

Latino Leaders

The National Magazine of the Successful American Latino

The Inaugural Ones to Watch The Inspired Leaders

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BEA PEREZ:
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BEST OF THE
BEST 2009

**FELIX PALAU
ANA CAMPOS
JOEL AYALA**

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"Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them."

Robert Jarvik

The background of the entire page is a close-up, high-contrast photograph of a camera lens. The lens is circular, with multiple concentric rings of glass and metal visible. The lighting creates a strong sense of depth and focus, with the center of the lens being the brightest and the edges being darker. Overlaid on this image is the main title 'The Inaugural Ones to Watch' in a large, bold, white font with a thick orange outline. Below the title is the subtitle 'The Inspired Leaders' in a smaller, white, sans-serif font. At the bottom of the page, there is a paragraph of text in a white, sans-serif font, and a small line of text indicating the compiler and writer. The bottom left corner features a blue, abstract, geometric pattern that resembles a stylized map or a cluster of shapes.

The Inaugural Ones to Watch

The Inspired Leaders

Compiled and Written by Allena Tapia

It's the end of a decade, the Census is coming up, and Latinos want to know where we stand. We hear the lip service on our growth, on our contributions, on our numbers, but it's hard to put all that into perspective ... until now. Latino Leaders Magazine has scoured the country (and even went beyond our borders) to put a face on the rising and emerging stars in the Latino world. Whether in business, sports, politics, the arts, or healthcare, we know we contribute. Keep an eye on these Latino superstars.



Nidia Bautista

Policy Director, Coalition for Clean Air.

Thoughts on leadership:

"The environmental movement is no longer for the few, but for the many.

In the future, I would like to see more

Latino and other minority voices take a stand for cleaner air. Air pollution knows no race or borders; we are all affected by it."



Why she was selected: In her five years with the Coalition, Bautista has managed advocacy and outreach efforts in California's inland valleys, worked to reduce particle and smog

pollution in the San Joaquin Valley, and help reduce pollution from port operations. She spearheads the statewide Environmental Health Legislative Working Group, which oversees inland valley efforts and air toxics campaign. She is a contributor to Paying with Our Health: the True Cost of Freight Transportation a statewide report by the Pacific Institute and a member of the planning committee for the annual UCLA Transportation, Land Use and Air Quality Summit. Prior to joining the Coalition for Clean Air, Nidia was a field representative for then-Congresswoman Hilda L. Solis. She attended California State Polytechnic University, Pomona majoring in political science.



Rising Star: The Green movement is no longer a movement—it is here to stay. As more Americans take initiative and continue environmental efforts, Bautista will be there to lead and advocate for a healthier California, and a healthier United States.

Andrew Manuel Crespo

Law Clerk to Judge Stephen G. Breyer, United States Supreme Court.



Thoughts on leadership: *"It was only a few decades ago that the first Latino students were admitted to this country's top law schools. Today, members of that same pioneering generation hold leadership positions across government, academia, and private practice. Young Latino and Latina lawyers like me benefit immensely from the trailblazing accomplishments of our role models, as does the entire legal profession."*



Why he was selected: Crespo graduated from Harvard College magna cum laude in 2005 with highest honors in Social Studies. During college, he was awarded the inaugural Susan C. Eaton Community Organizing Fellowship for his work studying and practicing community organizing in the diverse immigrant neighborhoods of East Boston. After graduating from

college, Crespo attended Harvard Law School, where he was elected the first Hispanic president of the Harvard Law Review, the nation's oldest journal of legal scholarship. As president, he oversaw the publication's operations and served as its editor-in-chief. Upon graduating from Harvard law, Crespo served as a law clerk to Judge Stephen Reinhardt of the Ninth Circuit Court of Appeals. He currently serves as a law clerk to Associate Justice Stephen G. Breyer of the United States Supreme Court.



Rising Star: Those in the know took interest when Crespo was elected the first Latino to serve as president of Harvard Law Review. After all, the first African-American Editor in Chief of the publication, Barack Obama, certainly went on to do great things. The Latino community is watching Crespo's career unfold.



Marlon Q. Paz

Senior Counsel to the Director of Trading and Markets, U.S. Securities and Exchange Commission and President, Hispanic Bar of D.C.



