

9<sup>TH</sup> ANNUAL  
Heartland  
**Latino Leadership**  
Conference & Expo



ConAgra  
Foods<sup>®</sup>



*"Leading the way: The realities, voices, lives, and dreams of Latinos in the Heartland"*



**NOVEMBER 7, 2008**  
HOLIDAY INN CENTRAL  
72<sup>ND</sup> & GROVER | OMAHA, NEBRASKA



**DEVELOPING LEADERS:  
TRANSFORMING THE GLOBAL SOCIETY**  
[WWW.LATINOLEADERSHIP.INFO](http://WWW.LATINOLEADERSHIP.INFO)

**HEARTLAND LATINO LEADERSHIP CONFERENCE: NUEVE AÑOS PROMOVRIENDO LÍDERES Y ABRIENDO PUERTAS PARA LA INCLUSIÓN**

Nueve años han pasado desde que un grupo de líderes visionarios se reunieron en Omaha después de asistir a una conferencia de liderazgo en Chicago y decidieron que aquí en Omaha nosotros también merecíamos tener este tipo de oportunidades. Entre quienes se involucraron en la planeación del primer evento se encontraban Maria Valentin, Aura Whitney Jackson, Maria Vazquez, Eva Serenil y Leticia Barajas. Ellas comenzaron con muchas buenas ideas sobre como querían que la primera conferencia Latina de liderazgo fuera, pero sin dinero o apoyo para realizarla. ¡Esto no fue un obstáculo para ellas! Ellas lograron reunir algunos fondos de diferentes compañías y la noticia de que se realizaría una conferencia de liderazgo para Latinos se propagó. La expectativa inicial fue contar con la asistencia de 100 personas, pero tuvieron más de ¡200 asistentes!!

Esto fue una sorpresa, pero también una señal de que nuestra comunidad estaba lista para eventos como éste y si, nosotros hemos continuado creciendo cada año desde entonces. La *Heartland Latino Leadership Conference* ahora reúne más de 600 participantes alrededor de Nebraska, Kansas y Iowa. El calibre del programa de la conferencia, las presentaciones de los conferencistas y talleres hacen de la *Heartland Latino Leadership Conference* un evento del que todos nos deberíamos sentir orgullosos de tener en nuestra comunidad.

Nosotros lo invitamos a asistir a la conferencia de este año como participante, patrocinador o expositor. La temática de la conferencia del 2008 es Desarrollando Líderes: Transformando la Sociedad Global. ¡Este listo para ser transformado en el líder que usted esta destinado a ser!.

La *Heartland Latino Leadership Conference* maneja tres programas distintivos:

- La conferencia anual que ofrece oportunidades de entrenamiento en liderazgo innovativo para Latinos y la comunidad en general que fomentarán su habilidad de aplicarlo de manera vital, recursiva y balanceada en sus vidas personales y profesionales.
- El programa de becas que fomenta el desarrollo personal y profesional de los jóvenes Latinos ofreciendo programas de becas y exposición a oportunidades de liderazgo que los ayudará a formar su visión como futuros líderes de nuestra comunidad.
- El programa de premios a la comunidad que reconocen los logros de los Latinos que han contribuido al crecimiento y desarrollo de nuestra comunidad. Al reconocer sus logros nosotros también intentamos inspirar a otros para contribuir y apoyar el bien común.



**HEARTLAND LATINO LEADERSHIP CONFERENCE: NINE YEARS PROMOTING LEADERS AND OPENING DOORS FOR INCLUSION**

Nine years have passed since a group of visionary leaders got together in Omaha after attending a leadership conference in Chicago and decided that here in Omaha we also deserved to have such opportunities. Among those involved with the planning of the first event were Maria Valentin, Aura Whitney Jackson, Maria Vazquez, Eva Serenil, and Leticia Barajas. They started with several good ideas about how they wanted the first Latino Leadership Conference to be, but with no money or support to get it done. That was no obstacle to them! They were able to raise some funds from a few companies and the word was out that there would be a leadership conference for Latinos. The initial expectation was to have about 100 people attending. Well, they had more than 200 attendees!!

That was a surprise but it was also a sign that our community was ready for events like this, and yes, we have continued growing every year since then. The Heartland Latino Leadership Conference now gathers more than 600 participants from all across Nebraska, Kansas, and Iowa. The caliber of the conference program, keynote presentations and workshop sessions make the Heartland Latino Leadership Conference an event we all should be proud to have in our community.

We invite you to attend the conference this year as participant, sponsor or exhibitor. The theme of the 2008 conference is Developing Leaders: Transforming The Global Society. Be ready to be transformed into the leader that you are destined to be!

