

National Hispanic Corporate Council's Fall 2010 Conference Highlights Importance of Diversity

Diversity Newsletter

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By: Moises Melendez

The National Hispanic Corporate Council (NHCC) hosted its "Leadership in a Global Environment" conference October 20-22, 2010 in Washington, D.C. The event emphasized the importance of diversity in business and diversity's expanding role in the global marketplace. Panelists representing the private and public sectors spoke on various topics, such as leadership with a global perspective, understanding cultural differences and reaching out to Hispanic customers. Speakers also discussed the growth of the Hispanic population in the United States – it has increased from 9 percent in 1990 to 16 percent in 2010 – and the emerging voice Hispanics have in the global marketplace.

Companies attending the conference included Shell Oil, Sprint, TJX (owner of TJ Maxx, Marshalls, HomeGood stores), Conagra, Walmart and Hallmark. Most of the 100 Fortune 500 company attendees at the conference were company directors of diversity or businesspersons who specialize in marketing to the Hispanic community. Sedgwick was the only law firm in attendance.

NHCC is a nonprofit organization whose purpose is to serve member companies as a principal resource for information, expertise, and counsel on Hispanic issues affecting corporate objectives.

Session 1 – 'Developing Leaders With a Global Perspective'

In the first session, speakers Andres Tapia, chief diversity officer and emerging workforce solution leaders at Hewitt, and Steve Miranda, chief human resources and content integration officer at the Society for Human Resource Management, shared their experiences in the global marketplace and discussed changes in the global marketplace that are creating new challenges and opportunities in business.

During this session, attendees also participated in an interactive exercise aimed at growing the key competencies needed to attract, develop, retain and lead diverse work teams.

Session 2 –'Understanding and Leveraging Culture'

The second session taught participants about impact of culture on values, priorities and thought processes. Junior Ortiz, the deputy assistant secretary at the Veterans' Employment and Training Service, U.S. Department of Labor, said that by understanding the

complexities of a particular culture, a leader can maximize business performance and personal leadership through effective marketing, targeted recruitment and focused networking. Ortiz recommended that leaders recognize and understand cultural differences, and learn to appreciate those differences. This will work to foster a positive multicultural environment in the workplace.

Session 3 – 'Capturing the Latino Customer'

The third session featured speakers Raul Cisneros, chief of media relations, U.S. Census Bureau, and Isaac Mizrahi, senior vice president and managing director of Alma DDB, discussing the new markets that are emerging in the United States and worldwide and where the opportunities to take leadership are rising. They also discussed the results of the U.S. Census and discussed effective ways to reach America's diverse populations.

CEO Forum

On the final day of the conference, Luke Visconti, CEO of DiversityInc., moderated a discussion advising how to develop leaders with the capabilities to handle obstacles created by the recent recession and increased global competition. Speakers John Blackburn, CEO of Country Financial, Thomas King, president of National Grid USA, and Joseph Lacher, president of Allstate Insurance Company, disclosed the leadership skills and talents needed to create new markets for their businesses. The panelists discussed how businesses can remain relevant in a changing market, and how to enhance brand equity in a global market as well as develop diverse talent to improve market share.

Community Volunteerism

As part of the conference, NHCC supported multiple food pantries in Washington, D.C. NHCC members and guests delivered food and worked side by side with pantry staff.

2011 Meetings

NHCC's next meeting is set for April 13-14, 2011 in Atlanta and will be hosted by Cox Enterprises, the nation's third-largest cable company. The nonprofit's fall meeting will be held in Omaha and hosted by ConAgra, the nation's largest maker of packaged foods.