Unleashing Latino-owned Business Potential
A report of The Aspen Institute Forum on Latino Business Growth

November 30th, 2017 | 12-1:30pm

Welcome by
Abigail Golden-Vazquez
Executive Director, Aspen Institute Latinos and Society Program

Presentation by
Sarah Alvarez
Sr. Program Associate, Aspen Institute Latinos and Society Program

Panelists
Hector Barreto
Chairman, The Latino Coalition

Gary Cunningham
President and CEO, Meda

Alejandra Y. Castillo
CEO, YWCA USA

Jean Horstman
CEO, Interise

Moderated by
Monica Lozano
Chairman, Aspen Institute Latinos and Society Program

Follow the conversation on Twitter at #LatinosAdvance and @AspenLatinos
Aspen Wifi - username: AI-GUEST password: aspen1949

The Aspen Institute founded the Latinos and Society Program in order to bring Latinos and non-Latinos together to learn about their shared future and jointly explore solutions to the challenges of our times, particularly in the areas of civic participation, economic advancement and educational opportunity. It connects Latino leaders to Aspen Institute programs and networks, fostering collaborations that contribute to a more informed and inclusive vision of America.

This event is made possible by the Ricardo Salinas Foundation, the Woody and Gayle Hunt Family Foundation, the Surdna Foundation, the Bank of America Charitable Foundation, Target, Comcast NBCUniversal Telemundo, Edison International, Carnival Corporation, and Verizon.
Bios

As Executive Director of the Aspen Institute Latinos and Society Program, Abigail Golden-Vázquez runs a policy program whose goal is to improve understanding of the growing Latino community and its critical importance to the future of the United States. For 8 years prior she developed and managed the Institute’s geographical (Africa, Central America, India, Middle East, and China) and topical leadership initiatives (education and environment) that comprise the Aspen Global Leadership Network with the goal of stimulating a new generation of local leaders poised to play a greater role in the civic engagement of their countries. As a Vice President at the Aspen Institute she is part of the executive management team working on strategy and representing the Institute publicly. Abigail joined the Aspen Institute from the German Marshall Fund (GMF) where she was Director, External Relations and a Sr. Manager responsible for partnership development, congressional relations, and public outreach. Abigail holds a B.A. in Political Science and Spanish from Amherst College and an M.A. in International Relations and Latin American Studies from the Johns Hopkins University School of Advanced International Studies. She is a member of the board of ConPRmetidos, and is a National Hispana Leadership Institute Executive Leadership and an International Career Advancement Program Fellow.

Sarah Alvarez currently serves as the Sr. Program Associate for the Aspen Institute Latinos and Society Program. In this capacity, Sarah undertakes program management including operational support; program design with an emphasis on public policy, strategic planning, and evaluation; and fundraising specializing in grant writing and stewardship. Prior to joining the Latinos and Society Program, Sarah was a program assistant for two years coordinating logistics and mobilizing evaluation teams in 12 different countries. In this role, she contributed to performance management plans, evaluation reports and technical proposals for the U.S. Agency for International Development and the U.S. Department of Stat3. Sarah serves on the board of directors for La Ceiba Microfinance Institution, a program of the University of Mary Washington in Virginia and in Honduras. She has a B.A in international affairs (magna cum laude) and a certificate in Middle Eastern Studies from University of Mary Washington. Sarah has volunteered as a mentor for the Emerging Leaders Program in Arlington and currently serves on the Northern Virginia Community Foundation working group on community wealth building. A native of Virginia with Puerto Rican roots, Sarah brings experience and passion for serving the Latino Community, along with an interest in inclusive economic development and civic participation especially as they relate to policy and program effectiveness.
Monica Lozano is co-founder and Chair of the Aspen Institute Latinos and Society program. Lozano has an impressive record in Hispanic media that began in 1985 when she joined La Opinión, the country’s leading Spanish-language daily newspaper and was named its Publisher and CEO in 2004. In 2010 she became Chairman and CEO of the parent company and led the successful transition of the business into a multi-media content provider of information important to the Hispanic community. Monica stepped down from this role in January 2016. In addition to her work with the Aspen Institute, Lozano serves on a number of boards including the Weingart Foundation Board of Trustees which she chairs. In December 2017, she will assume the role of President and CEO of The College Futures Foundation, a philanthropic organization dedicated to college access and college success for low income and underrepresented students.

The Honorable Hector V. Barreto is Chairman of The Latino Coalition (TLC), one of the largest and most effective Latino advocacy groups in the nation. Barreto is internationally recognized for his successful business ventures, community leadership, government service and as a leading voice for Latinos across the country. Barreto served five years as the Administrator of the U.S. Small Business Administration after being unanimously confirmed by the U.S. Senate. He is a frequent public speaker, media guest, panelist and commentator on business, politics and the Latino community.

Alejandra Y. Castillo, Esp. is a seasoned professional with over two decades of experience in the areas of federal policy, law, business and management. She is the chief executive officer (CEO) of YWCA USA and leads the organization's national effort to eliminate racism and empower women. She has served in two presidential administrations and has been instrumental in the design and execution of key public policy and federal programs focused on civil rights, economic development, children and family law, and health policy. In 2014, she was appointed to serve as the national director of the Minority Business Development Agency (MBDA). Alejandra served as the first Hispanic-American woman to have led the agency since its creation in 1969. In this capacity, she directed the agency’s efforts to increase access to capital, contracts and markets for minority business owners, with special focus on technology and innovation. Alejandra is an active member in various civic and professional organizations, including: the Hispanic National Bar Association, the American Bar Association, the American Jewish Committee, Project 500 and the U.S. Black Chamber of Commerce.
For more than 20 years, Gary L. Cunningham has served as the top leader of philanthropic, health care, public policy, and educational organizations. Gary is deeply committed to economic development, particularly within minority communities. Gary joined Meda as President and CEO in August 2014. Meda’s proven market-based solutions address racial economic inequities by fostering minority business development in Minnesota. Gary also sits on many local and regional Boards, including the Association for Enterprise Opportunity, Prosperity Now!, the Metropolitan Council, the Minneapolis Foundation, Metropolitan State University Foundation, and Greater MSP.

J. Jean Horstman is the CEO at Interise. She was appointed in 2006 to develop an organization that could scale the initial Boston University applied research initiative, at that time serving 12 to 14 small business owners a year, into a national organization. Under her leadership, Interise has built a network of partners in 79 cities, supporting a current alumni network of 4200 small businesses, to which another 1400 are added annually. Interise has been recognized by the World Bank as one of the 25 “must-see programs for growing established entrepreneurs” and was recently featured by the Federal Reserve Bank of Dallas in its podcast series on economic development.