The Heartland Latino Leadership Conference manages three distinctive programs:

- The annual conference that offers innovative leadership training opportunities for Latinos and community at large that will foster their ability to perform in a vital, resourceful and balanced capacity in their personal and professional lives.
- The scholarship program that fosters the personal and professional development of Latino youth by providing scholarship programs and exposure to leadership opportunities that will help them to shape their visions as future leaders of our community.
- The community awards program that recognizes the achievements of Latinos that have contributed to the growth and development of our community. By recognizing their achievements we also intend to inspire others to contribute and support the common good.



# LA HEARTLAND LATINO LEADERSHIP CONFERENCE & EXPO HACIENDO LA DIFERENCIA

## THE HEARTLAND LATINO LEADERSHIP CONFERENCE & EXPO MAKING A DIFFERENCE

[por/by Lucas Schwaller]

### ABIUT ARCOS



Durante los últimos cuatro años Abiut Arcos, quien pasa sus días trabajando en *Fortino's Flowers*, ha asistido a la *Heartland Latino Leadership Conference* como un voluntario. El programa de voluntarios, de acuerdo con la página de internet de la conferencia, “ofrece una oportunidad para los estudiantes y los individuos que enfrentan dificultades económicas a asistir a la conferencia con un costo muy reducido”, aunque el número de cupos disponibles es limitado.

El año pasado, Abiut, junto con Sheila Rocha, fue honrado con un premio al liderazgo en la comunidad en artes y humanidades por su trabajo en el Teatro Mestizo, el cual se encuentra en *The Rose Theatre* justamente en el centro de Omaha. Abiut y Sheila fueron reconocidos por sus esfuerzos en “hacer la diferencia en la comunidad resaltando la ironía e injusticias mientras inspiran esperanza”.

Recientemente, Abiut ha estado trabajando con un grupo de teatro diferente, Areté, el cual se enfoca en teatro estrictamente en Español. Hasta la fecha, el grupo ha realizado tres obras de teatro diferentes, incluyendo los “Monólogos de la Vagina”, y actualmente se encuentra trabajando en un programa de televisión. Abiut también realiza bailes Aztecas con un grupo en varios lugares a través de Omaha.

Abiut comenzó a asistir a la *Heartland Latino Leadership Conference*, un evento anual, con la esperanza de que él “aprendería y conocería a nuevas personas con la oportunidad de establecer contactos”. La conferencia, él mencionó, “me ha ayudado a ganar visión” de lo que puedo hacer. “Es una gran oportunidad para conocer personas Hispánicas quienes han logrado ser exitosas”.

La *Heartland Latino Leadership Conference*, Abiut comentó, “ofrece toda la información que usted necesita sobre lo que está sucediendo en la comunidad Latina”. Él cree que la conferencia ofrece oportunidades únicas y cruciales para los Latinos.

De acuerdo con la página de internet, la conferencia ha sido “reconocida por ser un catalizador para un cambio positivo, un colaborador vital del éxito de los negocios, el gobierno e individuos y una organización que capacita a los individuos y organizaciones a buscar, desarrollar y mantener un liderazgo balanceado”, las cuales son todas características con las cuales Abiut está de acuerdo. Estas son las razones, él dice, por las cuales él “anima a todo el mundo a asistir”.

La conferencia ofrece una gran variedad de conferencistas inspiracionales e informativos, talleres educativos y la oportunidad de establecer contactos con otros asistentes. Abiut recomienda la conferencia a todos los jóvenes Latinos quienes desean alcanzar sus metas porque esta “ofrece las herramientas necesarias para el éxito”.

La participación, para Abiut, ha estado acompañada de un sentimiento de orgullo. “Ha sido un honor”, él dijo, “conocer personas con este nivel de éxito y esto me ha inspirado a continuar”.

For the past four years Abiut Arcos, who spends his days working at Fortino's Flowers, has attended the Heartland Latino Leadership Conference as a volunteer. The volunteer program, according to the conference website, “offers an opportunity for students and individuals facing financial hardship to attend the conference at a very reduced cost,” although the number of slots available for this are very limited.

Last year, Abiut, along with Sheila Rocha, was honored with a Community Leadership Award in Arts and Humanities for their work on Teatro Mestizo, which is held at The Rose Theatre right here in downtown Omaha. Abiut and Sheila were recognized for their efforts to “make a difference in the community by highlighting irony and injustice while inspiring hope.”

