



HISPANIC LEADERSHIP NETWORK



REBUILDING THE AMERICAN DREAM

CONFERENCE | SEPTEMBER 23-24, 2011 | HYATT REGENCY | ALBUQUERQUE, NM

WELCOME

¡Bienvenidos!

Welcome to the Hispanic Leadership Network Southwest Regional Conference.

We are thrilled to bring together such a dynamic group of community grassroots leaders and policy makers in New Mexico - home of America's first Latina Governor, Susana Martinez.

Fiscal uncertainty and reckless government spending have battered our national economy. For some, it has destroyed their hopes of opportunity and dreams of prosperity in America. The title of our conference, "Rebuilding the American Dream," embodies the mission of the Hispanic Leadership Network (HLN) to provide center-right policy solutions and turn ideas of freedom and prosperity into a reality. Hispanics have a critical role to play in rebuilding our nation, and HLN wants to ensure that they are fully engaged in the development and implementation of center-right policies. The objective of our conference is to advance that goal.

Forty-eight million strong and growing, the Hispanic community continues to be one of the fastest growing segments of the U.S. population. As such, Latinos play a key role in the economic, social and cultural development of our country. We must ensure that center-right leaders understand their concerns. HLN is honored to host such a distinguished lineup of speakers, who will provide their insight on the critical issues affecting all of us. The panelists will focus on a variety of critical issues for all Americans: education, jobs, entrepreneurship, homeownership, civic engagement, immigration and healthcare.

We invite you to stay involved by checking in regularly on our website, www.hispanicleadershipnetwork.org, friending us on Facebook (Facebook.com/HispanicLeadershipNetwork), and conversing with us throughout the conference on Twitter with @HispanicLN, #HLNNM.

Thank you for attending our conference and sharing your ideas with us. We look forward to meeting you!

Sincerely,

Senator Norm Coleman
Chairman
American Action Network

Fred Malek
Founder and Board Member
American Action Network

Jennifer Sevilla Korn
Executive Director
Hispanic Leadership Network

HISTORY



"I am hopeful that this effort will give the Hispanic community a clear voice in the development and promotion of center-right policies."

- CARLOS GUTIERREZ, INAUGURAL CONFERENCE CO-CHAIR, HISPANIC LEADERSHIP NETWORK

REBUILDING THE AMERICAN DREAM

The Hispanic Leadership Network (HLN) is an advocacy action group and a sustained effort to engage the Hispanic Community on center-right issues based on the principles of freedom, limited government and personal responsibility. HLN held its inaugural conference in January 2011 with co-chairs Governor Jeb Bush, former Secretary of Commerce Carlos Gutierrez and over 600 Hispanic leaders from across the country. HLN is building on the momentum from this event through a national grassroots and communications effort.

HLN serves as a forum for Hispanic center-right advocates across the country whose goal is to restore opportunity and prosperity in America. HLN has three major goals: formulating policy solutions, educating

center-right leaders on the concerns of the Hispanic community, and activating grassroots advocates across the country.

HLN works and strategizes with Hispanic leaders to issue conservative policy recommendations based on solid research that will support the advancement of the Hispanic community in education, jobs and small business, homeownership, family values and immigration.

HLN is a home for Hispanic advocates to voice their opinions on important issues at all levels of government and bring their real world experiences and opinions to policy makers. HLN also provides Hispanic leaders with the tools they need to effectively educate decision makers and impact legislation.

CONFERENCE AGENDA

THURSDAY, SEPTEMBER 22ND

6:00 P.M. REGISTRATION (OPEN UNTIL 8:00 P.M.)
Location: Hotel Atrium

FRIDAY, SEPTEMBER 23RD

7:00 A.M. REGISTRATION (OPEN UNTIL 6:00 PM)
Location: Hotel Atrium

7:45 A.M. BREAKFAST
Location: Lobby area and outside plaza next to Sendero Ballroom

9:00 A.M. CONFERENCE KICK-OFF
Location: Sendero Ballroom
Emcee: Rosario Marín, former US Treasurer
Welcome: Senator Norm Coleman, Chairman of the American Action Network
Opening Remarks: Jennifer Korn, Executive Director of Hispanic Leadership Network
Pledge of Allegiance: Manuel Lujan, former U.S. Secretary of the Interior & Congressman
National Anthem: Katherine Chavez
Invocation: Pastor Ray Jaramillo

9:13 A.M. VIDEO: GOVERNOR JEB BUSH

9:15 A.M. REMARKS: GOVERNOR BOBBY JINDAL

9:35 A.M. PANEL: EDUCATION
Closing the Achievement Gap – How Can Hispanic Students Succeed?
Moderator: Dr. Matt Ladner, Senior Advisor, Foundation for Excellence in Education
Hannah Skandera, New Mexico Secretary of Public Education
Nora Espinoza, New Mexico State Representative
William “Bill” Hansen, President, Scantron

10:30 A.M. BREAK

10:42 A.M. VIDEO: GOVERNOR BRIAN SANDOVAL

CONFERENCE AGENDA

FRIDAY, SEPTEMBER 23RD (CONTINUED)

10:45 A.M. PANEL: JOBS AND SMALL BUSINESS
Grasping for Job Creation – What Will Happen to America’s Future?
Moderator: Doug Holtz-Eakin, President, American Action Forum
Jon Barela, New Mexico Secretary of Economic Development
Ruben Barrales, President and CEO, San Diego Chamber of Commerce
Massey Villarreal, CEO, Precision Task Group, Inc

11:45 A.M. BREAK

12:00 P.M. LUNCH
Location: Lobby area and outside plaza next to Sendero Ballroom
Remarks: New Mexico Secretary of State Dianna Duran

