



# Hispanics In Energy

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Biomass Coal Gas Hydro Oil Nuclear Petroleum Solar Wind

## The Economic Case for Supplier Diversity By David Lizarraga, Hispanics In Energy

Utility Market Access Committee – NARUC - November 11, 2012



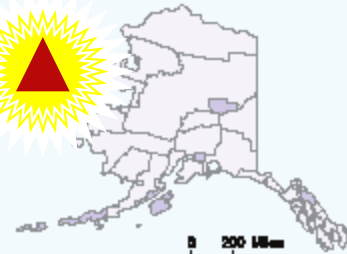
History. In early 2011, former Michigan Public Service Commissioner Monica Martinez contacted Jose L. Perez, co-founder of the California Utilities Diversity Council and National Utilities Diversity Council, to inquire why there was not a Hispanics in Energy? Hispanics in America make up 16.5% or 50.5 million people and a quick scan of major energy companies show a dearth of Hispanics in the industry.

So, that question led to the creation of Hispanics In Energy (HIE) a national non-profit entity designed to be a resource able to promote Hispanic inclusion in the American energy sector. HIE plans to work with strategic energy stakeholder groups to promote Hispanic inclusion in corporate governance, employment, philanthropy, procurement, customer service and marketing and public policy.



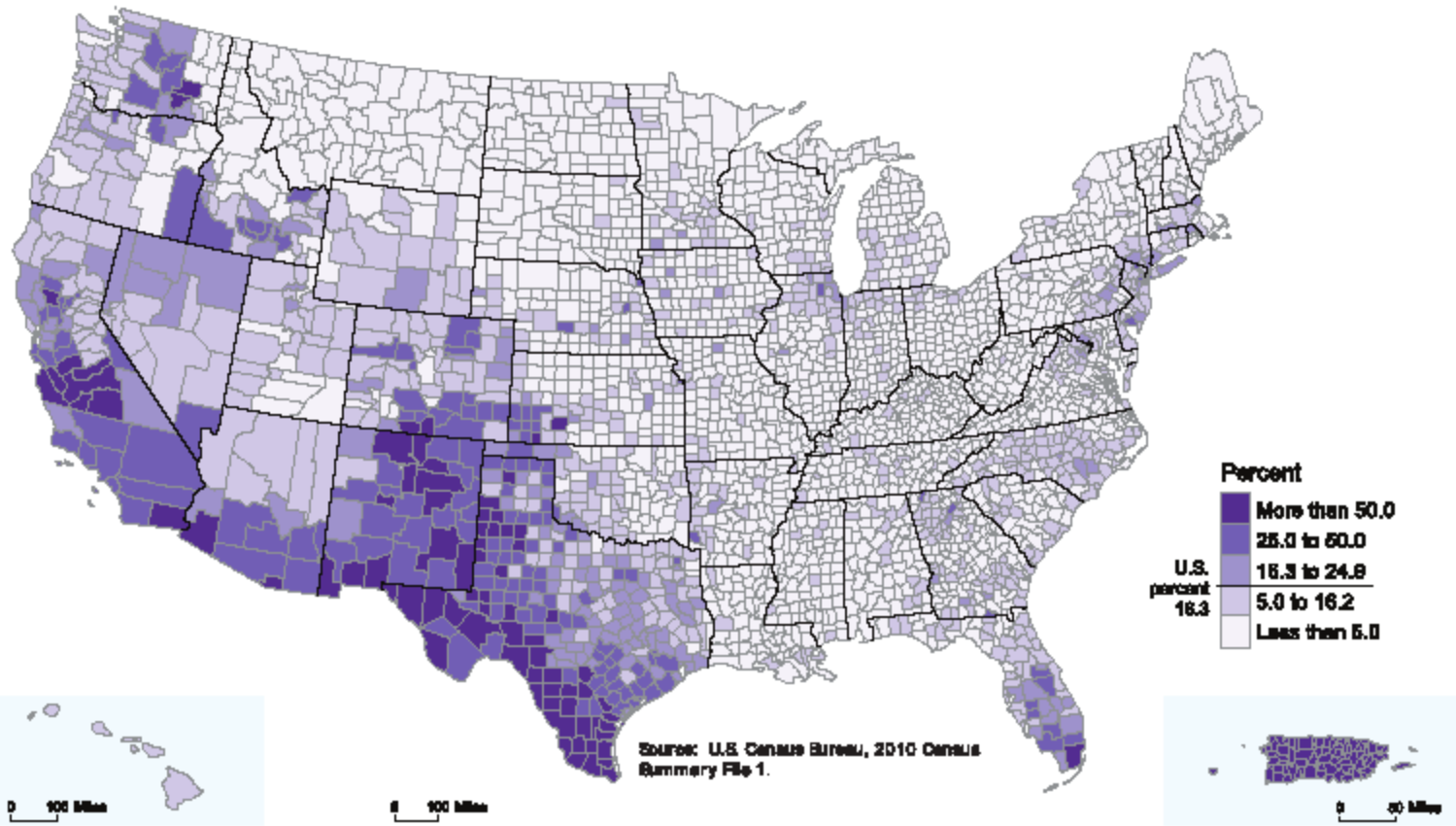
## Why A Hispanics In Energy?

