

ANNA MARIA ARIAS MEMORIAL BUSINESS FUND

CURRENT ISSUE

LATINA STYLE 50

BUSINESS SERIES

LS WOMEN'S HEALTH SITE

HISPANIC ORGANIZATIONS

EVENTS AND OCCASIONS

CALENDAR OF EVENTS 2010

NEWS

LATINAS IN THE MILITARY

PARTNER ORGANIZATIONS

INTERN AT LATINA STYLE



SUBSCRIBE TO RECEIVE
LATINA STYLE
MAGAZINE

	SAN FRANCISCO, CA Thursday, May 13, 2010	NEW YORK, NY Thursday, July 22, 2010	MIAMI, FL Thursday, October 14, 2010
	SEATTLE, WA Thursday, June 24, 2010	SAN ANTONIO, TX Thursday, August 19, 2010	LOS ANGELES, CA Thursday, November 18, 2010

Anna Maria Arias Memorial Business Fund 2009 Gala Awards

Latinas are not only surpassing leadership roles in corporate America and in government levels but are developing a huge footprint in the U.S. economy as business owners. On Wednesday, September 9, LATINA Style, celebrated the accomplishments of 10 Latina entrepreneurs at the 8th Annual Anna Maria Arias Memorial Business Fund Gala Dinner & Awards.

Since its establishment in 2002, the Anna Maria Arias Memorial Business Fund has been the most respected and coveted business award program for Latina business owners in the United States. The Fund recognizes the accomplishments of Anna Maria Arias, the late founder and editor of LATINA Style Magazine. Her drive and mission to empower Hispanic women is one of the true legacies in the Hispanic community. The Fund celebrates this spirit of entrepreneurship that was Anna Maria's vision and that today serves to fuel the phenomenal growth of the Latina business sector. The Anna Maria Arias Memorial Business Fund has helped dozens of Latinas jump start their businesses or grow their companies to the next level. The awards have made a difference in the lives of dozens of Latina entrepreneurs, ensuring that business dreams become a reality...one woman at a time.

"I am so proud of their accomplishments," said Arcilia Acosta, chairwoman of the Anna Maria Arias Foundation. I am so thrill I am able to hold the torch. The opportunity to be able to serve as chairman and to continue to open doors for other Latinas is what drives me here.

I have an immense passion to help so many people and to give that back in so many ways."



The 2009 Anna Maria Arias Memorial Business Fund Award Recipients and Anna Maria Arias Foundation Board Members.

COLUMNS & DEPARTMENTS

- ▶ Publisher's Message
- ▶ Latinas Today
- ▶ Health: Latino Nutrition
- ▶ LSBS Chicago
- ▶ Letters from the Front!
- ▶ Su Casa
- ▶ Siempre Bella
- ▶ Events & Occasions
- ▶ AMAMBF Awardee
- ▶ About the Author
- ▶ College Beat
- ▶ Spotlight on Latina Elected Officials
- ▶ His View
- ▶ ¡Punto Final

PREVIOUS ISSUE!



(L-R) Rosa Navejar, president of the Fort Worth Hispanic Chamber of Commerce; Arcilia C. Acosta, president & CEO of CARCON Industries & Construction, Bea Vela, book keeper for STL Engineers; Maria de Lourdes Sobrino, Founder and CEO of Lulu's Dessert® Corporation; Lupita Colmenero, founder El Hispano News/Parents Step Ahead and Rosie Gutierrez.



Arcilia C. Acosta, CEO of CARCON Industries & Construction and Rosa Navejar, president of the Fort Worth Hispanic Chamber of Commerce.



BACK ←
ISSUES

CAST YOUR VOTE!

How would you rate the Obama Administration's first year? Health

- A
- B
- C
- D
- F

vote



Janet Murguía, president & CEO of the National Council of La Raza (NCLR) provides remarks during gala.



(L-R) Robert Merkle, Timi Aguilar, Capt. Kathleen Contres, US Navy along with U.S. Navy Midshipmen, Ivin Dysango, Victor Perez, Sergio Lloret, and Isis Milian



Janet Murguía
NCLR president and CEO
Keynote Speaker and Advocate of the Year

Her advocacy and career trajectory inspires and motivates many. She remains true to her beliefs and has become a key figure among the next generation of leaders in the Latino community, meet Janet Murguía, NCLR President and CEO and "Advocate of the Year" for her commitment to the Hispanic community.

