



# Latinos EN CAROLINA DEL NORTE

With more Hispanics and Latinos calling Lee County home, what differences will arise in the fabric of our civic life? And, how can business, government and organizations remain effective?

## In case you haven't noticed, our community is changing ... yet again.

For Americans, change is pretty much the norm. We're a nation of immigrants, and each new wave reshapes our culture and civic life.

With more Hispanics and Latinos now calling Lee County home, our ever-changing landscape is

Tuesday, April 29 • noon  
Chef Paul's Café & Catering  
Sanford

transforming once again.

But who is coming this time and how are they different — from native-born Americans ... *and from each other?*

Axel Lluch examines Hispanics and Latinos in North Carolina, along with

their growing social, economic and cultural impact. What are differences in their social and cultural traditions? Educational needs? Buying trends?

And, most important of all, how can local business, government and civic groups be more effective with our new neighbors? The presentation will end with specific recommendations and answers to your questions.

About the Speaker ...

## Axel Lluch

Director of Hispanic/Latino Affairs  
Office of the Governor

**B**ORN AND RAISED in Puerto Rico, Alex Lluch became Director of Hispanic/Latino Affairs for Gov. Mike Easley in 2004, after serving as a business executive in human resources and sales/marketing management for companies in pharmaceuticals and consumer products.

He has traveled extensively within the United States, Central America and the Caribbean, and served as treasurer of the Randolph County Latino Coalition and a member of the Randolph County Chamber of Commerce's Diversity Committee.

Lluch completed his studies in science and communications at the University of Puerto Rico and the State University of New York.

### MEETING REGISTRATION

Lee County Committee of 100

## Latinos

April 29, 2008 • noon • Chef Paul's Café & Catering

name \_\_\_\_\_

address \_\_\_\_\_

city/state/zip \_\_\_\_\_

phone \_\_\_\_\_

e-mail \_\_\_\_\_

#### Luncheon Reservation

- Member ..... \$10
- Nonmember ..... \$15

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