



Wednesday, February 23, 2005

[Home](#) | [Site Map](#) | [Privacy Policy](#) | [About Us!](#) | [Contact Us](#)

News Channels

- Arts & Culture
- Automotive
- Business & Finance
- Education
- Entertainment
- Family & Living
- Food
- Government & Politics
- Health
- Immigration
- Internet & Technology
- Marketing
- Sports & Recreation
- Travel & Tourism
- Travel & Tourism

For Journalists

- How HPRW Works
- Media Member Benefits
- Register for daily news feed

Marketing Español



NGLC Media, Marketing & Entertainment Conference

Inaugural New Generation Latino marketing event in NYC, May 26, 2004

PRINT

New York, NY--(HISPANIC PR WIRE)--3 de mayo de 2004--The New Generation Latino Consortium (<http://www.NGLC.net>), a non-profit group of professionals dedicated to raising the marketing profile of the burgeoning New Generation Latino (NGL) segment of the U.S. Hispanic population, is hosting its inaugural 'NGLC Media, Marketing & Entertainment Conference' at the Harvard Club in New York City on May 26, 2004.

Nickelodeon, PepsiCo, Adweek Magazines, Vívelo! A Clear Channel Entertainment/Televisa Company, Latina Magazine, mun2, HispanicAd.com and Hispanic Market Weekly have already committed to support and participate in the conference, a one-day event from 8:00am to 4:00pm at The Harvard Club on 27 W. 44th Street between Madison & 5th Avenues in Manhattan. The conference's exclusive focus will be the New Generation Latino (NGL) audience and its impact in the fields of media, marketing and entertainment and will feature special keynote addresses delivered by Herb Scannell, MTV Networks Group President and Nickelodeon Networks President and Edward Rincon, President, Rincon Associates Market Research and Demography. The conference will also feature four 60-minute panel discussions, lunch and a special networking event afterwards hosted by Jack Daniel's.

Some of the confirmed speakers and moderators to date include; Fernando Espuelas (CEO, Voy Group), Maria Perez-Brown (President, Dorado Entertainment), Robert Rose (CEO, Artist Ideas Management), Brenda Vallecilla (VP, National Sales & Marketing, Vívelo! A Clear Channel Entertainment/Televisa Company), DJ Vic Latino (WKTU/NY - 103.5FM), Leila Cobo (Latin Bureau Chief, Billboard Magazine), Ed Morales (Author, Living In Spanglish), Gene Bry: (CEO - HispanicAd.com), Sandra Guzman - Associate Editor (NY Post/TEMPO), Eduardo Caballero (CEO, Más Música TeVe Network) and Sid Holt, (Executive Vice President/Editor-in-Chief - Adweek Magazines).

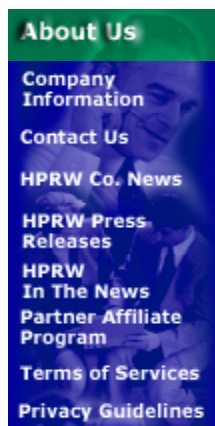
Jobs for Journalists

Search Our Site:

Search Hispanic Web:

"In line with our mission to educate and inform the business and entertainment worlds about the importance of the New Generation Latino (NGL) market, our conference will do just that. By centering each of our panel discussions around the NGL market's role and contribution in the worlds of media, marketing and entertainment we expect this conference to be quite different from any other before it. Our diverse list of panelists ranging from TV network Presidents to Latin DJs will most certainly produce some very interesting discussions and provide key insight into the lucrative New Generation Latino market," states David Chitel, NGLC Chairman.

Conference attendees will learn more about the NGL market and its critical importance within the U.S. Hispanic marketing mix and will have the opportunity to interact all day with NGL-



focused companies from the media, marketing and entertainment fields. Attendees are expected to include Fortune 500 company executives, general and Hispanic market ad agency executives, NGLC members, Hispanic media & entertainment executives, Latino celebrities at various international and national press outlets. \$250 tickets are on sale now at <http://www.nglc.net>.

About NGLC

Formed in January 2003, the NGLC was created to raise the marketing profile of New Generation Latinos, comprised of predominantly US-born 2nd, 3rd and 4th generation Latinos who consume mostly English-language media and represent over \$300 billion in purchasing power. With nearly 70% of the U.S. Hispanic market under 35, and 65% of its population growth being driven by US-born Latinos, the NGLC's mission is to advocate two key points; 1.) New Generation Latinos represent a viable and lucrative media target audience that merits special attention and 2.) Cross-platform marketing resources are available to effectively reach New Generation Latinos who are critical to growing U.S. Hispanic market share now and in the future.

The NGLC already has over fifteen different member companies in the New York and Miami area in its membership roster. With interest spreading to other top U.S. Hispanic markets such as Texas, California and Illinois, it is the goal of the NGLC to begin forming additional chapters outside of New York in the coming months. The NGLC will continue to drive its message home through a variety of B2B efforts that will include conferences, public and private panel discussions across the U.S., online networking and special grass root events.

--30--

CONTACT:

New Generation Latino Consortium
 David A. Chitel, Chairman
 212-967-8267 / 917-345-4025
 or
 New Generation Latino Consortium
 Estela Rizzuto, Public Relations Director



©2000 Hispanic PR Wire. All rights reserved. Read our [privacy guidelines](#).