As the president and Chief Executive Officer of the National Council of La Raza (NCLR), since January 1, 2005, the largest national Hispanic civil rights and advocacy organization in the U.S., Murguía understands the need to better serve Hispanics in the U.S. Murguía is currently a Board member of the Independent Sector, a coalition of leading nonprofits, foundations, and corporations committed to connecting, informing, and advocating on behalf of the nonprofit and philanthropic community. She is also a member of the Merrill Lynch Diversity & Inclusion Council and is an executive committee member of the Leadership Conference on Civil Rights. In addition, Murguía sits on the Board of the Hispanic Association on Corporate Responsibility and the National Hispanic Leadership Agenda.

Murguía grew up in Kansas City, Kansas. She received three degrees from KU: a B.S. degree in journalism (1982), a B.A. degree in Spanish (1982), and a J.D. degree (1985) from the School of Law.

"I am honored to be awarded as an advocate of the year this evening," she stated on stage.

Iliana S. Tostado Pappas
President
Accent Advertising & Associates

With more than 14 years of experience in the advertising industry, and a diverse work experience, Iliana S. Tostado Pappas, president of Accent Advertising & Associates formed the company in 1997 with the goal of serving advertisers trying to reach the Hispanic market. Over the past 12 years, she has expanded the business to include a full range of advertising and marketing services including creative, media buying and promotions to a broad mix of public sector and corporate clients.

After graduating with a bachelor degree in communications with minors in Linguistics and Spanish Literature from the University of California in San Diego, she began freelancing in the production industry doing everything from set design to assisting director. "My diverse experience has really helped me in the advertising industry," she says.

She is currently an adjunct faculty instructor at Columbia College teaching a marketing class in International sales. She also serves on the St. Jude Hispanic Professional Advisory Board (HPAB) of Chicago, and was influential in its founding in 2006. She serves as the Chairperson for the HPAB's annual fundraising gala event in Chicago – Sabor Latino.

She looks forward to partnering with a production company in Mexico creating an enormous campaign promoting specific places in Mexico. As an accomplished entrepreneur she advises the Latina entering the workforce to not give up and not take rejection personally, "find someone who can be your mentor to help guide you and don't be afraid to ask for help," she says.



Ivette Mayo
President & CEO
Yo Soy I Am, LLC - Yo Soy Expressions



"It starts with a dream then it becomes a plan," says Ivette Mayo, president & CEO of Yo Soy I Am, LLC - Yo Soy Expressions, a Cultural Consulting and Training company designed to help companies create greater cultural awareness and develop cultural competencies in their employees.

In April 2006, Mayo opened the doors to her own business to influence and create results that promote a greater knowledge and acceptance of cultures and respect for diversity. Through informational seminars and customized training Yo Soy I Am, LLC closes the gap and helps companies achieve a competitive edge. In 2007, she started her second company, Yo Soy Expressions. It is a specialty note card business and online store – www.yosoyexpressions.com. The products are designed and inspired by the excellence of "la mujer Latina".

Mayo has 15 years of business experiences in branding and marketing products and services. "The possibilities are endless," she states. "I believe Latinas have the skills, the tenacity, and passion to accomplish all they set out to do. It is within our fiber to be successful in all what we do!"

She is an active board member of the Greater Brandon Chamber of Commerce and part of the Leadership Brandon 2007 class. She has also been instrumental in coordinating the first-ever International Business Summit 2007. Mayo is a board member of the Hispanic Women Professional Association of Tampa Bay.

Her advice to the Latina entering the workforce is to "not let fear nor guilt keep you from achieving what you want to achieve."

María Victoria Díaz
President & CEO
Closed Caption Latina

"The role of the Latin businesswoman is essential nowadays as an example to follow for the generations to come," says Maria Victoria, president & CEO of Closed Caption Latina. "Not only does this recognition make me feel extremely proud, it gives me the motivation and drive to keep working hard for the access of the Latin Community to media."

Diaz is an electronic engineer with a degree in Telecommunications and specializing in Project Management. A founding partner and commercial manager of the company, she heads the Florida-based branch of the company and is responsible for the development of new projects in Latin America and other regions of the United States.

"Every single story that my fellow business colleagues shared show the characteristics of the Latina women: determination, love and passion," she states. "We have overcome cultural, linguistic and economical barriers. It was important for me to confirm that we at Closed Caption Latina are not alone. There is a Latin businesswoman in every corner of this country trying to succeed, striving to show what we are capable of doing, creating jobs, helping the community and sharing from their own personal experience."

Closed Caption Latina provides media accessibility services. Commercial services include captioning in Spanish, subtitling, dubbing and Computer Aided Realtime Translation (CART).

They are currently working on providing access to Hispanic children with disabilities, supported by The U.S. Department of Education, Hispanic educational channels VEMe, HITN and TUtv from Puerto Rico.



