

2018 Convention Schedule October 24 – 27

Golden Nugget Las Vegas, Nevada

WEDNESDAY, October 24, 2018

2:00 – 4:00 pm **Convention Committee Meeting**

Board members present in Las Vegas at that time are invited to attend. Corporate Executives from Golden Nugget will be present.

**Rm.: Pebble Beach 3**

4:00 – 6:00 pm **Convention Registration opens**

**Third Floor Foyer of Convention Center**

6:00 – 8:30 pm **Opening Reception - Moctesuma Esparza (HBO film “WalkOut”)**

NAHP President Fanny Miller; Miriam Lira-Hickerson (Life Affairs Publications). The Las Vegas Convention Authority (LVCVA) Special Guest Rafael Villanueva will welcome the NAHP with Chair of (LVCVA) and Ex-Mayor Oscar Goodman.

Celebrate the 50th Anniversary of the 1968 Walkouts in East Los Angeles. Join living Latino icon Moctesuma Esparza for a viewing of a clip of his 2006 HBO film “WalkOut” and conversation about the East LA blowouts. During this presentation, Maya Cinemas will host with free drink tickets.

**Entertainment:** A Las Vegas style Big Bash! with Show Girls, Salsa, live music, DJ, Hors D’oeuvres & refreshments.

Hide Out - poolside

THURSDAY, October 25, 2018

6:30 – 7:30 am **Power Walk**

We celebrate the 3rd straight year of Macy's famous Power Walk.

Meet at Northwest Golden Nugget Entrance

8:30 – 10:00 am **Latina Publisher's Breakfast Sponsored by Macy's**

Latina Publisher of the Year Winner. Keynote speakers, Congresswoman Dina Titus; U.S. Senator Catherine Cortéz Masto; City of Las Vegas Mayor Carolyn Goodman; Clara Padilla Andrews, past NAHP President; Gloria Rodriguez, President & CEO of Comunicad; Jimena Rivera, NOTIMEX.

Rm.: Pebble Beach 2&3

9:45 am- 4:00 pm **NAHP Expo Thursday**

Grand Ballroom Lobby

**Workshops**

10:00– 10:45 am **Immigration in the Trump Era**

Panelists Michael Kagan and Laura Barrera from UNLV Immigration Clinic Presented by **Nexus** Services. Special Guest Mike Donovan, CEO **Nexus** Services. Moderator Alexander Vail, Immigration Attorney.

**Rm.: Bel Air 1&2**

11 – 11:45 am **The Importance of the Readership Study**

Kirk Whisler of Latino 24/7 Media Group. Moderator Beto Tenorio, Membership Chair

**Rm.: Bel Air 1&2**

Lunch 12 – 1:30 pm **Eddie Escobedo International Luncheon**

**Presented by American Petroleum Institute**

Special Recognition to the Escobedo Family. Mike Donovan from **Nexus** Services, Keynote speaker- Clark County Chair Commissioner Steve Sisolak and Ruben Kihuen (via Video); President of AME ('Asociación Mexicana de Editores') Gonzalo Leño Reyes.

**Rm.: Pebble Beach 2&3**

1:30 pm **Expo Ribbon Cutting Ceremony**

NAHP President Fanny Miller, CC Chair Commissioner Steve Sisolak, Assemblywomen Irene Bustamante, Councilman NLV Isaac Barrón.

**N. Foyer & Pine Valley**

2:00 – 2:45 pm **Why Smaller Markets such as North Carolina are a Hotbed of Hispanic Media** Beto Tenorio, Hola News; Alvaro Gurdian, La Noticia NC. Moderator Clemente Nicado, Negocios Now.

Rm.: Bel Air 1

**3:00 - 5:00 General Membership Meeting & Regional Elections**

All current NAHP Members should attend. Report on new programs.  
Meeting & Regional Elections

Rm.: Shoal Creek

**6:00 - 7:00 pm The Coca- Cola Company Awards Reception**

Rm.: Golden Nugget Theatre Foyer

**7:00 – 9:30 pm Toyota Red Carpet José Martí Awards Ceremony & Movie**

Award Presenters include Clara Padilla Andrews, Kevin Kennedy, Suni Paz, and Andres Tobar. Performances by Comedian Juan Villareal, Singer Carlo Payés Show. Emcee Kirk Whisler. Movie Preview "**Crave: The Fast Life**," exclusive with filmmakers Joel Gonzales, Joaquin Palma, Rene Alvarado, J.R. Esquviel, Lourdes Colon, Jessica Camacho, and Ricky Susie.

