

RESOURCEFULNESS IS IN OUR ROOTS

HOLA SIGNATURE EVENT 2018





Welcome

Welcome to the 2018 HOLA Signature Event, Celebrating Hispanic Heritage Month.

Each year, Americans observe National Hispanic Heritage Month from Sept. 15 to Oct. 15 to celebrate the tradition, history, food, language and culture of our ancestors who hailed from Spain, Mexico, the Caribbean, and Central and South America.

In 1968, HHM started as a commemorative week, and later expanded to a 30-day period in 1988. Within these 30 days, five Latin American countries will honor their independence, including Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. Of course, Mexico, Chile and Belize also celebrate during this period, with Columbus Day (Día de la Raza) on Oct. 12.¹ Communities near and far pay tribute through festivals, government-sponsored activities and educational activities for students.

But it's also about recognizing the contributions made by Latino Americans to the U.S., especially when it comes to positive influences, keeping strong commitments to family, community, faith, hard work and service.

Today, our guest speaker, Ariel Coro, will share his story – Resourcefulness Is in Our Roots. Coro will discuss his time growing up in Cuba during the “Periodo Especial” (Special Period), how he and many others endured extreme poverty, and in his case, how he leveraged old technology for survival.

For many of us, this is an important month to reflect on our roots and the rich culture we share. And while each of our roots may differ only slightly from one another, we believe our resourcefulness stems from our many experiences, our family, background and values.

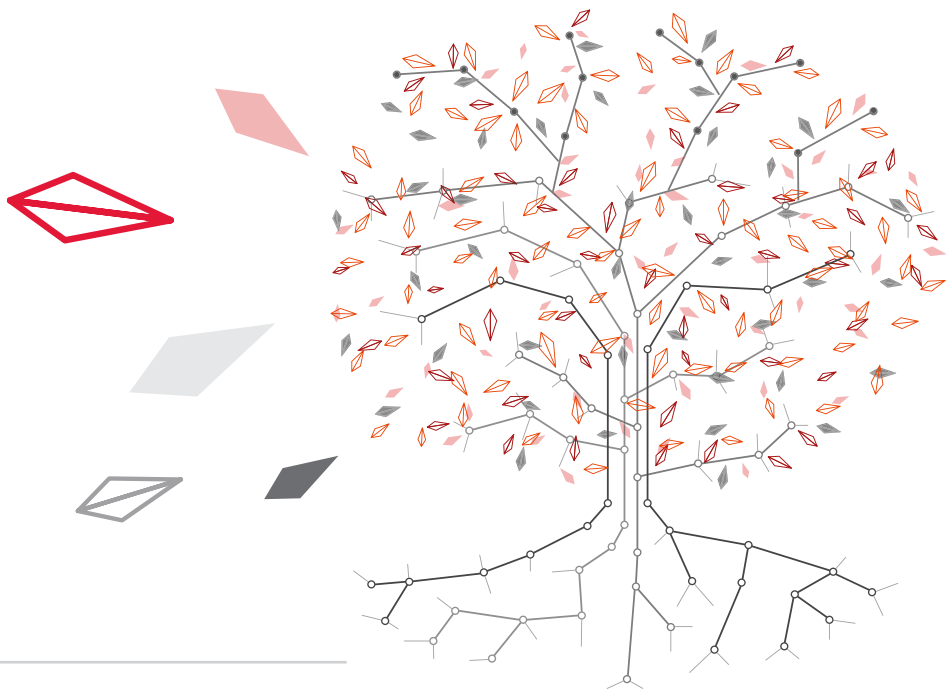
¹HispanicHeritageMonth.org



Agenda

Wednesday, September 19, 2018

- 11:30 a.m.** Welcome Remarks, Brett Schmidt
- 11:40 a.m.** Join us for lunch and experience assorted Hispanic and Latin flavors
- 12:00 p.m.** Hispanic Heritage Month Meaning & Agenda, Mayra Archilla-Barton
- 12:10 p.m.** Review of 2018 Events, Angel Arzet
- 12:20 p.m.** HOLA – High-Level Review, Julia Talaski
- 12:30 p.m.** Keynote: Resourcefulness Is in Our Roots, Ariel Coro
- 1:15 p.m.** Closing Remarks
- 1:30 p.m.** Ariel Coro Meet & Greet | Book Signing | Networking





HOLA Leadership Team



Brett Schmidt

HOLA Executive Sponsor

Vice President, West Region Sales

As Vice President of West Region Sales, Brett is responsible for the performance goals, strategic direction, business initiatives and talent development for the company's medium, large and enterprise market segments within the West region.

