



85th LULAC National Convention & Exposition

New York Hilton Midtown

New York, NY | July 8 — July 12, 2014

The Power of Latino Unity



“The most exciting event in the Hispanic community!”

Presented by:



TOYOTA

League of United Latin American Citizens

- 3** | Sponsors
- 4** | Exhibitors
- 5** | Exhibit Layout
- 7** | Agenda

Tuesday



Margaret Moran
National President
LULAC



Bill de Blasio
Mayor
New York City



Katherine Archuleta
Director, Office
of Personnel
Management



Alejandro Mayorkas
Deputy Secretary,
Department of
Homeland Security

Wednesday



Maria Cardona
Principal, Dewey
Square Group



Ralph de la Vega
President & CEO
AT&T Mobility



Mambo Legends
Orchestra



The Drifters



Michelle Obama
First Lady



Jennifer Lopez

Thursday

Thursday



Teresa Rodriguez
Univision



Abraham Foxman
National Director
Anti-Defamation
League



Rudy Beserra
Vice President,
The Coca Cola
Company



William Bonilla
Past National
President, LULAC



Mickie Solorio Luna
Ohtli Award Recipient



Richard Montañez
Marketing & Sales
Executive, PepsiCo

Friday



Jose E. Melendez, Jr.
Member
House of Reps., PR



Rita Moreno
Actress



Maria Contreras-
Sweet
Administrator, Small
Business Administration



Maria (Mayita)
Melendez
Mayor of Ponce, PR



Arnold A. Chacón
U.S. Ambassador to
Guatemala



Pedro Pierluisi
U.S. House of
Representatives, PR

Saturday



Gina Rodriguez
Actress



Tito Nieves
Singer



MALO

Follow @MYC_USA #LULAC14
to win prepaid card prizes in our Twitter contest!

Download Your LULAC App Now!
www.LULAC.org/app





Presenting Sponsors



Diamond Sponsors



Presidential Sponsors



Judicial Sponsors

- Cox Enterprises
- McDonald's
- Univision Communications Inc.
- Walgreens

Congressional Sponsors

- Central Intelligence Agency
- Facebook
- Goya Foods
- JPMorgan Chase & Co.
- Master Your Card
- United States Department of Defense

Patriot Sponsors

- American Federation of Teachers
- Enterprise Rent-A-Car
- Hyatt
- MGM Resorts International
- NUVO tv
- United Airlines
- United States Department of Agriculture

Senatorial Sponsors

- AARP
- Bank of America
- Caesars Entertainment
- The Coca-Cola Company
- Darden Restaurants, Inc.
- Exxon Mobil Corporation
- GEICO
- Hilton Worldwide

- Macy's
- Mars, Incorporated
- National Cable and Telecommunications Association
- National Education Association
- Nissan North America
- The TJX Companies, Inc.
- Tyson Foods, Inc.

Partners

- Clear Channel
- El Rey Network
- Federal Home Loan Bank San Francisco
- Hispanic Network Magazine
- Human Rights Campaign
- LNESC
- Microsoft
- National Park Service
- PhRMA

- Teach for America
- TracFone Wireless, Inc.
- U.S. Department of Agriculture
- Food Safety and Inspection Service
- U.S. Environmental Protection Agency
- Verizon
- VME TV
- The Walt Disney Company
- Western Union