Recently, Abiut has been working with a different theater group, Areté, which focuses on strictly Spanish-speaking theater. To date, the group has performed three different plays, including the “Vagina Monologues”, and is currently working on a television show. Abiut also does Aztec dances with a group at various places throughout Omaha.

Abiut started attending the annual Heartland Latino Leadership Conference with the hope that he would “learn and meet new people for networking opportunities”. The conference, he said, “has helped him gain vision” of what he can do. “It is a great opportunity to meet Hispanic people who have achieved success.”

The Heartland Latino Leadership Conference, Abiut said, “offers all the information you need on what's going on in the Latino community.” He believes that the conference provides a unique and crucial opportunity for Latinos.

According to their website, the conference has been “recognized for being a catalyst for positive change, a vital supporter of business, government and individual success and an organization that empowers individuals and organizations to seek, develop and sustain a balanced leadership,” which are all vital characteristics that Abiut agrees with. These are the reasons, he said, that he “encourages everyone to attend”.

The conference offers a variety of inspiring and informational speakers, educational workshops, and the opportunity to network with other attendees. Abiut recommends the conference to all other young Latinos who wish to achieve their goals because it “provides the tools necessary for success.”

Participation, for Abiut, has been accompanied with a sense of pride. “It has been an honor,” he said, “to meet people with this level of success, and it has inspired me to keep going.”

### OSCAR GARCIA



La primera vez que Oscar Garcia tuvo el privilegio de asistir a la *Heartland Latino Leadership Conference* fue en el 2006. Él dice que la primera vez que escuchó sobre la conferencia fue a través de “varios amigos quienes estaban emocionados por asistir”. “Personas que conocía a través de la universidad”, Oscar comentó, “me contaron todo lo que ellos aprendieron y el escuchar sobre esto realmente me hizo dar ganas de asistir”.

Justo antes de la conferencia del 2006, Oscar contactó a Cristina Castro-Matukewicz, quien trabaja en Wells Fargo y es la Vicepresidenta de la conferencia, para contarle que él quería asistir. La situación de Oscar era única porque él solo le dio a Cristina Castro-Matukewicz 48 horas de notificación. “Ella trabajó fuertemente para que yo pudiera asistir”, Oscar mencionó, y observa los esfuerzos de Cristina como un testimonio de la dedicación y el entusiasmo que caracteriza a las personas que coordinan la conferencia.

Este año Oscar planea asistir a la *Heartland Latino Leadership Conference* porque él es el secretario de la Cámara de Comercio Hispana de Grand Island. La conferencia, él dice, “tiene talleres sobre todo, desde el manejo del estrés hasta los problemas de inmigración”, y él siente que estos talleres lo ayudarán con su trabajo como asociado de ventas comercial para Viero Wireless. “El lema publicitario de nuestra compañía es “nosotros estamos donde usted está”, el cual es adecuado perfectamente con la misión de la conferencia de “desarrollar las habilidades y la concentración necesaria para los profesionales de la comunidad y el sector de negocios para mejorar las relaciones de trabajo efectivas en un ambiente de cambio social y cultural emergente”.

Cuando se le preguntó que si él pensaba que la *Heartland Latino Leadership Conference* era un éxito, él simplemente dijo que “esta es muy exitosa” y que él “definitivamente recomendaría todo sobre la conferencia” a otros jóvenes Latinos quienes tengan sueños y aspiraciones que ellos desean alcanzar. La conferencia me ha “dado la oportunidad de conocer a otras personas en la comunidad”, Oscar dijo, “y yo he podido, a través de estos contactos, estar más involucrado en la comunidad”. “Se pasa un buen rato y es una gran oportunidad para conocer personas”, Oscar dijo. Yo se la recomendaría a los jóvenes Latinos, no solo por beneficio personal, pero por el beneficio de toda la comunidad”.

The first time Oscar Garcia had the privilege of attending the Heartland Latino Leadership Conference was in 2006. He said he first heard of the conference through “various friends who were avid about attending.” “People I knew through college,” Oscar said, “told me how much they learned, and in hearing about it I really wanted to go.”

Just before the 2006 conference, Oscar contacted Cristina Castro-Matukewicz, who works at Wells Fargo and is the Vice President of the conference, to tell her that he wanted to attend the conference. Oscar's situation was unique because he was only able to give Cristina Castro-Matukewicz 48 hours notice. “She worked really hard so I could attend,” Oscar said, and sees Cristina's efforts as a testament to the dedication and the enthusiasm that characterize the people who coordinate this conference.

