



THE CITY OF NEW YORK
OFFICE OF THE MAYOR
NEW YORK, NY 10007

October 14, 2009

Dear Friends:

It is a great pleasure to welcome everyone to the Latin Media and Entertainment Commission—LatinVision Convergence 2009 Conference.

As a world capital of the media industry, there is no better host than New York for this exciting annual conference. This event brings together the most accomplished minds in Hispanic advertising and media for a day of panels and presentations. As we work towards fulfilling the goals of *MediaNYC 2020*—our new initiative to promote the long-term strength of our City's media industry—this conference is a terrific opportunity to come together as a community to discuss how to sustain and enhance this industry while also networking with peers. And from sessions on financial strategies for the current economic market to tips on how to adapt traditional media to the digital space, the information provided at this conference is vital to the growth of opportunities in the Latino market.

On behalf of the City of New York and our Latin Media and Entertainment Commission, I am pleased to welcome all attendees for what promises to be a wonderful conference. While you're here, I hope you'll take advantage of all the exciting attractions and diverse neighborhoods that make New York City one of the world's greatest places to visit. Please accept my best wishes for an enjoyable conference and continued success.

Sincerely,

A handwritten signature in black ink that reads "Michael R. Bloomberg".

Michael R. Bloomberg
Mayor