Thoughts on leadership: *"The Latino community is rich with the talent necessary to solve some of the most vexing issues affecting our financial markets today. Yet, despite the large impact on our community and the deep talent pool, there are relatively few Latinos in financial regulation, especially at the leadership levels. It is critical to increase the diversity in an area that significantly affects the lives of so many in our country. I consider it a responsibility to reach out to other Hispanics and do my part to increase the pipeline of Latinos entering the financial sector."*



Why he was selected: Paz serves as legal advisor to the Director and consults with the Director on a range of policy issues, including a central role in developing the SEC's positions on regulatory and enforcement matters, and initiatives to address the current financial stress in the markets. He is also an Adjunct Professor at Georgetown University Law Center, is President of the Hispanic Bar Association of DC, and Director of the Hispanic National Bar Foundation. Awards include the Leadership Award by the Hispanic National Bar Foundation, the SEC's EEO Award for his work with Howard Law School, and recognition as a Rising Legal Star by the Hispanic Bar Association of DC. Paz was also appointed as Ambassador by the Business Law Section of the American Bar Association.



Rising Star: Paz has solidly positioned himself as the leader and resource needed in the current financial sector, but it is his willingness to pull more young Latinos into the pipeline that will positively impact his career and community.



Fabian Gonzalez

Vice President, Multicultural Sales, ING.

Why he was selected: As Vice President Multicultural Sales for ING, Gonzalez brings more than 20 years of diverse insurance background

both in the US and Latin America. Since joining ING, he has been instrumental in helping to identify and execute opportunities within the U.S. Hispanic Marketplace. Gonzalez works closely with distribution agents around the country in helping them to recruit and grow their Hispanic sales force. He also

works with the employees of large companies to provide in-language financial literacy workshops as well as on-site financial education workshops. He has developed more than 100 in-language and in-culture marketing materials for the Hispanic markets, created and delivered bilingual financial literacy and education seminars for employers with significant Hispanic employee population and successfully connected multicultural business objectives with ING's multicultural employee resource groups across the U.S.

Rising Star: Some companies give lip service to their Hispanic segments, and some, like ING, successfully position contributors like Gonzalez to take a large bite of the marketplace using successful, applicable strategies like these.

Robert Rodriguez

Director of Corporate Learning, Kaplan University.

Thoughts on leadership: *"I expect to see continued growth in the number of Latino executives for two reasons. First, corporations who want to grab a larger share of the Latino consumer segment are hiring and promoting more Latinos as a way to better understand and connect with the Latino community. Secondly, with close to 11,000 baby boomers retiring every day, corporations are looking at Latino professionals as their next source of intellectual capital."*

Why he was selected: Rodriguez's consulting client list is a veritable who's-who of corporate America, featuring such names as PepsiCo, Campbell's, Boeing, Goldman Sachs, Borders,

UPS, Pfizer and McDonalds. These companies and more turn to Rodriguez to help them with their Latino diversity initiatives, and with good reason. In addition to his work with Kaplan's corporate partners, Rodriguez serves on the Board of Directors for the National Forum of Latino Healthcare Executives and is former Chairman of the Hispanic Alliance for Career Advancement. He is also a well-published author and a sought-after speaker.

Rising Star: As companies continue to understand the role that Latino employees and teams play in their profits and markets, they'll need major players like Rodriguez to help them to understand how to best leverage the talent that's out there—making him very in-demand.



Julián Castro

Mayor, San Antonio.

Why he was selected: At age 35, Castro is the youngest mayor of a Top 50 American city, and there are whispers that this may be the nation's first viable Latino

presidential candidate. He began his career as the youngest elected city councilman in San Antonio history, and his focus on public service, economic growth and quality of life issues has not wavered since. Mayor Castro earned his undergraduate degree from Stanford University with honors and distinction in 1996 and a juris doctorate from Harvard Law School in 2000.

Rising Star: With the drive and ambition that Castro is already showing at such a young political age, we can only imagine the powerful career arc that he still has in front of him. The excitement around Mayor Castro, and his twin brother Texas State Representative Joaquin Castro is palpable; many are watching both of these careers with bated breath.

