



FROM PASSION TO ACTION!

Program for Saturday, February 14

Location: Baruch College - Vertical Campus

(One Bernard Baruch Way - 55 Lexington Avenue at 24th Street, New York, NY, 10010)

Registration: 8am-9am*

Panel # 1: "Colombia through Foreign Eyes"

Time: 9am-10:30am*

Our opening panel will feature seasoned foreign journalists that have lived or covered Colombia in past decades. They will share their experiences and unique perspectives on past and present political and cultural events in Colombia, shedding light on its promising future.

With the Participation of:

* **June Erlick:** Editor-in-Chief in *ReVista*, Harvard's Review on Latin America

Panelists:

* **Brian Andrews:** News Anchor from RCN News in English.

* **Edward Schumacher-Matos:** Robert F. Kennedy Visiting Professor in Latin American Studies, Kennedy School of Government, Harvard University.

* **Christopher Sabatini:** Senior Policy Director Americas Society/Council of the Americas and Editor-in-Chief of *Americas Quarterly*.- Moderator.

Panel # 2:"Challenges and Opportunities for the Colombian Economy"

Time: 11am-12:30pm*

Colombia's economy has shown an impressive growth rate since 2002, taking advantage of its improving internal security, its place as an emerging market, and its abundant natural resources. Yet global economic slowdown, inflation, and increasing food prices pose a challenge for its

continuing success. Our panelists will give insight on the present economic climate and possible investment scenarios in Colombia.

Panelists:

* **Hernando Gomez Gomez:** Senior Consultant of Business Valuation and Litigation for Morrison, Brown, Argiz, & Farra, LLP.

* **Marco Sierra:** Senior Vice-President for Latin American and Spain, Forex Capital Markets, LLC.

* **Fernando Robles:** Professor of International Business and International Affairs and Director of Assessment, School of Business, George Washington University.

* **Jose Felipe Andrade-Sinning:** Baruch College Graduate, National PorColombia Co-Founder and IT Director, and visionary entrepreneur. Moderator

Lunch Break

Time: 12:30pm-2:15pm*

Panel # 3: "Colombians Abroad: Passion in Action"

Time: 2:15-4pm*

This panel will focus on the important role Colombians can play abroad. It will highlight the many opportunities we have to create lasting relationships with other Colombians around the world and how together, we can erase the negative stereotypes that surround the country. Panelists will also discuss the initiatives that have been started to change Colombia's image abroad.

Panelists:

* **Saul Eduardo Cardozo:** Imagen Pais "Colombia es Pasión"

* **Pilar Veru:** Expert on International Relations and Education. Founding Member of *Colaboro*

* **Liliana Melo:** Director, PECX (Colombian Professionals and Students Association)

* **Carlos Macias:** Journalist, graduating in May 2009 from Baruch College with a double major in Business Journalism and History.

Cultural Event

Time: 4:30-6:00pm*

Perfomance by "La Cumbiamba de eNeyé"



General Resume of Panelists

Panel 1. "Colombia through Foreign Eyes" 9 am - 11am

With the participation of:

June Carolyn Erlick is the Editor-in-chief of *ReVista, the Harvard Review of Latin America* and publications director overseeing the Center's book series and working papers.

June Carolyn Erlick is author of *Disappeared: A Journalist Silenced, the Irma Flaquer Story* (Seal Press, 2004) and *Una Gringa en Bogotá* (Santillana, 2007). She teaches journalism at Harvard Extension and Summer Schools and coordinates the journalism internship program there. Erlick received the James E. Conway Excellence in Teaching Writing Award in 2007. She has lived and worked in Latin America and Germany as a foreign correspondent. She holds a Master's degree in journalism from Columbia University, New York. Erlick received her B.A. in Philosophy from Barnard College in New York. She has received two Fulbright Fellowships, one to Guatemala (2000) and the other to Colombia (2005-2006)

Panelists:

Brian Andrews is the Director of RCN News, Colombia's first and only English language newscast designed for a global audience. In addition to his work with RCN, Brian serves as a free-lance correspondent in Colombia for CBS News, *The Miami Herald*, and Al-Jazeera TV.

