



Founded in 1985 by executives of Fortune 500 companies, NHCC was formed to explore the tremendous business potential of the rapidly emerging Hispanic market. These corporate leaders saw an urgent need to develop a Hispanic market information network among major U.S. companies.

NHCC is a non-profit organization with an educational purpose to develop substantial research and data to assist corporate America further focus on the Hispanic community.

NHCC's mission is to provide its member corporations the resources, market intelligence, collective expertise, education and counsel to implement proven strategies for reaching the Hispanic community externally and leveraging Hispanic talent internally.

NHCC Meetings

NHCC holds two meetings per year for its membership. These meetings include seminars and workshops on topics related to the Hispanic market, such as:

- Targeting the Hispanic consumer
- Diversity in corporate America
- Recruiting and supplier relations
- Hispanic community relations
- Hispanic promotions case studies
- Utilizing a Hispanic employee network

State Farm® Background:

State Farm is a corporate member and several members from various departments attend each meeting.

*All State Farm associates are considered members of NHCC and can view past presentations at the NHCC website.

1. Email [Helen Trinidad](mailto:Helen.Trinidad@nhcc.org) at NHCC to obtain a User ID and Code.
2. Go online to [NHCC Web site](http://www.nhcc.org).
3. Enter User ID and Code.

State Farm participation in NHCC meetings enables us to be aware of current and future trends in the Hispanic community and corporate America

At A Glance:

Contact information:

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President:

Carlos Soto

State Farm® on NHCC Board

- Art Ruiz sits on NHCC Board of Directors

Fast Facts:

- VP of Public Affairs Mike Fernandez participated on panel on Corporate Responsibility Best Practices in October 2006 meeting at Wal-Mart Home Office.
- State Farm will host NHCC meeting in Spring 2008

State Farm Contact

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