1:00 P.M. PANEL: HISPANIC INFLUENCE
Soaring Hispanic Growth – What It Means in 2012?
Moderator: Brian Walsh, President, American Action Network
Dan Judy, Vice President, Ayres, McHenry & Associates
Luke Franz, Executive Director, Resurgent Republic
Rosario Marín, former U.S. Treasurer

2:00 P.M. BREAK

2:05 P.M. PANEL: HOME OWNERSHIP
The Sluggish Market – Impact of the Housing Crisis on the Community
Moderator: Micheal Quinn Sullivan, President Empower Texans
Bob Pacheco, former California Assemblyman
Alonzo Baldonado, New Mexico State Representative
Alphonso Jackson, former U.S. Secretary of Housing and Urban Development
Roxanne Rivera-Wiest, President, Associated Builders & Contractors

3:05 P.M. BREAK

3:20 P.M. PANEL: EFFECTIVE ADVOCACY
Your Voice is Your Power
Moderator: Jennifer Korn, Executive Director, Hispanic Leadership Network
Mario Rodríguez, President, Hispanic 100
Melissa Salas Blair, Executive Director, Texas Puentes Initiative
Mario Lopez, President, Hispanic Leadership Fund
Andresen Blom, Executive Director, American Principles Project

CONFERENCE AGENDA

FRIDAY, SEPTEMBER 23RD (CONTINUED)

- 4:20 P.M. POSTCARD CAMPAIGN TO THE PRESIDENT
- 4:30 P.M. BREAK
- 6:30 P.M. DINNER RECEPTION - CELEBRATING HISPANICS IN AMERICA
Location: Forque restaurant located in hotel
Speaker Introduction: Fred Malek, Founder & Board Member, American Action Network
Remarks: Governor Susana Martinez
Entertainment: Music by Al Hurricane

SATURDAY, SEPTEMBER 24TH

- 7:30 A.M. REGISTRATION (OPEN UNTIL 12:00 P.M.)
Location: Hotel Atrium
- 8:30 A.M. BREAKFAST
Location: Lobby area and outside plaza next to Sendero Ballroom
- 9:30 A.M. PANEL: IMMIGRATION
Getting Past the Rhetoric
Location: Sendero Ballroom
Moderator: Rosario Marín, former U.S. Treasurer
Congressman Pete Sessions
Congressman Quico Canseco
Congressman Raul Labrador
- 10:30 A.M. BREAK
- 10:42 A.M. VIDEO: CARLOS GUTIERREZ, FORMER U.S. SECRETARY OF COMMERCE
- 10:45 A.M. PANEL: HEALTH CARE
Access and Rising Costs – How Can We Afford Health Care?
Moderator: Josefina Carbonell, former U.S. Assistant Secretary of Health & Human Services
Sidonie Squier, New Mexico Secretary of Human Services
Catherine Torres, New Mexico Secretary of Health

CONFERENCE AGENDA

SATURDAY, SEPTEMBER 24TH (CONTINUED)

- 12:00 P.M. YOUTH NETWORKING BBQ
Celebrating Our Youth - Living the Dream
Location: Forque restaurant located in hotel
- 12:30 P.M. VIDEO: SENATOR MARCO RUBIO
Remarks: Congressman Steve Pearce
Remarks: Alberto Gonzales, former U.S. Attorney General
- 2:00 P.M. CONFERENCE ADJOURNS

HOTEL MAP



CONFERENCE SPEAKERS

SENATOR NORM COLEMAN

Senator Norm Coleman joined Hogan Lovells after dedicating more than three decades to public service. He was a student activist in the 1960s, Minnesota's chief prosecutor and Solicitor General in the 1970s and 1980s, and Mayor of St. Paul in the 1990s. He represented Minnesota in the U.S. Senate from 2003-2009. As a senior governmental advisor at Hogan Lovells, Senator Coleman counsels clients on a wide range of regulatory and government affairs issues.

During his six years in the U.S. Senate, Senator Coleman served on the prestigious Foreign Relations Committee. He was Chair of the Western Hemisphere subcommittee and ranking member of the Near East subcommittee, working to foster closer ties with our hemispheric neighbors and protect America's interests in the crucial Middle East region. Senator Coleman co-chaired the Senate Bio-Fuels Caucus, leading efforts to establish the first ever national Renewable Fuels Standard, as well as tax incentives for a range of renewable energy technologies. He also used his position on the Senate Agriculture Committee to further advance renewable fuels. Committed to furthering innovation in medical technology, Senator Coleman co-chaired the Senate Medical Technology Caucus. He worked closely with cutting edge companies to help bring exciting life-saving technologies to the public. Senator Coleman also Chaired the Permanent Subcommittee on Investigations. Under his leadership, the Subcommittee identified more than \$80 billion in waste, fraud, abuse, and potential taxpayer savings. As Mayor of St. Paul, he developed major public-private partnerships, including the return to Minnesota of a National Hockey League presence.

Senator Coleman serves as Chairman of the Board of the American Action Network, a center-right "action tank" located in Washington, D.C. He also sits on the Board of the Network's sister organization, the American Action Forum, a forward-looking policy institute dedicated to keeping America strong, free, and prosperous.



FRED MALEK

Fred Malek is Founder and Chairman of Thayer Capital Partners, a Washington D.C. based merchant bank that has \$1.5 billion of equity under management and focuses on management buyouts. Mr. Malek is also Founder and Chairman of Thayer Hotel Investors, a hotel investment company that has acquired and owns approximately \$1.4 billion of hotel assets. Mr. Malek was President of Marriott Hotels from 1981 through mid-1988. He was one of three leaders in the acquisition of Northwest Airlines and was a director and major investor in Northwest Airlines, where he served as President and vice Chairman from late 1989 through 1991. He currently serves as a Director of several publicly traded companies, including CB Richard Ellis.

