

THE PREMIER MAGAZINE FOR HISPANIC BUSINESS PROFESSIONALS

NSHMBA

Fall 2012
Vol. 8 No. 3

More than an MBA



RECRUITING HISPANIC TALENT IN the Mobile Age

The Perks of NSHMBA's
University Partnership Program
Benefit Students
and School's Alike

Toyota. Orgullosa patrocinadora de NSHMBA 2012.
Visítanos en el puesto #1675. Te esperamos.

SI PARAR. TAN. SE. GUI. DO.
EN EL. TRA. FI. CO. DE TU CA. SA.
AL TRA. BA. JO. ES ASI. DE
MO. LES. TO.
NECESITAS UN CAMRY.



El totalmente rediseñado CAMRY 2012.

Disponible con un sistema de navegación que te da el reporte del tráfico, y con nueva tecnología Entune™ para que te conectes a diferentes aplicaciones y así puedas disfrutar el trayecto. CAMRY 2012, por un mejor commute.



Toyota.com/espanol |  Toyota Latino



El contenido de esta página constituye un servicio de producción de contenido patrocinado de Toyota y no debe considerarse un consejo de inversión. El contenido de esta página y de los contenidos del sitio Toyota.com constituye una oferta de inversión de Toyota. Toyota y el logo de Toyota son marcas registradas de Toyota Motor Corporation. El contenido de esta página constituye un servicio de información y no debe considerarse un consejo de inversión. El contenido de esta página y de los contenidos del sitio Toyota.com constituye una oferta de inversión de Toyota. Toyota y el logo de Toyota son marcas registradas de Toyota Motor Corporation. El contenido de esta página constituye un servicio de información y no debe considerarse un consejo de inversión. El contenido de esta página y de los contenidos del sitio Toyota.com constituye una oferta de inversión de Toyota. Toyota y el logo de Toyota son marcas registradas de Toyota Motor Corporation.

NSHMBA Accelerates Your Career and Your Ride Sweepstakes!

3 Easy Ways to **WIN** A TOYOTA RAV4

1. Complete Your Member Profile!
2. Upload Your Resume to NektPro.com!
3. Register for the 23rd Annual NSHMBA Conference & Career Expo!

Visit NSHMBA.org/BecomeMember to enter.

Toyota RAV4.

Easy to load up. Easy to drive. Easy on gas. Hard to beat.

Visit www.toyota.com/rav4 for more information.



NSH  MBA
NATIONAL SOCIETY OF HISPANIC MBAs

 **NektPro**
Powered by NSHMBA

NO PURCHASE NECESSARY. Open to legal residents of the U.S. D.C. (excluding HI and AK), 18 years or older. Ends 10/31/2012.
Vehicle shown may not be actual car won as prize. Go to www.nshmba.org for Official Rules, mail-in entry method and prize description.
Void where prohibited. Sponsored by The National Society of Hispanic MBAs, Irving, TX.

THE PREMIER MAGAZINE FOR HISPANIC BUSINESS PROFESSIONALS

NSHMBA

Fall 2012
Vol. 8 No. 3



- 6 Letter from the CEO
- 8 A Message from Our Board of Directors
- 10 Insights: Culturally Relevant Professional Development is the Stepping Stone to Hispanic Success
By Glenn Llopis
- 14 If You're Not LinkedIn, You Should Be
By Ericka Spradley
- 21 More than an MBA: A NSHMBA Profile
By Laura Rivas
- 29 Navigating the Course: Dan Magnia
By Laura Rivas
- 32 I am NSHMBA: Rafael E. Castro
By Aimee C. Juarez
- 36 Voices
- 40 Recruiting Hispanic Talent in the Mobile Age
By: Miguel A. Corona, D.M.
- 46 The Perks of NSHMBA's University Partnership Program Benefit Students and Schools Alike
By Aimee C. Juarez
- 52 NSHMBA National Board: C6
- 54 NSHMBA Foundation: C3
- 55 Corporate Advisory Board
- 56 Chapter Presidents
- 62 Conference Sponsors

ONE TEST

And a Family is Reunited

Angela was 21-days-old when she was kidnapped in broad daylight. Her mother, Brenda was on her way to the doctor when two women assaulted her, forced Angela from her arms, and took off in a car in Guatemala City.

Two months passed before Angela was found. If it were not for a DNA test—a test created by Life Technologies, there would have been no proof Angela belonged to Brenda.

The test result was 99.9%. Finally, Angela got to go home.

Join in to stand out.

Visit lifetechnologies.com/careers

Angela and Brenda Corado

life
technologies™

Life Technologies is an Equal Employment Opportunity/Affirmative Action employer.



Editorial Board

MANAGING EDITOR

Stephanie Ramirez
Marketing & Social Media Specialist

ASSOCIATE EDITORS

Mandy Brown
Marketing & Communications Specialist

Santiago Alanis
Graphic Design Specialist

PHOTOGRAPHERS

Garvin Smith, CEO
StarrShots Studios, Inc.,



NATIONAL SOCIETY OF HISPANIC MBAs

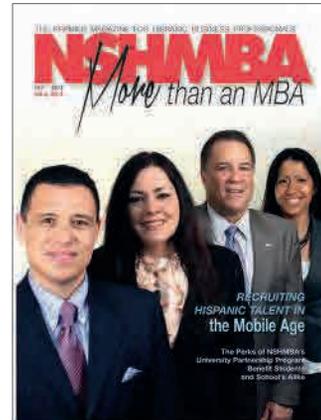
THE NATIONAL SOCIETY OF HISPANIC MBAs

450 E. John Carpenter Frwy, Suite 200 • Irving, Texas 75062
(877) 467-4622

nshmba.org
facebook.com/nshmbanational
twitter.com/nshmba
youtube.com/nshmbanational
linkedin.com/company/nshmba

Publication Printers Corp.

2001 S. Platte River Dr., Denver, CO 80223
Phone: (303) 936-0303 • Toll Free: 888-824-0303
Fax: 303-937-5409



NSHMBA, the premier magazine for Hispanic business professionals, is published three times a year - spring, summer and fall. Postmaster: Send address changes to NSHMBA, 450 E. John Carpenter Frwy, Suite 200, Irving, TX, 75062

Entire contents © 2012 NSHMBA (Volume 8, No. 3). Reproduction in whole or in part without permission is prohibited. Products named in these pages are trade names or trademarks of their respective companies. NSHMBA and the NSHMBA logo are trademarks of the National Society of Hispanic MBAs. The opinions expressed in *NSHMBA* articles are those of the authors.

SARA ROSENBERG

ColorConfections - Magazine Layout & Graphic Design
sara@colorconfections.com

NELSON LIMA

NSHMBA Advertising Information
advertising@nshmba.org

STEPHANIE RAMIREZ

NSHMBA Editorial Information
sramirez@nshmba.org

The National Society of Hispanic MBAs (NSHMBA) was created in 1988 as a non-profit organization. Widely known as the "Premier Hispanic Organization," NSHMBA serves 37 chapters and more than 17,000 members in the U.S. and Puerto Rico. It exists to increase the number of Hispanics graduating from MBA schools through scholarships, awareness programs and mentorship; enhance career management opportunities for Hispanic MBAs from school to leadership positions, through job placement and world class professional development; to be the partner of choice for organizations seeking to hire and develop Hispanic talent; and recruit and retain as life-long members a majority of Hispanic MBAs. For more information visit www.nshmba.org

**Based on 2012 membership data*

Drink Responsibly

Every Occasion

Around the World

CELEBRATING LIFE

EVERY DAY

EVERYWHERE

SAVOY
TOP
100
COMPANIES
TO WORK FOR
2011

2011
Diversity
Council
Honors
Award

BEST
PLACES TO WORK
2012 for LGBT Equality
100% CORPORATE EQUALITY INDEX

FIFTY OUT FRONT
diversity **50** MAGAZINE

As the world's leading beer, wine and spirits company, it may surprise you to learn that the spirit we focus on most is the human spirit. Whether it is helping support local organizations in our community or being part of life's big events, we're committed to celebrating life, every day, everywhere.

Diversity is the Spirit at Diageo.

PLEASE DRINK RESPONSIBLY.
© 2012 DIAGEO NORTH AMERICA, INC., NORWALK, CT
PHOTO: MICHAEL PRIEST PHOTOGRAPHY

JOHNNIE WALKER
SMIRNOFF
CAPTAIN MORGAN
GUINNESS
BAILEYS
BEAULIEU VINEYARD
STERLING VINEYARDS
JOSE CUERVO
CROWN ROYAL
TANQUERAY

DIAGEO

Dear Friends,

Over the last two years I have had the opportunity to visit with over 250 of our 389 partners and with nearly all of our 400 chapter officers and many of our 17,000 members. These visits have been strategically designed to help us build a better NSHMBA.

It's through these visits that I've seen first hand that NSHMBA is *More than an MBA*. Because we are *More than an MBA*, we are continuously working to build a better NSHMBA.

We are achieving this through a very simple change-model based on three principles:

1. Relationships - this has been the foundation to everything we are doing, the reason for all my travel and engagements throughout the year. It is through these relationships that we have been able to learn what our constituents need, which has led us to develop new innovative products and services!
2. Value Proposition – The new NSHMBA does not do anything that does not add value to our constituents – it is because of this value proposition that we have been able to grow from 7,000 members to over 17,000!
3. Honesty and Integrity – As an organization we conduct ourselves with the highest integrity, acknowledging our areas of opportunity as well as communicating in the most transparent manner.

These principles of change have allowed us to create a new operating model where our members and partners have the opportunity to be engaged with NSHMBA throughout the year and with the annual conference becoming our culmination of engagements for the year.

I know this year's conference in Orlando is going to be the best yet, and I look forward to seeing you there! NSHMBA will be offering new and exciting opportunities to take this event to the next level, including a panel event on "The Power of the Hispanic Market" and the introduction of our new Ignite Program, which gives undergraduates juniors and seniors the opportunity to ignite their careers.

As we continue to see NSHMBA grow and flourish, I look forward to furthering our vision of being the premier Hispanic business professional organization!



Manny Gonzalez
NSHMBA CEO



"Because we are More than an MBA, we are continuously working to build a better NSHMBA."

2010



2011



2012





I CAN
BE ME.
100%

Best Buy is a proud supporter of the National Society of Hispanic MBAs.

Come see us at Booth #1473 and ask about our exciting employment opportunities.



A Message from Our Board of Directors:



PHOTO BY LANNY NAGLER PHOTOGRAPHY

When reflecting on my professional career, I realize that, as proud as I am of earning my MBA, I truly am *More than an MBA*. Because I know that our members too are more than just their education, I am excited about the ways NSHMBA continues to be innovative and relevant for our members.

I'm glad to see an issue of *NSHMBA Magazine* celebrating the diversity and range of our members. While NSHMBA provides support for Hispanic business professionals, we do so much more! It is the strength of the relationships we've created throughout the last 24 years that have allowed us to grow as an organization and make a difference for so many individuals and communities.

I, and the rest of the National Board of Directors, will continue to work to bring you the support you need. Your success is our success. We will continue our relentless efforts to support the execution of the strategic plan, which focuses on several elements of value for our membership, sponsors and partners.

Our members are very special individuals. Our goals at NSHMBA include providing the best possible professional development opportunities for our members so that you can continue to be successful both in the workplace and outside.

I am a strong believer in the vision of this great organization. On behalf of the Board of Directors, I would like to thank all of our supporters, and celebrate your individuality as we recognize that you ARE *More than an MBA*.

A handwritten signature in black ink that reads "Yvonne Martin". The signature is written in a cursive, flowing style.

Yvonne Martin
NSHMBA Chair

"Our members are more than just their education."



Nationwide[®]
Insurance

is hiring.