All events will be held at New York Hilton Midtown unless otherwise noted

Company	Booth	Company	Booth
AARP Driver Safety	706	U.S. Army	1013
American Federation of Teachers	519	U.S. Army National Guard	1011
American Red Cross	800	U.S. Census Bureau	1220
AT&T	1308	U.S. Centers for Disease Control and Prevention	905
Cancer Treatment Centers of America	512	U.S. Centers for Medicare & Medicaid Services	816 & 1400
Consulado General de Mexico	T5	U.S. Coast Guard	812
Fidelity Investments	419	U.S. Consumer Financial Protection Bureau	119
Friends of National Museum of the American Latino	312	U.S. Defense Contract Management Agency	1119
Geico	704	U.S. Defense Threat Reduction Agency (DoD)	1218
General Motors	906	U.S. Department of Agriculture	1019
GOYA Foods Inc.	618	U.S. Department of Commerce - MBDA	1003
Hargrove Service Counter	306	U.S. Department of Justice, ATF	1105
Human Rights Campaign	218	U.S. Department of Justice - DEA	920
International Puerto Rican Heritage Film Festival	T4	U.S. Department of Labor - Job Corps Program	1113
Pre K 12 Plaza	116	U.S. Department of State	1408
Leadership for Education Equality	318	U.S. Department of Transportation, FHA	918
LNESC	710	U.S. Department of Treasury	814
LULAC	714	U.S. Department of Veterans Affairs	1416
LULAC Civil Rights Committee	T10	U.S. Department of Veterans Affairs - CMV	1406
LULAC Youth Art Exhibit	T1	U.S. Department Of Veterans Affairs National Cemetery	1404
LULAC Youth Art Exhibit	T2	U.S. FDA - Office of Womens Health	1300
MasterCard	712	U.S. Federal Aviation Administration	1005
McDonald's USA	1302	U.S. Federal Bureau of Investigation	1103
National Center for Missing & Exploited Children	114	U.S. Federal Deposit Insurance Corporation (FDIC)	518
National Credit Union Administration	808	U.S. Forest Service	1018
National Education Association	219	U.S. Immigration and Customs Enforcement (ICE)	1204
National Hispanic Coalition of Fed. Aviation Employees (NHCFAE)	T6	U.S. Marshals Service	919
NYS Troopers	T8	U.S. National Geodetic Survey/NOAA	1402
PepsiCo	100	U.S. National Library of Medicine	1000
Pfizer, Inc	900	U.S. National Park Service - Fish and Wildlife Service	1206
PhRMA	802	U.S. Navy Civilian Careers (navsea)	804
Planned Parenthood Federation of America	901	U.S. Peace Corps	1202
Progress Financial	T7	U.S. Postal Service	T9
Salt Lake City CVB	708	U.S. Ready For Hillary	220
Springfield College	112	U.S. Selective Service System	1301
Teach for America	320	U.S. Social Security Administration	810
Telemundo	418	U.S. Tennis Association	110
The Award Winning Author Tour	T11	U.S. Transportation Security Administration	1410
The Procter & Gamble Company	313	U.S.D.A Food Safety Inspection Service	1020
Time Warner Cable Lounge	102	United Airlines	700 & 815
TJX Companies, Inc	600	United Hispanic Construction Workers	T3
TOYOTA	601	VHA	319
U.S. Agency for International Development	819	Visit Salt Lake	708
U.S. Air Force - A1DV	1414	VME TV	404
U.S. Air Force Recruitment Service	1412	Walgreens Wellness Booth	913
U.S. Air Force Reserve	1102	Western Union	413

All events will be held at New York Hilton Midtown unless otherwise noted.



