

# **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**