Visit us at booth **#1851**

Opportunities in:

- Information Technology (IT)
- Marketing
- Finance
- Sales
- Claims

**We Will Be Extending
Offers On Site!**

nationwide.com/careers

Glenn Llopis

Culturally Relevant Professional Development is the Stepping Stone to Hispanic Success


PHOTO PROVIDED BY CENTER FOR HISPANIC LEADERSHIP

At a time when U.S. Latinos are looking to advance personally and professionally in ways that come most naturally to them – universities and corporations must take measures to be more culturally sensitive if they want to leverage how Latinos think, act and innovate after receiving their MBA. They must become more mindful of the educational requirements that will better prepare and enable Hispanics in the classroom and in their work.

Bridging Culture to Enable High-Performance

Today, Latino professionals demand culturally relevant training and professional development. According to Marisa Salcines, Employee and Brand Communications Manager at UPS, “As a professional looking to hone my leadership skills, I have scoured the Internet for online, print and in-person development training courses but never found the high-caliber, interactive and innovative curriculum I was searching for.”

Center for Hispanic Leadership (CHL) research shows that Hispanics are underserved in professional development that focuses on leveraging their cultural heritage. More so, it reveals that traditional consensus-based organizations are not yet ready to modify their workplace culture to fully embrace the passionate, entrepreneurial and familial style tendencies that Hispanics bring to the table. As such, for many years, Latinos have felt forced to assimilate in the workplace – but are now ready to reach for success by learning how to leverage their heritage and utilize their unique skills and natural characteristics. In response to this growing need, CHL has launched *Hispanic Training Center* – the first and only interactive online training center designed for Hispanic professionals whose curriculum focuses on real world experiences and leadership best practices that compliment an MBA education. To learn more, go to www.HispanicTrainingCenter.com. NSHMBA members can receive 15% all curriculum packages through October 31, 2012 – by entering the code: **NSHMBA**.

Future Looks Bright for Hispanic Advancement

Although there has long been a lack of culturally relevant educational platforms for Hispanic professionals, CHL research indicates that Fortune 500 organizations have finally taken notice of this problem. They now realize that if they do not create a workplace environment that encourages cross-cultural pollination

and culturally relevant training to accelerate the performance of Hispanic employees, their company’s creativity, research and development and new Hispanic market expansion and supplier diversity efforts will weaken and increasingly make them irrelevant in the fiercely competitive marketplace. The necessity to “act now” is being driven by the “Hispanic Factor” as defined by three key variables:

1. Hispanics are the fastest growing population (50M+) and workforce in the United States.
2. Hispanic small business owners are growing at twice the rate of the national average (conservatively estimated at \$350 billion revenue annually).
3. Hispanics have an estimated purchasing power exceeding \$1 trillion that is only expected to climb to \$1.5 trillion by 2015.

This Hispanic Factor makes it imperative for corporations to replace a culture of assimilation with training that enables Latinos to reacquaint themselves with their own culture – as well as training non-Hispanic professionals to effectively and authentically serve this growing consumer segment and small business audience.

YouTube Network and Its Impact on Latino Education

Beyond Hispanic Training Center, there is also a new network on YouTube that specifically targets Hispanics. Launched on April 30, 2012, MiTu is taking the Internet by storm with Hispanic lifestyle information and education. As noted in a recently featured interview with MiTu on NPR, “Latinos are more likely than other Americans to watch online videos, but there hasn’t been much of an effort to develop special content for them – until now.”

Since its launch just three months ago, MiTu has exceeded over 1 million subscribers with over 357 million video views across its content verticals – including food, health, beauty, family and pop culture. Clearly, their strategy is to infuse the online world with culturally relevant content that creates the most appeal and impact for the rapidly growing Hispanic online audience – and it has proven to be a success as shown by the quick engagement by early adopters.

The preference for how Hispanics want to be taught and trained to maximize their engagement and performance levels have been made clear. The demand by U.S Latinos to embrace culturally relevant training and professional development is on the rise. Corporations and universities must act quickly as this trend has direct implications on the talent they attract to their businesses and the students they seek to fill their classrooms. ■

I GOT IT!

Landing a job at Pitney Bowes may cause you to fist pump. Some have been known to cheer and others to actually leap into the air. When you find that ideal company that matches your skills, career goals and values – life is good.

pb.com/careers



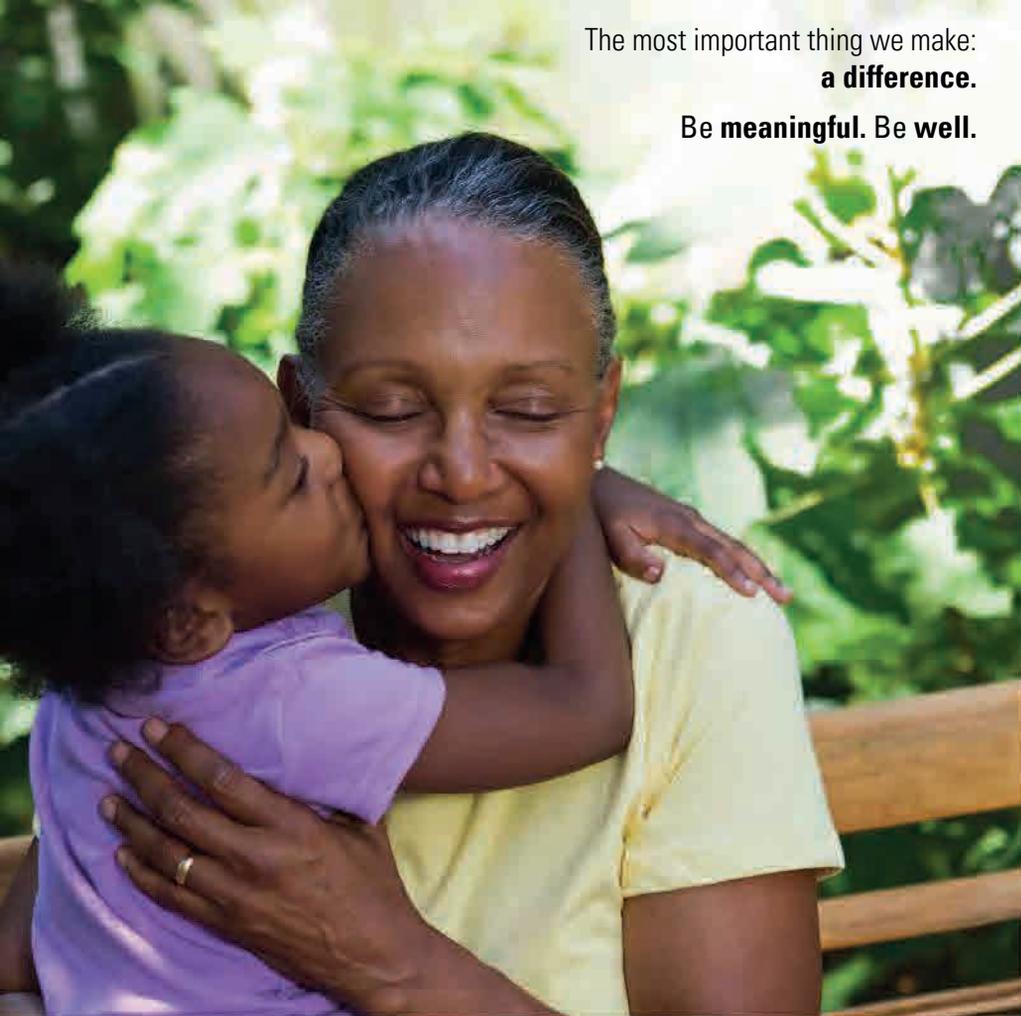
Pitney Bowes

Every connection is a new opportunity™



The most important thing we make:
a difference.

Be meaningful. Be well.



At Merck, we invest in the best minds to drive our organization forward – because lives worldwide depend on our work. Through our portfolio of prescription medicines, vaccines, biologic therapies, consumer health and animal products, the impact we have on the health of the world is as diverse as our team of professionals. Each day, their unique perspectives and backgrounds inform their contributions and each is given the freedom to innovate within a possibility-rich environment. Consider Merck and discover an employer who will foster the best in you as you work for the well-being of others.

Merck is a proud supporter of
Out for Work and the GLBT community.

Learn more by visiting us at
merck.com/careers

Merck is an equal opportunity employer, M/F/D/V, proudly embracing diversity in all of its manifestations.

Snap. Search. Apply.



Unilever

Innovations that Fuel a World of Growth

MADE BY YOU

Unilever is a proud sponsor of the 2012 NSHMBA Conference

*Double the business, Halve the footprint,
Embrace the challenge*

visit us at www.unileverusa.com/careers



Leveraging Our Diversity to Win

So far in 2012, NSHMBA:

Launched our new job site, NektPro, with cutting-edge features to connect job seekers with leading companies.

Increased our membership to more than 17,000 members, expanding our presence among Hispanic business professionals.

Created a new, FREE associate membership level.

Awarded 103 scholarships in 2012 for a total of \$500,000 in financial support through the NSHMBA Foundation Scholarship Program.

Hosted our inaugural Executive Leadership Program to bring together leading executives from across the country, and our 2nd Annual Hispanic Healthcare Summit, which fostered discussion on Hispanic access to affordable healthcare.

Expanded our University Partnership Program by increasing the number of partner schools to 68.

Welcomed five new chapters to the NSHMBA family: El Paso, Louisville, Milwaukee, Oregon and Rochester.

Go to NSHMBA.org to see what else we're working on in 2012.



If You're Not LinkedIn, You Should Be

By ERICKA SPRADLEY

One might pose the question “Why are recruiters using LinkedIn?” The better question is: “Why wouldn’t a recruiter use LinkedIn?” In 2010, an article printed in *The Sociological Quarterly* titled “The Ethnic, Race and Gender Gaps in Workplace Authority: Changes over Time in The United States” shared information that every employment candidate needs to know. For starters, it stated “human capital theory argues that individuals are rewarded for investing in skills and training.” Simply put, people seek education and expect a return on their investment, which more often than not, is sought after in the workplace. As employees around the globe seek to reach the next level in their careers, it is understood that in order to attain workplace authority, one must have the combination of education, skills and training.

From a competitive advantage standpoint, all organizations seek to attract, hire and retain the best talent in any given industry. Yes, educational gaps can and will make the difference in the direction of your career. Yes, you should pursue your education and obtain your degree. Yes, you should absolutely do your best and give your best, but you should also use the tools that are paramount to your success in this competitive job market.

There isn’t an organization in this country that hasn’t changed the way they do business within the last few years, which includes how they hire. Long gone are the days when recruiters had time to read the resume and cover letter of every single candidate. Technology has allowed them to become more

efficient, and as they search for the most qualified candidates, they are using LinkedIn.

According to uSamp, an online marketing research firm, Hispanics are more likely to use Facebook and YouTube, while ignoring LinkedIn, which means they aren’t connecting with recruiters. LinkedIn is a place for professionals to complete their profiles, join groups and connect with others virtually. College students are signing up to join LinkedIn at a rate of approximately 200,000 per month! It has been said that LinkedIn has become the must-have tool for ambitious professionals, whether they are seeking employment or not. With that being said, if you are not on LinkedIn, you may be dismissed as unmotivated or unprofessional.

Think about this: every Fortune 500 company has employees on LinkedIn, and 499 of them have employees at the director level or above. What other platform will allow you to interact with, and possibly connect, with directors of Fortune 500 companies? Imagine what this means to a recruiter who can use the “Advanced People” search to find candidates based on specific key words in a candidate’s profile. This basic search finds talent from the director level of an organization to entry-level employees, which gives recruiters instant access to an array of top talent. Because LinkedIn understands its audience, it has developed several strategic solutions with recruiters as well as the workplace professional in mind.

