



**For immediate Release**

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**CHARLES GARCIA DELIVERS KEYNOTE AT NACD MASTERS CLASS**

*Garcia discusses how boards can leverage opportunities in \$1 trillion Hispanic market*

**Tampa, FL (December 11, 2010)--** Charles P. Garcia, chief executive officer of Garcia Trujillo, best-selling author on leadership and expert on corporate strategy, addressed the accreditation master class of the National Association of Corporate Directors (NACD) where he discussed the importance and growth of the U.S. Hispanic market for Fortune 500 companies. The NACD, the organization which represents the board members from Fortune 1000 companies, invited Mr. Garcia, an expert on the Hispanic market, to lead a course as part of the organizations required certification program.

“Boards of directors can play a pivotal role in helping management face the reality and build a sound business in the 50 million person, \$1 trillion Hispanic market segment,” said Charles Garcia, who sits on the board of Winn-Dixie stores (NYSE: WINN), one of the largest supermarket chains in the southeast and serves as a national consultant and spokesperson for Amway, a leader in the \$90 million direct selling industry.

Garcia presented the size, growth, buying power of the market and showcased best practices from Fortune 500 companies that are winning in this market segment. He explained how attracting and retaining Latinos on board and senior positions of a company can help organizations better understand the subtleties and opportunities that exist in this fast growing community. Garcia also serves on the advisory board of the Hispanic Association of Corporate Responsibility (HACR) which publishes an index that tracks how companies are making progress in developing their boards with diverse directors, increasing the number of Latinos in management, and augmenting their business and marketing investment in the Hispanic market.

“Hispanic purchasing in the United States will reach \$1.5 trillion in 2015, larger than the economies of all but eight countries in the world,” said Garcia. In the meeting, attended by 150 corporate directors representing publicly traded companies, Garcia’s closing keynote message emphasized that addressing the largest domestic emerging market is a core business imperative and companies need to match their board skill set with a corporate strategy that delivers results in this booming demographic.

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### 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 Colombia Law School, he was chief executive officer of the fastest growing Hispanic-owned business in the U.S. with 60 offices in seven counties.

### 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.garciatrujillo.com](http://www.garciatrujillo.com).

### About NACD

Founded in 197, The National Association of Corporate Directors (NACD) is the premiere educational, training, publishing, research and consulting organization inboard 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](http://www.nacd.org).

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