Rm.: Golden Nugget Theatre Foyer

**FRIDAY, October 26, 2018**

**8:00 – 9:45 am Breakfast Latino Publisher of the Year Presented by Monster**

Announcing the Latino Publisher of the Year. Keynote Speaker Domingo Garcia, National President, LULAC; Alex Smith, Monster; Raul Cisneros, Director of Partnerships, US Census, will address the publishers as well. Breaking News: EFE News Agency

Rm.: Pebble Beach 2 & 3

9:45 am- 4:00 pm **NAHP Expo Friday**

N. Foyer & Pine Valley

10 – 10:45 am **Advertising Panel- Sponsored by Ford Motor Company**

A discussion of advertising and marketing in the U.S, Hispanic publishing industry. Multiplatform insights on trends, marketing, sales, and social media. The fractionalization of the media market. Gloria Rodriguez, Comunicad; Ron Burke, NNPA; Mike Cano, Latino Digital Solutions; Greg Anthony, Refuel Agency. Moderator Gabriel Esparza.

Rm.: Pebble Beach 1

11 am – 12:15 pm **Adapting to the Digital Age**

As publishers adapt to the digital age, the question becomes, how can you most efficiently use the limited resources at your disposal? In this session, Zeph Snapp will show how you can take advantage of your unique position in the marketplace. Speaker, Zeph Snapp. Special Guest NAHP's John Heaston from El Perico. Moderator Lina Gomez.

Rm.: Pebble Beach 1

12:30 – 2:15 pm **Zeke Montes Public Affairs Luncheon**

Recognition of living past Presidents. Keynote speaker Congressman Luis Gutierrez; Guest speaker Cid Wilson, President of HACR; 'Visionary Industry Leader' Award to Gloria Rodriguez, Comunicad.

Rm.: Pebble Beach 1&2

**2:30 – 3:15 pm Standardizing Our Industry – The Financial Benefits, are you charging too little or too much**

As an industry, we MUST make it easy for advertisers to use our print publications. Standardizing CPM, Sizes, Rates on displays and FSI, making proposals and replying to them.

**MEMBERS ONLY.** Speakers Anita Grace & Kirk Whisler. Moderator Giancarlo Bresani.

**Rm.: Pebble Beach 1**

**3:30 -4:15 pm Winning José Martí Marketing Presentation**

Publishers and salespeople will present their winning videos promoting their publication, media kits that get advertisers responding, ads to get companies thinking about print media, successful events our publications are doing, and more. Moderator Kirk Whisler.

**Rm.: Pebble Beach 1**

**4:30 – 5:15 pm Monetizing Websites, El Clasificado**

El Clasificado Martha de la Torre. Moderator Alvaro Gurdian.

**Rm.: Pebble Beach 1**

**5:00 pm – End NAHP Expo Friday**

**N. Foyer & Pine Valley**

**6 – 7 pm Cocktail Reception**

**Brought to you by NAHP Media LLC**

Join us for an evening of networking and cocktails & Hors D'oeuvres in the Grand Ballroom lobby.

**Grand Ballroom Lobby**

**7: 00 – 9:30 pm 2018 Grand GALA Dinner; A Night to Remember – Brought to you by Toyota** Opening remarks by President Fanny Miller.

Guest speakers Arturo Vargas, President NALEO; Dr. Benjamin Chavis, NNPA. Olivia Diaz, Nevada Hispanic Legislative Caucus (NHLC), David Cortinas. Chair, NAHP Media

Closing remarks; NAHP, Vice President Alvaro Gurdian

Entertainment: Musical entertainment with international artist Carlo Payés, Magician Santiago Michel, Ballet Folklorico Izel, Ballet Folklorico Las Chiquillas and Mariachi Los Jaguares.

**Grand Ballroom**

**SATURDAY, October 27, 2018**

**8:30 – 9:30 am NAHP Board Meeting**

**Rm.: Shoal Creek**

**9:30 -10:30 am NAHP Media Board Meeting**

**Rm.: Shoal Creek**

**10:30- 11:30 NAHP Strategic Planning**

Rm.: Shoal Creek