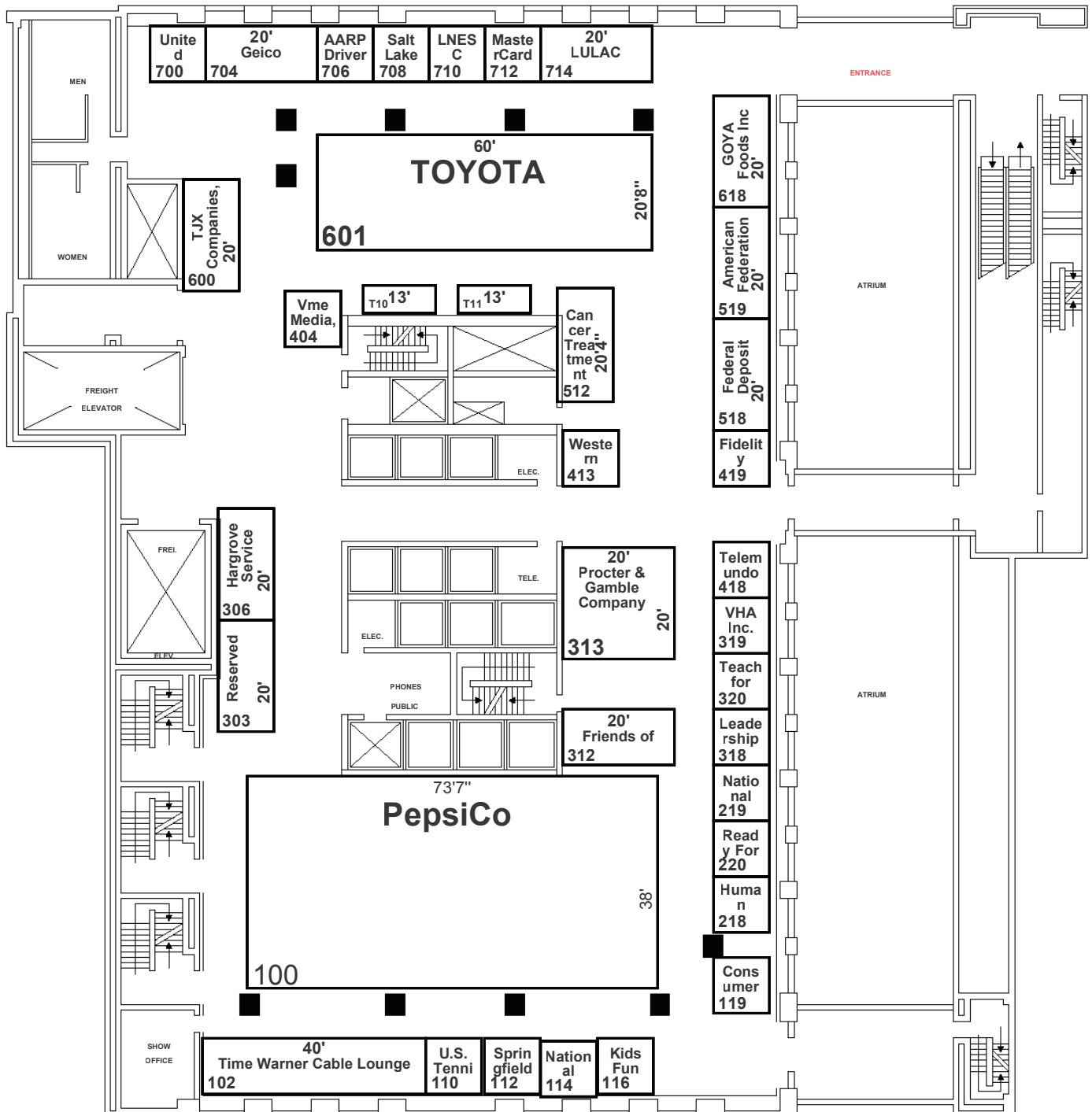
EXPO LATINO COMMUNITY SHOWCASE 2014

THU 10-5, FRI 10-5, SAT 10-5

Download Your
LULAC App Now!
www.LULAC.org/app



AMERICAS HALL I



All events will be held at New York Hilton Midtown unless otherwise noted.

Download Your
LULAC App Now!
www.LULAC.org/app



EXPO LATINO COMMUNITY SHOWCASE 2014

THU 10-5, FRI 10-5, SAT 10-5

AMERICAS HALL II



All events will be held at New York Hilton Midtown unless otherwise noted.



Monday, July 7 Pre-Convention Activity

1:00 pm to 2:00 pm LULAC & Tyson Foods Community Donation AnnouncementMorgan

Tuesday, July 8 LULAC Federal Training Institute Pre-Conference Meetings

8:30 to 5:00 pm U.S. Department of Veterans Affairs.....Sutton South

9:00 am to 5:00 pm National Association of Hispanic Federal Executives Gibson

10:00 to 10:30 am Press Conference: Achieving Immigration Reform through Civic Engagement.....Morgan

1:00 to 5:00 pm U.S. Department of Agriculture Forum..... Sutton Center

1:00 to 5:00 pm LULAC National Convention & Federal Training Institute Registration.....Promenade

3:00 pm to 4:00 pm LULAC Federal Training Institute Committee Meeting..... Beekman

6:00 to 8:00 pm Opening Reception, Salute to Our Nation's Armed ForcesMercury Ballroom
Hon. Bill de Blasio, Mayor, City of New York
Hon. Katherine Archuleta, Director, U.S. Office of Personnel Management

8:00 pm to 9:30 pm Screening of the new El Rey Network Original Series "El Matador" Paley Center NYC
(25 W 52nd St, New York, NY 10019)

Wednesday, July 9

7 to 12, 2 to 5 pm LULAC National Convention Registration & Credentials.....Promenade

9:00 to 10:15 am FTI: Plenary– The Journey to a Federal Career..... Murray Hill

10:00 to 10:30 am Press Conference: Building Coalitions for Federal Diversity.....Morgan

10:30 to 11:45 am FTI Community Briefing: Find and Apply for Employment in the Fed. Government ... New York

10:30 am & 2:00 pm FTI: Introduction to the Senior Executive Service..... Hudson

10:30 to 11:45 am FTI: Becoming a Trusted Leader Harlem

10:30 to 11:45 am FTI: Lead, Coach, & Develop Your Employees or Get Out of Their Way! Midtown