This year Oscar plans to attend the Heartland Latino Leadership Conference because he is the secretary of the Grand Island Hispanic Chamber of Commerce. The conference, he said, “has workshops on everything from stress relief to issues on immigration,” and he feels these workshops will help him in his work as a Retail Sales Associate for Viero Wireless. “Our company slogan is ‘we are where you are’, which fits perfectly into the mission of the conference to “develop the skills and awareness necessary for community professionals and the business sector to enhance effective working relationships in an environment of emerging social and cultural change.”

When asked if he thought the Heartland Latino Leadership Conference was successful, he simply said that “it's very successful,” and he “would most definitely recommend all of it” to other young Latinos who have dreams and aspirations they wish to fulfill. The conference has “given me the chance to meet other people in the community,” Oscar said, “and I have been able, through those contacts, to be more involved in the community.” “It is a good time, and a great opportunity to meet new people,” Oscar said. I would most definitely recommend it to young Latinos, not only for personal benefit, but for the benefit of the community as a whole.”

# PROGRAMA DE BECAS DE LA HEARTLAND LATINO LEADERSHIP CONFERENCE

## HEARTLAND LATINO LEADERSHIP CONFERENCE SCHOLARSHIP PROGRAM

### PROGRAMA DE BECAS DE LA HEARTLAND LATINO LEADERSHIP CONFERENCE

La *Heartland Latino Leadership Conference & Expo* (HLLC) premia con becas académicas a los jóvenes y adultos Latinos que desean alcanzar una educación universitaria en el estado de Nebraska. Hasta la fecha más de 100 estudiantes han recibido becas a través de éste programa con más de \$100.000 distribuidos.

La metas del programa de becas de la *Heartland Latino Leadership* es desarrollar las habilidades y la concentración necesaria para los profesionales de la comunidad y el sector de negocios para mejorar las relaciones de trabajo efectivas en una época de cambio social y cultural emocionante. La HLLC ofrece oportunidades de becas a líderes Latinos emergentes de esta región para ayudarlos a alcanzar sus metas. Este fondo de becas se puede realizar gracias al apoyo generoso a la HLLC y donaciones privadas.

La cantidad de la beca es \$1,000 y se paga a la institución post-secundaria en nombre del estudiante. Para ser elegible para aplicar los estudiantes deben ser de descendencia Latina/Hispana y desear alcanzar una educación universitaria en el estado de Nebraska y cumplir con uno de los siguientes criterios:

- Haberse graduado de una escuela secundaria durante el año académico del 2009-2010,
- Ser un estudiante actualmente matriculado en una universidad o
- un adulto con deseo de alcanzar una educación universitaria

Felicitaciones a los ganadores de las becas de la *Heartland Latino Leadership Conference* 2008: ¡Ustedes son los futuros líderes!

The Heartland Latino Leadership Conference & Expo (HLLC) awards academic scholarships to Latino youth and adults wishing to pursue a college education in the state of Nebraska. To date more than 100 students have received scholarships through this program with over \$100,000 distributed.

The Heartland Latino Leadership Scholarship Program goal is to develop the skills and awareness necessary for effective working relationships among community professionals and businesses in this exciting time of social and cultural change. HLLC provides scholarship opportunities to emerging Latino leaders of this region to help achieve this goal. This scholarship fund is made available through the generous support of the HLLC and private donations.

The scholarship amount is \$1,000 and is paid to the post-secondary institution in the name of the student. To be eligible to apply the student must be of Latino/Hispanic heritage pursuing post-secondary education in the state of Nebraska and meet one of the following criteria:

- Graduating high school senior during the 2009-2010 academic year,
- Currently enrolled college student, or
- Adult wishing to pursue a college education

Congratulations to the Heartland Latino Leadership Conference 2008 Scholarship recipients: You are our future leaders!



## WELCOME RECEPTION & SPONSOR RECOGNITION THURSDAY • NOVEMBER 6, 2008 5:30PM-7:00PM • JOSLYN ART MUSEUM

As Nebraska's largest and most distinguished art museum, Joslyn Art Museum in Omaha has served as the premier center for visual art since opening in 1931. Joslyn's collection features work from antiquity to the present, with an emphasis on 19th- and 20th-century European and American art. Highlights of the permanent collection include works by Lorenzo di Credi, El Greco, Edgar Degas, Claude Monet, Albert Bierstadt, and Thomas Hart Benton. American masters such as Grant Wood, Jackson Pollock, Dale Chihuly, and George Segal are also represented.

The Heartland Latino Leadership Conference's Welcome Reception will be held in the ConAgra Foods Atrium which is a contemporary space that connects the original Memorial building and contemporary galleries. It is enclosed by a 45 foot-high glass ceiling, surrounded by pink marble, and highlighted by two vibrant Dale Chihuly sculptures.

