

CROSS BORDER YOUTH SUMMIT

What is the Cross-Border Youth Summit?

Every day, politicians, business leaders, and community advocates on both sides of the Mexico-United States border make decisions they hope will improve the lives of future generations. What does the future generation think of these decisions? What can politicians, business leaders, and community advocates learn from the youth of both countries? Research on Generation Z or the “Plurals” – the uniquely diverse and commercially powerful generation born after 1997 – suggests that they have a lot to teach.

Last May, over 250 junior high and high school students from Arizona and Sonora, Mexico came together for the first annual Cross-Border Youth Summit. This May, CBYS will convene over 500 youth delegates in Downtown Phoenix to collaborate, share experiences, and propose solutions on topics ranging from prejudice and bullying to commerce, education, and media. Help us empower these young leaders and community builders with the tools and inspiration to change lives.

For more information, visit: cbys.org

Cost: \$0.00

What can youth expect?

CBYS participants can expect to meet other youth from Mexico and Arizona.

CBYS participants can expect to collaborate in English and Spanish to make their voices heard about:

- The kind of society they want
- How they want to be educated
- The career opportunities they want
- What they want from media and arts experiences

CBYS participants get a commemorative t-shirt designed by youth in collaboration with artists from [Cartoon Network](#) and a delicious free lunch up served up by the vendors in the Phoenix Convention Center food court.

Finally, CBYS participants will get to dance to local up-and-coming, bilingual rap and hip hop artists at the [Cross-Border Hip Hop Festival](#), produced by Respect the Underground - organizers of the Arizona Hip Hop Festival.

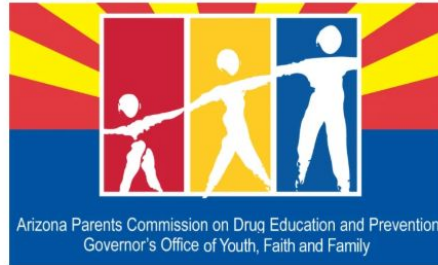
Agenda

Friday, May 3, 2019

- 8:30am **High school Peer Leaders Arrive and Check-in**
- 9:00am **Student Arrival and Check-in**
Students from Arizona and Sonora will begin to arrive
- 10:00am **Welcome from VIPs and Dignitaries**
Kate Gallego, Mayor of Phoenix, Arizona
Maria Cristina Fuentes, Director of the Governor's Office of Youth, Faith and Family, State of Arizona
Manuel Puebla Espinosa De Los Monteros, Secretario de Desarrollo Social, Estado de Sonora
Greg Stanton, U.S. Representative for Arizona's 9th congressional district
- 10:30am **Youth and Society**
Kinesthetic examination of factors shaping the day-to-day experiences of youth, from prejudice to substance use.
Luis Perales, CEO of Changemaker High School
- 11:30am **Youth and Media, Arts, and Culture**
Interactive exploration of arts and culture with small group discussion and digital feedback
Miki Garcia, Director of the Arizona State University Art Museum
Brad Snyder, Co-Founder, CRADL
- 12:45pm **Lunch**
Lunch will be provided by the food court at the Phoenix Convention Center with a variety of food options including, pizza, burgers, sandwiches as well as vegan, vegetarian, and gluten free selections.
- 1:45pm **Youth and Education**
Guided exploration of Arizona Science Center
- 3:15pm **Youth and Commerce**
Questions and answers with a successful, young serial entrepreneur from the region
Josh Elizetxe, Managing Principal, Foresold
Ylenia Aguilar, President, Osborn School District Governing Board - co-moderator
Brando Clarke, Co-Founder, CRADL - co-moderator
- 4:00pm **Closing Ceremonies**
- 4:30pm **Cross-Border Hip-Hop Festival**
Local, multicultural hip-hop artists and DJ's will perform for the students
Produced by Respect the Underground
- 6:30pm 2019 Cross-Border Youth Summit Concludes

