



STATE OF LATINO  
**AMERICA**  
..... SUMMIT .....

**EMERGE**  
*Latino*  
Conference



**we run**  
National Campaign Training Institute

Celebrating 91 years of service and creating a space to address critical issues affecting Hispanic Americans in the U.S. This annual legislative conference brings together leaders from various sectors to discuss common policy issues, affirm shared values and commit to concerted actions at the national level.

**Tuesday, Feb. 25 to Friday, Feb. 28**

[www.lulac.org](http://www.lulac.org)

**Tuesday, Feb. 25 to Friday, Feb. 28**  
**AT&T Forum for Technology,  
Entertainment & Policy \***  
601 New Jersey Avenue NW.  
Washington, DC 20001



**TUESDAY, FEBRUARY 25<sup>TH</sup>**

## **EMERGE Latino Conference**



### **10:00 AM U.S. Fish & Wildlife Service Roundtable: *Arrima Tu Silla* & Private Tour of the U.S.**

#### **Department of the Interior (*Private Event*)**

The U.S. Fish and Wildlife Service (Service) hosts a roundtable discussion to enable college students to discuss how we address conservation issues and how to get involved through internships with the Service.

### **10:00 AM Community Service Project**

#### ***Mayor's Office on Latino Affairs (MOLA), Washington, D.C.***

MOLA and EMERGE participants visit local Latino-centric businesses, schools, churches, community centers, and meeting hubs across the District to canvass and conduct street outreach for the Census. Participants will disseminate and amplify Census 2020 materials and receive training to build their own Census Community Chats in their respective states.

### **4:00 PM Registration\***

### **5:00 PM Student Welcome Remarks & Ice-Breaker\***

### **5:30 PM Panel: "Latinos in Leadership"\*\***

This interactive discussion features Latino leaders in various fields who will share their professional journeys and what led them to become advocates for their communities. Learn more about their stories of perseverance and success.

### **6:30 PM ----Cafecito Break\***

### **6:45 PM Platform Development: Setting the National Agenda\***

A working session to draft a legislative platform that prioritizes the voices of all participants and the communities they represent.

### **7:30 PM EMERGE Opening Reception (By invitation only)\***

Celebrate the official commencement of the 2020 EMERGE Latino Conference by listening to keynote speakers and networking with industry professionals, government officials, and collegiate students from across the country.



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**WEDNESDAY, FEBRUARY 26<sup>TH</sup>**

## **State of Latino America Summit & EMERGE Latino Conference**



<b>8:00 AM</b>	<b>Registration / Cafecito*</b>
<b>9:00 AM</b>	<b>LULAC's Chief Executive Officer Bienvenida*</b>
<b>9:10 AM</b>	<b>AT&amp;T Welcome Remarks*</b>
<b>9:20 AM</b>	<b>State of Latinos in Education*</b> LULAC's CEO Sindy Benavides will lead a conversation focused on the accomplishments, opportunities, and challenges among Latinos when it comes to educational attainment.
<b>10:00 AM</b>	<b>Immigration Update*</b> A national update on immigration-related legislation, what we can expect from Congress and the White House this year, and highlights of some of the affirmative work that is being done at the state/local level.
<b>10:45 AM</b>	<b>Cafecito Break*</b>
<b>10:50 AM</b>	<b>Town Hall: Census &amp; 2020 Election*</b> This is a pivotal year for our community to be counted. Longtime leaders will discuss efforts to ensure Latinos are fully engaged in our democratic process including the census and the 2020 election.
<b>11:30 AM</b>	<b>Policy Spotlight: Criminal Justice*</b> Latinos and African Americans are disproportionately represented in our criminal justice system. This panel will center its discussion on the outlook for bipartisan legislative action to reduce the number of Latinos who end up entangled in our system of incarceration.
<b>12:15 PM</b>	<b>Lunch Plenary: The Environmental Movement and Latinos*</b> The impacts of climate change, pollution, and environmental degradation continue to create havoc, displacement, and instability in our communities. This panel will provide an update on congressional action and opportunities for community leaders to engage in advocacy efforts.



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## **State of Latino America Summit & EMERGE Latino Conference**



- 1:45 PM** **Town Hall: Healthcare Access in the Latino Community\***  
Access to affordable, quality healthcare is of central importance to Latinos. Leading experts will share their insights into efforts to expand access and how leaders can support the advocacy work at the local and national level.
- 2:30 PM** **Policy Spotlight: LGBTQI+ Rights and the Struggle for Full Equality\***  
Leading advocates from LGBTQI+ communities will discuss how to best support the work to achieve full legal equality including workplace discrimination, transgender discrimination, queer and trans immigrant rights.
- 3:20 PM** **Policy Spotlight: Puerto Rico\***  
Despite the tragic natural disasters the island has been subjected to, Puerto Ricans have yet to receive appropriate disaster relief aid from our government. Experts and Puerto Rican leaders will give an update on the status of the island and discuss how we can help ensure our fellow Americans are treated fairly.
- 4:00 PM** **EMERGE Resource Fair\***  
Join us at the resource fair for the opportunity to meet with vendors and organizations providing unique services and information.
- 6:00 PM** **Gala Reception**  
*Andrew W. Mellon Auditorium, Washington, D.C.*  
*(Tickets only)*
- 7:00 PM** **23d Annual LULAC National Legislative Awards Gala**  
*Andrew W. Mellon Auditorium, Washington, D.C.*  
*(Tickets only)*



