

**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 nielsen  
**GRO CER**

## Agenda

### SUNDAY, AUGUST 9, 2009

**9:00 a.m. – Noon**

*Level 3 Foyer East*

**Registration Desk Open**

**11:30 a.m. – 3:30 p.m.**

*Venetian Tour Lobby  
Lower Level*

**Store Tour**

Buses leave hotel promptly at 11:30 a.m. for tour of 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**
- **Food 4 Less**
- **Mariana's Supermarket**
- **Supermercado La Bonita**

**4:00 p.m.**

*Level 3 Foyer East*

**Registration Desk Reopens**

**4:30 p.m. – 4:40 p.m.**

*General Session Room  
Murano 3201-4 / 3301-4*

**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.**

*General Session Room  
Murano 3201-4 / 3301-4*

**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.**

*General Session Room  
Murano 3201-4 / 3301-4*

**“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**

**6:30 p.m. – 6:45 p.m.**

*General Session Room  
Murano 3201-4 / 3301-4*

**Presentation of Check from Anheuser-Busch to the Hispanic Scholarship Fund**

**Immediately following:**

*Product Showcase Room  
San Polo 3401-4 / 3501-4*

**Opening Reception for All Attendees**



**MONDAY, AUGUST 10, 2009**

- 7:00 a.m. – 6:30 p.m.**      **Registration Desk Open**  
*Level 3 Foyer East*
- 7:30 a.m. – 8:30 a.m.**      **Continental Breakfast**  
*Product Showcase Room*      **Product Showcase Open**  
*San Polo 3401-4 / 3501-4*
- 8:30 a.m. – 9:30 a.m.**      **GENERAL SESSION 1**  
*General Session Room*      ***“Hispanics and the Economy Today”***  
*Murano 3201-4 / 3301-4*      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**  
**Daniel Aversano, Product Leadership,**  
**Nielsen Consumer Panel Services**
- 9:30 a.m. – 10:30 a.m.**      **GENERAL SESSION 2**  
*General Session Room*      ***“The Transformation of the Hispanic Shopper in a***  
*Murano 3201-4 / 3301-4*      ***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 Room*      **Product Showcase Open**  
*San Polo 3401-4 / 3501-4*
- 11:00 a.m. – 11:45 a.m.**      **GENERAL SESSION 3**  
*General Session Room*      ***“Supplier Diversity: A Business Imperative”***  
*Murano 3201-4 / 3301-4*      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**  
*General Session Room*      **Reinaldo Padua, Assistant Vice President,**  
*Murano 3201-4 / 3301-4*      **Hispanic Marketing, Coca-Cola North America**



**12:30 p.m. – 1:00 p.m.**  
*General Session Room*  
*Murano 3201-4 / 3301-4*

**Presentation of 2009 Hispanic Retail Excellence Awards**  
• **Wal-Mart**  
**Accepting: Santiago Rocés, Senior Vice President, Small Formats; and**  
**Jose Antonio Fernandez, Vice President, Business Development**  
• **Mi Pueblo Food Centers**  
**Accepting: Juvenal Chavez, President**

**1:00 p.m. – 2:00 p.m.**  
*Product Showcase Room*  
*San Polo 3401-4 / 3501-4*

**Lunch**  
**Product Showcase Open**

**CONCURRENT SESSIONS 1A-3A**

**2:00 p.m. – 3:00 p.m.**

**1A—Advertising & Marketing Track**

*General Session Room*  
*Murano 3201-4 / 3301-4*

**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**

*Breakout Room 2*  
*Murano 3205-6*

**Concurrent Session 2A**

***“Leveraging Your Assets to Maximize Results in Multi-Cultural Programs”***

**Manny Fields, Senior Partner, XL Edge**



**3A–Consumer Insights Track**

*Breakout Room 3  
Murano 3305-6*

**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**

*General Session Room  
Murano 3201-4 / 3301-4*

**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**

*Breakout Room 2  
Murano 3205-6*

**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**

*Breakout Room 3  
Murano 3305-6*

**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**

*General Session Room  
Murano 3201-4 / 3301-4*

**Concurrent Session 1C**

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

**Jennifer Stefano, CEO, Border Billboard**



**2C–Retailing Track**

*Breakout Room 2  
Murano 3205-6*

**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.

**Georgia Galanoudis, Group Director of Custom Solutions, Meredith Corp.**

**3C–Consumer Insights Track**

*Breakout Room 3  
Murano 3305-6*

**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, Mintel International Group**

**5:30 p.m. – 7:00 p.m.**

*Product Showcase Room  
San Polo 3401-4 / 3501-4*

**Cocktail Reception in Product Showcase Area –  
All attendees welcome.**



**TUESDAY, AUGUST 11, 2009**

- 7:00 a.m. – Noon**                      **Registration Desk Open**  
*Level 3 Foyer East*
- 7:30 a.m. – 8:30 a.m.**                **Continental Breakfast**  
*Product Showcase Room*        **Product Showcase Open**  
*San Polo 3401-4 / 3501-4*
- 8:30 a.m. – 10:00 a.m.**            **SPECIAL RETAILER PANEL**  
*General Session Room*        **“Innovation in Addressing Hispanic Shoppers”**  
*Murano 3201-4 / 3301-4*        “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**  
*General Session Room*  
*Murano 3201-4 / 3301-4*

**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**

*Breakout Room 2  
Murano 3205-6*

**Concurrent Session 2D**

***“Turning Latino Shoppers Into Buyers”***

A leading expert in marketing to Latino shoppers in both the U.S. and South America will focus on how different brands are working to turn communication actions into sales results. Discussion will include the importance of using different media correctly, how to understand the shopper and say the right message on the right place at the right time. Examples of best practices will be provided

**Guadalupe Cano, General Manager and Shopper Marketing Director,  
Visual Latina**

**3D–Consumer Insights Track**

*Breakout Room 3  
Murano 3305-6*

**Concurrent Session 3D**

***“The U.S. Hispanic Shopper”***

Mainstream America is becoming smaller by the day, while the multicultural segments (lead by Hispanics) are expanding rapidly and changing the rules of marketing. This presentation will offer the latest shopper insights data from a just-released research study conducted by New American Dimensions and FMI. There will also be a special emphasis on the perception and behavior surrounding private label brands.

**David Morse, Principal, President & CEO,  
New American Dimensions**

**11:15 a.m. – Noon**

*General Session Room  
Murano 3201-4 / 3301-4*

**Closing Remarks**

**MC Armando Martin**