

National Association of Hispanic Publications  
Dallas, Texas  
Tentative Convention Agenda

**SUNDAY, OCTOBER 18, 2015**

|                          |   |
|--------------------------|---|
| <b>6:00 pm - 9:00 pm</b> | <b>Welcome Reception</b>  |
|                          | Irving Hispanic Chamber of Commerce, Representative Attending<br><i>Connecting and engaging with today's Hispanic Landscape</i>   |
| MC                       | Eddie Escobedo Jr., NAHP President  |
| Guest Speaker            | Jorge Ferraez, Latino Leaders<br>Mr. Jorge Ferraez, the President of the Ferraez Publications Group and Publisher of national magazine Latino Leaders, will inspire us on insights of the most influential and significant Latino leaders in the United States. Some of those insights will allow the industry to apply locally to engage readers and stakeholders. |
| JOSE MARTI Awards        | Cartoon and Photo<br>Presented by: Mary Flores NAHP   |

**MONDAY, OCTOBER 19, 2015**

|                            |   |
|----------------------------|---|
| <b>7:00 am - 8:00 am</b>   | <b>NAHP Board of Director's Meeting</b>   |
| <b>8:00 am - 9:00 am</b>   | <b>Latina Breakfast sponsored by Macy's</b>   |
|                            | <i>Celebrating our Latina Publisher's</i>   |
| MC                         | Martha Montoya, NAHP Vice President, El Mundo<br>Tamara Weston - Welcome Remarks and announce the winner  |
| NAHP Award                 | Latina Publisher of the Year The Nominees:<br>Olga Aguero, Publisher, El Editor, Lubbock, TX<br>Angela Angular, Publisher, El Mundo, Austin, TX<br>Rossana Drumond, Publisher Alianza Metropolitan New, San Francisco, CA<br>Christy Martinez-Garcia, Publisher, Latino Lubbock, Lubbock, TX<br>Pauline Rivera, Publisher, La Voz Bilingüe, Denver, CO  |
| Keynote Speaker            | Carla Eboli - CMO - Dieste<br>Ms. Carla Eboli is a graduate in Journalism from the University of Rio de Janeiro and a leader in understanding women marketing patterns and diversity through relative content. She dedicates part of her time to finding the right matches for Dieste based on their strategic growth plan. Carla's story of crossover not only as a journalist and marketer but as an immigrant and leader in the industry in the United States inspires many women and industry stakeholders. |
| JOSE MARTI Awards          | Design and Marketing<br>Presented by Alma Renteria, Award Winning Author of The Best Gift for Mom   |
| New Partnership            | Signing of the Document - Partnership Memorandum between National Newspaper Publishers Association (NNPA) and National Association of Hispanic Publishers (NAHP) and the formation of a National Advertising Task Force to educate marketers and federal agencies on the benefits and importance of the African American and Hispanic newspaper market.   |
| <b>9:00 am - 10:15 am</b>  | <b>Session 1</b>  |
|                            | <i>Improving Your Publication's Brand</i>   |
| Moderator                  | Rebeca Reyes  |
| Guest Speaker              | Sheila Coates, Be Your Own Brand - BYOB<br>In this entertaining and educational session, discover how your leadership style is based on who you are, your style and what you want to project. It's true that leaders definitely share certain qualities but a person's true leadership style is based on the individual's unique attributes. Some are bold, some are reserved, some are open-minded, some are energetic and some are powerful. What are you leading with and your publication?                  |
| <b>10:15 am - 10:30 am</b> | Networking and E-mail Break   |
| <b>10:30 am - 11:45 am</b> | <b>Session 2</b>  |
|                            | <i>GSA Schedule - Government Contracting</i>  |
| Moderator                  | Dr. Benjamin F. Chavis, Jr – President and CEO NNPA   |
| Guest Speaker              | Bob Steger, Advance GSA   |

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In 2014, 600 federal agencies spent \$97,792,148 on GSA Schedule 76 (Publications)  
The set aside for small business is 23%, woman owned 5% and minority owned 5%. -- The average schedule holder does \$2.5 million per year.  
Sell your services to the Federal Agencies.  
Benefits include discounted services for NAHP to file and obtain their GSA Schedule, guidance to best approach federal buyers and others.

**11:45 am - 1:15 pm**  
MC

**Corporate Luncheon sponsored by Coca-Cola**

Ivan Cruz - Abasto Editor  
Coca-Cola Representative

Keynote Speaker

Pablo Manriquez, Democratic National Committee

Pablo Manriquez is a political operative with a decade of media experience on national campaigns. As Hispanic Media Director for the Democratic National Committee, he appears frequently in national and local print, digital, and television coverage in English and Spanish of the 2016 election cycle. Born in Santiago de Chile, Manriquez immigrated as a child to Missouri before studying political science at Notre Dame. He is based in Washington, D.C. where, in his occasional free time, he enjoys playing futbol, watching futbol, karaoke, and photography.