He joined CDW in 1992 as an account manager and prior to assuming his current role in 2006, held various positions in both the corporate and public sector sales organizations. He has made significant contributions in the development of segmentation models for numerous business units, as well as developing highly effective sales teams.



Mayra Archilla-Barton

HOLA Chair

Manager Coworker Services, Business Partner

In her current role as Manager-Business Partner, Mayra provides business partner support to several teams in the Strategic Solution and Services organization. Mayra has been with CDW for over 10 years. She earned a bachelor's degree from the University of Puerto Rico and a master's degree in business from Edgewood College in Madison, Wis.



Julia Talaski

HOLA Vice Chair

Contract Negotiator

In her current role as Contract Negotiator, Julia negotiates customer-facing agreements and assesses the risks associated with terms and conditions in public acquisition processes supporting the K-12, Hi-Ed, state and local, healthcare and federal segments. Julia has a master's degree in IP law from Northwestern University, Pritzker School of Law in Chicago.



Angel Arzet

**HOLA Director of Communications
Proposal Specialist**

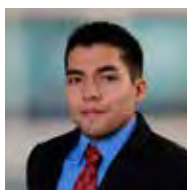
As a Proposal Specialist with the Capture team on the government side, Angel manages internal and external stakeholders to meet RFP deadlines. Angel received his bachelor's degree in economics from the University of Illinois at Urbana-Champaign.



Ryan Christensen

**HOLA Director of Professional Development
Sales Manager, PacWest Small Business**

Ryan's current position is Sales Manager for PacWest in Small Business. He has been with CDW for 13 years, where he started in sales, worked in operations, then moved on to a managing role.



Carlos Trejo

**HOLA Director of Membership
Sales Manager, Sales Academy**

Carlos is currently a Sales Manager in the Sales Academy, where he focuses on developing the skill sets of Account Representatives for financial services and nonprofit markets. Carlos received his bachelor's degree in marketing from Illinois State University.





Keynote Speaker: **Ariel Coro**

Ariel Coro is an influencer, author and the pioneer bringing technology to Spanish-language TV in the United States, reaching millions of households every week through TV, social, radio and print. Thanks to his work, tech is no longer a barrier to a better life for millions of Latinos. His passion for education and clear vision of the future has helped people embrace technology and capitalize on its benefits. He's widely recognized as an expert in consumer electronics and a highly sought-after speaker.

Coro is the technology expert for *Despierta América*, the No. 1 morning show with more Hispanic viewers than the combined audiences of "ABC's Good Morning America," "CBS This Morning" and NBC's "Today Show," among adults 18 to 49. He's also the host of "Mundo Tec," a broadcast segment meant to inform families about the latest gadgets in an entertaining and informative manner.

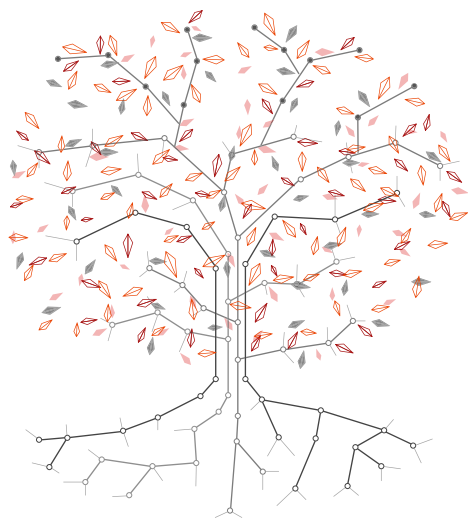
"Mundo Tec" airs in Univision newscasts and morning shows within the top Hispanic markets in the United States. Coro is also a regular contributor and commentator for CNN en Español and Univision Network News. He has appeared on Telemundo, Mega TV, TV Azteca, NTN 24, America TV, and was a featured guest in shows such as "Sábado Gigante" with the legendary Don Francisco, "Oppenheimer Presenta" and "Ismael Cala" among others.



How do you celebrate your roots?

Notes ...





A special thank you to our generous partner and sponsor for supporting this event.



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