

Plenary Sessions

Conference Keynote Speakers and Book Author

Thursday, March 8, 2012 (5:30-7:00 pm)

➤ **Welcome**

➤ **Conference Book –**

**"Crossing Over: A Mexican Family
on the Migrant Trail"**

Rubén Martínez, Author, Los Angeles, California

➤ **Tomás Rivera Lecture**

Luis Ubiñas, President of The Ford Foundation,
New York

Friday, March 9, 2012 (8:00-9:30 am)

➤ **A Health Professions Pipeline for
Latino Communities: Connecting
Higher Education with Healthcare**

Moderator: Elizabeth Gutierrez, Director of
State Policy for Lumina Foundation for
Education, Indianapolis, Indiana

Antonia M. Villarruel, Associate Dean for
Research and Global Affairs, University of
Michigan, Ann Arbor, Michigan

David Hayes-Bautista, UCLA – CESLA,
Los Angeles, California

Robert Otto Valdez, Executive Director for
RWJF Center for Health Policy, University of
New Mexico, Albuquerque, New Mexico

Friday, March 9, 2012 (12:45 – 2 pm)

➤ **Celebrating the Latino Image in
the Arts**

Ricardo Romo, President of University of Texas
at San Antonio, San Antonio, Texas

Gilberto Cardenas, Assistant Provost and
Director of Institute for Latino Studies,
University of Notre Dame, Notre Dame, Indiana

Judith Baca, Professor for the Department of
Chicana and Chicano Studies, University of
California, Los Angeles, California

Saturday, March 10, 2012 (8:00 – 9:30 am)

➤ ***Social Media: Technology, Access
and Enhancement of Higher
Education***

Moderator: Monica Lozano, CEO of
Impremedia, LLC, Publisher and CEO of
La Opinion, Los Angeles, California

Rosa V. Alonso, Founder & CEO of Mi Apogeo,
Inc., My Latino Voice, Fort Lee, New Jersey

Chiqui Cartagena, Vice President of Marketing
for Univision Communications

Larry A. Ortega, President/Founder of
Community Union, Inc., Los Angeles, California

Hector Ruiz, CEO of Bull Ventures, LLC,
Austin, Texas

Christine Clavijo-Kish, CEO & Partner of
Hispanicize Digital