FOR IMMEDIATE RELEASE
FIU’s COLLEGE OF BUSINESS ADMINISTRATION
AND NATIONAL HISPANIC CORPORATE COUNCIL ANNOUNCE
SPEAKERS FOR UPCOMING HISPANIC MARKETING SYMPOSIUM

Register Now for “Planning Today for a Different Future” Sessions June 16 -18

Miami, Fla. – (April 26, 2004) – FIU’s College of Business Administration (CBA) and its partner the National Hispanic Corporate Council (NHCC) today announced several participating speakers scheduled to present at “Planning Today for Different Future,” a three-day symposium featuring sessions focusing on the future trends in various areas of Hispanic marketing.

Prominent guest speakers and panel participants include Jorge del Pinal, assistant division chief, special population statistics, U.S. Census Bureau; Sonia Maria Green, director of Hispanic marketing, General Motors Corp.; Rick Marroquin, director of marketing, McDonalds; Paul Mendieta, director of Hispanic marketing, Coors Brewing Company; Robert Suro, director, Pew Hispanic Center and Dr. Peter Dickson, Knight Ridder eminent scholar in Global Marketing and professor of marketing at Florida International University. These and other leading industry experts will participate in sessions addressing the dynamics of the growing Hispanic market and forecasts for doing business within the market in the year 2015.

As space is limited, early registration is encouraged for the event, which will be held June 16 -18 at the Hilton Miami Airport Hotel. Registration fees, outlined below, include breakfast, lunch, refreshments, reception and conference materials:

NHCC members:
First representative -$1,500 each
Additional representatives from same company - $1,000 each

Non-NHCC members:
First representative -$2,000 each
Additional representatives from same company - $1,500 each

- more -
For more information or to register for the symposium, contact the National Hispanic Corporate Council, (703) 807-5137, or visit www.nhcc-hq.org.

The CBA and NHCC formed a partnership in June 2003 to implement value-based projects that will capitalize on the complimentary skills and assets of both entities and help both organizations continue to build their reputations as key resources for business issues affecting Hispanics.

The National Hispanic Corporate Council is a not-for-profit organization dedicated to serving its member companies as a principal resource for information, expertise and counsel about Hispanic issues affecting corporate objectives and to advocate for increased employment, leadership, and business opportunities for Hispanics in corporate America.

Florida International University’s College of Business Administration, South Florida’s business education leader with unique expertise in international business, entrepreneurship, and information technology (IT), is the largest of FIU’s professional schools. Annually, it enrolls approximately 5,000 students in its undergraduate business programs and more than 800 graduate students in its Chapman Graduate School of Business. It also is South Florida’s top-rated business research school and one of only 480 business schools in the world accredited by the AACSBIInternational—The Association to Advance Collegiate Schools of Business. The College ranks in the top 10 among these schools in the number of students it graduates each year, and the College’s Chapman School offers the 6th largest part-time MBA program among them. U.S. News & World Report (2004) ranked the College’s undergraduate international business program 14th in the nation and its graduate program among top 25 in the U.S. for international business (Best Graduate Schools 2005), the only Florida business school on both lists. Business Week (October 21, 2002) ranked it among the best in the U.S., placing it in the group with American, Fordham, George Washington, South Carolina, Syracuse, Rutgers, Tulane, and others. The August 15, 2003 issue of America Economia, a premier pan-regional business journal, rated it among the top 50 international MBA schools for Latin American students. Hispanic Business (September 2003) ranked the CBA among the top 25 business schools for Hispanics. Hispanic Trends (Summer 2003) ranked the College in its list of the Top 25 MBA programs for Hispanics. The CBA, which was featured among other leading MBA programs, was the only school in Florida to be included in the publication’s ranking. The College also is one of only 30 business schools to have received a Department of Education grant to establish and support an international business center. Additionally, in March 2004 HispanicMagazine.com ranked the CBA in its Top 25 Colleges for Latinos.

For additional information about the CBA and its Chapman School, please call Assistant Dean Sally Gallion at (305) 348-6631, e-mail gallions@fiu.edu or visit the College’s website at http://cba.fiu.edu.

# # #