In addition to his business career, Mr. Malek has served as an advisor to four U.S. Presidents over the past two decades. In the early seventies, he entered government as Deputy Undersecretary of the Department of Health, Education and Welfare. He later became Special Assistant to the President of the United States and Deputy Director of the U.S. Office of Management and Budget under

Presidents Nixon and Ford. Mr. Malek advised President Reagan as a member of the executive committee of the President's Council on Cost Control, as a member of the President's Commission on Private Sector Initiatives, and as a member of the President's Council on Physical Fitness and Sports. More recently, he served President Bush as Director of the 1988 Republican Convention, as Director of the 1990 Economic Summit of Industrialized Nations, with the lifetime rank of Ambassador, and as Campaign Manager for President Bush during 1992. Mr. Malek served as National Finance Chairman for the 2008 McCain Presidential Campaign and in 2008 was appointed by President George W. Bush to the Board of Visitors of the U.S. Military Academy at West Point.

Mr. Malek is a graduate of West Point and the Harvard Business School, and served in Vietnam. He also serves on a number of charitable and educational Boards, including the George H.W. Bush Presidential Library, the Aspen Institute, the America-Israel Friendship League, and the American Friends of the Czech Republic where he is Chairman.

CONFERENCE SPEAKERS

JENNIFER SEVILLA-KORN

Jennifer Sevilla-Korn is Executive Director of the Hispanic Leadership Network (HLN). She recently served as a political strategist, specializing in winning political plans for candidate and issue campaigns. Previously, she served in the Bush Administration as Director of Hispanic and Women's Affairs in the White House, as well as Director of Intergovernmental Affairs at the U.S. Department of Justice. Before her service at the White House, Ms. Sevilla-Korn held dual positions as both the National Hispanic Director and the Southwest Coalitions Director on President George W. Bush's 2004 re-election campaign. In that capacity, Ms. Sevilla-Korn wrote and implemented the political plan for the successful nationwide Viva Bush campaign. Prior to moving to DC, Ms. Sevilla-Korn spent 10 years working for, and managing local, state and federal campaigns, and representing state legislators in California. She was born in East Los Angeles and is the first in her family to attend college. She is a military spouse.



ALONZO BALDONADO

Alonzo Baldonado was elected to the New Mexico House of Representatives in 2010. Rep. Baldonado owns the RE/MAX Gallery agency in Los Lunas, where he works alongside his wife, Rebecca, as a real estate broker and property manager. In the state legislature, Rep. Baldonado sits on the education and health & government affairs committees. Rep. Baldonado is a native of Belen, New Mexico. He received his B.B.A. from the University of New Mexico in 1996. He and his wife Rebecca are the parents of three daughters.

JON BARELA

Jon Barela was named by Governor Susana Martínez as New Mexico's Secretary for Economic Development. Mr. Barela is a native New Mexican, small businessman, and active leader in the state for more than 25 years. He began his career in public service as a senior aide to the late Congressman Joe Skeen. In 1987, he joined the Modrall Law Firm. Four years later, he became New Mexico's Assistant Attorney General and Director of the Civil Division. In 1993, he joined Intel as community and government affairs manager. In 2002, he helped found Cerelink, a high-tech



startup company. Mr. Barela was the Republican candidate for Congress in New Mexico's 1st District in 2010. He has made competitiveness and improving education central themes in his chairmanships of the Albuquerque Hispano Chamber of Commerce, Association of Commerce and Industry, Albuquerque School Board, and the Albuquerque Chamber of Commerce. Mr. Barela graduated from Georgetown University's School of Foreign Service with a bachelor's degree in History and Diplomacy and earned his law degree from Georgetown University.

RUBÉN BARRALES

Rubén Barrales is the President and Chief Executive Officer of the San Diego Regional Chamber of Commerce. Mr. Barrales has an extensive background in both government and private industry. He served in the White House as deputy assistant to President George W. Bush, where he was the President's liaison to state and local elected officials. Prior to joining the President's staff, Mr. Barrales was president and CEO of Joint Venture: Silicon Valley Network, a civic organization of Silicon Valley business, government and academic leaders advocating for public policies in support of Silicon Valley's technology-driven economy. Mr. Barrales grew up in Redwood City and received a joint Bachelor of Arts degree in Political Science and Administrative Studies from the University of California, Riverside. He lives in San Diego with his wife, Kelly, and two children, Ryan and Rachel.



MELISSA SALAS BLAIR

Melissa Blair is a proud mother, Navy veteran, business owner, and former teacher. She is currently working on her doctoral degree in Political Science. Ms. Blair holds a Master's degree in Hispanic Studies and Public Administration from Auburn University, and a Bachelor's degree in Marketing from Stephen F. Austin State University. Currently, she is President and Co-Founder of Texas Puentes Initiative - a conservative, nonpartisan organization. She is focused on engaging voters and educating them on important issues. Ms. Blair has a true passion for helping others and volunteers her time to numerous political clubs and non-profit organizations. She is a mentor for Hispanic youths, and enjoys educating them about political participation, American culture, and civic duties.

CONFERENCE SPEAKERS

ANDRESEN BLOM



Andresen Blom joined American Principles Project (APP) shortly after its inception in 2009.

