

**IADELANTE!**  
U.S. EDUCATION LEADERSHIP FUND

**NATIONAL**

**LEADERSHIP**

**INSTITUTE**

**MARRIOTT RIVERWALK - SAN ANTONIO, TEXAS  
OCTOBER 28 - 30, 2016**



**MillerCoors®**

**PROGRAM**

## WELCOME TO THE 2016 ¡ADELANTE! NATIONAL LEADERSHIP INSTITUTE IN SAN ANTONIO, TEXAS!



Congratulations and thank you for joining us; by being here today, you've made a phenomenal investment into your career and life. We are so excited that you're able to join us, along with approximately 200 other student scholars from around the country. Together, we will network, learn, and develop the next crop of leaders to effectively change the world.

The ¡Adelante! U.S. Education Leadership Fund is employing its transformation leadership model to inspire all Latinx/a/o college students to graduate from their respective institutions. The National Leadership Institute has established itself as one of the country's premier leadership development conferences for undergraduate students. Furthermore, ¡Adelante! is connecting leaders from all over the country to develop their talents, find their purpose, and

enter the workforce to transform society. We are indeed at a critical crossroads in this country with regards to the Latinx/a/o demographic; millennials are now recognized as the largest generational sub-population in the country. Together, and with this Leadership Institute, we all will collectively realize our true potential.

This year, ¡Adelante! brings together students from New York, Michigan, Wisconsin, Illinois, Florida, Georgia, Oklahoma, New Mexico, Arizona, Nevada, California, Oregon, and Texas. This year, we've also implemented new features at our Institute, such as a "Dress for Success" fashion show, an ethical case study competition, the Whataburger Career Suite, and a staff/administrator development track. We also haven't forgotten about some of our signature events, like the "Ford Fiesta" at the Knibbe Ranch or the Sunday Awards Luncheon. All of this, plus our rigorous curriculum of strict learning outcomes where students can identify a career path, find their life's mission, and sharpen their skills with tips & tactics for success is truly what ¡Adelante! is all about.

The ¡Adelante! staff have put in long hours to make some of our signature events come to life. I have to thank all of our academic and corporate partners, Board of Directors, volunteers, and Wren Publicity for all of the assistance. We're looking forward to a great academic year and if there's anything we may be able to do for you, please do not hesitate to ask.

In closing, we thank you for participating and we hope you'll enjoy the next three days.

All of my best,

Maximo Anguiano, Executive Director  
¡Adelante! U.S. Education Leadership Fund

**Derica W. Rice**  
Executive Vice President  
Global Services and  
Chief Financial Officer  
Eli Lilly and Company

- » Started at Eli Lilly and Company in 1990
- » Salutatorian of his high school class, first in his family to attend college
- » Holds degrees from Kettering University and Indiana University

## A stronger sense of purpose.

My mom was the smartest person I have ever known. She raised the seven of us on her own after my dad died when I was only 11. We never had much money, but I realize now that because of things she taught us, we were rich. I carry her wisdom with me throughout my daily work.

I also watched my mom struggle with diabetes. Thanks in part to Lilly, I shared 25 years with her that otherwise would not have been possible. And now I have the opportunity to do the same for other people.

Once, in a VA hospital, I was approached by a Vietnam veteran. He told me how his life was transformed by our medicines. And that's when it clicked for me—the REAL impact of what we do here and the dramatic effect we have on people's lives. After that meeting, I had an even stronger sense of purpose. Lilly's done so much for my family and for many others. And I hope the work I am doing today will help my three children overcome some of the challenges they might face tomorrow.

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## ABOUT ¡ADELANTE!

### ESTABLISHMENT

May 1999 as an independent non-profit organization

### FOUNDERS

Began in 1993 as a program by the Miller Brewing Company (now known as MillerCoors) and the Hispanic Association of Colleges and Universities (HACU)

### FOCUS

¡Adelante! is a leadership development, non-profit organization that targets Hispanic college students - along with providing them with great scholarships and real world professional experiences, we also inform, prepare, and connect them to Corporate America. While many non-profit organizations focus on ensuring Hispanic/Latino students go to college, ¡Adelante! enhances the skills being learned in the college classroom by providing insightful professional advice and teaching planning skills that allows them to understand and realize their full potential. Any CEO or executive today would state that they would not be where they are today without an individual or an event in their lives that provided them with key advice that made it possible for them to achieve their career goals. We strongly believe our Leadership Institute’s curriculum helps students develop the specific skills needed to avoid career-limiting mistakes, network with individuals that will lead to door-opening relationships, and distinguish oneself as a great candidate for Corporate America. ¡Adelante! is one of only a handful of non-profit organizations in the U.S. that is strictly devoted to delivering this specific type of program to minorities. Our program directly addresses low-attainment rates by providing Hispanic/Latino college students with the steps needed during their academic careers in order to gain employment in Corporate America and be successful beyond their college degrees.