11:00 am to 12:00 pm Citizenship Naturalization Ceremony..... Gramercy
Hon. Alejandro Mayorkas, Deputy Secretary, Department of Homeland Security
Hon. Katherine Archuleta, Director, U.S. Office of Personnel Management
Dr. Joe Leonard, Assistant Secretary for Civil Rights, U.S. Department of Agriculture
Leon Rodríguez (invited), Director, U.S. Citizenship and Immigration Services

12:00 to 1:45 pm Partnership Luncheon Grand Ballroom
Ralph de la Vega, President and CEO, AT&T Mobility; Carolyn W. Colvin, Acting Commissioner, Social Security Administration; Honoree: Ignacio Salazar, Accepting Congratulatory Award on the 50th Anniversary of SER Jobs for Progress

2:00 to 2:30 pm Opening of LULAC National Assembly—Committee Assignments..... Gramercy

2:00 to 3:15 pm FTI: Community Briefing: Veteran's Symposium I: Veterans Health Administration Holland

2:00 to 3:15 pm FTI: Building a Mindset of Collaboration for Leaders Midtown

2:00 to 3:15 pm FTI: The 3 "G"s to Success: Get Involved, Generate, and Groom East

2:00 to 3:15 pm FTI: Community Briefing: Writing an Effective Resume New York

2:00 to 3:00 pm Cocina Saludable: Cooking Delicious, Traditional, and Healthy Food Rendezvous

2:30 to 3:45 pm The Role of Latinos in U.S. Media: Just Entertainment or Algo Mas?..... Clinton

3:00 to 5:00 pm Nueva Latina Monologues.....Trianon Ballroom

3:30 to 4:45 pm FTI: Community Briefing: Veteran's Symposium II: Veterans Benefits Administration . Holland

3:30 to 4:45 pm FTI: The Face in the Mirror—Self Awareness, A Leadership Imperative Midtown

3:30 to 4:45 pm FTI: Leading with Emotional Intelligence—Soft Skills Are the Hard Skills Harlem

3:30 to 4:45 pm FTI: Revisions to EEO Management Directive 110 Hudson

4:15 to 5:30 pm Google Tools for Nonprofits: Using Social Tools to Advance Change Clinton

7:00 to 11:00 pm New York Concert: The Ultimate Oldies Party..... Grand Ballroom
Featuring Mambo Legends Orchestra & the Drifters

All events will be held at New York Hilton Midtown unless otherwise noted.

