ENERGY, WATER & ENVIRONMENTAL SUSTAINABILITY COUNCIL
June 16, 2017
10-11:30 a.m.

1. WELCOME & SELF-INTRODUCTIONS

2. PRESENTATIONS

Understanding Energy and Climate Use in Latino Communities
- Chiqui Cartagena
  Senior Vice President, Political & Advocacy Group, Univision
  Ms. Cartagena will present a special report about the Latino communities' values and beliefs, and how they impact their consumer behavior toward energy and environment-related matters.
  Twitter: @Univision34 and @ChiquiCartagena

West Basin Municipal Water District Desalination Project
- Shivaji Deshmukh
  Assistant General Manager, West Basin Municipal Water District (WBMWD)
  Since April 2010, Mr. Deshmukh has overseen recycling operations and engineering for the WBMWD. He will be presenting WBMWD's proposed desalination project, and the steps they are taking for responsible desalination.
  Twitter: @WestBasin

3. ANNOUNCEMENTS

Next Meeting
July 21, 2017
10-11:30 a.m.
Chiqui Cartagena
Senior Vice President, Political & Advocacy Group
Univision

Chiqui Cartagena is the Senior Vice President of the Political & Advocacy Group for Univision Communications Inc. She is responsible for providing thought leadership and strategic guidance to political candidates and advocacy organizations interested in reaching Hispanics across all political parties and affiliations.

Cartagena, who joined Univision in 2011, has led the development and implementation of corporate marketing strategies and the creation of proprietary consumer research tools for various team including the Political and Advocacy group on key political issues affecting Hispanics. In 2014, Cartagena was instrumental in the development of Univision’s Hispanic Vote website, an award-winning destination designed to help political strategists; media buyers and planners understand and reach Hispanic voters. Cartagena previously served as vice president of Corporate Marketing for UCI where she worked on many projects including the World Cup 2014 marketing plans for Unvision.

Ms. Cartagena is a Hispanic media and marketing pioneer with 25 years of experience developing, launching and leading some of America’s most successful Spanish-language consumer magazines, including People en Español. Before Univision, she served as senior vice president of Business Development for Story Worldwide, a digital content marketing agency. Prior to that role, Ms. Cartagena was the managing director of Hispanic Ventures at Meredith where she developed integrated marketing programs for leading consumer brands, insurance companies and retail chains.

Ms. Cartagena’s career also includes previous roles as senior director of Columbia House’s Club Música Latina and general manager of Hispanic at TV Guide. She also has more than 10 years of experience as a broadcast journalist, having previously worked in the news divisions of Univision and Telemundo.

In 2012, Ms. Cartagena received the ADCOLOR® Legend Award in recognition of her tireless efforts in leading the conversation about the Hispanic market. In 2007, she was named the Hispanic Direct Marketing Professional of the Year by the Direct Marketing Association. Her first book, Latino Boom! Everything You Need to Know to Grow Your Business in the US Hispanic Market, was published by Random House (Ballantine Books) in November 2005. Her second book, Latino Boom II Catch the Biggest Demographic Wave Since the Baby Boom, was published in 2013.

Ms. Cartagena is a member of the National Awards Committee for the National Academy of Television Arts and Sciences and is a graduate of the University of Miami.