- The American energy industry represents trillions of dollars in business and offers opportunities in economic development, jobs, and services to a growing Hispanic American population.
- Hispanics represent tens of millions of rate payers in America. Hispanics, America's largest minority group, comprise 16.3% of the nation's population, 50.5 million people. Today, over 25% of all newborns in America are of Hispanic origin.
  - California 14.0 million – 27.7% of all Hispanics
  - Texas 9.4 million – 18.6%
  - Florida 4.2 million – 8.3%
  - Puerto Rico 3.9 million – 7.7%
  - New York 3.4 million – 6.7%
  - Illinois 2.0 million – 4.0%
- HIE will work to promote Hispanic inclusion in:
  - Energy Policy Formulation (federal, state, local)
  - Corporate boardrooms, utility commissions, and federal regulatory bodies
  - Procurement /supplier diversity
  - Employment and training
  - Spanish language access and quality customer service and communication
  - Philanthropy and strategic community giving: education, economic development and civic empowerment



## Hispanic or Latino Population as a Percent of Total Population by County: 2010

(For information on confidentiality protection, nonsampling error, and definitions, see [www.census.gov/prod/cen2010/doc/sf1.pdf](http://www.census.gov/prod/cen2010/doc/sf1.pdf))



U.S. Census Bureau



## Vision

Promote Hispanic inclusion in America's energy industry and be a resource for utility companies, municipalities, utility commissioners, federal government regulators, elected officials and communities on comprehensive energy matters pertaining to 1) governance, 2) employment, 3) **procurement**, 4) philanthropy, 5) customer education, service and marketing, and, 6) public policy.

## Partial Mission

Encourage and assist energy companies and utility commissions in securing contracts with competitive Hispanic owned businesses.

Create and facilitate connections and outreach to Hispanic business circles at the national, state, regional and local levels.

Create metric to measure progress in Hispanic business contracting.



## **United States Hispanic Chambers of Commerce**

- **Hispanic Business**
  - **2,248,711 (8.3%) in U.S. according to U.S. Census in 2007**
- **Organization Overview**
  - **To help our businesses grow**
  - **To put more Hispanics in corporate board rooms**
  - **To ensure decision makers, at all levels, consider the Hispanic business community, and**
  - **To improve opportunities in both federal and corporate procurement.**

11/11/2012



## **Programmatic Overview**

- **Goldman Sachs**
- **Aetna**
- **Chamber Training Institute**
- **Green Builds Business**
- **Visa Merchants Acceptance Program**
- **USHCC Corporate Procurement Advisory Board**
- **USHCC Senior Executive Corporate Advisory Board**
- **USHCC Annual Convention**
- **USHCC Annual Legislative Summit**



## Demographics of U.S. based Hispanic market

- **Construction and Engineering (15%)**
- **Administrative, Support, Waste Management and Remediation Services (14%)**
- **Health Care and Social Assistance (10%)**
- **Professional Services**
  - **Legal**
  - **Accounting**
  - **Advertising and Media**
  - **Training**
  - **Consulting**
  - **Information Technology**
    - **Vision IT – David Segura, CEO**
  - **Language Access**
- **Hispanic Owned Energy Companies**
  - **Vertterre – David Sandoval, PE, President**
  - **Liberty Power – David Hernandez, Chairman and CEO**
  - **Vanir Energy, LLC – Dorene Dominguez, Chairman and CEO**





## More demographics:

**Based on a survey of our members we found that our HBEs are concentrated in the following industries:**

Construction	15.3%
Finance and Insurance	5.9%
Information and Mass Media	7.1%
Professional, Scientific, and Technical Services	23.5%
Leisure and Hospitality/Accommodation and Food Services	5.9%
Wholesale Trade	0.0%
Healthcare and Social Assistance	1.2%
Manufacturing	3.5%
Management of companies and enterprises	2.4%
Transportation and Warehousing	2.4%
Real Estate/Rental and Leasing	9.4%
Administrative, Support, Waste Management & Remediation Services	1.2%
Other Services (except public administration)	22.4%



## **Economic Impact on Hispanic Community**

- **Jobs**
- **Disposable Income**
- **Small business growth**
- **Subcontract work with another emerging company**
- **Upward mobility to Tier 1 or Tier 2**



## **Outreach to Hispanic Businesses via Hispanic Chamber network**

- **National**
  - **National Convention**
  - **Training**
  - **Match Making**
  - **Access to Capital**
  - **Advocacy on national public policy**
    - **Regulatory framework**
- **State**
  - **California, Texas, New York ... have the greatest numbers of chambers of commerce and businesses**
  - **State advocacy on public policy**
- **Metropolitan**
  - **City chambers**
  - **Local advocacy on public policy**



## **HIE leadership:**

### **1. HIE Executive Committee**

#### **Jose L. Perez, Chairman and CEO**

Co-founder of the National Utilities Diversity Council and Chairman and founder of the California Utilities Diversity Council, owner of *Latino Journal*

#### **Monica Martinez, President**

Former member of the Michigan Public Service Commission, Principal and Chief Policy Development Strategist at Ruben Strategy Group, LLC

#### **Nancy Zarenda, Vice President**

Former member of the National Utilities Diversity Council and Co-Vice Chair of the California Utilities Diversity Council, owner of Spanish Language Academy

### **2. HIE Advisory Council appointments as of June 13, 2012**

- David Lizarraga, TELACU Education Foundation
- Judge Nelson Diaz, Former Chief Legal Counsel, HUD