NAHP Corporate Award

Presented by Anita Grace  
Corporate of the year Award Nominees

The NAHP Corporate of the Year Award honors corporations who have shown continuous support of Hispanic Print media and the Hispanic community. Nominees are judged on their overall media investment into Hispanic print media and support of the Hispanic community. NAHP Media Procurement Ambassadors vote on the nominees and decide on the winner using Kantar information. Newspapers: Target, Sears/Kmart and Kohl's – Magazines: L'oreal, Grupo Andrea and P&G

**1:15 pm - 2:30 pm**

**Session 3**

*The New Political Age and what to Expect*

Moderator  
Guest Speaker

Greg Anthony, Re:fuel

John Kimball, The Kimball Group, Emilio C. Sanchez - EFE News

The 2016 election will see a record \$11 billion in advertising. There is a lot of good news for newspapers in that number if newspapers have the data, sales strategies and simple packages to make it easy for candidates and campaigns to buy the audience you deliver on a regular basis. RE:FUEL Research Kick off press conference. The merging media of print, digital (web and mobile) and social media is critical to show the strength of the Latino media. All platforms must be used when presenting the facts, analysis and the multimedia content to be shared in social media.

**2:30 pm - 2:45 pm**

Networking and E-mail Break

**2:45 pm - 4:00 pm**

**Session 4**

*Advertising Roundtables*

Moderator

Anita Grace, Ad Execs

Friendships and relationships grow through several small interactions between parties so trust can be formed. Research shows that an average of 7 interactions is what it takes to form a solid business relationship. NAHP is a place to connect. We offer the atmosphere for small group meetings with our members, advertisers and agencies. This is an opportunity to re-connect, form new relationships, ask questions and share updates.

**4:00 pm - 4:45 pm**

Annual NAHP Membership Meeting

**5:30 pm - 8:30 pm**

**Working the Top of the Funnel – Ambassadors of the Industry Dinner**

Fort Worth Hispanic Chamber of Commerce (invited)  
GM Representative

MC

Martha Montoya, NAHP Vice President, El Mundo

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Open invitation hosted by NAHP Media LLC Procurement Team. Please join your NAHP Media Procurement Ambassadors for a dinner to discuss, brainstorm, strategize and share best practices on how we can work together to bring new clients into the industry and federal agencies.

Guest Speaker  
Keynote Speaker

Kirk Whisler - State of the Industry  
Greg Hall, Preview The 33 (invited) Sneak Preview of the film  
Gregory Hall an A&M Texan engineer was in the national news as the engineer who designed "Plan B" to rescue the 33 trapped Chilean miners. Greg spent 10 days at the San Jose Mine site after designing Plan B, one of three simultaneous drilling plans to reach the miners following the Aug. 5 mine collapse. Saving 33 miners was his mission giving us the inspirational message of hope and trilling ending of The 33 movie opening in USA movie theaters across the country. Greg owns three companies: Drillers Supply International Houston, DSI American Manufacturing in Minnesota, and Drillers Supply SA in Chile.

**TUESDAY, OCTOBER 20, 2015**

**7:00 am - 8:00 am**  
**ALL DAY**

**NAHP Corporate Advisor Board Meeting**

**Macy's Beauty Bar**

Pamper yourself with a mini-makeover at Macy's Beauty BAR, just in time for the big gala. Let our beauty experts help you find your perfect shade during a personalized three (3) minute beauty tips tutorial. But don't stop there, avoid the crowd and start your holiday shopping early. Buy your favorite fragrance or your favorite blush. There's something for everyone.

**8:00 am - 9:00 am**

**Publisher's Breakfast sponsored by Walmart**

*Award Winning Editorial & Marketing Leading our Industry*

MC  
Keynote Speaker

Cristina Reymundo, Nexos  
Uriel Saenz, Los Angeles Time

In a very interactive, dynamic and exciting format, NAHP is bringing to the forefront a jewel event where editors and publishers will share articles, ideas, formats and programs that are connecting with their readers and advertisers.

JOSE MARTI Awards

Editorial Articles

Presented by: Nora de Hoyos Comstock, PhD, Founder of Las Comadres Para Las Americas and Award Winning Co-Author of Count on Me

**9:00 am - 10:15 am**

**Session 5**

*Securing Alternative & NonTraditional Revenue Streams*

Moderator  
Guest Speaker

Robert Bush, LB&R Media Consulting  
Fanny Miller, Ron Burke

Frustrations with flat revenue have pressured Hispanic newspaper publishers to explore new revenue streams and develop new products, and publishers said they were trying a number of non-traditional initiatives to supplement revenue from the core. This seminar looks at those non-traditional revenue streams such as niche products, digital ad agencies and event marketing just to name a few.