Tools specifically for corporate recruiters help them find the best candidates for available career openings, with features such as access to LinkedIn’s entire network, the ability to contact candidates directly through InMail, LinkedIn’s messaging system, and the ability to manage their candidate pipeline. The ability to use InMail is extremely beneficial for the recruiter because of the response rates, which are significantly higher than email and cold calling.

From a sheer numbers perspective, there are approximately 314 million people in this country and roughly 56% of them are on LinkedIn. Recruiters are aware of these statistics, which is why they are increasingly using LinkedIn. In order for you to stand out as one of the best candidates for a position, consider the following when creating your profile:

- **Your profile needs to “POP”.** LinkedIn users should complete their profile and it should also be professional. If you haven't taken the time to complete your profile, what message does this send about the quality of your work? Your completed profile should include comprehensive job descriptions, proper grammar usage and punctuation, correct spelling, a professional photograph and perhaps a few recommendations from trusted professionals. First impressions are important and sometimes irreversible, especially in a professional environment.
- **Your profile needs to be current.** If your professional information is not current or is inaccurate, you have inadvertently misrepresented yourself. Your profile, which is your online resume, should represent who you are and the caliber of work of which you are capable.
- **Your network is your net worth.** As a LinkedIn user, connect with both personal and professional contacts. To exponentially expand your network, join groups pertaining to career interests. It isn't uncommon for a recruiter to review your contacts and then ask a mutual acquaintance about you. Please understand that who you're connected to can either help you or hinder you professionally.

Based on statistics, LinkedIn will continue to grow in popularity, along with the growing number of Hispanics



and millennials in this country. It is the leading platform for professionals in social media and is being utilized by workplace professionals to not only find employment, but to network as well. Recruiters are using LinkedIn to find candidates for employment and if you aren't on LinkedIn, you may be missing out on opportunities.



Ericka Spadley is the owner of My Next Level. She can be reached at mynextlvl@gmail.com ■





I believe

OUR DIFFERENCES MAKE US STRONGER

I acknowledge the contributions of others. Stand up for my opinions. And know that behind every person, there is a unique point of view. As a member of the Kaiser Permanente team, I am valued for my individuality and for what I contribute. We are all different, yet we share a common goal—to inspire our members and patients to be the best they can be. We share this commitment with our communities, ourselves, and each other. This is what brings us together as *familia*. If you believe that we all offer something unique, this is the place to put your beliefs into practice.



The nation's leading not-for-profit integrated health plan, Kaiser Permanente is a recognized health advocate for our more than nine million members. For more information about our career opportunities in California, Colorado, the District of Columbia, Georgia, Hawaii, Maryland, Ohio, Oregon, Virginia, and Washington, and to view complete qualifications and job submission details, please visit our website.

kp.org/jobs/diversity

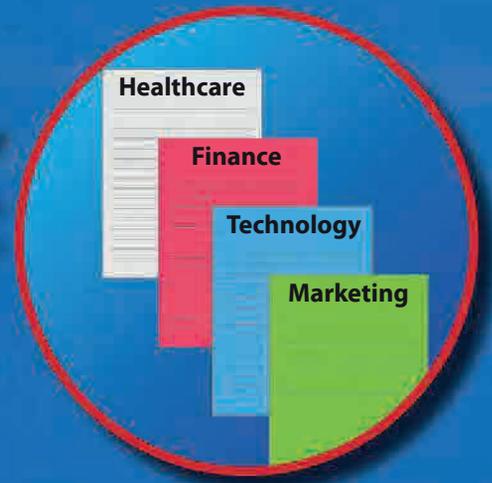


Discover the NektPro Difference. Connect with Fortune 500 Companies.



Go Mobile.
Job opportunities at your fingertips.

Showcase Your Many Talents.
Upload industry-specific resumes.



Spotlight Your Resume.
Upgrade your profile and move it to the top of the pack.

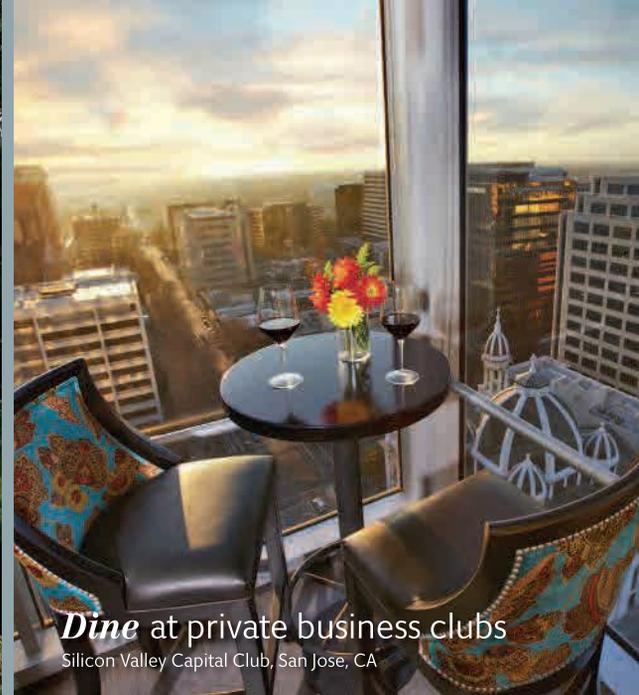
NektPro.com



Connect Like a Pro with NektPro!



Play coast to coast
Hamlet Golf & Country Club, Commack, NY



Dine at private business clubs
Silicon Valley Capital Club, San Jose, CA

ClubBenefits

Private Clubs and Lifestyle Experiences

Announcing a new 2013 NSHMBA member benefit!

With ClubBenefits, NSHMBA members enjoy access to hundreds of private country and business clubs.*

- Golf hundreds of private and daily-fee clubs worldwide
- Enjoy dining at prestigious business clubs
- Access great tickets to your favorite venues
- Stay at resorts and hotels worldwide with preferred discounts
- And much more!

Join or renew your NSHMBA membership today!
nshmba.org

*Some restrictions apply. Contact NSHMBA for more information. ©ClubCorp USA Inc. All rights reserved. 18761 0812 MM

Powered by
CLUBCORP®
THE WORLD LEADER IN PRIVATE CLUBS®



Stay at hotels and resorts worldwide
Montelucia Resort & Spa, Scottsdale, AZ



Access tickets to events
Texas Rangers, Arlington, TX



Host business and social events
Tower Club, Dallas, TX



People make the **Difference**

As one of the world's largest hospitality companies, we aim for the people within our company to be as diverse as the customers and guests we proudly serve in over 100 countries around the world.

We strongly believe that our commitment to diversity in talent, thought, and experience, keep Wyndham Worldwide an exceptional hospitality provider, a successful company, and a great place to work.

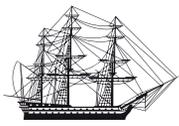
We invite you to learn more about joining our global team, and build your career with a company that offers people with talent, passion, and integrity, a world of opportunity.

WYNDHAM
WORLDWIDE

WyndhamWorldwide.com

Proud supporter of

NSH  **MBA**
NATIONAL SOCIETY OF HISPANIC MBAs, Inc



Vanguard®

VANGUARD CAREERS . Stay. Inspired.

With Vanguard I stay valued.

Discover a unique company that invites you to join – and inspires you to stay.

Unlike most investment firms, which are either publicly traded or privately owned, our company is owned by the Vanguard funds, which are owned by our clients. We know that in our mission to be the highest-value provider of investment products and services, diversity of people, ideas and viewpoints is one of our main assets.

Vanguard has created an inclusive, socially responsible organization that's built to last. Find out how you can stay valued, challenged and inspired here. **See us at Booth #1741**

Connect with Vanguard® > careers.vanguard.com

Vanguard is an Equal Opportunity Employer.



When it comes to diversity, we see color . . . and so much more.

It's about having your community reflected on the big screen and behind the scenes. It's offering culturally relevant programming that entertains, but also informs and inspires dreams. At Comcast and NBCUniversal, we embrace the diversity of the communities we serve, the vendors with whom we partner, and the students we mentor. We see the full spectrum of possibilities.

We're proud to support the National Society of Hispanic MBAs (NSHMBA) Annual Conference.

To learn more about what we're doing, go to comcast.com/diversity, nbcuni.com/corporate/initiatives/diversity or Comcast Dream Big on Facebook or Twitter.

Comcast | NBCUniversal



More than an MBA: A NSHMBA Profile

By LAURA RIVAS

The National Society of Hispanic MBAs is made up of students and professionals at all levels who are committed to furthering themselves in the classroom and in the workplace.

A recent survey shed some light on a range of personal and professional characteristics of many Hispanic NSHMBA members, to get a better sense of where they come from, who they are and what they find important in their careers. The information, however, is only a starting point to understanding the makeup of the dynamic group of current and future leaders at the heart of NSHMBA's vision and mission.

W e a r e . . .



**A national network of Hispanic business professionals.
Entrepreneurs and game changers.
High performing professionals.
Students and leaders.**

We are...

NSH  MBA

NATIONAL SOCIETY OF HISPANIC MBAs

More than an MBA.

Orlando & South Florida Chapter Officers.

To become a member, visit nshmba.org

Survey

“The Career Experiences of Hispanic Professionals: Demographic and Professional Profile of NSHMBA Survey Respondents,” a recent survey by Bentley University professor Donna Maria Blancero, Ph.D., and president of JLC Consulting, Jill Lynch Cruz, Ph.D., deconstructed the composition of approximately 1,600 current and former NSHMBA members. More than two-thirds of the respondents indicated that they were current NSHMBA members, with associate members making up the overwhelming majority of those. The results showed a wide variety of professional and personal attributes among them. While the data highlighted gender gaps in some areas, it also identified several commonalities between Latinos and Latinas.

NSHMBA Supply and Demand

The data from Blancero and Cruz’s survey is one basis for explaining the importance of NSHMBA’s role today. Even with the academic and career gains made by Hispanics, there is still plenty of room for professional development and advancement, with an emphasis on education to narrow the distance from other groups—all of which have higher college enrollment percentages than Hispanics. For those working on an advanced degree, and for those professionals who understand the importance of expanding their leadership skills, NSHMBA is constantly adapting to meet their needs through a variety of resources, programs and events: scholarships, summits, conferences, webinars, recruiting and networking events, career resources and university and corporate sponsorships.

The demand to participate in NSHMBA programs and events is evident. Thirty-four percent of last year’s 5,300 Annual Conference & Career Expo attendees were MBA students—half of which came from the top 50 universities—looking for educational and networking opportunities. The other 66 percent of conference attendees were professionals from around the country looking to benefit from leadership and career management programs and to network with their peers and other industry leaders. Many from this

group found assistance through NSHMBA as students, and today recognize the value of continuing their involvement with the organization. Unlike more industry-focused associations, members study and work in all corporate, nonprofit, government and functional areas.

Though focusing on Hispanic development and advancement for more than 17,000 members across 37 chapters in the U.S. and Puerto Rico, NSHMBA’s organization and programs are more inclusive than one might think. Membership is not restricted to those working toward or having completed an MBA, and is also open to non-Hispanic students and professionals. While Blancero and Cruz’s survey respondents were classified as entirely Hispanic, not all NSHMBA members or those who participate in its programs are. Only half of 2010 and 2011 Annual Conference & Career Expo attendees identified themselves as Hispanic. Anyone hoping to grow through education or professional development can take advantage of NSHMBA’s resources and membership benefits.

