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*fireside chat*

**The Importance of  
the Latino Vote in  
the 2022 Midterm  
Elections**

Wednesday, September 7, 2022  
Washington, DC

**HRPA** HR POLICY  
ASSOCIATION®

## Mike Madrid



Co-Founder, The Lincoln Project  
Partner, GrassrootsLab  
Co-Host, "The Latino Vote"  
Podcast

For over thirty years, Mike Madrid has been changing the outcomes of political campaigns throughout the country. His active involvement in local, state, and federal races has helped him to develop a keen insight into the successful characteristics of winning campaigns. Madrid is a nationally recognized expert on Latino voting trends. He graduated from the Edmund G. Walsh School of Foreign Service at Georgetown University in 1997. The completion of his thesis at Georgetown University on Latino voters became the basis for his pioneering work on Latino communications and outreach strategies throughout the country. He has served as the press secretary for the California Assembly Republican leader and as the political director for the California Republican Party. He's currently a partner in the political consulting firm, GrassrootsLab.

In 2001 Madrid was named as one of America's "Most Influential Hispanics" by Hispanic Business Magazine. Madrid has served on the Board of Directors of the American Association of Political Consultants (AAPC), as a fellow at The Unruh Institute for politics and as an adjunct lecturer on Race, Class and Partisanship at the University of Southern California.

He co-founded The Lincoln Project and is currently serves as the co-Chair of the League of Minority Voters.



President, Solidarity Strategies  
Co-Host, "The Latino Vote"  
Podcast

## Chuck Rocha

Chuck began his political career in the woods of East Texas at United Rubber Workers Local 746. By 22, he had become the youngest officer of the 1,200 person local. At 29, he was hired to be the youngest, first person of color and last rank-and-file National Political Director of the United Steelworkers of America. He is credited with building out one of the top national labor political departments in the country.

In 2010, Chuck left the USW to create Solidarity Strategies. The firm was built on the idea of diversity, inclusion and mentorship opportunities for the next generation of minority professionals. In 10 years, Solidarity has employed over 100 young people of color and has become one of the most successful minority-owned political consulting firms in the nation.

Chuck has worked on several presidential, Congressional and gubernatorial races through the years, including both of Sen. Bernie Sanders' presidential campaigns. He is the first Latino to run a presidential campaign and accomplished all of this despite never attending college, having a criminal record and being a single father at 20 years old. Chuck often says his biggest accomplishments are his twin grandsons, Wyatt and Rowan.