



For immediate Release

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CHARLES GARCIA ADDRESSES NACD ANNUAL MEETING

Serves on expert panel: "Board's role on Developing Corporate Strategy"

Washington, D.C. (October 21, 2010) — Charles P. Garcia, chief executive officer of Garcia Trujillo, best-selling author on leadership and recognized expert on corporate strategy, participated in a panel on the board's role in developing corporate strategy, exclusively for 300 directors of boards of Fortune 500 companies who gathered at the annual meeting of the National Association of Corporate Directors (NACD).

Garcia focused his remarks at the 2010 annual corporate governance conference on how boards can partner closely with management teams to drive strategy across the business. Garcia provided guidance for directors on how best to participate in the strategic arena—advising, assessing, and monitoring strategy while ensuring the execution and modification of strategy; and evaluating their own effectiveness.

A recent NACD survey of Fortune 500 CEOs showed that strategic planning ranked number two in importance to their companies, yet only 11 in their board's effectiveness. "These findings showed that there is a significant gap between the CEO's expectation and the board's competence in setting corporate strategy. Boards of directors need to implement better processes to work with their company's management teams to more effectively establish and pursue winning strategies," Garcia added.

Garcia believes through such constructive engagements, directors not only strengthen their time-honored role of monitoring corporate performance, but also serve as a resource for strategic success.

About Charles Garcia

Charles P. Garcia is chief executive officer of Garcia Trujillo, a consulting, merchant and investment banking firm focused on the global Hispanic market. A best-selling author of two books, "A Message From Garcia" (John Wiley & Sons, 2003) and a "Leadership Lessons of the White House Fellows" (McGraw Hill, 2003) and hailed as one of the fourteen Hispanic role models in the nation in the book "Hispanics In the USA, Making History," Garcia's leadership abilities have earned him a role in the administration of four U.S. presidents. A graduate of the U.S. Air Force Academy and Columbia Law School, he was chief executive officer of the fastest growing Hispanic-owned business in the U.S. with 60 offices in seven counties.

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About Garcia Trujillo, LLC

Garcia Trujillo helps Fortune 500 companies and multinational management teams to significantly grow their market share in the Hispanic market, focusing on strategy, execution and operations and organization. Founded by top Hispanic business, the firm also serves as a merchant bank and venture capital firm for global Hispanic companies. The firm's chairman, Sol Trujillo, brings 30 years of international business experience having served as CEO of three \$50 billion market cap companies in the media communications space on three continents; US West- (now Quest), Orange (now France Telecom) and Telstra, the Australian communications company. More at www.garcia-trujillo.com.

About NACD

Founded in 1977, The National Association of Corporate Directors (NACD) is the premiere educational, training, publishing, research and consulting organization in board leadership and the only membership association for boards of directors. Membership comprises board members from U.S. and overseas companies ranging from large publicly-held corporations to small over-the-counter, closely held and private firms. More at www.nacd.org.