What’s Ahead

According to the National Center for Education Statistics and the Pew Hispanic Center 2011 study, only 2.7 percent of

Only 2.7 percent of Hispanics receiving a bachelor’s degree will pursue a master’s or higher

Hispanics receiving a bachelor’s degree will pursue a master’s or higher. Still, with Hispanic college enrollment reaching new highs, those numbers will eventually translate to the graduate programs as well. Furthermore, according to a past US Census Bureau 78 million baby boomers will retire over the next 20 years. The Census Bureau estimates that over that time, the U.S. Hispanic population will grow to 22 percent. Hispanics could be in a key position to fill a large portion of the 35 million job openings left behind.

NSHMBA’s mission to increase the number of Hispanics graduating from master’s business degree programs through scholarships, professional development and mentorship will continue to grow in need and urgency. These types of initiatives are essential to help Hispanics come into their own in the nation’s workforce.

Survey Findings

Age

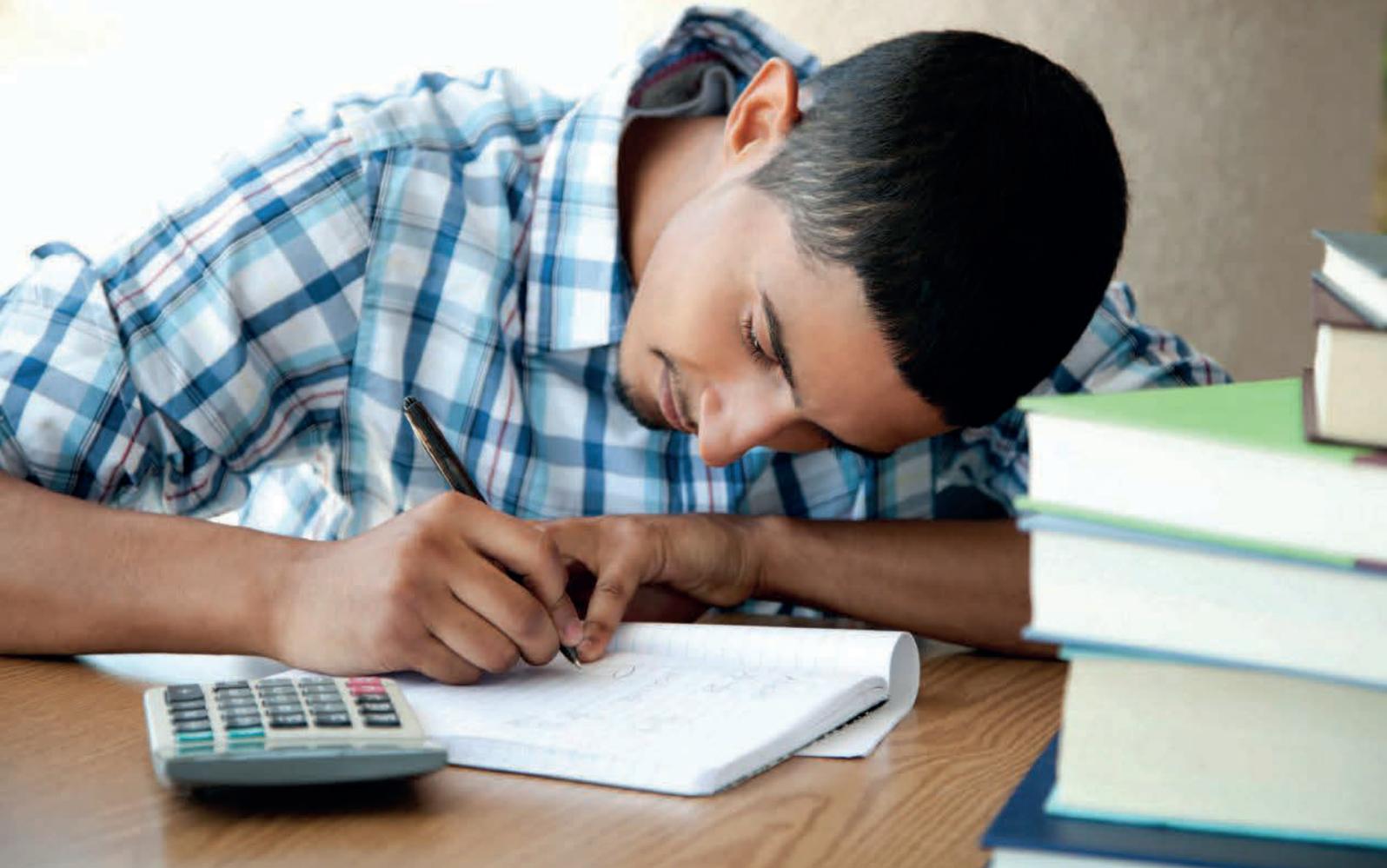
Participants ranged in age from under 25 to over 60, with well over half being Generation Xers—those born (loosely) between the mid-1960s and early 1980s. The average age of the more than 750 Latina respondents was 37 and 40 for the more than 860 Latino respondents.

Ethnicity & Heritage

All identified themselves as Hispanic. Breaking it down further, approximately 10 percent described themselves Caucasian and less than 5 percent described themselves as Asian/Pacific Islander, African-American, Native American/Indigenous or Other. All major Hispanic countries of origin were represented, with more than 30 percent of the group claiming Mexican heritage. The next largest groups, at around 20 percent each, named ancestral roots in South America and Puerto Rico. An almost equal number, nearly 40 percent each, were either second-generation (American-born to foreign-born parents) or first generation (foreign-born to foreign-born parents). More than half were English-Spanish bilingual. Nearly one-third indicated English as their first and primary language. Twelve percent responded that Spanish was their first and dominant language.

Marriage & Family

Marital status results showed stronger gender specificity. Sixty-five percent of Latino survey respondents were married compared to only 47 percent of Latinas. Also, while more than one-third of the Latina participants had never been married, only one-quarter of the Latino participants were never married. Of those with children, the majority had between two and three children at home, with Latinos being slightly more likely than Latinas to have three or four children at home.



Early Socioeconomic & Education Levels

Approximately one-third of the overall group rated their socioeconomic level during childhood as middle class. Forty-five percent described their upbringing as lower middle class to lower class.

An overwhelming majority of respondents—Latinos (68 percent) and Latinas (65 percent) were almost equal—had either an MBA or other master's degree. This is in sharp contrast to the relatively lower education levels of their parents. Over half had at least one parent who completed school below a bachelor's degree. Approximately 23 percent had at least one parent who held a master's degree or higher.

Occupational Profile

The respondents represented most major industries—banking/finance, consulting, education, healthcare, government, information technology, nonprofit organizations, marketing, etc.—with well over 80 percent at management level or higher. The sample also included positions widely ranging from sales executives to engineers to analysts and consultants.

With close to 90 percent of Latinas and more than 80 percent of Latinos employed, eight percent of each group was not employed.

Six percent of Latinas and 13 percent of Latinos were self-employed. On average, Latinas had 12.43 years and Latinos had 14.84 years of professional experience. The largest grouping of both Latinos and Latinas worked for only three organizations in their careers.

Roughly half of the participants were mid-level managers or professionals; however, Latinos at 8 percent were more than twice as likely as Latinas to be at the highest levels (i.e., executive or chief officer.) Furthermore, only four percent of Latinas were self-employed compared to 10 percent of Latinos. Latinos also were more likely than Latinas to have four or more promotions in their careers.

Overall, Latinos had significantly higher compensation levels than Latinas, earning on average \$20,000 more than Latinas in 2011. This difference may be explained in part by the finding that Latinos had nearly two and a half years more professional experience. However, 43 percent of both Latinas and

Latinos responded that they were the sole breadwinner in their households.

Overall career satisfaction rated relatively high in terms of career achievements, progress toward overall goals, progress toward income levels, goals for advancement and development of new skills. Latinos tended to have higher levels of overall satisfaction

43 percent of both Latinas and Latinos responded that they were the sole breadwinner in their households.

than Latinas, especially as it related to their goals for income.

The majority had no significant interruptions in their careers. One-third of Latinas and one-quarter of Latinos had only one, citing most often the loss of a job, especially for Latinos at 84 percent. Interestingly, Latinas more often attributed career interruption to job loss (52 percent) than to an extended maternity leave (41 percent.)

In regard to employment, all geographic regions of the United States, including Puerto Rico, were represented. The largest region for Latinos was the Southwest at 31 percent and for Latinas the Northeast and Southwest regions at 25 percent each. Only six percent of all respondents worked in the Northwest.

Assessment

Overall, Latino and Latina survey respondents seemed to be evenly matched, percent wise, in regard to upbringing, language and education, placing them on equal starting ground. The majority came from lower class to middle class homes. It is here that education appears to play a definitive role. Two-thirds had earned an MBA or other master's degree, suggesting the priority placed on educational

achievement by Hispanic parents—regardless of economic background—as the cornerstone for future success.

The survey does point to a few notable gender gaps. A greater number of the men were married, and had more children, than the women. Latinos also were 10 percent less likely to have never been married. One possibility is that education and career goals have become higher priorities for Latinas than in the past, especially when noting that Latinas endured a career interruption more often due to job loss than to maternity leave. Yet 66 percent of the Latinas named themselves sole or primary breadwinner in their household, indicating a higher level of financial responsibility for their families than ever before. However, it appears that the glass ceiling still exists: Latinas and Latinos were relatively close in mid- and senior-level management representation but twice as many Latinos held executive positions or were self-employed. In addition, Latina survey participants, with the same education and experience as their male counterparts, earned an average of \$20,000 less than Latinos last year.

The good news is that, regardless of gender, Hispanic professionals are making deeper inroads and succeeding in greater

Hispanic professionals are making deeper inroads and succeeding in greater numbers compared to a generation ago.

numbers compared to a generation ago. With close to half of the respondents indicating a lower than middle class upbringing and parents without a college degree, the focus on education has paid off in terms of career and income opportunities. That momentum is only building. According to Pew Hispanic Center, between 2010 and 2011, the 15 percent increase in Hispanic college enrollment accounted for nearly 74 percent of total college enrollment growth. For the first time, Hispanic representation among the nation's traditional college student population matched Hispanics' overall population representation at 16.5 percent. ■



Based on your financial plan, which of the following ages do you feel financially prepared to live to?

45% AGE: 75

28% AGE: 85

27% AGE: 95

Source: Northwestern Mutual, June 2012

New research shows financial discipline and desire among Hispanic-Americans

The majority of Hispanic-American college graduates (62%) consider themselves to be either “disciplined” or “highly disciplined” when it comes to financial planning habits, according to a June 2012 Northwestern Mutual survey announced at the 2012 NSHMB Conference and Career Expo.¹ However, only one-in-two (55%) said they’d feel financially prepared to live to age 85.

Though Hispanics understand the importance of planning, the results also indicate a need to reach out to those who are taking a more casual approach to their financial plans.

The son of Colombian immigrants, Juan Baron, CFP, CLU, ChFC, a Northwestern Mutual managing director in West Hollywood says the percentage of Hispanic-Americans tackling financial planning is strengthening, but there are opportunities for improvement.

“We Hispanics are long on discipline, but many of us don’t have the long-term financial plans in place to keep us grounded and help prepare us to live longer lives,” said Baron. “One-in-two Hispanic-Americans don’t feel confident about living to age 85, and that’s a number that we in the Hispanic

community should – and can – strive to improve,” said Baron.

Hispanic males are far more likely than women to see themselves as “highly disciplined” or “disciplined” planners (72% vs. 52% respectively). Hispanic women are more likely than men to describe themselves as “informal” planners (42% vs. 26% respectively).

Longevity is something all Americans should consider, but especially Hispanic women, according to Miami-based Northwestern Mutual financial representative Kristin Francisco. “The latest data shows an average Hispanic woman will live to be 83 years old – that’s five years longer than a Hispanic man.”²

Francisco recognized the importance of financial planning after she began her internship with Northwestern Mutual. “My parents didn’t have a financial plan because no one ever reached out to them to stress its importance,” said Francisco. “I’m using my own practice to ensure every family has a financial future that will take them to – and through – retirement.”