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CBYS 2019 Sponsors



Governor's Office
of Youth, Faith
and Family



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Biographies

Greg Stanton, U.S. Congressman

Throughout his career, Greg Stanton has worked tirelessly to deliver results for Arizona families. Serving as Phoenix mayor from 2012 to 2018, he focused on building an economy rooted in innovation and trade. Under his leadership, Phoenix created thousands of quality jobs and recently saw the highest wage growth in the nation. Greg has earned a reputation for working across the aisle to get things done. His biggest accomplishments in Phoenix were passed with bipartisan support: the City's investment in the biosciences and higher education, support for small businesses, and national recognition for leadership on LGBT equality. In 2015, Stanton won reelection and successfully led one of the most ambitious transportation initiatives in the country—a bipartisan, voter-backed plan that is now working to triple Phoenix's light rail system, expand bus service, and improve thousands of miles of roadways over the next 35 years. Before his election as mayor, Greg served nine years on the Phoenix City Council and as Arizona's Deputy Attorney General. He attended Marquette University on the Harry S. Truman Scholarship, and earned a law degree from the University of Michigan. Greg and his wife Nicole have two children.

Kate Gallego, Mayor, City of Phoenix

Kate Gallego's entrepreneurial spirit and extensive economic development knowledge have helped transform Phoenix's economy and revitalize the city's transportation system. Kate's proven track record includes leading the campaign to pass Phoenix's citywide transportation plan and spearheading the successful Phoenix Equal Pay Ordinance. Kate is passionate about building a Phoenix that works for everybody. Kate Gallego believes that everyone should have access to cutting edge medical care, and she has been the city council lead on expanding Phoenix's biomedical campus. A strong proponent of investing in the infrastructure that Phoenix needs to grow, Kate is a member of the bi-partisan coalition Building America's Future. Her work on infrastructure has earned recognition from Women in Transportation and Friends of Transit. Her work on equity issues has earned her the recognition of the "Courage" Award from the Girl Scouts Cactus-Pine Council, Elected Official of the Year by the National Association of Social Workers Arizona Chapter, and the Rising Leader Award from the Anti-Defamation League. AZ Business Magazine named her as one of the most influential women in business. Prior to being elected, Kate worked on Strategic Planning and Economic Development for Salt River Project. She graduated Phi Beta Kappa from Harvard University and earned an MBA from the Wharton School of Business at the University of Pennsylvania. In 2015 the Wharton School of Business named her in its "40 Under 40" list. She is the proud mom of Michael Gallego.

Maria Cristina Fuentes, Director of the Governor's Office of Youth, Faith and Family

Maria Cristina Fuentes was appointed as Director of the Governor's Office of Youth, Faith and Family (GOYFF) by Governor Doug Ducey in November 2017. Previous to Ms. Fuentes' appointment, she served six years in the Administration of President George W. Bush in the U.S. Departments of Labor and Justice. Fuentes also served in the White House Office of Faith-Based and Community Initiatives, working to help states across the country develop and establish their own faith-based initiatives. After her time in Washington D.C., Fuentes worked at Casey Family Programs, where she furthered the foundation's mission to safely reduce the number of children in foster care and improve well-being outcomes of children and families.

Manuel Puebla Espinosa De Los Monteros, Secretario de Desarrollo Social, Estado de Sonora

Industrial and Systems Engineer by the Technology of Monterrey (ITESM); has postgraduate studies by the Technology of Monterrey and the Sonoran Institute of Public Administration (ISAP) and was selected to course the diploma of "Emerging Leadership" at John F. Kennedy school of the University of Harvard. He has performed as director of administration and finance of the Hermosillo Youth Institute (2008-2010); private secretary of presidency in PRI in Sonora (2010-2012); private secretary of the senator Claudia Pavlovich from 2012 to 2015. Private Secretary of the Governor of Sonora september 2015-january 2019; and now he is the Social Development Secretary of Sonora.

Luis Perales, Chief Executive Officer, Changemaker High School

Luis Alberto Perales Villarreal, M.S. is a native son of the Rio Grande Valley of South Texas. He is the son of an immigrant mother and an 6th generation Tejano father. His rural upbringing along the U.S./Mexico borderlands is the backdrop to his intimate relationship with the Mexican American culture. A transplant to Tucson, AZ and the Sonoran Desert, Luis has spent over a decade in the Old Pueblo. He is a two time graduate of the University of Arizona, earning his BA in Mexican American Studies in 2002, his MS in Mexican American Studies with a concentration in Latino Health in 2012, and he is currently pursuing his PhD as part of the first PhD cohort for the Mexican American Studies program. He is a former Co-chair of M.E.Ch.A. at the U of A, a transformative educator at the Institute for Transformative Education, and co-founder of Tierra Y Libertad Organization. He has had the honor of being a two time EXPORT Fellow and a Green For All Academy Fellow. He has directed his energies to train and develop community at the grassroots level in the areas of health promotion, cultural preservation, and environmental sustainability. Luis lives with his wife, 14-year-old son, and two 10-year-old twin sons in the south side of Tucson.