Victoria E. Villalba
President & CEO
Victoria & Associates Career Services, Inc.

A pioneer in her field, having established many "firsts" in the industry, such as the "vendor on premise" concept at Royal Caribbean Cruise Line and Preparing Youth for Industry (PVI) Program in South Florida, Victoria E. Villalba is the president and CEO of Victoria & Associates Career Services, Inc., a staffing firm with over 17,000 placements since its onset in 1992. Victoria & Associates is a Florida Minority Business Enterprise and a certified Women's Business Minority Enterprise (WMBE), with offices in both Miami-Dade and Broward Counties, and on-site at Royal Caribbean Cruise Lines. Her current project includes looking for companies that are hiring.

Villalba currently serves on the Board for the Coral Gables Chamber of Commerce and the Board for His House Children's Home. She also partners with Dade County Public School's Rolando Espinosa Center and KAPAW (Kids and the Power of Work). She was recently invited to speak at President-Elect Obama's jobs summit held in Palm Beach County. She had the privilege of being the only small business owner sitting on the panel along-side the President of Google, Former Chairman of the Federal Reserve, distinguished governors, and of course, Senator Obama.

As an accomplished entrepreneur, she advises the young Latina to "find a mentor, find balance, support other women and continue to develop your skills. Network and build relationships," she says. "Try to learn something new everyday. Find a career that you look forward to Mondays!"

Teresita Marsal-Avila
President

The Law Offices of Teresita Marsal-Avila

"I've had the opportunity to help thousands of immigrants reach their American dream," says Teresita Marsal-Avila, president of the Law Offices of Teresita Marsal-Avila, a Chicago immigration lawyer and successful Latina entrepreneur who through the Chamber of Commerce promotes the education of small Latino businesses to move their businesses to the next level.

Born in Havana, Cuba in 1960, she and her family fled the Castro regime in 1971. Her family lived in Madrid, Spain for over two years before immigrating to the United States in 1973 and settling in Elizabeth, New Jersey. She attended Valparaiso University, Indiana, on an academic scholarship, earned her B.A. in 1983 and earned her Juris Doctor degree from the Valparaiso University School of Law in 1986. Post graduation, she worked for the General Assembly Affairs Office of the United Nations as a correspondent for the Journal of the United Nations.

Currently her law firm is in the process of creating free workshops, seminars, and lectures to keep immigrants informed of their rights and opportunities. Her broad range of experience and ability to relate to people allow her to thrive in any environment-from the board room to the Court room. "Latinas are a growing force," she says. "Latinas entering the small business community should use their creativity, ingenuity and passion to turn our economic crisis into a business opportunity. They should become leaders of their own destiny and the destiny of our country."



Timi Aguilar
President & CEO
Aguilar Public Relations, LLC

"My greatest accomplishment as a businesswoman is being able to give my clients the highest value in professional services while at the same time, using the services I provide to them to advocate for Latino issues, a personal passion of mine," states Timi Aguilar, president & CEO of Aguilar Public Relations, LLC.

Throughout her career, Aguilar has offered strategic PR counsel to executive leadership and managed high profile projects for investor relations and government affairs. She started Aguilar Public Relations in January 2005. The company assists the Latino community benefit by providing free services to non-profits and city organizations to help strengthen the community. The company specializes in public affairs, community relations, philanthropy, media relations and project management and serves a variety of clients.

Aguilar understands the need to help empower Latinas and their family in the community and engages with them through pro bono PR support with the Denver Latina Chamber and the launch of the first "Celebrating Latinas" event. She serves on the board for Denver Kids, Inc. Aguilar advises the young Latina to remind themselves that they are a qualified professional and to network with as many professionals as they can, to never settle for less and to be your own advocate. "I think we are at a turning point in this century where Latinas are finally being recognized for their talents and are now holding top positions in government and business – awesome!, but we need more," she states. "I hope that we will continue to rise to the next level by continuing to educate ourselves and push through."

By Gloria Romano
Photos by Juan Carlos Briceño

12>

[This article has been edited for www.latinastyle.com. For the full version, check out the September/October issue of LATINA Style.]

 SEND THIS ARTICLE TO A FRIEND

[Comments](#) - [Suggestions](#) - [Questions about this article please send us your feedback](#)

LATINA Style Magazine | 1701 Clarendon Blvd. Suite 100, Arlington, VA 22209 | Tel: (703) 312-0904, Fax: (703) 312-7062 | info@latinastyle.com

© 2005 LATINA Style Magazine - [Legal Notices](#)