Career Opportunities

More and more Americans are demanding financial guidance from trusted advisors and in response to

hispanics are

LIVING

WHAT OTHERS SAY ABOUT NORTHWESTERN

- **FORTUNE magazine:** One of the “World’s Most Admired Companies” in its industry in 2012
- **Diversity Employers magazine:** One of the “Top 100 Employers for the Class of 2012”

Baron

Francisco

that demand, Northwestern Mutual is seeking to add 5,000 financial professionals nationwide in 2012, the largest recruiting effort in the company's 155-year history.

As part of its effort to mirror the market-place, the company is aggressively recruiting at the NSHMBA Conference and Career Expo, ALPFA and other national career fairs.

"This is a phenomenal career opportunity for anyone seeking income, independence and impact," Baron says. "There's nothing more fulfilling than working with a client over the course of several years and seeing the results of your work together as you guide them through the major events of their life: buying a house, getting married, or having children."

Recruitment to Career

Baron and Francisco began their careers with Northwestern Mutual as interns. Both believe that experience, which offered them flexibility and the opportunity to develop their own business, developed the foundation for their success.

Northwestern Mutual's internship program, now in its 45th year, enables participants to test drive a financial services career. Interns work directly with clients and utilize planning and

products to address financial needs and goals. The program is a vital source for the company's future talent and leadership, with almost 50 percent of the company's managing partners and managing directors comprised of former interns.

Community Support

The success of a community starts with involvement. And according to Francisco, being able to be involved in clients' lives and the community is something that sets the Northwestern Mutual career apart. As a 2012 recipient of one of Northwestern Mutual's Community Service Awards for exceptional volunteerism, Francisco was able to donate a \$10,000 grant to the Women's Fund of Miami-Dade, which supports programs on behalf of women and girls in the Miami-Dade community.

As a member of the board with the Women's Fund, Francisco adds value beyond the awarded funds. "I prefer to be hands-on, getting to know people, their lives and goals," she said. "From that vantage point, I am able to see the results of the work I do for my clients and give back to the Latin community I am immersed in."

Baron also keeps his Latino heritage close to him, serving on the board and as treasurer for Inland Empire Latino Lawyers Association, Inc. (IELLA), a non-profit legal service provider in Southern California.

The organization serves a community that may not have access to private attorneys or the proper legal support due to language barriers. "My career has taught me the benefits of impacting people through my work as well as within my community," Baron said.

¹ Northwestern Mutual sponsored a series of studies to evaluate the state of financial planning among Hispanic-American college graduates and their progress toward reaching long-term financial goals. Independent research firm Ipsos conducted the online survey of 250 Hispanic-Americans aged 25 or older between June 5 and June 11, 2012 via a systematic random sample of U.S. adults. Results were weighted as needed to U.S. Census proportions for age, gender, marital status, household size, region and household income. A full methodology is available on request.

² "United States Life Tables by Hispanic Origin," Series 2, Number 152. US Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Health Statistics. October 2010. PDF.

³ Moody's Investors Service Aaa, 10/2011; A.M. Best Company A++, 4/2012; Fitch Ratings AAA (highest), 6/2012; Standard & Poor's AA+, 6/2012. Ratings are subject to change.

⁴ SNL Financial, 2011. Dividends are reviewed annually, subject to change and not guaranteed.

LONGER

... are we ready?

MUTUAL

- **Ratings agencies:** Maintains the highest financial strength ratings awarded to any life insurer by all four of the major credit rating agencies.³

- **SNL Financial:** Expects to pay nearly \$5 billion in permanent life insurance dividends in 2012, more than the next two competitors combined. The company has paid dividends every year since 1872.⁴



We deliver qualified candidates .

Wouldn't it be great if every candidate you interviewed could be successful in a position you need to fill? NektPro makes your job easy by matching the most qualified candidates for your specific needs!

NektPro.com



Connect Like a Pro with NektPro!



Navigating the Course: Dan Magnia

BY LAURA RIVAS

The road to business school is not always straight or obvious for many who ultimately make the journey. Often, MBA seekers spend time in different fields, away from the classroom, before embarking on that path. Danaher University Relations Manager Dan Magnia was well out of college and active in the military when, through a casual observation, he became interested in the opportunities an advanced degree would earn him.

A California native, Magnia was accepted into California Polytechnic State University on a ROTC scholarship. He excelled in the program, completing it in two years instead of four to become an officer at the age of 19. He left Cal Poly for two years of military service, but immediately returned to college, finishing his bachelor's in marketing at Fresno State while serving as an officer in the California Army National Guard. Four years of active duty followed, during which Magnia served in a variety of different roles, in a variety of places including Colorado Springs, Baghdad and El Paso.

It was at this point that Magnia became interested in furthering his education. With the end of his service on the horizon, Magnia wanted to elevate his civilian career prospects and trajectory, both in terms of salary and responsibility. Former Army friends who had gone into civilian jobs seemed to be disappointed, if not with their earnings, with the decreased responsibility they now had compared to their duties in the service. He noticed that one of his colleagues was applying to business school.

"I didn't know what business school was until that point," he says. "I didn't know what Wharton was, or anything of that nature. I knew that my cousin had gone and that was the extent of my knowledge."

Magnia began to explore that option, paying close attention to his friend's navigation of the process—studying for the GMAT, writing essays and getting recommendations. He started looking at part-time programs and lower-tiered universities.

"My cousin who had gone to business school reframed my expectations and said, 'This is where you need to refocus your efforts—to the top 25 schools,'" remembers Magnia.

He also more narrowly defined his expectations of the kind of school he wanted to attend: somewhere outside his comfort zone that would challenge him and expose him to a new environment. The "team-centric" atmosphere and Ivy League status of Tuck School of Business at Dartmouth were the right fit for him.

Magnia's biggest hurdle was adapting to a new and different mindset.

"Coming from the military you have such a high sense of purpose—what you value, what you're looking for that motivates you—and then taking that back and being so focused on yourself," Magnia explains. "I felt selfish about that."

One of the things he liked most about Tuck was its focus on people management and accountability to others. He also found it a welcome change to shift from the Army's structured daily life to creating his own priority system around homework, projects and recruiting in order to accomplish his long-term goals. Magnia describes his time before Tuck as "navigating life with blinders on," and admits that, going into the MBA program, his goals were very limited.

"Once I got in, those assumptions were severely challenged and I realized my expectations were set far lower than they should have been. The blinders came off," Magnia said.

Another obstacle was the world of corporate recruiting, a world to which Magnia had never been exposed. He had never had an interview or résumé, having gone straight into the military. In addition, it was 2008, at the precipice of the economic collapse, with severely decreased job prospects—creating an even more daunting experience.

"I was looking for something that would provide me with a sense of purpose, accountability and responsibility—a program that had those features in its corporate environment," he said.

Magnia stumbled onto Danaher through a Businessweek forum and found that the corporate culture description on their website resonated with him. However, Danaher recruited from certain core schools that did not include Tuck. A colleague gave him the recruiter's email address, and from there Magnia began a three- to four-month courting process with the company. He was offered a summer internship that led to a full-time offer, one he did not think twice about accepting. In his role as University Relations Manager, he oversees Danaher's MBA and undergraduate campus recruiting efforts in the United States, Europe and Asia.

It was through his cousin that Magnia learned about NSHMBA and other pre-MBA programs.

"I first encountered NSHMBA during a diversity weekend event at McCombs Business School," he says. "I certainly took every advantage to take part in the annual conference and many of my intern and full-time prospects originated from this conference."

He found the opportunities for scholarships and for networking with NSHMBA partners to be extremely beneficial. His relationship with the organization has continued, with Magnia now a member of NSHMBA's recently-created Portland chapter. Though he travels for work much of the time, he is an active volunteer for Junior Achievement. "I've chosen to spend my time [helping] to get the blinders off of kids so that they can see what their potential can be." ■

UNITEDHEALTH GROUP®

Andrea R.
Clean Water Volunteer & Advocate
Customer Service Representative

**A job shouldn't
define you.
It should
reflect you.**



For such a diverse group of people, it's amazing how alike we are.

Diversity and Inclusion at UnitedHealth Group. To the uninitiated, we may appear quite different. We represent a widely diverse group of cultural backgrounds, beliefs, perspectives and lifestyles. But inside each of us beats the heart of a relentlessly driven, crazy talented, mission focused professional. Our modest goals: Improve the lives of others. Change the landscape of health care forever. Leave the world a better place than we found it. So if you ever ask yourself, "Do people like me work here?" The answer is yes. We invite you to join us. Add your unique perspective and start doing **your life's best work.**SM



An interview with Gabe Castaneda

NSHMB — Chapter President '09-'10
Golf Enthusiast
VP Sales & Field Marketing
Central & West Regions

When you talk to Gabe Castaneda there is a certain confidence that comes from a passion for his work, and a belief in the mission of UnitedHealth Group.

Gabe joined UnitedHealth Group in 2010, making a significant career change from his previous work in advertising. However, one thing remained the same: his ability to connect with people in order to achieve common goals. Gabe focuses on the importance of building client relationships with the 12 health plans he represents and the marketing teams that support each of these plans.

"Each health plan has its own market and its own challenges," he explains. "The UnitedHealth Group team works directly alongside our health plan clients to meet the goals we have established for member growth through community outreach, physician marketing and other strategic activities. It's all about creating relationships with others who have a passion for what we do."

A similar philosophy extends to Gabe's involvement with the National Society for Hispanic MBAs. He first joined the group in 2008, and was subsequently elected to become President of the Twin City Metro Area chapter for the 2009-2010 terms. Serving the localities of Minneapolis and St. Paul, this chapter grew exponentially under Gabe's leadership and

enjoyed the opportunity to host the national conference in Minneapolis in 2009.

"There is not a large Hispanic community in the area, which makes it essential to align for a singular purpose. The upsurge in membership allowed for new relationships and opportunities to learn from one another on a professional level," Gabe stated. "I personally gained awareness of how large employers in the area each operate differently."

His own experiences at UnitedHealth Group were a big part of the dialogue. "We're a large organization; one of the best run companies in the United States. We operate in many different areas of the health care space, which creates tremendous opportunities for career growth and mobility. Our corporate culture is inclusive of career development for everyone at all levels."

"People here are engaged and connected by the goal of helping people live healthier lives," Gabe continues. "The cultural diversity of UnitedHealth Group members is incredible. It's exciting to work with a company that respects and values the people we serve. If we do our job well, it has exponential impact on the lives of millions of others."

If you would like to learn more about the work Gabe and his 99,000+ colleagues are doing in 33 different countries around the world, please visit UnitedHealth Group by scanning the QR code below.

Take the next steps:

Online at: yourlifesbestwork.com/nshmba



[facebook.com/uhgcareers](https://www.facebook.com/uhgcareers)



twitter.com/uhgcareers



<http://bit.ly/uhglinked>



[youtube.com/uhgcareers](https://www.youtube.com/uhgcareers)



[pinterest.com/uhgcareers](https://www.pinterest.com/uhgcareers)



<http://uhg.hr/GooglePlusUHG>

I AM NSHMBA:

Rafael E. Castro

By AIMEE C. JUAREZ

His name's Rafael E. Castro, but at NSHMBA, he's known as Rafi.

He's an MBA. He's a seasoned business professional. He's the current president of NSHMBA's Tampa Bay chapter. And he's a musician who hails from Puerto Rico.

When it comes to the annual NSHMBA conference, Rafi doesn't mind showcasing his business and musical talents. He actually looks forward to it. And so do his NSHMBA friends and colleagues. In fact, they say Rafi's usually the first one they flock to greet the minute they arrive.

