Demographics are not Destiny:
Fostering Conditions to Advance Latino Business Growth

Federal Reserve Bank of New York
November 13, 2018

8:30 - 9:00am  Registration and Breakfast

9:00 - 9:20am  Welcome Remarks
   ●  Jack Gutt, Executive Vice President, Federal Reserve Bank of New York
   ●  Professors Jerry Porras and Paul Oyer, SLEI, Stanford Graduate School of Business
   (by video)

9:20 - 9:40am  Overview of Report Findings
   ●  Claire Kramer Mills, Federal Reserve Bank of New York
   ●  Marlene Orozco, SLEI, Stanford Graduate School of Business
   ●  Nancy Lee, Interise

9:40 - 10:35am  Defying the Odds: Growing a Firm to Scale
   *What are the hurdles to creating and managing a successful business, and how are some firms able to overcome them? How can this success be scaled?*

   Overview:  Iliana Perez, SLEI, Stanford Graduate School of Business
   Moderator: Oscar Abello, Next City
   Speakers:
   ●  Maria Carillo, Carillo and Sons Collision Center, San Diego, California
   ●  Aaron Castro, SuperiorCare Ambulance Services, San Antonio, Texas
   ●  David Sanchez, 10 Management Agency, Chicago, Illinois

10:35 – 10:45am  Break

10:45 - 11:45am  Changing the Game: Innovations for Accelerating Growth
   *What are the tools and resources that have been developed and will need to be developed to advance Latino business growth?*

   Overview:  Mark Madrid, Latino Business Action Network
   Moderator:  Abigail Golden-Vazquez, Executive Director, Latinos & Society Program, The Aspen Institute
   Speakers:
   ●  Gregg Bishop, Commissioner, Department of Small Business Services, New York City
   ●  Jose Corona, Director of Equity and Strategic Partnerships, City of Oakland, California
   ●  Kevin Johns, Future Economies LLC, Austin, Texas
11:45 - 12:00pm  Closing Remarks and Next Steps