



#### ❖ **About Líderes**

*Líderes* is a MillerCoors program designed to foster leadership at all levels within the Hispanic community and honor those who have already established themselves as stand-out leaders. Each year, *Líderes* highlights the hard work of today's leaders and encourages the next generation of leaders to improve their business skills, expand their networks, and become leaders in their own right.

Since 2006, *Líderes* has provided visibility and resources to dozens of current and emerging leaders in the Hispanic community. Through community partnerships, support of Hispanic non-profits and tools which encourage community engagement and business success, *Líderes* recognizes and fosters leadership in the Hispanic community.

#### ❖ **Líderes Leadership and Professional Development**

*Líderes* has supported and honored leaders within the Hispanic community for their achievements, vision and commitment. *Líderes* has also strived to provide leadership development for individuals to take on leadership roles in their communities and in the country.

In 2007, *Líderes* hosted training workshop series in a few cities across the country, focusing on helping participants sharpen their networking skills, working effectively with the corporate sector and crafting effective business development strategies. Nearly 500 individuals from 21 states, the District of Columbia and Puerto Rico participated in the trainings.

In 2008 and 2009, *Líderes* continued to support several leadership training programs across the nation through its partnerships with the National Latino Peace Officers Association (NPLOA), Hispanic Federation, Cuban American National Council (CNC), Congressional Hispanic Caucus Institute (CHCI), Congressional Hispanic Leadership Institute (CHLI), HACR Young Hispanic Corporate Achievers, United States Hispanic Leadership Institute (USHLI), National Hispana Leadership Institute (NHLI), United States Hispanic Chamber of Commerce (USHCC) and the Dallas Concilio.

#### ❖ **Líderes on the Web**

This year, *Líderes* builds on the success of the *Líderes* Training Workshop series by offering leadership insight to a wider audience through online resources such as web-based podcasts and social media presence.

Through an ongoing podcast series—based on feedback from the participants of the 2007 *Líderes* workshops and taking into account today's economic landscape—past *líderes* will pass on the wisdom learned over years of experience and service to the next generation. Topics include community involvement, business development, and how to expand one's network.

*Líderes* has also created peer networks on LinkedIn and Facebook to provide forums for emerging leaders so they may exchange information and either serve as or seek out a mentor. Through these tools, *Líderes* aims to help young Hispanic Americans to successfully grow into tomorrow's leaders.

#### ❖ **Líderes in the Community**

Since its inception, *Líderes* has worked with leading local and national Hispanic non-profit partners to further its mission of honoring the importance of leadership, biculturalism and bilingualism in the Hispanic community. Drawn from areas as broad as public policy advocacy, business development, local community service and education, these partners positively impact areas as diverse as the Hispanic community itself. Each year, *Líderes* reaches out to these organizations to nominate individuals or teams whose contributions define leadership, commitment to service and an ability to inspire their communities for *Líder* of the Year. Their valuable participation is crucial to *Líderes*.