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**THURSDAY, FEBRUARY 27<sup>TH</sup>**

## **Advocacy Day & EMERGE Latino Conference**



<b>7:30 AM</b>	<b>Advocacy Training and Material Distribution</b> <i>Beacon Hotel, Ballroom, Washington D.C.</i>
<b>10:00 AM</b>	<b>Advocacy Day</b> <i>Capitol Hill</i>
<b>12:30 PM</b>	<b>Capitol Hill Picture</b> <i>Capitol Hill Staircase (Southwest Side)</i>
<b>1:30 PM</b>	<b>New Tech and the Latino Community</b> <i>Dirksen Senate Office Building, Room SDG-50</i>

This luncheon plenary highlights the important technology issues affecting the Latino community today. Participants will hear from experts, advocates and community leaders about the issues that are of deep concern to the Latino community, from privacy rights to personal data to the role of disinformation in our elections and how artificial intelligence may be affecting law enforcement strategies.

### ***Forum I: Disinformation and the 2020 Elections***

In 2016, we saw a concerted disinformation attack on voters of color on various digital platforms aimed at suppressing the vote. This panel will discuss how communities of color are being targeted through Facebook, Twitter, and other social media platforms; what these platforms are doing to curb disinformation; and what we can collectively do to push back as savvy content consumers.



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### ***Forum II: Artificial Intelligence (AI) in Law Enforcement & Impact on Communities of Color***

AI is a breakthrough in modern science, but the impact of this new technology on communities of color is a significant topic to understand. Law enforcement agencies throughout the country are now relying on AI in a myriad of ways, for example, using face recognition to help identify suspects. Many of these practices are under scrutiny since they may help perpetuate existing inequities. This panel will discuss the impact AI is having on communities of colors particularly on risk assessment and privacy.

### ***Forum III: Latinos Leading in STEM***

A selective group of scholars will highlight relevant STEM focused topics in order to raise awareness on the importance of Latino representation in this field. This is an educational opportunity for participants to learn how to enter and navigate this workforce through the eyes of today's youth.

**4:45 PM**

### **Grow with Google Workshop\***

Participants will learn valuable skills and the latest new tools within Google to strategically search for a job, internship, and externship opportunities for their next professional adventure.

**5:45 PM**

### **Latino Flash Pitch\***

Find out how you can win pre-seed funding to help grow your promising Latino startup concept.

**6:30 PM**

### **EMERGE Closing Reception\***

Celebrate, reflect and listen to testimonials from participants that attended this conference.



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**FRIDAY, FEBRUARY 28<sup>TH</sup>**

## WeRun National Campaign Training Institute



<b>9:00 AM</b>	<b>Breakfast/Registration*</b>
<b>9:25 AM</b>	<b>Welcome Remarks*</b>
<b>9:45 AM</b>	<b>Morning Plenary - What is your Political Voice? How can you build Political Power?*</b> Learn how your voices can be involved in the political process in 2020 and beyond. The speakers joining in this panel overcame several barriers and are now national figures leading historic movements in our community. Some are running for office themselves.
<b>10:45 AM</b>	<b>AM Break*</b>
<b>11:00 AM</b>	<b>Workshop Session I - ABC's of a Political Campaign*</b> Learn how to begin the process of petitioning, vote target fundraising, and the development of a political strategy to declare your formal candidacy effectively. The essentials of becoming a candidate start with getting on the ballot!
<b>12:00 PM</b>	<b>Transition to Lunch*</b>
<b>12:15 PM</b>	<b><i>Si Se Puede</i> Luncheon*</b> A working luncheon with elected officials who have demonstrated with their victories that Latinos can lead.
<b>1:15 PM</b>	<b>Workshop Session II - Communications Training*</b> Learn to develop your message and a strategic communications plan for on and off-camera interviews.
<b>2:15 PM</b>	<b>PM Break*</b>
<b>2:30 PM</b>	<b>Afternoon Plenary: Rising to Leadership*</b> Build a roadmap with a strong network that will help you take your next steps to political leadership.
<b>3:30 PM</b>	<b>Group Picture*</b>
<b>3:45 PM</b>	<b>Closing Remarks, Call to Action*</b> Run for office or work in a political campaign.

Thank you for joining us.

