportunities Luncheon** **200-205**

2:00 - 4:00 pm **Exposition, Job Fair, and College Fair Open** **Exhibit Hall A**

6:00 - 7:00 pm **Presidential Reception** **Ballroom Foyer**
Mark Mallory, Mayor of Cincinnati

7:00 - 11:00 pm **Presidential Awards Banquet** **Grand Ballroom A&B**
Vicente Fox, Former President of Mexico; Edgar Sandoval, Vice President of Global Femcare, P&G

Saturday, July 2

8:00 - 2:00 pm **LULAC Youth General Assembly & Election of Officers** **Continental Ballroom, Hilton**

3:00 - 7:00 pm **LULAC President's Celebration** **Great American Ball Park**





All events will be held at the Duke Energy Convention Center, unless otherwise noted

Monday, June 27

1:00 - 5:00 pm	LULAC National Convention, Federal Training Institute & Unid@s Registration	Elm St. Lobby
6:00 - 8:00 pm	Opening Reception	Hall of Mirrors, Hilton
	Margaret Moran, LULAC National President; Alexandra Vegas, Marketing Director, P&G;	
	Alicia Reece, Ohio State Representative	

Tuesday, June 28

7 to 12, 2 - 5 pm	LULAC National Convention, Federal Training Institute & Unid@s Registration	Elm St. Lobby
	Unid@s Asamblea	
9:00 - 9:30 am	Unid@s Opening Plenary	208
9:35 - 11:45 am	Unid@s Strategic Vision Session 1	208
12:00 - 1:45 pm	Diversity Luncheon	Grand Ballroom
	Christine Griffin, Deputy Director, U.S. Office of Personnel Management; Dr. Juan Andrade, President, United States Hispanic Leadership Institute	
2:00 - 3:15 pm	Unid@s Strategic Vision Session 2	208
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Transgender Issues	208
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Sexual Health/HIV/AIDS	211
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Fundraising	212
5:30 - 7:30 pm	Opportunity Reception Freedom Center	
	John Trasviña, Assistant Secretary for Fair Housing and Equal Opportunity, HUD	
7:30 - 8:30 pm	Special Premiere of <i>Cincinnati: City of Immigrants</i>	Freedom Center

Wednesday, June 29

7 to 12, 2 - 5 pm	LULAC National Convention, National Training Institute & Unid@s Registration	Elm St. Lobby
7 to 12, 2 - 5 pm	LULAC Membership Credentials Certification	Elm St. Lobby
	Unid@s Asamblea	
9:00 - 10:00 am	Unid@s Plenary Session	CC-208
	Lorena Garcia and Robyn Henderson-Garcia	
10:00 - 11:00 am	Ribbon-Cutting Ceremony—Exposition and Job Fair Opening	Elm St. Lobby
10:00 am-5:00 pm	Exposition, Job Fair, and College Fair Open	Exhibit Hall A
10:15 - 11:45 am	Unid@s Strategic Vision Session 3: Breakout Sessions by Geographical Regions	
	Midwest/Midlands & West	211
	Northeast/Mid-Atlantic & Southeast/Central South	212
12:00 - 1:45 pm	Partnership Luncheon	Grand Ballroom
	Jose Cisneros, San Francisco City Treasurer, Roberto R. Ramirez, U.S. Census Bureau	
2:00 - 3:15 pm	Unid@s Skill Building Workshop Session: Faith Issues	211
2:00 - 3:15 pm	Unid@s Skill Building Workshop Session: Public Advocacy	212
3:30 - 4:45 pm	Unid@s Skill Building Workshop Session: Immigration Issues	212
6:00 - 10:30 pm	Cincinnati Celebration	Grand Ballroom
	Featuring Mariachi Las Alteñas & Cla've Son	

Thursday, June 30

7 to 12, 2 - 5 pm	LULAC National Convention Registration	Elm St Lobby
7 to 12, 2 - 5 pm	LULAC Membership Credentials Certification	Elm St Lobby
7:30 - 9:00 am	Community Service Breakfast	Grand Ballroom
9:30 - 10:20 am	A La Familia: An LGBT Inclusive Look at Religion and Faith (Hosted by Unid@s)	236
10:00 am - 7:00 pm	Exposition, Job & Consulate Fair Open	Exhibit Hall A
10:30 - 11:20 am	State of Latino/a LGBT Human and Civil Rights (Hosted by Unid@s)	236
Noon - 2:00 pm	Unity Luncheon	Grand Ballroom
	Secretary Kathleen Sebelius, U.S. Department of Health and Human Services;	
	Secretary Hilda Solis, U.S. Department of Labor; Miguel Romero, Puerto Rico Secretary of Labor	





2:00 - 3:20 pm	Find and Apply for Employment in the Federal Government (Sponsored by OPM)	233
2:30 - 3:20 pm	Utilizing Social Media to Raise Health Awareness (Sponsored by HHS)	230
2:30 - 3:20 pm	Enhancing Worker's Rights Through Collective Bargaining	231
2:30 - 3:20 pm	Federal Govt Contracting Opportunities in a Difficult Budget (Sponsored by USAID)	235
3:00 - 4:30 pm	The Future of Puerto Rico Town Hall	263/264
	Thomas J. Perrelli, Associate Attorney General, U.S. Department of Justice and Co-chair, President's Task Force on Puerto Rico; Claudia Gutierrez, Regional Administrator, U.S. Environmental Protection Agency; Eric Waldo, Deputy Chief of Staff for Policy Programs, U.S. Department of Education; Jaime Torres, Regional Director, U.S. Department of Health and Human Services	
5:30 - 7:15 pm	Youth Awards Banquet	Junior Ballroom
	Melissa "Crash" Barrera, Mistress of Ceremony; Anthony Muñoz, NFL Hall of Fame legend; Jenne Celine Madrid, Performer; Gregory Williams, President, University of Cincinnati; Comedian Alex Reymundo; Scott Chadwick, Academic Vice President and Provost, Xavier University	
7:30 - 11:00 pm	Concierto De La Gente	Grand Ballroom
	Melissa "Crash" Barrera, Mistress of Ceremony; Comedian Alex Reymundo, Master of Ceremony Los Lobos; El Güero; Macy's Fashion Show	

Friday, July 1

7 to 12, 2 - 5 pm	LULAC National Convention Registration	Elm St Lobby
7 to 12, 2 - 5 pm	LULAC Membership Credentials Certification	Elm St Lobby
9:30 - 10:20 am	Promoting Safe Schools (Hosted by Unid@s)	230
10:00 am - 4:00 pm	Exposition, Job Fair, and College Fair Open	Exhibit Hall A
10:00 - 11:30 am	Winning the Future (Hosted by the White House)	231
10:30 am - Noon	Citizenship Naturalization Ceremony	232
	Alejandro N. Mayorkas, Director, U.S. Citizenship and Immigration Services	
10:30 - 11:20 am	Latinos for Secure Retirement	230
10:30 - 11:20 am	Immigration Politics: State Intrusions into a Federal Responsibility	236
Noon - 2:00 pm	LULAC Women's Luncheon	Grand Ballroom
	Martha de Fox, Former First Lady of Mexico; Melanie Healey, President of North America, P&G	
2:30 - 3:20 pm	Defending Your Rights: A Practical Guide (Hosted by LULAC Civil Rights Committee)	231
2:30 - 3:20 pm	Immigration Action Roundtable: A National Conversation on Immigration Reform	233
2:30 - 3:20 pm	Raising for Good: LULAC Council Funding Strategies	234