Brian has served as news anchor and reporter for WSVN7 and CBS4 in South Florida, reporting from such places as Cuba, Colombia, Haiti, Italy, Israel, and Jamaica. He was anchor of the Emmy-nominated "CNN Newsroom" program and was a national correspondent of CBS Newspath. Andrews has been recognized by the Society of Professional Journalists for his foreign reporting, and by several South Florida federal and local law enforcement agencies for his local reporting and special series. He was also part of the CBS4 team of journalists recognized with the Edward R. Murrow Award for coverage of the Federal Air Marshals Shooting at MIA in 2006. In Colombia, Brian's work has received coverage from a number of publications, including Bogota's *City Paper*, *Cambio*, *Caras*, *Gente*, and *Don Juan* Magazines.

Edward Schumacher-Matos is a Robert F. Kennedy Visiting Professor in Latin American Studies for the Kennedy School of Government of Harvard University.

Born in Colombia, Schumacher-Matos has some 30 years of newspaper experience. He was a reporter at *The Patriot Ledger* and *The Philadelphia Inquirer*, where he was part of a Pulitzer

Prize-winning team. He has also worked at such prestigious newspapers as *The New York Times* and *The Wall Street Journal*, where he was a founding editor and associate publisher of *The Wall Street Journal Americas*. He founded Rumbo Newspapers/Meximerica Media, one of the three best Hispanic newspapers in the United States.

Schumacher-Matos received a bachelor's degree in literature and politics from Vanderbilt University and a master's degree in international economics and politics from the Fletcher School of Law and Diplomacy at Tufts University. He has been a Fulbright Fellow in Japan and a Bi-National Commission Fellow in Spain. He served in the U.S. Army and was awarded a Bronze Star for meritorious service in Vietnam.

Dr. Christopher Sabatini is the Senior Policy Director for the Americas Society/Council of the Americas and serves as Editor-in-chief of *Americas Quarterly*.

Dr. Sabatini has served as Director for Latin America and the Caribbean at the National Endowment for Democracy, where he managed the National Endowment for Democracy's (NED) grant programs to International Republic Institute, National Democratic Institute, Center for International Private Enterprise, and the American Center for International Labor. He was a Diplomacy Fellow with the American Association for the Advancement of Science, working at the U.S. Agency for International Development's Center for Democracy and Governance. He has also served as an advisor to the World Bank and the U.S. Agency for International Development. Dr. Sabatini has published numerous articles on Latin America, democratization, political parties, and the effectiveness of international programs to support democratic development.

Dr. Sabatini has a Ph.D. in Government from the University of Virginia and is currently an adjunct professor at Columbia University.

Panel 2. "Opportunities and Challenges of the Colombian Economy" 11am - 1pm

Dr. Fernando Robles is Professor of International Marketing and International Affairs at the School of Business and Public Management at the George Washington University.

Dr. Robles's research and consulting experience is in Global Marketing and Regional Marketing Strategies. His most recent book was *Winning Strategies for the New Latin Markets* and his articles have appeared in many academic and professional journals such as *The Journal of International Business Studies*, *International Marketing Review*, *Industrial Marketing Management*, *The Journal of Euromarketing*, *The International Executive*, *The Journal of Direct Marketing*, *Latin American Business Review* and *Thunderbid International Business Review*. Dr. Robles has given seminars to companies such as Ericsson Radio Systems and participated in executive management programs in Brazil, Colombia, Costa Rica, Dominican Republic, Mexico and Peru. Dr. Robles was president of the Business Association of Latin American Studies from 1989-1990 and served as its Chairman of the Board of Trustees. He is a member of the Education Committee of the Direct Marketing Association of Washington, the Advisory Council of the International Society for Marketing

and Development, the Academy of International Business, and the Business Association for Latin American Studies.

