

OPENING DAY

Thursday, September 26th

Entertainment & Media

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

Block #1 (9:45 AM – 11:30 AM)

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

Block #2 (1:30 PM – 3:10 PM)

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

Block #3 (3:30 PM – 6:30 PM)

- L'ATTITUDE Recognition of Studios and Networks Embracing the New Mainstream
 Economy: A New LDC Media Report
 Speakers: Ana Valdez
 Gary Acosta
 Sol Trujillo
- LatiNXT: Recognizing the Next Generation of Latino Talent
 Speakers: Robert Rodriguez, Filmmaker, *Alita: Battle Angel*
 Rafa Agustin, Writer, *Jane the Virgin*
 Ser Anzoategui, Actor, *Vida*
 Jorge Diaz, Actor, *High and Mighty*
 Cesar Mazariegos, Writer, *The Simpsons*
 Aaliyah Williams, Producer, *Gentefied*
 Benjamin Hernandez Bray, Actor, Stunt Coordinator
 Gloria Calderon-Kellest, Producer, *One Day at a Time*
 Christine Dávila, Warner Development Executive

Zoe Saldana, Actor, *Guardians of the Galaxy*
 LEMON Andersen, Poet
 Jaime Camil, Actor, *Jane the Virgin*
 Monica Macer, Executive Producer, *Gentefied*
 Teri Weinberg, Executive Producer, *Gentefied*
 Cristina Ibarra and Alex Rivera, Writer, Director, Producers, *The Infiltrators*
 Andres and Diego Meza Valdés, Directors, *Casa*
 Naima Ramos-Chapman, Write & Director, *Random Acts of Kindness*

EVENING

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

DAY 2

Friday, September 27th

Politics

Block #4 (9:00 AM – 10:45 AM)

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

Block #5 (1:15 PM – 3:15 PM)

- Democratic Presidential Candidates Conversation
 Speakers: Julián Castro, Former U.S. Secretary of Housing & Urban Development
 Additional Candidates, TBA
- U.S. Trade Policy: The Appropriate Strategy for Growth
 Moderator: Gerard Baker, Editor at Large, *The Wall Street Journal*
 Speakers: Carlos Gutierrez, Former U.S. Secretary of Commerce
- Marketing to America's New Mainstream: A CMO Panel
 Speakers: Clayton Rubensaal, EVP Global B2B Marketing, American Express
 Vince Torres, SVP Marketing, AT&T

Block #6 (3:45 PM – 5:30 PM)

- The Role of Big Business in a Dynamic Economy
 Speakers: Marc Benioff, Chairman & Co-CEO, Salesforce
 Oscar Munoz, CEO, United Airlines
- Making Government Work in the 21st Century
 Speaker: Eric Cantor, Former House Majority Leader
- Immigration Policy: Building America's Labor Force
 Moderator: John Harwood, Editor at Large, CNBC
 Speakers: Al R. Cardenas, Senior Partner, Squire Patton Boggs (US) LLP
 Miguel "Mike" B. Fernandez, Chairman, MBF Healthcare Partners
 Ken Salazar, Former U.S. Secretary of the Interior

EVENING

5:30 PM – 7:00 PM | Welcome Reception and Ribbon Cutting

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

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

Featuring Global Superstar Luis Fonsi

Presented by AT&T Business

DAY 3

Saturday, September 28th

Business & Economics

Sponsored by Wells Fargo

Block #7 (9:30 AM – 11:30 AM)

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

Block #8 (1:15 PM – 3:15 PM)

- Unbreaking America
 Speaker: John Silver, Director & Co-founder, RepresentUS
- Interconnected Market Space Between the U.S. and Latin America (TBD)
- Current and Future Trends in the Nation's Housing Market
 Moderator: Gary Acosta
 Speaker: Mike Miedler, President & CEO, Century 21 Real Estate
- From Artistic Expression to Entrepreneurial Success: A Fireside Chat with Emilio Estefan
 Moderator: TBA
 Speaker: Emilio Estefan, Entrepreneur & Global Superstar

Block #9 (3:45 PM – 5:30 PM)

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

EVENING

6:30 PM – 8:30 PM | VIP Dinner

7:00 PM – 12:00 AM | Corporate Parties and Events

DAY 4

Sunday, September 29th

Entrepreneurship & Capital

Block #10 (9:00 AM – 11:30 AM)

- The Terminator Cast Goes New Mainstream: A Town Hall Conversation with the Stars of the New Terminator Movie
 Moderator: TBA
 Speakers: Diego Boneta, Actor, "Miguel Ramos"
 Gabriel Luna, Actor, "Terminator"
 Natalia Reyes, Actor, "Dani Ramos"
- The "Latina Factor": Latina Entrepreneurs Who Have Built Mega-Companies
 Speakers: Patty Arvielo, President, New American Funding
 Karla Gallardo, Co-founder, Cuyana
- Venture Capital Fireside Chat
 Moderator: Sol Trujillo
 Speakers: Pat Grady, Partner, Sequoia Capital
 Elias Torres, Founder/CTO, Drift
- Innovations in Healthcare: A Discussion from the Fastest Growing Health Care Company in America
 Moderator: TBA
 Speakers: Dr. Richard Aguilar, M.D., Chief Clinical Officer, CanoHealth
 Dr. Marlow B. Hernandez Cano, D.O., CEO, CanoHealth

Block #11 (1:00 PM – 3:30 PM)

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

EVENING

7:00 PM – 10:00 PM | Closing Gala

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