**10:15 am - 10:30 am**

Networking and E-mail Break

**10:30 am - 11:45 am**

**Session 6**

*Contracting for Media Buys*

Moderator  
Media Companies

Jose Zepeda Jr., El Aviso  
Re:fuel, EMPG

This session will give publishers the do's and dont's of how to get on national media plans. Discussion topics will include importance of audit statement and minority certification, media kit information, rates and CPM comparisons, digital importance, and local knowledge. Landscape media changes last 12 months and trends engaging a new set of communication skills among all stakeholders.

**11:45 am - 1:15 pm**

**State of Hispanic Consumer Luncheon sponsored by Nielsen**

*Latinos 50+, The New American Vanguard: Healthy, Wealthy, and Wise*

MC

Clemente Nicado, NAHP

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| Guest Speaker             | Stacie M. de Armas, Nielsen<br><b>The New American Vanguard, Latinos 50+</b> Join us for an exclusive presentation of Nielsen's newest report on the unique consumption and purchasing habits of Latinos 50+. This presentation will explore how the consumption habits of older Hispanics are poised to change the outlook on what it means to live in the "golden years" and how this group of consumers are redefining retirement by living and working longer, establishing increased wealth potential and bearing the torch as the cultural matriarchs in their families and communities.  |
| JOSE MARTI Awards         | Editorial & Sections<br>Presented by: Norma Coundreay   |
| <b>1:15 pm - 2:30 pm</b>  | <b>Session 7</b><br><i>Partnering and Increasing Revenue in the Digital World</i>   |
| Moderator                 | Gonzalo Aguirre – La Conexion   |
| Guest Speakers            | Patricia Dark, Deseret Digital Media - Maria Bastidas, MundoHispanico - John Heaston-The Reader/ABM-El Perico<br>Small and Medium Businesses in our communities are expected to spend 3-5x as much on their own digital presence as they will on all their advertising -- print and broadcast. Our newspapers are best positioned to help them by leveraging our brands to help our advertising clients become their own publishers through their websites, emails and social media. At a minimum, newspapers will significantly increase the number of appointments and provide some real value to advertisers, further strengthening their relationships. |
| <b>2:00 pm - 5:00 pm</b>  | GM Ride and Drive<br>Come and sign up for a test drive of GM's latest cars. An experience to remember.  |
| <b>2:30 pm - 2:45 pm</b>  | Networking and E-mail Break   |
| <b>2:45 pm - 4:00 pm</b>  | <b>Session 8</b><br><i>A Day in the Life of an Advertising Media Director</i>   |
| Moderator                 | Fabian Campos, Redan Media  |
| Guest Speaker             | EMPG, Dieste, Inspire, Metro, Camelot (Invited)<br>What is it like on the other side? When we bring a proposal to an agency, what happens next? How do they present it to the client and what is the kind of feedback they get? What are the obstacles of a Media Planner and how can we best help them prepare for a YES for print from their client? What are some of their favorite approaches, pitches and proposals? Join us for a panel of 2 large agencies for a day in the life on "the other side".  |
| <b>4:15 pm - 5:00 pm</b>  | NAHP Elections & First Board Meeting 2016   |
| <b>6:00 PM</b>            | <b>Buses Leave Sharp for The Dallas World Aquarium</b>  |
| <b>6:30 PM - 7:00 PM</b>  | <b>Gala Reception</b><br><b>Specialty Drink Jack Daniels and Mexican Coca-cola Twist</b><br>Dallas Hispanic Chamber of Commerce   |
| MC                        | Jose Luis Bgarza- El Periodico USA  |
| <b>7:00 pm - 10:00 pm</b> | <b>Gala Dinner sponsored by MillerCoors</b>   |
| MC                        | Univision Noticias  |
| Keynote Speaker           | Aslam Khan, President of Falcon Holdings Management (The Largest Franchisee for Church's Chicken)<br>To Inform, Influence and Engage has been the mantra of Aslam since he started the immigrant path in the United States. Starting as a dishwasher and rising up to become the largest operator of a trusted brand for Hispanics and African American consumers. Understanding our communities has allowed this Pakistani immigrant to build a company and to improve the lives of many minority stakeholders along the way.  |
| JOSE MARTI Awards         | Best Overall<br>Presented by Kirk Whisler, Founding President of the National Association of Hispanic Publications<br>New Board to be sworn into office (Judge or Attorney Needed)  |
| 2016 Convention           | Robert Lopez from McAllen, TX will announce next year's conference  |