Thursday, July 10

7 to 12, 2 to 5 pm	LULAC National Convention Registration & Credentials.....Promenade
9:00 to 10:30 am	LULAC Zumba.....Sutton South
9:00 to 10:15 am	FTI: Community Briefing: Veteran’s Symposium III: Vet Center Holland
9:00 to 10:15 am	FTI: Senior Executive Service 101—Preparing for the Next Step! New York
T-9 am, F-9 am	FTI: Succession Planning and You Midtown
T-9 am, F-9 am	FTI: Resume Renovation—How to Land a Job! Harlem
9:00 to 10:15 am	Educate, Empower, Take Action: Strategies for Civic Engagement..... Gibson
10:00 to 11:00 am	Ribbon Cutting Ceremony & Exposition Opening..... America’s Hall
10:00 am to 5:00 pm	Exposition and Job Fair Open America’s Hall
10:30 to 11:45 am	FTI: Community Briefing: Veteran’s Symposium IV—VA for Vets..... Holland
10:30 to 11:45 am	FTI: Senior Executive Service 102—Taking the Next Step! New York
10:30 to 11:45 am	FTI: Emotional Intelligence (EI)—What It Is, Why It Is Critical..... Midtown
10:30 to 11:45 am	FTI: Career Mapping for Professionals Harlem
10:30 to 11:45 am	Deportation Nation: Immigration Reform Crisis and Opportunity Sutton Center
12:00 to 2:00 pm	Unity Luncheon..... Grand Ballroom <i>Mistress of Ceremonies: Teresa Rodríguez, Univision; Special Guest: Jennifer Lopez</i> <i>Featured Speaker: First Lady Michelle Obama</i> <i>Honorees: William Bonilla, Past National President, LULAC; Abraham Foxman, National Director, Anti-Defamation League; Rudy Beserra, Vice President of Latin Affairs, The Coca Cola Company; Mickie Solorio Luna, National Vice President for the Far West, LULAC</i>
2:00 to 3:15 pm	Screening of the Movie “Los Jets” Gramercy
2:00 to 3:15 pm	Ask! People for Money Face-to-Face: Grassroots Fundraising..... Clinton
2:00 to 3:15 pm	Communities of Faith in Action Regent
2:00 to 3:15 pm	La Lucha Sigue: Latinos in Organized Labor..... Gibson
2:00 to 4:45 pm	FTI: Senior Executive Service Coaching and Roundtable Discussion..... New York
2:00 to 3:15 pm	FTI: Generational Truths Every Leader Needs to Know Harlem
2:00 & 3:30 pm	FTI: Balancing Talent, Treasures, and Technology..... Holland
2:00 to 3:15 pm	FTI: Working with Difficult People and Workplace Bullies Hudson
2:00 & 3:30 pm	FTI: “Flash Mentoring” for Federal and Non-Federal Professionals East
3:30 to 5:00 pm	Women’s Hall of Fame Pinning Ceremony & High Tea (invitation only)Mercury Ballroom
3:30 to 4:45 pm	FTI: When I Say “Change” You Say “Why?!” Midtown
3:30 to 4:45 pm	Combatting Consumer Fraud: Awareness, Prevention, Deterrence, Investigation..... Clinton
3:30 to 4:45 pm	Verizon/Mobile Future: Transforming Education Gibson
3:30 to 4:45 pm	Latino Empresarios: Ready and Open for Business..... Hudson
6:00 to 7:00 pm	Youth and Young Adults Awards Ceremony Grand Ballroom <i>Richard Montáñez, Marketing and Sales Executive, PepsiCo; José Enrique Meléndez-Ortiz Jr. Esq., Representative, Puerto Rico House of Representatives</i>
7:00 to 9:00 pm	LULAC Partner Receptions <i>LULAC LGBT Equality Reception (Gill Foundation, Hilton Worldwide, Human Rights Campaign) ... Sutton Center</i> <i>Ohtli Award Reception (Mexican Consulate in NYC)..... Nassau</i> <i>LULAC National Educational Service Centers Reception (invitation only)..... Sutton South/Regent</i> <i>Macy’s VIP Reception (invitation only).....Macy’s Penthouse</i>
7:30 to 10:00 pm	LULAC Youth Post Awards Celebration (ticketed event).....Dave and Busters
7:30 to 10:00 pm	LULAC Faith Concert featuring Bobby Cruz, Christian Salsa Star Grand Ballroom
8:00 to 11:00 pm	Young Adults Dance featuring DJ Anuedy & DJ Eli.....Mercury Ballroom

All events will be held at New York Hilton Midtown unless otherwise noted.



Friday, July 11

7 to 12, 2 to 5 pm	LULAC National Convention Registration & Credentials.....Promenade
8:30 to 12:00 pm	Youth & Collegiate Federal Career & Recruitment Symposium Gramercy, Regent, Sutton
9:00 am to 4:00 pm	FTI: National Council of Hispanic Employment Program Forum..... East
9:00 to 10:15 am	FTI: Managing Up—Influence Supervisors & Senior Staff to Achieve Positive Results... Holland
9:00 to 10:15 am	Mujeres En Acción: Advancing Opportunities for Women Nassau
9:00 to 10:15 am	Defining Success: A Conversation on Education Models and PracticesGibson
10:00 to 10:30 am	Press Conference: Education Policy & Programs.....Morgan
10:00 am to 5:00 pm	Exposition and Job Fair Open America’s Hall
10:30 to 11:45 am	FTI: The Journey to Top Leadership—The Whole Person Leadership Model Midtown
10:30 to 11:45 am	FTI: Persuasion—Key to Influencing People Harlem
10:30 to 11:45 am	FTI: Conflict Resolution Holland
10:30 to 11:45 am	FTI: Creating a Portfolio through Individual Development Plan Hudson
10:30 to 11:45 am	Puerto Rico in Crisis: Charting a Path Forward Nassau
10:30 to 11:45 am	Familia es Familia: Community & Family Supporting LGBTQ Youth Clinton
10:30 to 11:45 am	Building College & Career-Ready Schools: Resources for Parents & StudentsGibson
12:00 to 2:00 pm	FTI Youth and Collegiate LuncheonTrianon Ballroom
12:00 to 2:00 pm	Women’s Luncheon Grand Ballroom
	<i>Featured Speakers: Rita Moreno, Actress; María Contreras-Sweet, Administrator, Small Business Administration; María Eloísa “Mayita” Meléndez Altieri, Mayor, City of Ponce, Puerto Rico</i>
	<i>Honoree: Brianna Hinojosa-Flores, Esq., Former LULAC National President for Youth</i>
2:00 to 3:15 pm	Ford Driving Dreams through Education.....Gibson
2:00 to 3:15 pm	Community Partner Engagement with Educators Impacting Our Families Clinton
2:00 to 3:15 pm	Protecting Civil Rights: Community Voices, Strategies, & Tools for Change Sutton Center
3:30 to 4:45 pm	The Future of Latino Housing and Homeownership Clinton
3:30 to 4:45 pm	The Next Big Thing: Latinos in the Digital Age..... Gibson
	<i>Part I: STEM Education: A Bridge to Opportunity and Success</i>
	<i>Part II: Unleashing Innovation in the Classroom and in the Community</i>
6:00 to 7:00 pm	Presidential Reception..... Grand Ballroom Foyer
7:00 to 10:00 pm	Presidential Awards Banquet Grand Ballroom
	<i>Mistress of Ceremonies: Gina Rodríguez, Actress</i>
	<i>Featured Speakers: U.S. Ambassador Arnold A. Chacón; Gina McCarthy, Administrator, U.S. Environmental Protection Agency; Pedro Pierluisi, Puerto Rico Resident Commissioner, U.S. House of Representatives</i>
10:00 to 11:00 pm	Presidential Awards Ball..... Grand Ballroom
	<i>Featuring a special performance by Tejano Divas Stefani Montiel and Shelly Lares</i>