A native of Peru, Dr. Robles received a Bachelor's degree in Civil Engineering at the National University of Engineering in 1968. He also received a Masters degree from the Graduate School of Business Administration (ESAN) in Lima, Peru, and an MBA degree from Georgia State University and a Ph.D. degree in Business Administration from the Pennsylvania State University.

Hernando Gómez Gómez, worked for more than fifteen years in the banking and utility industries in Colombia. As a Certified National Trainer for the Junior Chamber International, Gómez has conducted dozens of presentations on business valuation, effective leadership, and entrepreneurship. Currently, he is a senior consultant for Morrison, Brown, Argiz & Farra, LLP in Miami.

Marco Sierra, senior vice president for Latin American and Spain, Forex Capital Markets, LLC.

José Fernando Andrade is a founding member of *PorColombia* and served as national president from 2007 to 2008. Andrade graduated from Baruch College in 2008 with a BBA in Entrepreneurship and Small Business Management. Currently, he participates in the NYU business plan competition with a business venture to educate Spanish-speaking adults to manage their personal finances. In 2006, Andrade spearheaded the planning committee of the II Colombian Student Conference held at Columbia University.

Panel 3. "Colombians Abroad: Passion in Action" 2:15pm - 4pm

Saul Cardozo is the Director of Information and Strategic Alliances for *Imagen Pais Colombia es Pasión* where he has directed processes of information and cultural empowerment related to the brand, as well as its international phase.

Cardozo has a major in finance and international affairs from Universidad Externado de Colombia in Bogotá, Colombia and Copenhagen Business School in Copenhagen, Denmark. He has a Master in science of government and public policy from Universidad de Los Andes in Bogotá, Colombia. He is fluent in Spanish, Portuguese, and English. In 2007, he was also a part of the country image team in PROEXPORT.

Pilar Veru, is an expert on international relations and education from New Jersey. Veru is a founding member of *Colaboro*, an organization working to serve as an umbrella and represent Colombian institutions abroad when dealing with the Colombian government. She also worked as editor-in-chief of the educational magazine *4to Poder* and as an adjunct business professor at Berkeley College.

Liliana Melo, a metallurgic engineer and business administrator pursuing a Master in Business Administration from the Zicklin School of Business at Baruch College. Currently, Melo is the president of the Colombian Professionals and Students Abroad Association

(PECX). She has extensive experience in the naval, aerospace, and oil production industries.

Carlos Macías is a journalist that has lived in New York City since 1999, and graduates in May 2009 from Baruch College with a double major in Business Journalism and History. In 2008, he was awarded the Donald W. Reynolds Center for Business Journalism and the New York Financial Writers Association scholarships. Currently, he edits photos, podcasts, and webcasts, performs daily website maintenance, and writes for the Americas Society/Council of the Americas.

Cultural Event 4pm - 6pm

La Cumbiamba de NY

La Cumbiamba eNeYé is an ensemble that performs concerts and workshops with traditional instruments from the African Diaspora in Colombia, as well as indigenous and European. All of which are blended together in the traditional musical styles that developed throughout the colonial era, and continue to evolve.

La Cumbiamba eNeYé was created in the summer of 2000 with a group of musicians of caliber who share an enthusiasm for investigating, performing and advancing musical expressions emanating from the mix of African, Native Indian, and European cultural contributions in the Americas.

Initially, *La Cumbiamba eNeYé* began performing a repertoire of cumbia related rhythms outdoors in different public areas of New York City. Given these circumstances, “Eneyé” adopted its denomination of ‘cumbiamba’ from the cultural vocabulary of the northwestern Caribbean coast in South America. In Colombia, ‘cumbiamba’ is a familiar word, which carries the meaning of an outdoors celebration with live cumbia music, or the bands that perform in such events. *La Cumbiamba eNeYé* evokes this lively atmosphere with every performance, and has also extended them into different cultural venues throughout the city and beyond.