

HISPANIC RETAIL

36 **HISPANIC RETAIL 360 SUMMIT**

SELLING TO LATINOS IN TODAY'S ECONOMY

THE VENETIAN RESORT & HOTEL,
LAS VEGAS
AUGUST 9-11, 2009

PRESENTED BY:



SUMMIT • 2009

HOSTED BY:
ConvenienceStoreNews

PROGRESSIVE
GRO CER

nielsen

MEDIA SPONSOR
BRANDWEEK

Agenda (as of 6/23/2009)

SUNDAY, AUGUST 9, 2009

9:00 a.m. – Noon

Registration Desk Open

Noon – 3:30 p.m.
Front Door

Store Tour

Buses leave hotel promptly at Noon for tour of three or four Las Vegas area retailers that successfully target Latino shoppers.

(Space is limited. Registration for tour is on a first-come, first-served basis.)

- **Best Buy**
- **Mariana's Supermarket**
- **TBA**

4:00 p.m.

Registration Desk Reopens

4:30 p.m. – 4:40 p.m.

Introduction: "Cultural Credibility Creates Commercial Viability"

Master of Ceremonies: Armando Martin, President, XL Edge; columnist, *Progressive Grocer*

4:40 p.m. – 5:30 p.m.

Opening Keynote Address:

"Becoming the Preferred Destination for Latinos"

How Best Buy is driving to be the preferred entertainment and electronics destination for Latinos

Speaker: Teresa Iglesias-Solomon, Vice President, Hispanic Initiative, Best Buy

Panelists: Christine Webster Moore, Vice President, .Com Business Initiative, Best Buy

Marco A. Orozco, Territory 2 Marketing Manager,

Hispanic Initiative, Southwest USA & Hawaii, Best Buy

Jackie Rodgers, Territory 5 Marketing Manager,

Hispanic Initiative, Chicago, Best Buy

Ronee Wyatt, Territory 3 Hispanic Field Support Manager, Texas, Best Buy



5:30 p.m. – 6:30 p.m.

“Hammering It Home: Ace Hardware’s Hispanic Test”

In 2008, Ace Hardware made its first foray into the Hispanic retail market. Hear how a series of marketing and communications strategies in Hispanic designated stores in Denver contributed to a 7% lift in sales versus a year ago, while other non-Hispanic stores report a 5% decline. Speakers will share details of this success story along with 5 surefire tips every retailer can use to increase Hispanic footprints into their stores.

**Speakers: Cindy Nuñez-Hasman, MBA, Multicultural Marketing Manager, Ace Hardware Corp.
José González, Partner, Chief Strategist, Revolucion**

Immediately following:

Opening Reception for All Attendees

MONDAY, AUGUST 10, 2009

7:30 a.m. – 8:30 a.m.

**Continental Breakfast
Product Showcase Open**

8:30 a.m. – 9:30 a.m.

GENERAL SESSION 1

“Hispanics and the Economy Today”

Poor consumer confidence, high unemployment, and a credit freeze have sent the U.S. economy into one of the worst recessions of our lifetimes. Experts from the Nielsen Company will review how Hispanics are faring in these difficult times. By analyzing purchase behavior, survey results, and media habits we can begin to understand the impact that these tough economic times have had on this important consumer group. Through this analysis we will also begin to highlight the key areas to focus on in order to be successful with Hispanic consumers in today’s harsh economy.

**Speakers: Doug Darfield, Senior Vice President,
Ethnic Measurement, Nielsen Media Research
Todd Hale, Senior Vice President,
Consumer & Shopper Insights, The Nielsen Company
Daniel Aversano, Product Leadership,
Nielsen Consumer Panel Services**

9:30 a.m. – 10:30 a.m.

GENERAL SESSION 2

***“The Transformation of the Hispanic Shopper in a
Recessionary Economy: Implications and
Opportunities for Retailers”***

**Terry Soto, President & CEO,
about marketing solutions inc.**



10:30 a.m. – 11:00 a.m.

Break
Product Showcase Open

11:00 a.m. – 11:45 a.m.

GENERAL SESSION 3
“Supplier Diversity: A Business Imperative”
Retailers can reap immense opportunity and advantage in the market if they incorporate supplier diversity strategies into their core business practices. How to do it, and why.
Michael Byron, Vice President, Supplier Diversity, SUPERVALU

11:45 a.m. – 12:30 p.m.

Coca-Cola Presentation
Reinaldo Padua, Assistant Vice President,
Hispanic Marketing, Coca-Cola North America

12:30 p.m. – 1:00 p.m.

Presentation of 2008 Hispanic Retail Excellence Awards

1:00 p.m. – 2:00 p.m.

Lunch
Product Showcase Open

CONCURRENT SESSIONS 1A-3A

2:00 p.m. – 3:00 p.m.

1A–Advertising & Marketing Track

Concurrent Session 1A
“Seeking Growth via Hispanic Segments in a Down Economy”

In an economy where consumers are spending less and retailers are struggling to survive, Hispanics represent a path to sustainability and growth for many retail sectors. The co-founder and president of Geoscape will draw from various customer experiences to link the econometrics of consumer buying to the supply chain management that retailers must hone in an increasingly challenging environment. Data ranging from demographics, segmentation, trade area analytics, shopping behavior, dynamic mapping and media metrics will help you develop a clear portrait of why Hispanics represent a lucrative retail opportunity amid an economy where other segments are dormant or declining.