Saturday, July 12

8:00 am to 5:00 pm	LULAC General Assembly & Election of Officers (no breakfast or lunch) Grand Ballroom
10:00 am to 5:00 pm	Exposition and Job Fair Open America’s Hall
8:30 pm to 12:00 am	Concierto: Explosión Tropical Grand Ballroom
	<i>Featuring: Tito Nieves and MALO</i>

Download Your
LULAC App Now!
www.LULAC.org/app



Pocket Agenda sponsored by:



The League of United Latin American Citizens presents

- ★ 20,000 Attendees!
- ★ 300 Exhibits!
- ★ Entertainment!
- ★ Raffles & Giveaways!

family fun!



community showcase

¡Feria de la Gente!

Free!

Open to the Public

Expo Hours: Thursday 10am-5pm
Friday 10am-5pm • Saturday 10am-4pm
New York Hilton Midtown
July 10-12, 2014



Special Attractions

- ★ College Fair
- ★ Voces Unidas Concierto
- ★ Job Fair
- ★ Workshops
- ★ Health Fair
- ★ Celebrity Autographs!

www.LULAC.org/convention

THE NEW YORK HILTON MIDTOWN
1335 Avenue of the Americas (6th Ave & 53rd Street)
GRAND BALLROOM (3RD FLOOR)

WED. 9
JULY

7 PM to 11 PM



BUSINESS ATTIRE GEN.ADMISSION \$20 VIP \$80

The League Of United Latin American Citizens PROUDLY PRESENTS

THE NEW YORK GALA

*The ULTIMATE
OLDIES
PARTY!!!
New York Style*
FEATURING



Rock and Roll Hall of Famer

Charlie Thomas'
The Drifters



SPONSORED BY
Time Warner Cable

THE
Mambo Legends Orchestra

MUSICIANS OF THE FORMER TITO PUENTE BAND



THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS
PRESENTA

EXPLOSIÓN TROPICAL 2014

TITO

FEATURING:

"EL PAVAROTTI DE LA SALSA"

NIEVES

PRODUCED BY
L7
LATINPOINTS

SAT JUL 12 NY HILTON MIDTOWN
1335 AVENUE OF THE AMERICAS
GRAND BALLROOM 8:30 PM-MIDNIGHT

FREE CONCERT MUST HAVE TICKET TO ATTEND.
FREE TICKETS ARE ONLY AVAILABLE AT THE LULAC EXPO
NY HILTON MIDTOWN, (1335 AVE OF THE AMERICAS).
PICK UP **FREE CONCERT TICKETS** (Maximum of 2)
BEGINNING THURSDAY, JULY 10 THRU SATURDAY, JULY 12
DAILY FROM 10AM TO 5PM.
AMERICA'S HALL ROOM For more info call **877-LULAC-01**
www.lulac.org/convention

Plus
Legendary Chicano Rock Band



MillerCoors

