

MAY 12, 2004



THE HISPANIC CONSUMER:

PROMOTING OUTREACH, PREVENTING FRAUD: BEST PRACTICES IN THE HISPANIC COMMUNITY



Agenda

12:15 p.m. **Registration**

12:45 p.m. **Introductory Remarks From the FTC**

12:50 p.m. **Salsa Goes National: Demographic Aspects of the Latino Market**
Jeffrey S. Passel, Principal Research Associate, Urban Institute

1:10 p.m. **Panel Discussion: Perspectives on the Hispanic Market**

- Julia Bencomo Lobaco, Deputy Editor, AARP Segunda Juventud, AARP
- George Franco, Chairman and CEO, National Financial Corporation
- J. Melvin Muse, Chairman and CEO, Muse Cordero Chen & Partners
- Luis Vasquez-Ajmac, President, MAYA Advertising & Communications, Inc.

Moderator: Pablo M. Zylberglait, Acting Assistant Director, International Consumer Protection, FTC

3 p.m. **Break**

3:15 p.m. **Panel Discussion: Effective Communications With Hispanic Audiences**

- Robert E. Bard, President and CEO, LATINA Style Magazine
- Judy J. Chapa, Senior Advisor for Money Smart, Federal Deposit Insurance Corporation (FDIC)
- Ana M. Montes, Director, Technology and Consumer Education, Latino Issues Forum
- Fernando Orfila, Personal Finances Reporter and Analyst, Univision
- Teresa A. Santiago, Chairperson and Executive Director, New York State Consumer Protection Board

Moderator: Maria Rodriguez, President, Vanguard Communications

4:45 p.m. **Wrap-Up**

J. Howard Beales III, Director, Bureau of Consumer Protection, FTC

5 p.m. **Networking**