"He's the kind of guy you want to hug," said Julio Rocha, president emeritus of NSHMBA's Orlando chapter. "He's a nice guy who makes you feel comfortable, especially if you're new."

After attending six national NSHMBA conferences in the span of eight years, Rafi has developed a philosophy that's helped create his magnetism. The way Rafi sees it, the annual conference is more than just a career-enhancing opportunity—it's a chance to broaden his professional network by being who he truly is, and having fun even if it means switching professional hats often.

"It's what you do to make yourself memorable," he said. "That's key when you're going to a conference."

Besides, switching professional hats is something Rafi, 39, already does often in Tampa, Florida, where he lives with his wife, Dalia; their three sons, Krystian, 18, Rafael "Rafito," 12, and Sebastian, 11; and the family's miniature schnauzer, Coqui.

By day, Rafi's a unit manager for Citigroup who works with high net-worth clients. In his spare time, he coaches youth soccer and is the founder and lead vocalist of the Tampa-based group, A Son de Plena. Rafi plays the "panderos," which are

the hand drums used to keep the upbeat rhythm of plena, a folkloric musical genre native to Puerto Rico.

Sometimes, Rafi will turn on salsa or jazz and play the congas to "release stress."

Julio didn't know about Rafi's musical side when the two first met at the 2007 NSHMBA conference in Houston. It was Julio's first conference and he said that he and all the other new conference-goers "were like deer in the headlights. We didn't know where we were going or what we were doing."

But Rafi, who had been a board member of the Tampa Bay chapter since 2006, did.

"He had a lot of experience that I didn't," Julio said. "It wasn't my world, but I needed that knowledge and felt comfortable going to Rafi and asking him. He was very approachable and knowledgeable compared to me at the time and very helpful, and he has been that way since I met him. He takes people under his wing and shows them around. ...And he can party."

Born and raised in San Juan, Rafi grew up in a big, tight-knit, working-class family where fun and work were always tied together. When Rafi was four, his dad, Rafael “Yapi” Castro, stopped touring Latin America as a musician. Instead, he and Rafi’s mom, Carmen “Cuchi” Morales, focused more on raising their young family. Even though the elder Rafael continued to play music at local venues, he focused more on his day job as a property manager looking after commercial and residential properties in San Juan. Rafi’s mother, who loved cooking, was a clerical worker at the U.S. Department of Housing and Urban Development.

The couple and their extended family worked hard so Rafi and his younger siblings—brother, Ricardo, an accomplished chef in the Tampa Bay area, and Amalia, a stay-at-home mom also living in Tampa—could attend private school. Because of their efforts, Rafi was able to attend Colegio San Ignacio de Loyola, one of the most prestigious private schools in Puerto Rico.

Making sure the Castro children had a good education was important to Rafi’s dad. Rafi remembered his dad saying, “What you have in your mind, that’s forever.” Rafi said his parents sacrificed for him and his siblings.

“While part of their dream was that we all graduated from private school, I’m sure their personal dreams were delayed or put aside for us,” Rafi said.

Rafi graduated from high school in 1989 when he was 16. Unlike many of his classmates, he didn’t have a driver’s license yet, but was already considering a career in business.

He enrolled at the University of Puerto Rico Rio Piedras campus, which is nicknamed “la Yupi,” and took advanced courses in accounting. A year later, Rafi joined AIESEC (also known as the International Association of Students in Economics and Business) and, within two years, he became vice president of his university’s chapter. Rafi later went on to earn his Master of Business Administration at the University of Florida in 2006.

“Once I’m involved in something, I just go full out,” Rafi said.

Just before graduating from *la Yupi* in 1993, Rafi was hired by Deloitte, but

passed on the offer. Instead, he took a job as a sales representative with Procter & Gamble after being offered a good salary and company car.

“I wowed them, but the maturity and skill level was not there,” Rafi said. “It was a great opportunity, but I was not ready. I made that decision for the wrong reasons, but I don’t regret it a bit because it helped my marketing skills.”

Rafi said he learned a valuable lesson from that experience: “I learned to make sure I made the right decisions for the right reasons. Just because you’re comfortable doing something doesn’t mean you’re the best at that. There has to be skill and a maturity level where you like it and craft it.”

Rafi left Procter & Gamble in 1996 and took a job as a senior accountant at a San Juan credit union, where he met Dalia, who was as a personal banker there. The couple married soon after.

In July 1999, Rafi and his young family moved to Tampa after he took a job with Capital One. Capital One was looking for professional Hispanic managers to expand their bilingual team in their Tampa office. Rafi was hired as a senior call center operations manager, which he said helped catapult his professional career.

Allan Graves, president emeritus and executive vice president of NSHMBA’s San Francisco chapter, remembers hearing Rafi speak about his professional experience at Capital One when the two first met at the NSHMBA national conference in Atlanta in 2008. The forum topic was centered on leading large teams and, at the time, Allan was seeking insight concerning a new company he was launching.

Rafi told the group that in the course of five years, he helped grow Capital One’s bilingual call center from 40 associates to a 250-member staff, and oversaw more than 100 of its representatives.

“I was starting a call center and it struck a chord in me because it was something I needed to know,” Allan said. “I asked him a few questions and he was gracious in responding, which helped me organize my thoughts. I needed tips and his information was succinct and what I needed at the moment.”

Rafi, who joined NSHMBA’s Tampa Bay chapter sometime between 2002 and

2003 after learning about the organization through a Capital One colleague, also trained reps at a new Capital One call center in Costa Rica.

Without knowing it, Rafi was drafted into Allan’s “board of directors,” or people he turns to for advice in making professional decisions.

“He had the necessary know-how I needed,” Allan said. “He’s outspoken, smart, and willing to share his information for free. There’s no consulting fee.”

A short time after Rafi moved to Tampa, his siblings joined him there. Craving the music they left behind in Puerto Rico, Rafi and his brother formed a band and started playing plena at friends’ homes to groups of 30 or 40 people. But that changed around the Christmas holiday in 2009.

“What started as a simple hobby took off when one of our *parrandas* had over 100 attendees,” Rafi said. “That’s when we knew we had something. We started playing professionally two years ago as A Son de Plena.”

The group has played the Florida State Fair twice and performed at the launch of JetBlue’s Tampa-to- San Juan route last year.





diversity adds value

At the Federal Reserve, we value the unique experience and perspective each individual brings to the job. Our employees — at the Board of Governors in Washington, D.C. and at the 12 Federal Reserve Banks and their Branches around the country — are as diverse as the financial institutions and communities they serve. We offer a challenging work environment, a broad range of jobs, and opportunities for continued growth and development. For almost 100 years, Federal Reserve employees have worked hard to provide a safe and stable monetary and financial system for our country. Learn more about us and about how you fit in at

www.federalreservejobs.org.

Follow us on Twitter at twitter.com/fedDiversity



The Fed America's Central Bank

ESTABLISHED 1913 FEDERAL RESERVE SYSTEM WASHINGTON, D.C. 20551
FEDERAL RESERVE BANK OF NEW YORK 100 WALL STREET NEW YORK, N.Y. 10038
FEDERAL RESERVE BANK OF ST. LOUIS 1415 MARKET STREET ST. LOUIS, MO 63103



Me veo en un Ford Escape.

Veo un Ford Escape y siento que es mío. Siento que soy yo el que guardo todas las cosas de la presentación con la ayuda de su exclusiva puerta trasera que se abre con el pie*. Siento que soy yo el que llega a la oficina mientras todos se imaginan qué lindo sería que mi Ford Escape fuera suyo. O lo tienes, o lo quieres.

EL NUEVO FORD ESCAPE 2013.

Ford se siente orgulloso de apoyar a la Sociedad Nacional de MBA Hispanos.

es.ford.com



Llega Más Lejos

*Opcional. Clase definida como Vehículos Utilitarios Pequeños vs. competidores 2012/2013.

In addition to his musical skills, Rafi showcases many of his talents at the NSHMBA conferences.

Allan's professional acquaintance with Rafi turned into a friendship on the dance floor at an after party at the Atlanta conference. The after parties are set up in a way "where you lose the pride, take off your jacket, and just have fun," said Allan, who danced with the group of conference-goers he'd met in Atlanta, including Rafi. "Everyone who knew how to dance gravitated toward each other."

Julio was part of that group and remembers that party fondly. "We took over the dance floor," he said.

Even though Allan doesn't remember who his dance partner was, he does remember striking up a conversation with Rafi on the dance floor, which, according to Allan, started with the line: "Hey, dude, good move."

"Rafi's definitely the kind of guy who can set the floor on fire," Allan said. "The beauty of taking a person out of their professional element is that you get to know them for who they genuinely are. He inspires that. He's genuine, fun, outgoing and smart."

Despite his success at Capital One, the company closed its Tampa office in 2004 as a cost-savings measure, which left Rafi out of a job a couple of months before the national NSHMBA conference in Fort Worth that year.

"I submitted a resume before the conference and I started getting calls before the conference,"

Rafi said. When he arrived in Fort Worth, he interviewed with a Home Depot recruiter and was hired as a general manager.

In 2007, Rafi used the same strategy before attending the Houston conference and was hired by Target as a general manager. After leaving Target, Rafi joined Citigroup in 2010.

Rafi said NSHMBA's professional development opportunities won him over.

"The networking events are really what make the conference what it is."

It's at networking events where he's been able to build friendships with colleagues, like Julio and Allan. It's also been a way for Rafi to meet up with Citigroup colleagues and friends, like Miguel Saez, who's president emeritus of NSHMBA's New Jersey chapter and a real estate relationship associate in Citigroup's real estate risk management within the institutional client group (ICG).

Even though Miguel and Rafi are co-chairs of the Citi Hispanic Heritage Network in their regions, "we would never have crossed paths if it wasn't for NSHMBA," Miguel said. Now, Miguel said he reaches out to Rafi often searching for suggestions on how to improve their network in New York based on the great work they do in Tampa.

As he prepares to add the 2012 national conference in Orlando to his growing list, Rafi advises conference attendees to research and prepare before speaking with the companies they plan to approach. With hundreds of companies scouting out talent, "how are they going to remember you?" Rafi said.

He also stressed one more important point that helped him along the way: generosity.

"It's the oldest, corniest piece of advice in the world but it still works," Rafi said. "The strongest networks are built on friendship and generosity. Help your friends with their needs and it will come back exponentially." ■





NATIONAL SOCIETY OF HISPANIC MBAs, Inc

The premier organization for the Hispanic business professional.

**37 National Chapters
more than 17,000
members**

**National Society of Hispanic
MBAs, Inc.**

450 E John Carpenter Freeway
Suite 200
Irving, Texas 75062

877.467.4622 Toll Free
214.596.9338 Local

www.nshmba.org



NSHMBA

@NSHMBA

*The National Society of Hispanic
MBAs Vision Statement: To be
the premier organization for
Hispanic business professionals
Irving TX, 75062*

<http://www.nshmba.org>

Tweets



James A. Polanco @jamesapolanco

"@NSHMBA: Check out this list of speakers for #NSHMBA12! Will you be joining us this year? http://www.nshmba.org/page/NC_Speakers ..." sure will...

2 Sep



America Baez @AmericaBaez

Professional dev & networking.. Can't wait! @NSHMBA: What are you looking forward to most at #NSHMBA12? Let us know and be featured in mag!