### ¡ADELANTE!’S LEADERSHIP INSTITUTE UNIQUENESS:

- We give step-by-step tips, not just motivational speeches
- Teaching critical steps students need to take during their undergraduate journey in order to become great candidates for Corporate America
- Enhancing skills being learned in the college classroom by providing insightful professional advice
- Provide advice from Corporate America that helps students develop the specific skills needed to avoid career-limiting mistakes
- Create professional and educational networks for students that will lead to door-opening relationships

### ¡ADELANTE!’S PROGRAMS INCLUDE:

- Leadership/Professional Development Events - ¡Adelante! hosts an Annual National Leadership Institute that brings the country’s top Hispanic college students to San Antonio (average GPA 3.4, business and engineering makeup 75% of attendees); hosts regional workshops in Chicago, Denver, Miami, Phoenix, and Portland, Oregon
- Scholarships - Awarded more than \$2.4 million in scholarships to high-achieving Hispanic college students across the United States
- Internships - Provides “real world” connections and experiences to students seeking to get an edge before graduation

### IMPACT:

- ¡Adelante! has awarded \$2.4 million in scholarships since 1999
- More than 40% of our student attendees at our Leadership Institute (2012, 2013 and 2014) have landed an internship or full-time employment through our Leadership Institute!
- ¡Adelante! serves more than 1,000 students (and parents) annually through its workshops, scholarships, internships, one-on-one counseling, academic contests, parent programs, and services

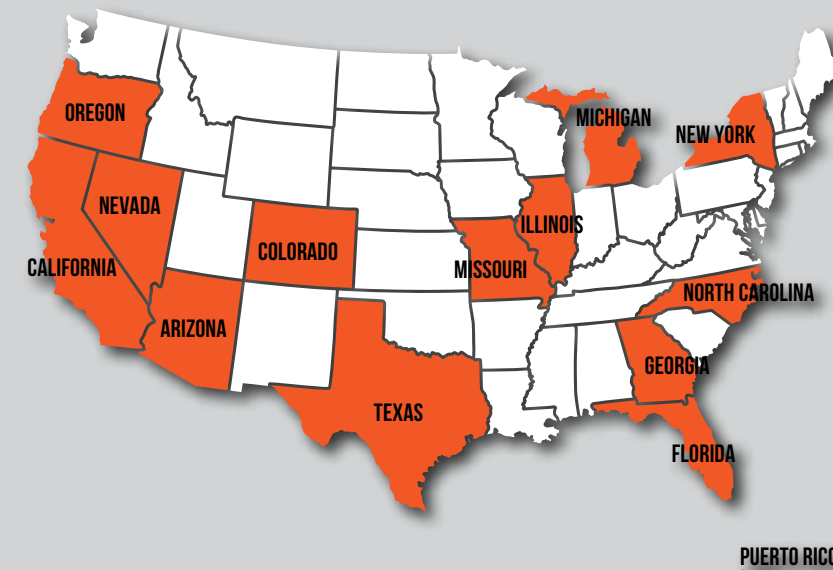
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## ADELANTE STUDENT SCHOLAR PROFILE

### STATES REPRESENTED:

California, Texas, Illinois, Colorado, New York, Puerto Rico, Missouri, Nevada, Arizona, Oregon, Michigan, North Carolina, Florida, Georgia



FEMALE:



58%

MALE:



42%

AVERAGE GPA:  
**3.64%**

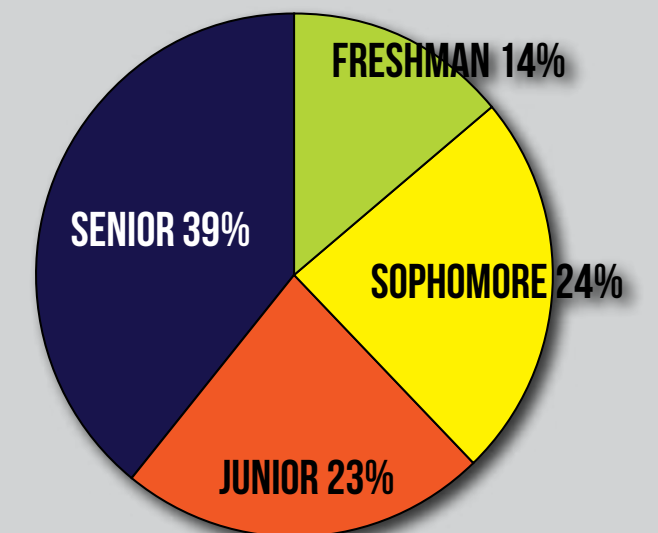
### TOP MAJORS REPRESENTED:

Twenty-eight engineering majors in various concentrations, including: Electrical, Biomedical, Aerospace, Chemical, Biochemistry, Industrial, Civil and Architecture

### ADDITIONAL MAJORS INCLUDE:

Music Education, Cyber Security, Nursing, Journalism, Communications, Computer Science, Accounting, Vision Science, and Nutrition and Dietetics

### CLASSIFICATION PERCENTAGE:



**76%** OF STUDENTS PLAN TO SEEK GRADUATE DEGREES

**63%** OF STUDENTS SERVE IN LEADERSHIP ROLES ON CAMPUS





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## INSTITUTE AGENDA

FRIDAY, OCTOBER 28

4:00-4:25 p.m.

**Welcome – Salon A/B**

Maximo Anguiano, Adelante Executive Director with MillerCoors

4:30-5:25 p.m.

**Kickoff Session – Salon A/B**

Intro to Branding, Networking, and More Featuring:

- Dr. Margarita Machado-Casas, University of Texas at San Antonio
- Mark Madrid, Greater Austin Hispanic Chamber of Commerce

5:25-5:30 p.m.

**Mark Madrid Scholarship Presentation – Salon A/B**

5:30-6:30 p.m.

**Accept Yourself/Express Yourself Employment Confidence Showcase – Salon A/B**

- Shavonne Broom, Style Church

7:00-9:30 p.m.

**Welcome & Networking Reception – River Terrace Room**

- Mariachi Flor de Jalisco
- Congressman Joaquin Castro
- Presentation of HOPE Scholars
- DJ XBoyard



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STUDENT TRACK

SATURDAY, OCTOBER 29

7:30-8:10 a.m.	<b>Breakfast - Salon D</b> Sponsored by Eli Lilly and Company
8:15-9:30 a.m.	<b>General Session – Salon A/B/C</b> Life at Lilly by Eli Lilly and Company
10:00 a.m.	<b>Whataburger Career Suite – Valero Room</b> Resume Review, Mock Interviews, Career Advice, Executive Coaching, and More
9:30-10:25 a.m.	<b>General Session – Salon A/B/C</b> The State of the Latinx/a/o Community - Voces in Leadership, Featuring: <ul style="list-style-type: none"><li>• Ramiro Cavazos, San Antonio Hispanic Chamber of Commerce</li><li>• Dora Frias, Colorado University-Denver</li><li>• The Honorable Lucy Flores</li></ul>
10:25-11:15 a.m.	<b>Student Breakout Session I.</b> <ul style="list-style-type: none"><li>• Hermanos Unidos: Initiatives, Challenges, and Perspectives for Latino/x Male Success - Bowie Room<ul style="list-style-type: none"><li>◦ Facilitated by Emilio Zamarripa, Steepletown</li><li>◦ Panelists:<ul style="list-style-type: none"><li>• David Melena, the Foundation for Hispanic Education</li><li>• Dr. Emmet Campos, University of Texas at Austin</li><li>• Omar Ortiz, DePaul University Student</li></ul></li></ul></li><li>• The Story of Us: First-Generation and In College, Building Your Personal Narrative and More – Salon F<ul style="list-style-type: none"><li>◦ Facilitated by Alberto Altamirano, Cityflag</li></ul></li><li>• True Life with Lucy Flores - Travis Room<ul style="list-style-type: none"><li>◦ Facilitated by Mayra Mendoza</li></ul></li><li>• Academic Preparedness: Small Tips for Big Success in the Classroom – Salon E<ul style="list-style-type: none"><li>◦ Gaston Cantu, Hispanic Association of Colleges &amp; Universities</li></ul></li></ul>
11:25 a.m. - 12:15 p.m.	<b>Student Breakout Session II.</b> <ul style="list-style-type: none"><li>• A Prescription for Success: Making it In Med School – Salon F<ul style="list-style-type: none"><li>◦ Angela Zamarripa, Grand Rapids Children’s Hospital</li></ul></li><li>• Social Entrepreneurship – The Next Generation of Latina/x/o Business Owners – Salon E<ul style="list-style-type: none"><li>◦ Irene Chavez, Maestro Entrepreneur Center</li><li>◦ Ruben Cantu, CORE Media Enterprises</li></ul></li><li>• Conflict Resolution: How to Work with Everyone – Bowie Room<ul style="list-style-type: none"><li>◦ Jaden Felix, the University of Texas at Austin</li><li>◦ Alana Williams, J.D., the University of Texas at Austin</li></ul></li><li>• Working for a Purpose – Organizations with a Cause – Travis Room<ul style="list-style-type: none"><li>◦ Facilitated by Alison Vasquez, Teatro Audaz San Antonio<ul style="list-style-type: none"><li>• Laura Bohorquez, United We Dream</li><li>• Patricia Castillo, the P.E.A.C.E. Initiative</li><li>• Cristina Balli, Guadalupe Cultural Arts</li><li>• Dennis Gonzalez, Voto Latino</li></ul></li></ul></li></ul>
12:25-1:15 p.m.	<b>Lunch – Salon D</b> Sponsored by the Federal Deposit Insurance Corporation