As executive director of APP, Mr. Blom directs initiatives on monetary policy, public employee pension reform, education reform, the protection of the innocence of our children, and outreach to the Latino community. Immediately prior to joining APP, he served as president

of Hawaiian Values, a 501c4 organization, and as president of Research Institute for Hawaii, USA, a 501c3 foundation dedicated to researching, studying and clarifying U.S.-Hawaiian history. Mr. Blom served as executive director of the 2008 McCain Campaign/Hawaii, and as strategic advisor and communications director of Human Life International, and executive director of Hawaii Right to Life.

CONGRESSMAN QUICO CANSECO

Congressman Francisco “Quico” Canseco proudly represents the 23rd District of Texas. The district runs along more than 785 miles of U.S./Mexico border, from El Paso to San Antonio. Since the day he stepped foot on Capitol Hill, Congressman Canseco has been fighting to cut wasteful spending, reducing the debt, and repeal job-destroying government regulations. A first generation American,



Congressman Canseco’s parents came to this country from Mexico driven by their strong belief that America is the land of opportunity. A native Texan, Congressman Canseco is one of a select few freshmen to serve on the Financial Services Committee. He brings experience as a small business owner and community banker to the committee. The second oldest of eight children, Congressman Canseco and his wife Gloria have been married for 32 years. They have three grown children, Anni, Quico Jr., and Carlos.



JOSEFINA G. CARBONELL

Josefina G. Carbonell is Senior Vice President of Long-term Care and Nutrition for Independent Living Systems (ILS). Prior to joining ILS in 2009, Ms. Carbonell was appointed by President George W. Bush in June 2001 as Assistant Secretary for Aging at the U.S. Department of Health & Human

Services (HHS). At HHS, Ms. Carbonell directed all operations of the \$4.1 billion federal grant programs to support community-based, long-term care services for the elderly across the United States. She also co-led the implementation of the Medicare

Modernization Act, SNP’s, and Part D Benefits. Prior to her public service, Ms. Carbonell served as chief executive of Little Havana Activities and Nutrition Centers of Dade County, Inc. - the largest aging, health and nutrition services program in Florida and the largest community-based Hispanic geriatric health and human services organization in the United States. Ms. Carbonell serves on the National Board of Directors for the National Council on the Aging and Easter Seals. She is also the Vice Chair of the Public Affairs Committee of Easter Seals, and serves on the Board of the Florida Council on Aging, Partners at Home, LLC, and Independent Living Community Services, Inc.

DIANNA DURAN

New Mexico’s Secretary of State Dianna J. Duran was born in Tularosa, New Mexico. She graduated from Tularosa High School in 1973, and then attended New Mexico State University in Alamogordo. She joined the Office of the Otero County Clerk in 1979. Elected county clerk in 1988, Ms. Duran served two consecutive two-year terms. In 1992, she was elected to the New Mexico State Senate, serving until the end of 2010, when she resigned after being elected Secretary of State. As a New Mexico State Senator, Ms. Duran led efforts to update the election code, as well as modernize and reform the electoral process. She pursued ways to cut wasteful spending and streamline government, eliminate “red tape” and support small business growth, preserve our water resources and improve educational achievement. Ms. Duran served from 2003 to 2010 as Caucus Chair for the Republican Senators. She served as a member of the Senate Rules Committee and the Corporations & Transportation Committee, as well as numerous interim committees and task forces. In November 2010, she became the first Republican elected Secretary of State in New Mexico since 1928.



NORA ESPINOZA

State Representative Nora Espinoza was elected to the New Mexico House of Representatives in 2006. Rep. Espinoza, a former educator and administrator, is an expert and leader on educational reform efforts in New Mexico. In the state legislature, Rep. Espinoza sits on the education and transportation & public works committees. Rep. Espinoza resides in Roswell. She received a B.A. in religious education from New Covenant International University.



JAMIE P. ESTRADA

Jamie P. Estrada is a public affairs professional and former U.S. trade official based in New Mexico. In 2011, the Albuquerque Journal called Estrada “a rising star in the New Mexico Republican Party” and the New Mexico Business Weekly honored him as one of New Mexico’s “40 under Forty.” Estrada was a 2010 Republican candidate for the New Mexico Public Regulation Commission. Estrada is currently a Vice President at DW Turner – New Mexico’s largest public affairs firm – where he leads the international and economic development practice. Estrada’s range of expertise includes strategic planning, coalition building and public sector marketing. Estrada served as U.S. Deputy Assistant Secretary of Commerce for Manufacturing in the President George W. Bush administration. He negotiated with trade officials around the world to remove trade barriers and prevent costly and burdensome regulations for U.S. businesses in the manufacturing, energy, health care and technology sectors. During his tenure, he launched new initiatives to open and expand overseas markets for U.S. nuclear, renewable energy and environmental technology companies. Before joining the Commerce Department, Estrada worked for Intel Corporation where he began his finance career at the company’s Rio Rancho, NM site and advanced to several operational, strategic and management positions over a nearly ten year period.



LUKE FRANS

Luke Frans serves as Executive Director of Resurgent Republic, a position he has held since 2009. Resurgent Republic is an independent, non-profit public opinion research organization dedicated to shaping the debate over the proper role of government.

In this role, Mr. Frans guides Resurgent Republic’s qualitative and quantitative research projects, conducts message briefings, and interacts with key policy and opinion leaders. From 2003 to 2009, he served in various roles in the Administration of President George W. Bush, most notably as Special Assistant to the President and the Deputy Director of Political Affairs. Mr. Frans joined the Bush Administration in 2003, serving as Political Coordinator in the Office of Political Affairs; he later became the Director of Schedule C Appointments in the Office of Presidential Personnel, managing the hiring process for the more than 1,500 Schedule C Appointees in the Administration. His executive branch experience also includes service as the White House Liaison for Secretary Mary Peters at the U.S. Department of Transportation. He is a native of Greenville, South Carolina, and earned a Bachelor of Science degree from Bob Jones University.