31 Aug



Richard Velazquez @Rich_Velazquez

I just registered for the Orlando Conference. Looking forward to it. RT @NSHMBA: Still time to register for #NSHMBA12 <http://ow.ly/di7U8>

29 Aug



NSHMBA Austin @NSHMBA512

Who is excited for the NSHMBA national conference in FL this year?! @NSHMBA

29 Aug

VOICES



Fernando M. Salazar @fmsalazar
At our weekly planning meeting
[@nshmba](#). Gearing up for conference.
27 Aug



Andrea J. @Dre_MissIntl
49 days until Florida!!!!!!! [@NSHMBA](#)
24 Aug



Mario Colorado @mecg96
[@NSHMBA512](#) [@NSHMBA](#) today's [#txlead](#) will
be awesome! Great speakers in the agenda
24 Aug



Manny Velasquez @MannyVP
I make a cameo! [@NSHMBA](#) Watch this
video & see what u could be a part of! Will u
be joining us? [#NSHMBA12](#) <http://ow.ly/d8e8e>
[#Latism](#)
22 Aug



Selene Benavides @SeleneBenavides
[@NSHMBA](#) Absolutely...I will be there! Who
else is going to conference to enjoy the
great work National and Orlando are putting
together?!!!
16 Aug



Simmons Press Room @SimmonsNews
Another great partnership! Simmons School
of Management and [@NSHMBA](#): <http://bit.ly/O4N4Cx>
8 Aug

A place where our fans, followers and members can unite. We want to hear your voice. Be sure to tweet us at [@NSHMBA](#) or use [#NSHMBA](#) to keep the conversation going.



Follow
us
today:

"What I like best about what I do is that I'm part of making a difference at Microsoft. I'm part of the change in culture."

— Karen Wilkins-Mickey



Picture yourself at Microsoft

AT MICROSOFT, WE'RE PROUD OF OUR WORKFORCE, which reflects our global customers, partners, employees, and communities. Microsoft is committed to reinvigorating the conversation about diversity. Are you ready to be part of the conversation?

Visit www.youatmicrosoft.com to learn more about the Microsoft® diversity campaign, and learn how you can be a part of the changing face of Microsoft.

Microsoft

KEEP CLIMBING



BUSINESS CROSSES BORDERS. SO SHOULD YOUR AIRLINE.

OVER 330 DESTINATIONS WORLDWIDE.



DELTA.COM



Recruiting Hispanic Talent in the Mobile Age

By: MIGUEL A. CORONA, D.M.

The surge in mobile device ownership is transforming the way companies are approaching recruiting. With so many people now using smartphones and tablets to network on Facebook, Twitter and LinkedIn, more companies are recognizing the value of mobile recruitment platforms as part of their hiring strategies. A recent survey of recruiters by Jobvite, a social web software company, found that 92% of respondents use or plan to use social media for recruiting. Additionally, recruiters who have incorporated social recruiting saw an increase in both the quality and quantity of candidates.

But, in what seems like the blink of an eye, recruitment strategies have already evolved from desktops to mobile devices. Companies that aren't including social media and mobile technology as part of their recruitment strategy might be letting potential employees slip through their fingers, particularly Hispanic talent.

According to the 2012 American Pulse Survey by BigInsight, Hispanics are more likely than other groups to access the Internet using mobile devices and spend more of their online time on social media sites¹. It's one of the reasons why marketers use social media to reach Hispanics online.² Given today's competitive talent

market, social media and mobile devices can give companies an edge in attracting and hiring Hispanic talent.

Social Recruiting 101

With close to 75% of businesses now using Facebook and LinkedIn³, it's no surprise that recruiting departments, much like marketing departments, are using social media to reach various target groups. Social recruiting has now given companies the ability to communicate job opportunities to networks on a global scale; and in a cost effective way. While social recruiting strategies are relatively new, many companies are utilizing these social network tools to build diverse talent pools and make new hires. Savvy companies have recognized that social media for recruiting entails using different social media channels.

Businesses have created YouTube channels that feature employees providing overviews of their company culture and career opportunities. Teams of company bloggers, usually experts in their own fields, comment on new trends or share best practices designed to keep potential employees engaged. In short, social media provides more than a source of new applicants. Social media's greatest gift is its ability to create relationships with potential talent on many fronts. While the use of social network tools for recruiting has grown rapidly, its mobile convergence is taking recruiting to whole other level.

¹ <http://www.biginsight.com/news/reports/big-ampulse87-feb12-1.pdf>

² While the majority of marketers are still not using social media to reach U.S. Hispanics, some brands have recently inaugurated high-profile efforts to reach this segment

³ <http://www.umassd.edu/cmr/studiesandresearch/2012inc500socialmediaupdate/>



Recruiting: The Future is Mobile

The adoption of mobile devices in the United States is growing at a fast rate. According to a 2012 Nielsen study, smartphone penetration continues to gain popularity with 55% of U.S. subscribers now owning a smartphone.⁴ This sweeping acceptance of mobile devices and smartphones hasn't been overlooked by forward-thinking companies aiming to leverage the power of social network tools for recruiting. Coupled with social media, mobile devices are providing companies additional tools to connect with prospective employees in real time. Why does mobile recruiting make sense?

It's Personal. Mobile devices are personal and so are job searches. Companies will be able to hyper-target and engage potential employees in an individualized way.

It's Local. Despite our global economy, localized content is king. Social network tools like Foursquare, a location based service, will help notify companies when potential employees are nearby or alert job seekers of networking events in their immediate area.

It's On the Go. Marketing departments have developed mobile communication platforms to design effective outreach campaigns. Recruiting departments are using the same outreach strategies to alert job seekers of new opportunities allowing them to respond immediately regardless of location.

It's 24/7 and 365. Mobile recruitment platforms can potentially run around the clock to connect companies with job searchers using social media apps.

A recent report by Potentialpark reported that job seekers are ready and eager to use mobile recruiting tools for their search activities. Location independence and job alerts were considered key advantages by the 30,000 job seekers surveyed.⁵ And because job seekers are ready to engage, forward-looking companies are developing mobile-optimized career websites and job search apps to meet this expectation.⁶

The Hispanic Mobile Connection

Traditionally, Hispanics always have relied on social networks to find information and support. These deep-seated and influential social connections with family and friends help shape Hispanic behaviors, attitudes and technology usage. Moreover, it's these cultural characteristics that have driven Hispanics to social media in significant numbers.

⁴ http://blog.nielsen.com/nielsenwire/online_mobile/two-thirds-of-new-mobile-buyers-now-opting-for-smartphones/

⁵ <http://www.potentialpark.com/wp-content/uploads/2011/12/Potentialpark-Results-Release-2011-Mobile-Recruitment.pdf>

⁶ <http://www.potentialpark.com/wp-content/uploads/2012/05/Potentialpark-OTaC-2012-Global-Results-Release.pdf>

Ready to move your career forward?

Let us help you gain a competitive career edge

We can help you to:

- Leverage your professional skills and cultural advantage
- Create interview generating résumés and social media profiles
- Win the interview
- Advance your career



We are:

The Premier Career Services Provider for Latinos

Managers of the NSHMBA Career Management Center

Recipient of the NSHMBA Brillante Award for Entrepreneurial Excellence

Visit our Websites:



Building Successful Latino Careers from Job Search to the C-Suite

résumé writing | coaching | careerfolios | personal branding



Numerous studies have shown that Hispanics are embracing Facebook, YouTube, Google+ and other social media tools at higher numbers than the general population.⁷ Based on comScore's latest study, Hispanics are also more socially engaged on the Internet, more brand driven and over-index in the use of mobile devices.⁸ So it's easy to see why Hispanics are helping to shape broader social and cultural trends through this medium.

The combined use of mobile and social media is tailor-made for the Hispanic culture. However, a clear understanding of how to target and reach Hispanics using social media on a mobile platform will determine which companies connect and engage with them successfully. The convergence of mobile, social media and culture in the context of a recruiting campaign involves many variables. So when considering a Hispanic mobile recruitment strategy, companies should realize there are no simple solutions.

Companies should think strategy before tactics. As a start, they should consider these three points prior to implementing a mobile recruitment strategy.

Understand Digital Hispanics. Identify how Hispanics use mobile devices, and especially, how they don't. For example, Hispanics are more active on Facebook, Twitter, and Youtube, but less active on LinkedIn.⁹ Over 50% of young Hispanics seek out bilingual and bicultural content, but about 30% are comfortable with "mainstream" English only content.¹⁰ Hispanics are also 37% more likely to publish a blog and 12% more likely to visit other blogs than the general population.¹¹ And finally, Hispanics prefer using smartphones over other mobile devices to access the Internet.¹² These indicators are appealing but turning them into strategies isn't simple. Using mobile recruiting is more than searching and connecting with Hispanic talent and broadcasting jobs. It's about building relationships.

By understanding where in the social biosphere Hispanics are found, companies will be able to develop creative and relevant mobile recruitment strategies to build a presence and brand in that space. The challenge here isn't to create a one-size-fits-all approach. Mobile recruitment strategies should be personal and engaging. Companies should also consider demographic and lifestyle differences within the Hispanic population. Researching cultural distinctions and common differences will ensure mobile recruitment efforts reach their target. It's these powerful insights that should drive recruitment campaigns.

Engage the Digital Plaza. Hispanics enjoy conversing via social media. Companies hoping to connect with Hispanics using a mobile platform must go beyond short-lived engagement; they must immerse themselves in the discussion. Online social networks mirror face-to-face networks; people form connections based on common backgrounds, experiences or activities.

Online Hispanic communities are where mobile, social media and culture converge. Companies should develop strategies to participate in career-related conversations that Hispanics have in

social media sites like Facebook, Twitter and blogs. These digital plazas can provide genuine perspectives, particularly those that reveal the experiences of Hispanics in the workforce. By seeking out and engaging Hispanic online communities, companies can obtain valuable research as well as information to develop career-related tools.

Engage by producing specially selected content, connecting offline and sharing relevant information. Create channels to solicit feedback and opinion sharing. By employing long-term and sustainable engagement strategies in the digital plaza, companies will build credibility and trust for their brands. And more importantly they will capture their share of the Hispanic talent market.

Enhance, Don't Replace. Recruitment on mobile platforms has arrived, but only in its early stages. It's not a stand-alone approach, but rather an enhancement tool that should complement existing recruitment strategies. Integrate mobile recruitment with other Hispanic recruitment channels, and include it in a Hispanic recruitment framework: print, job boards, networking events, e-mail, SMS and other online/offline channels. The most effective Hispanic recruiting strategies rest on a mixture of high-tech and high-touch methods.

Accept that Hispanics are already accessing your career website on their smartphone or tablet. Consequently, it's essential companies optimize their career websites accordingly. Mobile savvy Hispanics will expect companies to provide hassle free access to career information and opportunities, which includes simplifying application processes for these devices.

Get Mobilized

This article merely touches the surface of this new and progressive recruitment strategy. Companies need to conduct their own research and then get engaged. They should consider what opportunities mobile recruitment presents, and what they hope to accomplish with it. Hispanics consider social networking an extension of their personal connections, and it's only strengthened by their use of mobile devices. For companies this means making a long-term commitment to build credible and trusting relationships using these tools. If recruiting departments embrace this approach, mobile recruiting could prove a powerful new way to connect and recruit Hispanic talent.



Dr. Miguel A. Corona is Founder of AdMentis Latino Talent Solutions, a Hispanic talent consultancy specializing in helping organizations develop strategies to increase their recruitment and retention of Hispanics. His blog, miguelacorona.com, is a communications platform that examines the experiences of Hispanics in the workforce. ■

7 http://www.usamp.com/our-company/press_releases/pr_041212.php

8 <http://www.prnewswire.com/news-releases/terras-third-comscore-digital-study-shows-hispanics-purchasing-funnel-fueled-by-mobile-and-social-engagement-163690316.html>

9 http://www.usamp.com/our-company/press_releases/pr_041212.php

10 <http://hispanicprpro.com/2011/06/22/50-of-latinos-between-the-ages-of-14-34-seek-bilingualbicultural-content/>

11 <http://www.emarketer.com/Article.aspx?R=1009010>

12 <http://www.clearlinemobile.com/blog/blog-pag/>

For Fun...