1:25-2:25 p.m.	<b>General Session – Salon A/B/C</b> Thinking Outside of the Box in Today’s Work Environment, by Aida Perez of the Federal Deposit Insurance Corporation
2:30-3:30 p.m.	<b>General Session – Salon A/B/C</b> Leading from the Ground Up with Dr. Cynthia Matson-Teniente, President of Texas A&M University -San Antonio
3:30-3:35 p.m.	<b>Presentation of MillerCoors Science and Regional Scholars – Salon A/B/C</b>
3:35-3:40 p.m.	<b>Break – Hallway</b>
3:45-4:45 p.m.	<b>General Session – Salon A/B/C</b> “Why Latino Millennials are Key to Building Community Wealth and How We Get There” by Ramona Ortega, Mi Dinero Mi Futuro
4:50-5:40 p.m.	<b>Student Breakout Sessions III.</b> <ul style="list-style-type: none"><li>• Leveraging the Power of Social Media and Tech – Bowie Room<ul style="list-style-type: none"><li>◦ Melanie Mendez-Gonzalez, Que Means What</li><li>◦ Stephanie Guerra, Puro Pinche</li></ul></li><li>• Knowing your True Self: Talents, Values and Goals for Student Advancement – Salon F<ul style="list-style-type: none"><li>◦ Marisa Ortiz, Global Learning Consultant, Gallup Certified Strengths Coach</li></ul></li><li>• Careers in a Digital-Age Media – Travis Room<ul style="list-style-type: none"><li>◦ Gonzalo Magana, Univision Communications Inc.</li></ul></li><li>• Who is the Federal Deposit Insurance Company? A Career with the FDIC – Salon E<ul style="list-style-type: none"><li>◦ Marco D’antonio</li></ul></li></ul>
5:45-7:00 p.m.	<b>General Session – Salon A/B/C</b> being ñ, a film by Denise Soler Cox
7:00 p.m.	<b>Dinner on your own</b>

PROFESSIONAL STAFF TRACK

SATURDAY, OCTOBER 29

7:30-8:10 a.m.	<b>Breakfast - Salon D</b> Sponsored by Eli Lilly and Company
8:15-9:15 a.m.	<b>Staff Track Session I. – Riverview Room</b> Latinx Rising: Raising Retention Rates in Education with Dr. Margarita Bianco, University of Colorado Denver
9:20-10:20 a.m.	<b>Staff Track Session II. – Riverview Room</b> Intercultural Leadership by Gilberto Perez, Goshen College
10:25a.m. - 12:25 p.m.	<b>Staff Track Session III. – Riverview Room</b> First Generation Leadership: Growing Pains of a Young HSI with Dr. Elsa Diego-Medrano, West Texas A&M University
12:25-1:15 p.m.	<b>Lunch – Salon D</b> Sponsored by the Federal Deposit Insurance Corporation