CONFERENCE SPEAKERS

THE HONORABLE ALBERTO GONZALES



Alberto Gonzales served as the 80th Attorney General of the United States, and the first Hispanic to lead the nation’s largest law enforcement agency. He is currently a Visiting Professor at Texas Tech University. Mr. Gonzales was born in Texas one of eight children, and lived in the house built by his father and uncles. He

served in the United States Air Force, attended the U.S. Air Force Academy, and is a graduate of Rice University - the first member of his family to graduate from college. After receiving his law degree from Harvard Law School, Mr. Gonzales joined the law firm of Vinson & Elkins in Houston, where he became a partner. In 1994, he became general counsel to then-Texas Governor George W. Bush, rising to become Secretary of State of Texas in 1997, and a Justice on the Texas Supreme Court in 1999.

BILL HANSEN

William D. “Bill” Hansen is President and CEO of the Madison Education Group, LLC. From July 2009 to July 2011, Mr. Hansen served as President and subsequently as Chairman of Scantron Corporation and Global Scholar. In 2005, Mr. Hansen joined former Education Secretary Rod Paige as a founding partner of The Chartwell Education Group, LLC. Prior to that, Mr. Hansen served as Senior Vice President and Managing Director of Affiliated Computer Services’ (ACS) State and Local Solutions Education Services Business. From 2001 to 2003, he served as U.S. Deputy Secretary of Education. In that post, he played a key leadership role in the development and implementation of the landmark No Child Left Behind Act. President George W. Bush nominated Mr. Hansen to be Deputy Secretary of Education in March 2001. During the preceding months, he served as the ED transition team director for the Bush-Cheney ’04 Transition. From 1993 to 2001, Mr. Hansen served as President of the Education Finance Council, which works to expand postsecondary educational opportunities for students. From 1991 to 1993, he was ED’s Assistant Secretary for Management and Budget and CFO. He is a native of Pocatello, Idaho. Mr. Hansen attended Idaho State University, where he earned a B.S. degree in economics from George Mason University in Virginia. In 2003, he received the Distinguished Alumni Award from ISU.



CONFERENCE SPEAKERS

DR. DOUGLAS HOLTZ-EAKIN



Dr. Douglas Holtz-Eakin is President of the American Action Forum, and a Commissioner on the Congressionally-chartered Financial Crisis Inquiry Commission. During 2001-2002, he was the Chief Economist of the President's Council of Economic Advisers (CEA), where he had also served during 1989-1990 as a Senior Staff Economist. At CEA, he helped to formulate policies addressing the 2000-2001 recession and the aftermath of the terrorist attacks of September 11, 2001. From 2003 to 2005, he was the 6th Director of the non-partisan Congressional Budget Office, which provides budgetary and policy analysis to the U.S. Congress. Following the 2008 election, Dr. Holtz-Eakin was President of DHE Consulting, an economic and policy consulting firm. He was a Senior Fellow at the Peter G. Peterson Institute for International Economics (2007-2008), Director of the Maurice R. Greenberg Center for Geoeconomic Studies and the Paul A. Volcker Chair in International Economics at the Council on Foreign Relations (2006). Dr. Holtz-Eakin has also been a visiting Fellow at the American Enterprise Institute, Heritage Foundation, and American Family Business Foundation.

THE HONORABLE ALPHONSO JACKSON



Alphonso Jackson is Director of the Center for Public Policy and Leadership, and also serves as the Distinguished University Professor at Hampton University. In 2004, The U.S. Senate unanimously confirmed Mr. Jackson as the nation's 13th Secretary of Housing and Urban Development (HUD). From 2004 to 2008, Mr. Jackson guided HUD in its mission of providing affordable housing, and promoting economic development. Mr. Jackson first joined the Bush Administration in June 2001 as HUD's Deputy Secretary and Chief Operating Officer. Immediately preceding his appointment at HUD, Mr. Jackson served as President of American Electric Power-TEXAS. From 1989 to 1996, he was President and CEO of the Housing Authority of the City of Dallas, Texas. Prior to that, Mr. Jackson was Director of the Department of Public and Assisted Housing in Washington, DC, and served as Chairperson for DC's Redevelopment Land Agency Board. An expert on public housing and urban issues, Mr. Jackson has been asked to serve on a number of national and state commissions, most notably the General Services Commission of the State of Texas, National Commission on America's Urban Families, and National Commission on Severely Distressed Public Housing.

GOVERNOR BOBBY JINDAL



Bobby Jindal is the 55th governor of Louisiana. When he was elected, Governor Jindal became both the youngest serving governor, and the first Indian American governor in the United States. Governor Jindal began his career in public service in 1996, when he was appointed by Governor Mike Foster as Secretary of the Louisiana Department of Health and Hospitals. In 1999, at 28, Governor Jindal became the youngest-ever appointed president of the University of Louisiana System. In March 2001, he was nominated by President George W. Bush to be Assistant Secretary of Health and Human Services for Planning and Evaluation. After an unsuccessful gubernatorial bid in 2003, he was elected congressman from the 1st District. Governor Jindal attended the prestigious PLME program at Brown University. He obtained a double degree, graduating with honors at age 20. Governor Jindal then attended New College, Oxford, as a Rhodes Scholar, where he received an M.Litt. degree in political science, with an emphasis in health policy. Governor Jindal is married to Supriya, with whom he has three children.