During the Welcome Reception, attendees will have the opportunity to view the new exhibit, Diego Rivera: Masterworks from the Museo de Arte del Estado de Veracruz. Drawn from the collection of the Museum of Art of the State of Veracruz in Orizaba, Mexico, the 36 works in this exhibition survey the entire career of Diego Rivera, including his earliest work in Mexico, where he was nurtured in the classical tradition as a student of the Academy of San Carlos in Mexico City. In the first two decades of the 1900s, Rivera was part of the international avant-garde movement that gathered in Paris. There, his paintings took on the influence of Impressionism, and later, when he was a colleague of Picasso, Cubism. The exhibition culminates with examples of Rivera's monumental paintings of Mexican rural subjects for which he is best known.

This exhibition, shown only at Joslyn, is the first time that this collection of Rivera works has traveled as a group outside of Mexico. It is part of an art and cultural exchange that commenced in mid-2007 when Joslyn sent an exhibition of thirty 19th-century European paintings from its collection to Xalapa, the capital of the state of Veracruz and a sister city of Omaha.

## KEYNOTE SPEAKERS



### TED CHILDS - FOUNDER, TED CHILDS LLC

Ted Childs, a global workforce diversity thought leader and strategist, retired from IBM after a distinguished 39-year career, including fifteen years of executive responsibility for global workforce diversity programs and policies. Childs has won numerous awards including Working Mother magazine's 25 Men Friends of the Family who have made it easier for working parents to raise and nurture children.



### PHOEBE ENG - AUTHOR, FOUNDER OF CREATIVE COUNSEL & VICE CHAIR OF THE MS. FOUNDATION FOR WOMEN

Phoebe Eng has several Fortune 100 companies and organizations tap into the power of globalism and diversity to spur innovation. In her international lecture series, Fluency: The Art of Crossing Borders, Eng has helped several to design innovative "border busting" initiatives and breakthrough conversations that benefit the bottom line. Eng is the author of Warrior Lessons, a memoir about empowerment and leadership.



### JUANA BORDAS - AUTHOR, FOUNDER OF MESTIZA LEADERSHIP INTERNATIONAL

Juana has dedicated her career to creating a network of Latinos reaching into the highest echelons of corporate America. She founded Mestiza Leadership International, which specializes in training and developing work environments that encourages diversity and effective leadership. She was the first Latina faculty member at the Center for Creative Leadership and the founding president/CEO of the National Hispana Leadership Institute. Juana also is the author of Salsa, Soul and Spirit: Leadership for a Multicultural Age.

#### NEW FOCUS FOR 2008:

*Enlightening leadership experts on Education, Business, and Community, Self-development, Health & Human Services.*

## 2008 CONFERENCE SCHEDULE

### THURSDAY, NOVEMBER 6, 2008

5:30pm-7:00pm Welcome Reception & Sponsor Recognition

### FRIDAY, NOVEMBER 7, 2008

- 7:30am Registration & Exhibits Open
- 8:30am-10:30am Diversity Kick-Off Breakfast  
Keynote Address: Juana Bordas  
*Multicultural Leadership in the Global Society*
- 10:30am-11:00am Break/Exhibit Viewing
- 11:00am-12:00pm Workshop I  
-Diversity & the Latino Market: Making the Business Case  
-Developing Your "Brand" Creating A Workplace Identity That Influences How You Are Perceived  
-Going Green! Environmental Leadership Today  
-The Power of you!
- 12:00pm-1:30pm Scholarship Luncheon  
Keynote Address: Ted Childs  
*The Diversity Imperative: Leadership Strategies for Success in the Workplace*
- 1:30pm-1:45pm Break/Exhibit Viewing
- 1:45pm-2:45pm Workshop II  
-Effective Strategies to Recruit, Retain & Develop Hispanic Professionals  
-Leadership Strategies for Latina Professionals  
-Changing from What You Know to What You Do - Business Strategy Session  
-Achieving Success Through Social Capital: Tapping Hidden Resources in Your Personal and Business Networks
- 2:45pm-3:00pm Break/Exhibit Viewing
- 3:00pm-4:00pm Workshop III  
-Doing Business in Latin America: Strategies for Developing Your Market Share  
-Developing Your Business as a Successful Minority Contractor or Supplier  
-Leveraging Corporate-Community Partnerships  
-Options & Opportunities for Career Development
- 6:30pm-8:30pm Leadership Awards Gala  
Keynote Address: Phoebe Eng  
*Fluency: The Art of Crossing Borders-A Global Perspective*
- 8:30pm-12:00am Dance