SATURDAY, OCTOBER 29

PROFESSIONAL STAFF TRACK CONTINUED

1:20-2:25 p.m.	<b>Staff Track Session IV. – Riverview Room</b> Finding Allies on Campus by Dora Frias, University of Colorado Denver
2:30-3:30 p.m.	<b>General Session – Salon A/B/C</b> Leading from the Ground Up with Dr. Cynthia Matson-Teniente, President of Texas A&M University -San Antonio
3:35-4:35 p.m.	<b>Staff Track Session V. – Riverview Room</b> The Art of Fundraising by Javier “Jay” Zambrano, the University of Texas at Rio Grande Valley
4:45-5:45 p.m.	<b>Staff Track Session VI. – Riverview Room</b> The Adelante Model of Grit: Ganas, Cultural Pride, and Mentorship by Maximo Anguiano, Adelante U.S. Education Leadership Fund
5:45-7:00 p.m.	<b>General Session – Salon A/B/C</b> being ñ, a film by Denise Soler Cox
7:00 p.m.	<b>Dinner on your own</b>

SUNDAY, OCTOBER 30

8:00-8:45 a.m.	<b>Breakfast – Salon A/B/C</b>
8:50-9:55 a.m.	<b>General Session – Salon A/B/C</b> Applying a Win-Win Philosophy to your Career with Koch Industries
10:00 a.m. - 1:00 p.m.	<b>Career Expo &amp; Opportunities Hall – Salon D</b>
1:00-2:45 p.m.	<b>¡Adelante! Awards Luncheon – Salon A/B/C</b> Sponsored by MillerCoors <ul style="list-style-type: none"><li>• Remarks from HACU President Dr. Antonio Flores</li><li>• Remarks from MillerCoors</li><li>• MillerCoors National Scholars Presentation &amp; Pompa Scholar</li><li>• Keynote Speaker – Bexar County District Attorney Nico LaHood</li><li>• Awards<ul style="list-style-type: none"><li>◦ Ethical Case Study Winner</li><li>◦ Community Partner of the Year</li><li>◦ Educational Partner of the Year</li><li>◦ Corporate Partner of the Year</li><li>◦ Scholar of the Year</li></ul></li></ul>
4:00 p.m.	<b>Ford Fiesta Celebration – Knibbe Ranch</b> Sponsored by Ford Motor Company <ul style="list-style-type: none"><li>• Team &amp; Character Building</li><li>• Remarks from Ford Representative Jennifer Cortez</li><li>• Presentation of Ford Scholars</li><li>• Bombasta</li><li>• Testimonials</li></ul>
8:30 p.m.	<b>Shuttle back to hotel, end of program</b>

ETHICAL CASE STUDY COMPETITION

Isabella was recently promoted to a managerial position at her industrial engineering company. With her new position, she is now responsible for overseeing the company’s production factory, meaning approximately 50 factory workers now report to her. Although Isabella previously worked as an engineer and does not have any experience running a factory, she is excited to begin her new position.

At the end of her first day, Isabella is confused to see her factory workers continuing to work well past the end of their 8-hour shift. She then goes to the factory supervisor (who reports to her) to express concern because the factory does not have the budget to pay so many workers overtime. The supervisor smiles at Isabella and explains that the factory meets production goals by making the factory workers work off the clock. The workers are well aware of this expectation and went along with it in order to keep their jobs. Isabella is shocked to learn this illegal practice had become part of the company culture, but the supervisor explains that the company’s CEO (who is Isabella’s boss) is well aware of this expectation.

How should Isabella handle this discovery? Describe the best plan of action for Isabella, thoroughly outlining what she should do.

Instructions: Find a partner to create a team of two, no more than two students per team. Develop a full written response, clearly answering the presented questions. At the top of your paper please write each team member’s name and school. Submit your response to the Registration Desk by Sunday, October 30th at 10:00am. The winning team will be announced on Sunday during the awards luncheon.

Thank you for participating and good luck!

WHATABURGER CAREER SUITE

The Whataburger Career Suite is new to this year's Leadership Institute. Come learn from professionals and executives to hear what employers are looking for in top candidates, have your resume reviewed, or talk shop about interviewing tactics. Walk-ins welcome or sign-up for an appt all day on Saturday from 10:00am to 6:00pm