DAN JUDY



Dan Judy joined Ayres, McHenry and Associates in 2001 as Vice President. He works on a wide variety of political, non-profit, and corporate projects from the early stages of questionnaire development and fielding to strategic analysis. Mr. Judy's political work includes assisting with the election and re-election of U.S. Senators Lamar Alexander and Lindsey Graham, numerous gubernatorial elections, and a wide variety of state and local races ranging from down-ballot statewide races to state legislative, mayoral, and county commission contests. His public affairs work has focused on the environment, where he has worked with the Nature Conservancy and Trust for Public Land on conservation initiatives, and the Environmental Defense Fund and Kansas Climate and Energy Project on issues related to the intersection of energy and environmental policy. He also has extensive experience with transportation issues, having worked with the Metro Atlanta Chamber of Commerce, Transit Planning Board in metropolitan Atlanta, and a variety of other local entities. Mr. Judy graduated from the University of Georgia with a degree in political science and history.

CONFERENCE SPEAKERS

CONGRESSMAN RAÚL LABRADOR



Raúl Labrador was born in Carolina, Puerto Rico, in 1967, where he was raised by a single mother. After high school, Congressman Labrador attended Brigham Young University, going on to obtain his J.D. from the University of Washington. Prior to running for office, Congressman Labrador ran a small law practice in Idaho. His political career began in 2006, when he was elected to the Idaho State Legislature. In May 2010, he won an upset victory in a tight race for the 1st District of Idaho. During his time on Capitol Hill, Congressman Labrador has served on several committees, including the Committee on Natural Resources, Committee on Oversight and Government Reform, Subcommittee on National Security, Homeland Defense and Foreign Operations (Vice-Chairman), and Subcommittee on Regulatory Affairs, Stimulus Oversight and Government Spending. He currently lives in Eagle, Idaho, with his wife Rebecca and their five children.

DR. MATTHEW LADNER



Dr. Matthew Ladner is the Senior Advisor of Policy and Research for the Foundation for Excellence in Education. He previously served as Vice President of Research at the Goldwater Institute. Prior to joining Goldwater, Dr. Ladner was director of state projects at the Alliance for School Choice. He has written numerous studies on school choice, charter schools, and special education reform as well as coauthored Report Card on American Education: Ranking State K-12 Performance, Progress and Reform for the American Legislative Exchange Council. Dr. Ladner has testified before Congress, the United States Commission of Civil Rights, and numerous state legislative committees. He is a graduate of the University of Texas at Austin, and received both a Masters and a Ph.D. in Political Science from the University of Houston. Dr. Ladner is a Senior Fellow with the Foundation for Educational Choice and the Goldwater Institute. Dr. Ladner lives in Phoenix, Arizona, with his wife Anne and children Benjamin, Jacob and Abigail.



MARIO H. LOPEZ

Mario H. Lopez is the President of the Hispanic Leadership Fund (HLF). Prior to founding HLF, Mr. Lopez served in the U.S. House of Representatives as Executive Director of the Congressional Hispanic Conference. Previously, he served on the

Hispanic Advisory Board for the Republican National Committee, and was a presidential appointee under George W. Bush. In his first post on Capitol Hill, Mr. Lopez served as Deputy Director of Coalitions and Outreach for House Republican Conference Chairman J.C. Watts. Born and raised in San Diego, Mr. Lopez earned a bachelor's degree in Political Science with a minor in Philosophy at the University of San Diego. He is a graduate of The Fund for American Studies' Institute on Political Journalism, and completed his graduate work at the University of Southern California in Los Angeles in both Political Science and the highly regarded Master of Professional Writing programs.

THE HONORABLE ROSARIO MARÍN



Rosario Marín has served for 22 years at the local, state, and national levels. Her dedication to state service began in 1992, under Governor Pete Wilson, as chief of legislative affairs at the Department of Developmental Services. In that post, Ms. Marín successfully reformed California's system for individuals with developmental disabilities, and oversaw the implementation of the Early Intervention Services Act. For her tireless work on behalf of persons with developmental disabilities, Ms. Marín was awarded in 1995 the Rose Fitzgerald Kennedy Prize by the Joseph P. Kennedy Jr. Foundation at the United Nations. In 2001, she became the 41st Treasurer of the United States, under the George W. Bush administration. Ms. Marín served in Governor Arnold Schwarzenegger's cabinet as Secretary of the State and Consumer Services Agency from 2006 through March 2009. She received a Bachelor of Arts degree in Business Administration from California State University, and completed the Program for Senior Executives in State and Local Government at Harvard University's John F. Kennedy School of Government.

GOVERNOR SUSANA MARTÍNEZ



Susana Martinez is the 31st governor of New Mexico. Governor Martínez has the honor of being both the first female governor of New Mexico, and the first Latina governor in the United States. Born and raised in El Paso, Texas, she moved to Las Cruces in the 1980s. In 1996, Governor Martinez began her career in public service as district attorney in the 3rd Judicial District.

She was re-elected district attorney three times. After earning the Republican nomination in a crowded primary, Governor Martinez won the general election for governor in November of 2010. She attended the University of Texas (El Paso) as an undergraduate,

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and later attended the University Of Oklahoma College Of Law, where she earned her J.D. in 1982. Governor Martínez's husband, Chuck Franco, has been a law enforcement officer for more than 30 years, and served as the Doña Ana County Undersheriff. Governor Martínez Susana has one stepson, Carlo, who serves in the United States Navy. She was born in 1959.