Miki Garcia, Director of the Arizona State University Art Museum

Miki Garcia was appointed Director of the Arizona State University Art Museum in December 2017. She was previously the Executive Director and Chief Curator of the Museum of Contemporary Art Santa Barbara from 2005-2017. Prior to this, she worked at the Public Art Fund, N.Y. from 2001 to 2004. From 1999 to 2001 Garcia was a Curatorial Associate at the Museum of Contemporary Art, San Diego and has also worked at the Blanton Museum of Art at the University of Texas at Austin and the San Antonio Museum of Art. At MCASB, Garcia worked with numerous emerging as well as internationally recognized artists including, Assume Vivid Astro Focus, Sanford Biggers, Michele O'Marah, Mickalene Thomas, Dasha Shishkin, Tam Van Tran, and Mario Ybarra, Jr. She has also completed numerous scholarly and professional publications and has taken part in juries and guest lectures including most recently Artadia: The Fund for Art and Dialogue, Creative Capital, The Santo Foundation, and the National Endowment for the Arts. As Director of ASUAM, Garcia manages the staff, facilities, budget, public relations, audience development, fundraising, programs, and exhibitions. In addition, she leads ASUAM with respect to curatorial and program development and community involvement. Garcia holds a BA from Vassar College, Poughkeepsie, NY and a MA from the University of Texas at Austin. She speaks Italian and Spanish, and is passionately committed to making art accessible to all communities.

Josh Elizetxe, Managing Principal, Foresold

Josh Elizetxe is an Internet advertising veteran and successful serial entrepreneur. Last year, over 100,000,000 people interacted with websites and brands owned by Josh's parent company. He serves on the board of the Phoenix Coding Academy and the Fleischer Scholars Program. Josh is a sought-after company advisor and Angel Investor in the software (SaaS), e-commerce, and advertising technology industries. With an uncanny focus on data-driven strategy, his work has resulted in over \$1 Billion in proven enterprise value tracked since 2009.

Ylenia Aguilar, President, Osborn School District Governing Board

Ylenia's firm provides strategic planning services for non-profit and for profit corporations, government and education institutions across Arizona. Building capacity and enhancing existing strengths of their clients is strongly emphasized. The most successful client campaigns are strongly tied to a mutual commitment to affect real world change. As the country becomes more diverse, it is critical to ensure that all communities can thrive. The firm prides itself on its commitment to working collaboratively with clients and assisting them in the advancement of their mission and vision. The firm promotes best practices and upholds ethical standards in the delivery of professional services. Influencing actionable change in the sector, empowering corporations as changemaker agents. The firm lends their expertise to a number of community initiatives and nonprofits in Arizona, Washington, D.C., Sonora, and Mexico City. In addition to strategic planning, Ylenia's specialties include translation and interpretation, with a specialization in localization. She has directed and managed state campaigns that have attracted national attention and successfully managed extensive development projects. The nature of her work has allowed Ylenia to travel throughout the United States where she has cultivated meaningful relationships. Ylenia attended the University of Arizona.

Hosts

Brad Snyder, Co-Founder, CRADL

Brad explains children to adults and to clients ranging from the U.S. Justice Department to Cartoon Network. Experts describe Brad's parenting book, *The 5 Simple Truths of Raising Kids*, as an "urgent 'must-read.'" Titles from his *What Every Child Needs To Know* children's book series (...About Elvis Presley, ...About Cancer, ...About Punk Rock, ...About The Economy, ...About Pizza and ...About Coffee), which he coauthors with Dr. Marc Engelsjerd to explain adults to children, have received numerous accolades, including being a "staff pick" at the Museum of Modern Art bookstore in New York City.

Brandon Clarke, Co-Founder, CRADL

Brandon is a passionate entrepreneur and advocate of the startup founder experience. As co-founder and director of the StartupAZ Foundation, he's led an effort to empower Arizona founders with the resources they need to level up; helping them grow and give back. His previous business ventures include real estate acquisition and development, hospitality, outdoor media, and consumer web. His latest venture, CRADL, is a research and design lab focused on the youth and family market. Brandon is a Phoenix native, married with three children and avid youth sports coach.