THE UNIVERSITY OF TEXAS AT DALLAS

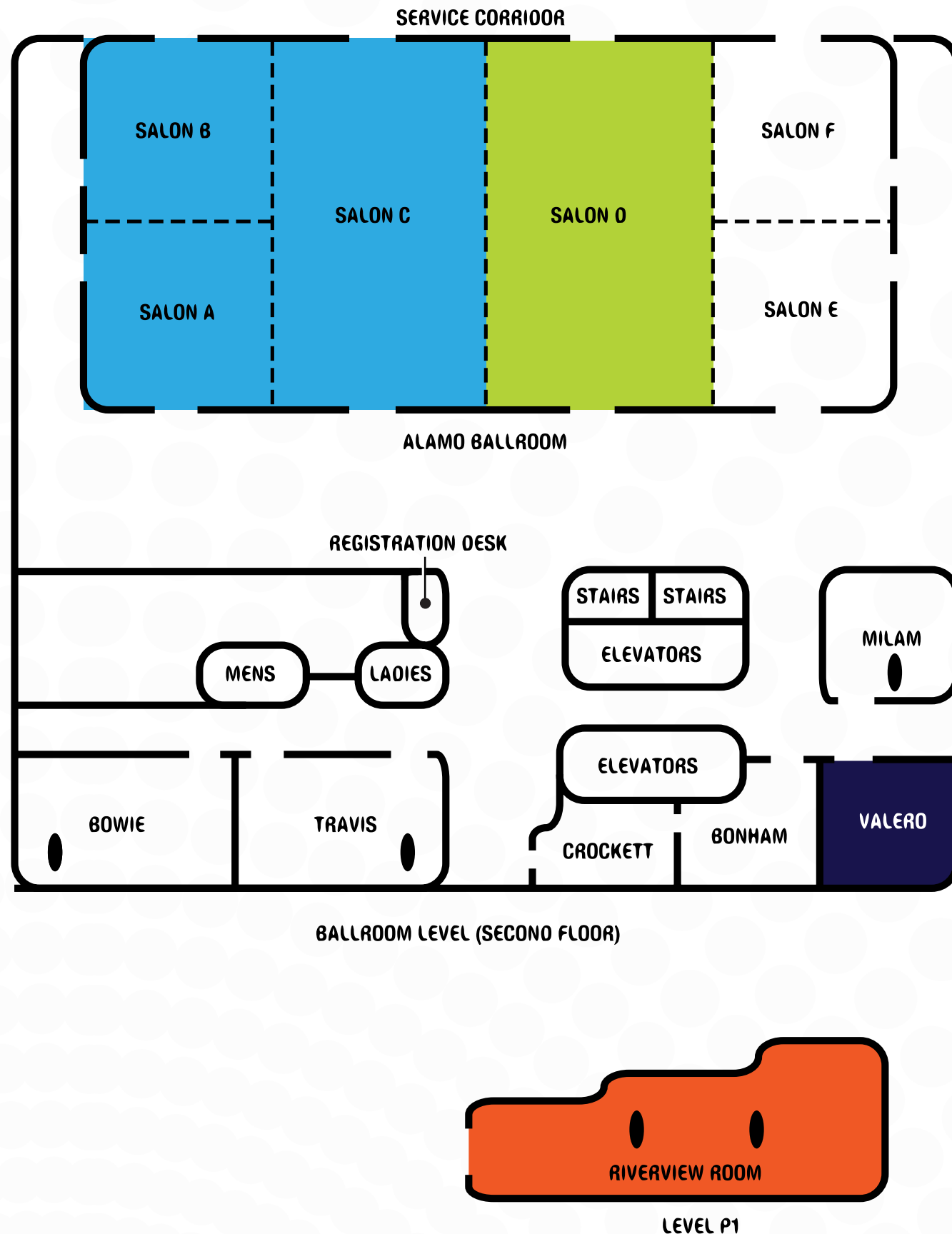


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## COMMUNITY PARTNERS





## KEYNOTE SPEAKERS:



**MARK MADRID**

President and CEO at the  
Greater Austin Hispanic  
Chamber of Commerce



**DR. MARGARITA  
MACHADO-CASAS**

Associate Professor at The  
University of Texas at San  
Antonio in the College of  
Education and Human  
Development, Division of  
Bicultural-Bilingual Studies



**SHAVONNE BROWN**

Founder & CEO of  
StyleChurch



**CONGRESSMAN  
JOAQUIN CASTRO**



**RAMIRO CAVAZOS**

President & CEO of the  
San Antonio Hispanic  
Chamber of Commerce



**DORA FRIAS**

Director for Latin@ Student  
Services at the University of  
Colorado-Denver



**THE HONORABLE  
LUCY FLORES**



**DR. CYNTHIA  
TENIENTE-MATSON**

President of Texas A&M  
University-San Antonio



**RAMONA ORTEGA**

CEO & Founder of  
My Money My Future



**DENISE SOLER-COX**

Filmmaker and  
Co-Founder of Project ñ

## PERFORMERS:

**BOMBASTA**



**MARIACHI FLOR DE JALISCO**