BOB PACHECO

Bob Pacheco served as a member of the California State Legislature representing the 60th Assembly District from 1998 to 2004. In May 2005, Governor Arnold Schwarzenegger appointed Mr. Pacheco to a four-year term on the CAL-OSHA Appeals Board. In May 2006, President George W. Bush appointed him to the U.S. Naval Academy Board of Visitors. Mr. Pacheco's professional career spans 52 years, including the practice of law for over 30 years. Mr. Pacheco and his wife Gayle currently own and operate a successful manufacturing company. In the California Assembly, Mr. Pacheco served as Vice Chair of the Higher Education, Health Committee, Local Government Committee, and the Judiciary Committee. He was also a key member of the Budget, Ethics and Appropriation Committees. As Chair of the Latino Republican Caucus, Mr. Pacheco spearheaded efforts to expand Latino community awareness and political participation on important issues. He was a strong and outspoken leader in the Legislature to assure fairness in the funding of Community Colleges. He was instrumental in having nearly \$200 million added to their annual budget for maintenance, library and upgrading of teaching materials and technology. Mr. Pacheco received an Associate of Arts degree from East Los Angeles Community College, and a Bachelor of Arts degree in Business Administration/Management from California State University in Los Angeles. He then earned a Juris Doctorate degree from Western State University School of Law and was admitted to the California State Bar in 1974.

CONGRESSMAN STEVE PEARCE



Congressman Steve Pearce was born and raised in Hobbs, New Mexico. He graduated with a bachelor's degree in economics from New Mexico State University, and an MBA from Eastern New Mexico University. During the Vietnam War, Congressman Pearce served as a combat pilot, flying over 518 hours of combat flight and 77 hours of combat support. He was awarded the Distinguished Flying Cross and two Air Medals, as well as seven other military medals and four exceptional service awards. He continued service at Blytheville Air Force Base in Arkansas, and attained the rank of Captain. Congressman Pearce and his wife Cynthia long owned and operated Lea Fishing Tools,

an oilfield services company in Hobbs. He served in the New Mexico House of Representatives from 1996 to 2000. During that time, he was elected as Caucus Chair and served on the Appropriations Committee. In 2002, he was elected to the U.S. House of Representatives, where he served three terms. In 2008, with the retirement of Senator Pete Domenici, he left the House and ran for U.S. Senate. His bid was ultimately unsuccessful. In 2009, he decided to again run for Congress, returning to the U.S. House of Representatives. Congressman Pearce was appointed by his peers to serve on the House Committee on Financial Services.



MARIO RODRIGUEZ

In 1986, Mario Rodriguez established Jonathan Grey & Associates, a leading Hispanic-owned consulting and promotional products and ad specialty company. Mr. Rodriguez has been honored with the Hispanic Business Roundtable's "Circle of Excellence" award and was named L.U.L.A.C.'s (League of United Latin American Citizens) "Businessman of the Year." He is a past President of the Hispanic Business Roundtable, and former Chairman of the Latino Coalition Foundation. Mr. Rodriguez was selected to serve as a member of President George W. Bush's Commission to Strengthen Social Security, and was elected as Vice Chairman of the California Republican Party from 2003 to 2005. In 2004, he served as the Regional Chairman for the Bush/Cheney '04 presidential campaign. In 2008, Mr. Rodriguez served on the National Hispanic Steering Committee for John McCain's presidential campaign, and was the California State Latino Co-Chairman for John McCain. He also served as a member on the transition team for Governor Schwarzenegger, and member of the State Hispanic Team for the re-election of Governor Schwarzenegger. Additionally, he served as the California Latino State Chairman for the Meg Whitman campaign for governor. Mr. Rodriguez also served on the President's Advisory Council of Concordia University, and on Pepperdine University's Hispanic Advisory Board. Currently, Mr. Rodriguez serves as a member of the New Majority and Lincoln Club of Orange County. He is a founding member of the Hispanic 100 and serves as the organization's Chairman.

CONGRESSMAN PETE SESSIONS



Congressman Pete Sessions was born in Waco, Texas, son of William Sessions, a former director of the Federal Bureau of Investigation. He currently represents the 32nd District of Texas, which sits in a suburban section of Northwest Dallas. Congressman Sessions began his career working for Southwestern Bell, eventually

becoming a district manager. Choosing to pursue a career in politics after his time in the communications industry, he was elected to represent the 5th District of Texas in 1996. He then ran for the 32nd District, following the redistricting that occurred in 2000. During his time on Capitol Hill, Congressman Sessions has served as a ranking member on the Subcommittee on Rules and the Organization of the House. Off the Hill, he has been a member of several caucuses and committees, including the National Republican Congressional Committee, Results Caucus, Republican Study Committee, Congressional Hispanic Conference, and Tea Party Caucus. Congressman Sessions graduated from Southwestern University in 1978.

HANNA SKANDERA

In December 2010, Governor Susana Martínez nominated Hanna Skandera to lead the New Mexico Department of Public Education. Previously, Ms. Skandera served as Florida's Deputy Commissioner of Education, under Governor Jeb Bush. During her tenure, she advanced middle and high school reforms that instituted greater accountability, incentives for high performance and the end of social promotion. As a result of these bold education reforms, reading scores improved dramatically across ethnic groups, with Hispanic students outperforming all other students in 31 states. Ms. Skandera has served as a senior policy advisor and Deputy Chief of Staff at the U.S. Department of Education, where she assisted Secretary Margaret Spellings with policy development and implementation, strategy, and communications. Most recently, Ms. Skandera served as CEO of Laying the Foundation, a national teacher-training program for teachers of English, mathematics and science in grades 6 through 12, committed to providing excellent teacher training and serving as a model across the United States. Ms. Skandera received her Master's of Public Policy, specializing in American Politics and International Relations, from Pepperdine University's School of Public Policy. She earned her Bachelor's degree in Business from Sonoma State University.