Lisa Fernandez

3-time Olympic softball champion and assistant coach, UCLA softball.

Why she was selected: Fernandez's career is best told by the numbers: three Olympic gold medals, 74 shut outs, an Olympic record breaking .545 batting average, 93 winning games and an Olympic record 25 strikeouts. Now focusing on coaching the next generation of softball stars, Fernandez is an assistant coach for UCLA softball and an avid golfer.

Rising Star: Fernandez's current strength lies in her access to future generations of Latino Olympic champions and sports stars. This kind of leadership puts her and her protégés in a position to make a positive statement on the future of Latino sports.





Louis Pagan

Founder of LAT3G Media Group, co-founder of Latinos In Social Media (LATISM).

Thoughts on leadership:

"Latinos are poised to own their stories by using current technologies in the form of social media, which leverages individuals and allows them to produce and distribute their work in various forms."

Why he was selected: Louis Pagan has been involved in social media for more than five years and is an emerging leader. With his well-respected blog, LatinoPundit, he was a pioneer and leader in the Latino Blogosphere for a number of years.

Recently, as co-founder of Latinos In Social Media (LATISM), he identified a market niche and organized a nationwide movement, which culminated with the first Latinos In Social Media conference tour that will continue in years to come. He is founder of LAT3G Media Group, which serves Latino content in various mediums, and also is a consultancy for social media in Hispanic markets. He can currently be found writing at <http://louispagan.com> where he discusses Latinos and social media.

Rising Star: As the recognized Latino Social Media expert, Pagan has placed himself squarely between two rapidly growing groups: social media users and Latinos. In doing so, he has effectively set himself up to lead a new generation of users toward best practices and most effective methods in the new social environment.

Manny Ruiz

Multicultural Markets & Hispanic PR Wire, PR Newswire.

Thoughts on leadership: *"This is a terrific time for Latinos in PR because even with the Great Recession of 2009, a time when many Hispanic marketers pulled back on budget, the Hispanic PR industry thrived. It's no secret why. PR dollars, dollar per dollar, render much more than Hispanic advertising. In addition, social marketing in 2010 and beyond is going to explode and there is no one poised to capture that opportunity of dollars more than Hispanic PR professionals."*

Why he was selected: A media trailblazer, former journalist, award-winning PR professional and dynamic keynote speaker on media trends, Ruiz is often sought after for his expertise on media, PR and public affairs. A longtime member of the Public Relations Society of America (PRSA),

Ruiz is the immediate past co-chair of PRSA's national diversity committee. Prior to launching Hispanic PR Wire in 2000, Ruiz was a founder and media relations director of the National Hispanic Market Practice of Porter Novelli. Ruiz played a central role in the success of the Florida anti-teen smoking campaign "truth," a campaign which for two consecutive years swept all of the PR industry's most coveted awards, including the PRSA Silver Anvil Award of Excellence and the PR Week Health Campaign of the Year.



Rising Star: Ruiz is just at the cusp of riding the social media and Hispanic-centric PR waves. This unique position guarantees Ruiz a front-row seat in the next decade's growth of these sectors.



Monica L. Martinez

Vice President of National Hispanic Business Affairs, Comerica Bank.

Thoughts on leadership:

"With companies such as Comerica embracing diversity, the future is brighter for all of us. Our organization understands that the commitment to diversity starts with the leadership team and is pushed down through all levels of the company. Organizations that support diversity in ways such as these will provide expanded opportunities for Latinos looking to begin their careers or seek new careers in the financial services industry."

Why she was selected: Latino Leaders has talked about the outstretched hand of Monica Martinez in past issues, and she continues to excel. Her ability to outreach and liaison with her targeted demographics guarantees continued success in building the relationships that Comerica needs. Before becoming the first VP of National Hispanic Business Affairs, Martinez performed the same type of bridge-building duties as a grassroots and political communications manager for Ford Motor Company. She is a graduate of Eastern Michigan University.

Rising Star: Martinez's focus on growing business relationships and focusing on outreach is an imperative part of bolstering Comerica's performance. Combining that with the growing Hispanic demographics on which she focuses, Martinez's leadership will be heavily depended upon in the coming years.