

**2011**  
**SILICON VALLEY LATINO**  
**LEADERSHIP SUMMIT**

May 14, 2011  
Stanford University  
Faculty Club

EsTiempo



# Welcome! ¡Bienvenidos!

## The 2nd Annual Silicon Valley Latino Leadership Summit

Dear Participants,

On behalf of the summit planning committee, we would like to take this opportunity to welcome you to the 2<sup>nd</sup> Annual Silicon Valley Latino Leadership Summit (SVLLS) at the Stanford University Faculty Club. This year's summit attendance includes professionals and students from not only the greater Bay Area but also from various states nationwide. Joining us are also a group of students and their mentor from the Utah Valley University.

Speakers representing private industry, state and local government, entertainment, as well as academic scholars will present and discuss challenges and opportunities for Latinos in the 21st Century in both the business and education realms. A dynamic discussion will be led by our education panelists, where participants will learn effective strategies and tools to help close the Latino achievement gap and also learn what it takes to build the Latino pipeline through the perspectives of the afternoon business executive panel.

We are also very fortunate to have a special lunchtime Town Hall Meeting with Rebecca Cokley, Director, Office of Presidential Appointments. This meeting provides an excellent opportunity to discuss and exchange your ideas and best practices with a member from the White House staff.

Our summit will open with a pre-recorded address from Julian Castro, Mayor of San Antonio, Texas and will close with an address from Sid Espinosa, Mayor of Palo Alto, California. In addition, we have a great line-up of speakers, including our Keynote Presenter, Dr. Armando Arias and afternoon workshop speaker, Rick Najera -a multitalented actor, director, writer and producer.

In addition, this year we are excited to announce two special acknowledgments: Victor Arias, Jr. will be presented with the SVLLS Visionary Leadership Award for his outstanding lifetime achievements and for also being a founding member of the National Society of Hispanic MBAs (NSHMBA). Also, this year we will be introducing a new author spotlight for our summit. Graciela *Tiscareño-Sato* will be presenting in the afternoon and is also launching her book today, *Latinovating: Green American Jobs and the Latinos Creating Them*.

We also listened to your feedback from our inaugural event last year and have added more opportunities to network. We hope you brought plenty of business cards!

We are looking forward to meeting you all at this year's summit which promises to be a most stimulating and enjoyable event!



Frank Carbajal  
Author and Founder, Es Tiempo, LLC & SVLLS

# Agenda

**8:30 Registration & Coffee**

**9:15 Welcome and Opening Remarks**

*Frank Carbajal, Founder, Es Tiempo, LLC and Author of Building the Latino Future: Success Stories for Future Generations and El Futuro Latino*

**9:20 Latino Leadership: Civic Engagement (pre-recorded)**

*Julian Castro, Mayor of San Antonio, Texas*

**9:30 Keynote Speaker: Street Smart Leadership -Creating Space for Change & Public Engagement in Latino Communities**

*Dr. Armando Arias, Founding Director of Street Smart Think Tank™ Solution Strategies*

**10:10 Sponsor spotlight - Chevron Corporation**

**10:15 Break**

**10:30 Morning Plenary -Paving the Scholarship Road for our Future Latino Leaders: Lessons from Educators and Scholarship Experts**

Facilitator: *Margarita Quihuis, Chairman, Hispanic-Net*

*Dr. Frances Morales, Associate Dean and Director, El Centro Chicano, Stanford University*

*Martin Mares, Founder and CEO, The Ivy League Project*

*Frank Alvarez, President and CEO, Hispanic Scholarship Fund*

*Isabel Valdes, President of IVC, Author, Speaker & Hispanic Marketing Guru*

*Dr. Robert Rodriguez, Senior Vice President-ALPFA Consulting*

**11:40 Sponsor spotlight - Kaiser Permanente**

**11:45 Lunch Buffet**

**12:15 Townhall Meeting -Latino Community: Challenges, Opportunities and Diversity Initiatives**

Moderator: *Sergio Garcia, Partner, Reed Smith LLP*

*Rebecca Cokley -Director, Office of Presidential Appointments, White House*

**1:00 Afternoon Workshop 1: Latino Lead Innovation**

*Graciela Tiscareño-Sato, Founder of Gracefully Global Group LLC and Author of Latinnovating: Green American Jobs and the Latinos Creating Them*

**1:20 Book/Art Browsing & Networking Break**

**1:45 Afternoon Workshop 2: Latino Entertainment Leaders, Who You Need to Know and Why**

*Rick Najera, Actor, Writer, Director and Producer*

**2:30 Sponsor Spotlight—El Observador**

**2:35 Visionary Leadership Award Presentation**

**2:45 Afternoon Plenary - Latino Success in Today's Economy/Latino Business Standards Lessons From Top Executives and Entrepreneurs**

Facilitator: *Michael Lopez, President, Hispanic-Net & President, Solid Ground US*

*Victor Arias Jr., Senior Client Partner, Korn/Ferry International*

*Kai Huang, Co-founder, President and CEO of RedOctane (Guitar Hero Franchise)*

*Shuly Galili, Executive Director, California Israel Chamber of Commerce*

*Carlos Orta, President and CEO, Hispanic Association on Corporate Responsibility (HACR)*

**4:00 Closing Address**

*Sid Espinosa, Mayor of Palo Alto, California*

**4:10—5:00 Book Browsing & Networking**

# Author Spotlight: *Grace Tiscareño-Sato*

## About the Author of *Latinnovating: Green American Jobs and the Latinos Creating Them*



Graciela Tiscareño-Sato's corporate sustainability experience includes leading the global Green Enterprise Initiative at Munich-headquartered Siemens Enterprise Networks, helping large enterprises adopt collaboration software solutions to dramatically reduce corporate carbon footprints. Graciela is a graduate of the University of California at Berkeley, School of Environmental Design and earned her graduate degree in International Management from the School of Global Commerce at Whitworth College while on active duty flight status with the U.S. Air Force in Spokane. The author actively mentors students who need life, education and career roadmaps, which *Latinnovating* provides. In 2010, she received "Entrepreneur of the Year" honors at the *LATINStyle Magazine* Gala in Washington D.C. She serves as the Chief Creative Officer of her marketing and communications excellence firm, Gracefully Global Group LLC.

"I wrote this book, the first book showcasing Latino-led innovation and entrepreneurship in the green economy, for three reasons:

1. I'm acutely aware that mainstream America needs positive media imagery of Latinos. The media will not seek out our stories--we must create, document and put them in the mainstream. I've done that.
2. I wrote it for those seeking career direction and advice. My interviewees and I provide a vast amount of recommendations across ten different industries. I am actively encouraging environmental entrepreneurship. At universities around the nation, I challenge students to question the industrial status quo as they start their careers. Then I show those succeeding and thriving by doing so; I encourage them to follow. Our ability to survive on this planet depends on this new, sustainability-rooted thinking and action.
3. Most importantly, I wrote this book as a powerful tool we can all use to keep our young people focused on the long-term view of higher education. Through these ten childhood-to-entrepreneurship stories, we can show our kids successful business people that look like them, people succeeding in the new American economy. *Latinnovating* is the gift of actionable inspiration that belongs in every Latino household. The Latino community is facing a highly-publicized education crisis. Each of us must do to help our community become a highly-educated segment of society and of the electorate. *Latinnovating* is my contribution, the first in a series. These are compelling stories found nowhere else. Please read it and use this book to motivate a young person to stay in school and go to college.

Contract: [grace@gracefullyglobal.com](mailto:grace@gracefullyglobal.com)



## Thank you to this year's SVLLS Sponsors