THE HONORABLE SIDONIE SQUIER

Sidonie Squier is New Mexico's Secretary of Human Services. Previously, she served as a top official in the U.S. Department of Health and Human Services (HHS). Ms. Squier has also held health care posts in Texas and Florida state governments. From June 2005 to January 2009, she served as director of the Office of Family Assistance at HHS. Part of her responsibilities included overseeing the distribution of emergency funding for low-income victims of Hurricane Katrina. In New Mexico, Ms. Squier is in charge of the state agency that oversees Medicaid spending.

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MICHAEL QUINN SULLIVAN

Michael Quinn Sullivan is president and CEO of Empower Texans, and its premier project, Texans for Fiscal Responsibility. The Fort Worth Star Telegram has said Sullivan "slays taxpayer dragons in Austin..." When the heat is on in Austin, Michael Quinn Sullivan knows how to make it even hotter." The Dallas Morning News has called him an "agitator, whose name

has been invoked – both in earnest and with scorn – in both chambers" of the legislature. Texas Monthly has named Sullivan one of the 25 most influential people working in Texas politics. The article dubbed him "the enforcer" for his ability to motivate grassroots voters. The national political magazine "Campaigns & Elections" listed him as one of the state's most influential political figures. A graduate of Texas A&M University, Sullivan has worked as a reporter for two daily Texas newspapers, and served as press secretary to a Member of Congress. He has also trained conservative and libertarian leaders on effective communications strategies. He spent five years with the Texas Public Policy Foundation, where he served as vice president, before being tapped to lead Empower Texans.

DR. CATHERINE TORRES

Dr. Catherine Torres is New Mexico's Secretary of Health. Dr. Torres was also appointed by President Bill Clinton to serve on the U.S./Mexico Border Health Commission from 1999-2006. She most recently worked at Rio Grande Medical Group in Las Cruces. She has served as a medical director for First Step Pediatrics, a clinic that provides medical services for underserved children in Southern New Mexico. In addition to her medical background, Dr. Torres has actively been involved in many community projects throughout Dona Ana County. She was a commissioner for New Mexico for the Sonora Health Commission. She also served as chairperson of the New Mexico Border Health Council Advisory Committee from 2008 to 2010, and chairperson of the Medical Advisory Committee of the Dona Ana County Detention Center since the creation of the committee in 2008. Dr. Torres is originally from Albuquerque. She has a medical degree and a bachelor's degree in biochemistry from the University of New Mexico.



CONFERENCE SPEAKERS



MASSEY VILLARREAL

Massey Villarreal is CEO and President of Precision Task Group, Inc. (PTG), a Hispanic-owned and managed computer-consulting firm. Named as one of the 100 most influential Hispanics in the United States by Hispanic Business magazine, Mr. Villarreal was the first person to ever serve as chairman of a local, state, and national

Hispanic chamber of commerce. In January 2011, Mr. Villarreal was re-appointed to the Texas Economic Development Corporation by Governor Rick Perry. Prior to that appointment, Governor Perry appointed Mr. Villarreal as presiding officer (Chairman) of the governing board of the Texas Department of Economic Development (TxEd). Mr. Villarreal was Chairman of the Board of the Republican National Hispanic Assembly (RNHA) based in Washington, DC. He is a native of Corpus Christi, Texas, and resides in Sugar Land, Texas. Mr. Villarreal holds a Bachelor of Science degree in Computer Science from Texas A&M - Corpus Christi, formerly Corpus Christi State University.

BRIAN WALSH

Brian O. Walsh is President of the American Action Network (AAN). Prior to joining AAN, Mr. Walsh was Political Director for the National Republican Congressional Committee (NRCC) in 2009-2010, serving as a senior strategist for House Republicans in their effort to win back the majority in the U.S. House of Representatives. In that capacity, Mr. Walsh managed the staff and operations of the NRCC Political Department, and provided strategic political assistance to Republican congressional candidates nationwide. Mr. Walsh previously served as NRCC Deputy Political Director (2007-2008), Political Director for the Tom Kean, Jr. for U.S. Senate campaign in New Jersey (2006), Deputy Director of Incumbent Retention for the NRCC (2005), Campaign Manager to former NRCC Chairman and U.S. Representative Thomas M. Reynolds (2004), and Chief of Staff to U.S. Representative Ginny Brown-Waite (2003-2004). He is originally from Ringwood, New Jersey.



ROXANNE RIVERA-WIEST

Roxanne Rivera-Wiest is president and CEO of the Associated Builders and Contractors of New Mexico (ABC). She also serves as New Mexico's liaison to the National Associated Builders and Contractors in Washington, DC. Ms. Rivera-Wiest has been working in the construction industry for decades. In 1981, using a personal savings of \$1,200, she co-founded a sole proprietorship construction service

business and grew it to a \$13 million company that incorporated in 1989. Her construction firm received numerous small business awards, including two Small Business Administrator's Awards of Excellence. Ms. Rivera-Wiest was named Female Executive of the Year by the National Association of Female Executives in 1995. Her firm was listed in the Top 500 Hispanic-Owned Businesses in the United States for five consecutive years. Ms. Rivera-Wiest has been appointed to several national advisory committees, most recently by former Secretary of Labor Elaine Chao to the National Advisory Committee on Ergonomics. She has served on both the Association of Builders and Contractors and the Associated General Contractors Boards of Directors.

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