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2020 Amplify Conference - Nuestro Impacto: Be Counted, Be Heard

Amplify Latinx Announces Stellar Lineup for 2020 Conference Keynotes

Recent Presidential Candidate and Former HUD Secretary, Julián Castro; President & CEO of Latino Victory, Nathalie Rayes; CEO of LULAC, Sindy M. Benavides; Founder & President of Justice for Migrant Women, Mónica Ramírez; CEO of CHCI, Marco A. Davis; and Executive Director & CEO of Mi Familia Vota, Héctor Sánchez Barba are confirmed Keynote Speakers

Boston, MA. — [Amplify Latinx](https://www.amplifylatinx.com), the non-partisan, collaborative movement whose mission is to build Latinx economic and political power across the Commonwealth, announced today that former Secretary of Housing and Urban Development, former Mayor of San Antonio, and recent Presidential candidate, Julián Castro will be featured as a keynote speaker for the fourth annual [Amplify Conference - Nuestro Impacto: Be Counted, Be Heard](https://www.amplifylatinx.com), to be held virtually over two consecutive Fridays, on July 17 and 24, 2020 from 10:00 AM - 12:45 PM.

Additionally, President and CEO of Latino Victory, Nathalie Rayes; CEO of League of United Latin American Citizens (LULAC), Sindy M. Benavides; Founder and President of Justice for Migrant Women, Mónica Ramírez; CEO of Congressional Hispanic Caucus Institute, Marco A. Davis; and Executive Director and CEO of Mi Familia Vota, Héctor Sánchez Barba have also been confirmed as keynote speakers.

The Amplify Latinx Conference is the organization's largest event of the year. This virtual convening presented with the Center for Women in Politics and Public Policy and the Gastón Institute, in collaboration with partner organizations and sponsors, will bring together over 500 Latinx leaders across multiple sectors, including political leaders, community organizers, activists, business executives, cultural leaders, and the artistic community to recognize our power and provide an understanding of the state of the Latino community in Massachusetts. The conference will showcase never before seen polling data of the impacts of COVID on Latinos and will share results of what Latinos across Massachusetts see as their biggest needs and policy concerns. The convening will help facilitate the creation of a shared policy agenda that will inform our ongoing advocacy and stakeholder engagement.

“This is a vital year for Latinx voices to be heard and be counted. The Latinx community has historically been at a disadvantage due to a lack of representation and obsolete systems of oppression that have prevented our political and economic advancement. These disadvantages have only been exacerbated by the Covid-19 pandemic,” says Rosario Ubiera-Minaya, Executive Director of Amplify Latinx; “our conference is a platform for local and national Latinx leaders to

come together to unify our voices behind a public policy agenda, exercise our power and be part of the solution we envision.”

Amplify Latinx is a non-partisan, collaborative movement whose mission is to build Latinx economic and political power by significantly increasing Latinx civic engagement, economic opportunity and representation in leadership positions across sectors. Amplify Latinx was launched by the Latina Circle, a Boston-based, non-profit social venture that is advancing Latina leaders across industries into positions of power and influence. We are one of the largest Latinx networks in Greater Boston, with over 3,000 active participants and 140 business and community partners. Our goal is to serve as a leading voice and advocate for our Latinx communities across Massachusetts by building a diverse, unified and powerful network of Latinx leaders and partner organizations.

Visit the [Amplify Conference](#) page for additional information, media packet, and sponsorship opportunities.

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Julián Castro served as U.S. Secretary of Housing and Urban Development under President Barack Obama from 2014-2017. Before that, he was Mayor of his native San Antonio, Texas — the youngest mayor of a Top 50 American city at the time. In 2012, he gave a rousing keynote speech at the Democratic National Convention, during which he described the American Dream as a relay to be passed from generation to generation. In October 2018, Little, Brown published Castro’s memoir, *An Unlikely Journey: Waking Up from My American Dream*. Secretary Castro launched People First Future in May to help elect bold, progressive candidates whose campaigns are focused on improving the lives of all people they hope to represent.

Nathalie Rayes is the President and CEO of Latino Victory, a progressive organization working to grow Latino political power by increasing Latino representation at every level of government and building a base of Latino donors to support this critical work. Nathalie serves as a United States Presidential appointee to the Board of Trustees of the Woodrow Wilson Center for International Scholars, she is the Chair of the Binational Advisory Group for Hispanas Organized for Political Equality (HOPE) Binational Fellowship, and member of the Board of Directors of the Hispanic Federation, as well as of Planned Parenthood Action Fund.

Sindy Marisol Benavides is a Honduran-American immigrant who has experienced the American dream and now devotes her career to public service, ensuring that countless young people, women, and immigrants have the same opportunity. She is currently Chief Executive Officer for the League of United Latin American Citizens (LULAC), the oldest Hispanic civil rights organization in the country. She previously served as the Chief Operating Officer and National Director for Civic Engagement and Community Mobilization for LULAC, Vice President of Field & Political Operations for Voto Latino, and as Northern Virginia Political Director for the 2012 Kaine for Virginia senatorial campaign. She has also been National Director of Community Outreach for the Democratic National Committee, and Latino Liaison and Director of Gubernatorial Appointments for Governor Timothy M. Kaine.

Mónica Ramírez hails from a farmworker family that settled out of the migrant stream to live year-round in rural Ohio. She is a long-time advocate, organizer, social entrepreneur and attorney fighting to eliminate gender-based violence and secure gender equity. Mónica is the founder of several major initiatives and projects, including Justice for Migrant Women, Esperanza: The Immigrant Women’s Legal Initiative of the Southern Poverty Law Center, The

Bandana Project and the Latina Impact Fund (LIF). She is the President of the Board of the National Farmworker Women's Alliance (Alianza Nacional de Campesinas) and a Board member for the National Latina Institute for Reproductive Health (NLIRH).

Marco A. Davis is President and CEO of the Congressional Hispanic Caucus Institute (CHCI), a national nonprofit organization dedicated to developing the next generation of Latino leaders. Prior to joining CHCI, he was a partner at New Profit, a national nonprofit venture philanthropy, where he led an effort to create a more equitable social sector, and served as organizational lead on diversity, equity, and inclusion. Davis served in the Obama Administration as Deputy Director of the White House Initiative on Educational Excellence for Hispanics and as Director of Public Engagement for the Corporation for National and Community Service. Previously, he was Director of Global Fellowship and Regional Manager for Latin America at Ashoka's Youth Venture, and led leadership development for UnidosUS (formerly the National Council of La Raza), where he created the *Líderes* Initiative.

Héctor Sánchez-Barba is the Executive Director and CEO of Mi Familia Vota, a Senior Fellow at GW Cisneros Hispanic Leadership Institute, and the Chair Emeritus of NHLA (National Hispanic Leadership Agenda). In these roles, he is an indefatigable voice advancing policy priorities, civic participation and fighting systemic injustices against Latinos, immigrants and the most vulnerable communities. Throughout his career, Hector has worked in non-profit organizations and has vast experience in policy advocacy, civic participation, community organizing, non-profit management, fundraising, and media relations.

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