César M. Melgoza, co-Founder and President, Geoscape

2A–Retailing Track

Concurrent Session 2A
“Leveraging Your Assets to Maximize Results in Multi-Cultural Programs”
Manny Fields, Senior Partner, XL Edge



3A–Consumer Insights Track

Concurrent Session 3A

“Mayberry, USA: Yesterday, Today y Mañana – Opie’s World Has Changed”

A lively, humorous and insightful look at how some marketers are targeting the U.S. Latino market based on outdated assumptions or lack of knowledge of cultural insights and segmentation. All aspects of “Main Street USA” have changed, and Latino audiences (and families) have changed as well. Using visual and verbal cues, this presentation will help attendees identify opportunities, solve problems, create bigger breakthroughs and attain better ROI on their efforts.

**Joe Ray, President/Creative Director,
Estudio Ray**

CONCURRENT SESSIONS 1B-3B

3:15 p.m. – 4:15 p.m.

1B–Advertising & Marketing Track

Concurrent Session 1B

“Unleash the Power of Women of All Colors – Latina, Black and Asian”

Women of color generate nearly \$1 trillion in consumer spending and another \$230 billion as entrepreneurs. Yet most companies market to women as a monolithic group, aiming primarily at White women. With groundbreaking proprietary research, Miriam Muley explores how cultural and ethnic differences shape the way women respond to life experiences. She encourages companies to embrace the cultural and ethnic identity of women of all colors with the same tenacity, commitment to grow, and deployment of economic resources that are given to other consumer audiences.

Miriam Muley, President & Founder, The 85% Niche; author, *The 85% Niche: The Power of Women of All Colors — Latina, Black and Asian*



2B–Retailing Track

Concurrent Session 2B

“Leveraging the Power of Your Latino Workforce”

In this interactive workshop participants will learn how to leverage the traits that their Latino employees bring to their companies to help them advance in their careers. They will also understand how to deal with some aspects of the Latino culture that if not managed well can present obstacles for employee development and retention.

Mariela Dabbah, author, *Latinos in College: Your Guide to Success, Help Your Children Succeed in High School and Go to College, How to Get a Job in the U.S.*; co-author, *The Latino Advantage in the Workplace*

3B–Consumer Insights Track

Concurrent Session 3B

“From the Screen to the Heart – 360 Degree Integration”

One week in the life of Maria and Juan will illustrate the emotional connection between Hispanic language, level of acculturation, traditions, and their lifestyle with different brands that could make them feel a strong link with their heritage. Learn how media influences Hispanic life and how to create a multilevel platform (360 degree) strategy to connect with the consumers, not only at home but also at stores, with products, promotions, online content, mobile, events, VIP experiences, and meet & greets.

Maria Del Carmen Rotter, Managing Director, Televisa Consumer Products

CONCURRENT SESSIONS 1C-3C

4:30 p.m. – 5:30 p.m.

1C–Advertising & Marketing Track

Concurrent Session 1C

“Profiting at the Border: Using Outdoor Advertising to Impact Cross-Border Lifestyles”

Jennifer Stefano, CEO, Border Billboard



2C–Retailing Track

Concurrent Session 2C “*Making Brands and Stores Work Together for Hispanic Success*”

There’s a famous quote from P&G’s Jim Stengel who said: “It’s not about *Hispanic* marketing, it’s about marketing.” This panel will review how to create a fully integrated marketing promotion that has general market and Hispanic market components throughout all of its touchpoints. They will share insights on how a multi-brand effort can create a messaging platform to increase sales.

**Chiqui Cartagena, Managing Director, Hispanic Ventures Group, Meredith Corp.
Sandy Uridge, Senior Director, Morning Foods Promotions, The Kellogg Company**

3C–Consumer Insights Track

Concurrent Session 3C “*Hispanics and the Retail Experience*”

Mintel’s latest multicultural report (August 2009) not only covers basic data on Hispanic population and purchasing power, but more importantly discusses the retail experience for different segments of the Hispanic population. This presentation will provide a greater understanding of how acculturation impacts consumer choices, mindset and purchasing behavior, as well as insights on how to best reach, communicate and connect with consumers at different levels of the acculturation spectrum.

Leylha Ahuile, Multicultural Reports Editor and Senior Analyst, Intel International Group

5:30 p.m. – 7:00 p.m.

Cocktail Reception in Product Showcase Area – All attendees welcome.

TUESDAY, AUGUST 11, 2009

7:30 a.m. – 8:30 a.m.

**Continental Breakfast
Product Showcase Open**



8:30 a.m. – 10:00 a.m.

SPECIAL RETAILER PANEL

“Innovation in Addressing Hispanic Shoppers”

“How to” stories by innovators, advanced insights, and leading edge case examples from a panel of prominent retailers who are leaders in marketing and serving the Latino shopper.

**Moderator: Art Turock, Strategic Analyst,
Art Turock & Associates**

**Panelists: Tracy Krogstie, Marketing & Promotions
Manager, Jewel-Osco/SUPERVALU**

Jose Amaya, Director, Diversity, HY-VEE Inc.

**Marco Orozco, Territory Hispanic Market Manager,
SW USA & Hawaii, BEST BUY**

**Daniel Herrera, Marketing Manager, Food Lion LLC
Juvenal Chavez, President, Mi Pueblo Food Center**

CONCURRENT SESSIONS 1D-3D

10:00 a.m. – 11:00 a.m.

1D–Advertising & Marketing Track

Concurrent Session 1D

***“International Mobile Top-Up: How It
Relates to International Money
Remittance for the Latin Market”***

International Mobile Top-Up provides direct top-up of international prepaid wireless services from the U.S. to consumers in other countries. Top-Up replenishes a prepaid wireless user’s account for voice, data, text and other service features – in real-time. International Mobile Top-Up provides additional revenue to retailers.

**Bruce Burke, Director, Business
Development, iPayStation**

2D–Retailing Track

Concurrent Session 2D

TBA

3D–Consumer Insights Track

Concurrent Session 3D

TBA

11:15 a.m. – Noon

Closing Remarks

MC Armando Martin