What are your favorite Target products?

Up and Up! Especially the paper towels. There is so much value in Up and Up – the products are so reliable. And, of course, the Missoni flats and scarf I picked up at various Target stores while traveling for Community Relations.

Your favorite Community Relations project?

School Library Makeovers, by far! I've done 15 of them in the last year at Target, and they are the best combination of Target stores and the community.

What is leadership like at Target?

Leadership at Target is engaging, inspiring, and about having fun. Every team member is a leader in some form – to their peers, in their region, in their community.



Leadership at Target and in the Community

Ask Cosette Gutierrez what has shaped her as a person and a leader, and she'll tell you it all begins with education and community (and perhaps willingness to travel). Cosette's mother came to the U.S. from the Dominican Republic when she was a teenager. Growing up in New York City's Washington Heights neighborhood, Cosette knew that "work plus school" leads to something. "I didn't know what that "something" was, but education was a priority, and I knew it would change my life," she says.

After graduating at the top of her high school class, high math and science scores allowed Cosette to earn a bachelor's degree in management from MIT. "I knew since my high school job at the local grocery that I wanted to work in business," Cosette says. She also knew that success in business involves strong leadership and a real understanding of both finance and operations. After a few years in the workforce post-college, Cosette packed up her belongings and left the East Coast to pursue an MBA at Indiana University.

While pursuing her MBA, Cosette worked in admissions as a graduate student helping other diverse students decide to attend Indiana University. This was the first of many roles Cosette would serve helping others connect with organizations that could help them

reach their full potential. The next few years Cosette moved all over the world in banking and finance roles for two large financial institutions. She led teams in international trade and credit cards, managing people, processes and money.

"To me, leadership is about taking risks and sometimes taking the road less traveled," says Cosette. "NSHMBA played a natural role every step of the way," she adds. "Even if I didn't know a single person in a new location, I knew there would be a network – a family – in the local NSHMBA chapter." After serving as a NSHMBA local chapter lead for four years, Cosette moved on to sit on the National NSHMBA Board from 2003 to 2011.

In 2008, Cosette attended the NSHMBA conference and ran into a friend who was working as a Store Team Leader at Target. "Everyone at the Target recruitment booth looked so happy," she says. Her friend encouraged her to seriously think about joining Target. Cosette knew that Target had a deep commitment to helping local communities, and was impressed that the company's Hispanic Business Council was integrated into the business. Not long after talking to Target team members at NSHMBA, Cosette applied for a Store Team Lead (STL) position online. "Community, team development and commitment



Cosette Gutierrez, Manager, Community Relations, Target Corporation



A Target School Library Makeover at Foster Elementary School, Tampa, FL

to diversity were huge in my decision to apply at Target,” she says.

Before she knew it, Cosette had accepted Target’s offer as an STL and took the reins leading a \$22 million-dollar store with 125 team members. “It’s a big job!” she says. “But Target really prepares its leaders. We teach you everything you need to know to run a store – all the processes, merchandising and operations.” Her leadership experience in past finance roles and with NSHMBA allowed Cosette to add value from day one.

“I realized quickly that there are leaders at all levels at Target,” Cosette adds. “Team members are empowered to do their jobs, and the Target structure allowed me to manage my team and focus on developing my team members to be the best they can be in their careers and in the community.”

Two years later, when Cosette saw the opportunity to work in Community Relations at Target, she knew it was the job she was meant to do. Cosette currently serves as a bridge between non-profits, schools and Target stores, aligning resources and engaging local partners in support of Target’s goal to give \$1 billion for education by the end of 2015.

The job is the perfect combination of Cosette’s love for community and passion for education.

“I love what I do,” says Cosette. “It’s so rewarding to give kids access to books and to basic resources – like food. Kids are our future, and at the end of the day I think Target can help kids achieve things they otherwise wouldn’t be able to.”

“Team members are empowered to do their jobs, and the Target structure allowed me to manage my team and focus on developing my team members to be the best they can be in their careers and in the community.”

The Perks of NSHMBA's University Partnership Program Benefit Students and Schools Alike

By AIMEE C. JUAREZ

After six years working in sales for General Mills, Matthew Quintana was ready to head back to school to earn his Master of Business Administration.

Now entering his second year of graduate studies at Georgetown University's McDonough School of Business in Washington, D.C., Quintana said he was able to pursue his MBA thanks to the National Society of Hispanic MBA's University Partnership Program (UPP).

The financial benefits of the UPP helped Quintana offset the high cost of graduate school at a time when many prospective

students are thinking twice before they undertake the big expense of an advanced degree, he said.

The financial assistance Quintana received through the UPP helped him relocate for school from Minneapolis where he was working, to the U.S. Capitol, which is one benefit the program offers, according to Bibiana Am, senior manager of education and university relations at NSHMBA.

Since the inception of the UPP in 2006, NSHMBA has awarded almost \$5 million in scholarships to 259 recipients, including Quintana. That's a little more than \$19,200 per student. In addition to the NSHMBA scholarships, a university partner can provide between \$5,000 and \$50,000 in additional funding per year in the form of scholarships and assistantships.



Award amounts vary by university partner, which presently total 67. In addition to Georgetown, university partners include Boston University, Pennsylvania State University, Columbia Business School and Yale University.

“This is a huge benefit that can help with the financial cost of moving out of state and enable them to choose their number one choice in an MBA program,” Am said, stressing that “funding is available” for prospective MBA students.

Many university partners also award UPP scholars with fellowships, a practice that is part of the enrollment process at Georgetown.

Georgetown became a NSHMBA university partner in the spring of 2010, according to Katelyn Stephenson, interim assistant dean and director of MBA admissions at Georgetown’s McDonough School of Business.

“Our partnership is still new and young, but we have seen an increase in our application pool and enrollment,” said Stephenson, adding that the program has been an excellent way to extend additional resources to prospective and current students. These resources include NSHMBA premier memberships and complimentary registration to the organization’s annual conferences.

UPP scholars are also awarded other conference-related benefits, including a special invitation to a luncheon that honors and recognizes scholarship recipients.

“The conference helps students develop relationships that can help them develop their careers in the long run,” said Patti Cudney, assistant dean of graduate admissions at Boston University’s School of Management. “The sky’s the limit in terms of the opportunities they have.”

Stephenson agreed, noting “I think the payoff will be seen for years to come as they enter the workplace.”

UPP scholars have access to NSHMBA’s online career tools and resources, and in addition to being connected with fellow UPP scholars at their campuses, they are also invited to attend networking and professional events hosted by the NSHMBA chapter in the university partner’s area.

To Quintana, who hails from California, the career and professional resources have been very beneficial.

“It’s great having a group you can reach out to that supports your education and success,” he said. “They want you to do well throughout your MBA program.”

University partners are typically scouted through NSHMBA’s local chapters or its national office, Am explained.

The universities that connect with NSHMBA through the UPP “are interested in increasing the number of Hispanic students in their programs and they reach out to NSHMBA to assist them with this initiative,” Am said. “From NSHMBA’s perspective, this is truly a partnership. Together, our goal is to increase the number of Hispanics in MBA programs.”

That appears to be happening at Pennsylvania State University, where interest seems to be growing.

“We’ve seen an increase in the amount of Hispanic students inquiring about the program,” said

Stacey Dorang Peeler, MBA admissions director at Pennsylvania State University’s Smeal College of Business.

For Penn State, the UPP has been “one way for us to amp up our recruiting and admissions process,” Dorang Peeler said. “The big benefit is the cross promotion we’ve been able to do through social media, through NSHMBA’s national office, and through NSHMBA’s local chapter in Philadelphia.”

Like Stephenson and Dorang Peeler, Cudney said extending the benefits of the UPP to prospective students has also benefited enrollment at Boston University.

“It’s great to have these additional opportunities to share with prospective students,” Cudney said. “Letting them know that we have a little bit extra that we can offer makes us more attractive to them.” ■

Sept 5

2012

State University \$ 25,000
 ve thousand and 00/100 DOLLAR

Juan Carlos Acevedo
University of Illinois at
Urbana-Champaign

Maria Camila Aguirre
Wharton School of Business

Saul Andrade Jr
Northwestern University

Eduardo Arguello
Harvard Business School

Francisco Ayala
Thunderbird, The American
Graduate School of
International M

Krystal Baeza Grossmann-Siegert
Carnegie Mellon University

Margarita Baquero-Fuentes
Indiana University: Kelley
School of Business

Linda Barsik
Lehigh University

Jimmy Bou
University of South Florida

Pamela Burga
University of Southern California

Rocio Cardenas
University of Michigan

Maria Carrasquillo
Universidad Del Turabo

Rudolph Carvajal
Northwestern University

Graciela Chadwick
Emory University

Marjan Chittae
New York University: Stern
School of Business

Brenda Contreras
Chapman University

Adria Cordova
University of New Mexico

Samir Corrales
Columbia University

Cathleen Cueto
Loyola Marymount University

Ricardo De Rojas
Yale University

Karen Diaz
University of California:
Los Angeles

Jonathan Duarte
Harvard Business School

Juan Duran
Harvard Business School

Matthew Duran
University of New Mexico

Javier Echenique
Harvard Business School

Dalvin Estrada
Boston College

Jessica Fadale
University of
Massachusetts Amherst

Lisa Flores
Dartmouth College

Christopher Galvan
Rutgers, The State University
of New Jersey: New Brunswick

Javier Gandara Pulido
Wharton School of Business

Elizabeth Garcia
Emory University

Oscar Garcia
New York University: Stern
School of Business

Carolina Garcia
Northwestern University

Elizabeth Garcia
Wharton School of Business

Rafael Garibaldi
University of South Florida

Gina Garzon
University of Connecticut:
Stamford

Alfonso Gonzalez
University of Tampa

Ricardo Gonzalez Rugamas
Northwestern University

Ricardo Gradillas
Rice University

Richard Griswold
Rollins College

Monica Gutierrez-Jones
University of Texas
at San Antonio

Marisa Harrington
California State University:
Bakersfield

Ilene Hernandez
University of California:
Los Angeles

Juan Higuera
University of Texas at Austin

Alma Ibarra-Salazar
Drexel University

Christie Irizarry
Wharton School of Business

Vanessa Jones
University of Denver

Leisy Justiz
University of Maryland:
College Park

Bryan Kinnear
Northwestern University

Cj Kodani
Cornell University

Jonathan Krangel
University of California: Berkeley

Christopher Lesmes
Cornell University

Juan Leung Li
Harvard Business School

Kerlin Lobo
University of Houston

Fernando Lopez
Columbia University

Joseph Lopez
Harvard Business School

Jaissy Lorenzo
Columbia University

Harry Machado
University of Houston

Nathalie Marcos
Columbia University

Juan Jose Marcos
University of Miami

Sergio Marrero
Harvard Business School

Maribel Martinez
University of Colorado
at Colorado Springs

Christopher Mata
New York University: Stern
School of Business

Tatiana Mendoza
Massachusetts Institute
of Technology

Jacqueline Millen
University of Pennsylvania

Christine Monjer
Cornell University

Richard Montes
Rollins College

Jacob Montoya
Harvard Business School

Karla Nadieska Juarez
University of Texas at Austin

Stacy Nagy
University of Michigan

Pedro Noyola
Harvard Business School

Tamara Patterson
University of California: Berkeley

Wenceslao Pena
University of Southern California

Elizabeth Perez
Rice University

Daniel Perez
University of California: Davis

Jose Perez
University of Michigan

Osvaldo Perez
University of Nebraska - Omaha

David Pineros Caceres
Dartmouth College

Camilo Quinones-Rozo
University of Chicago

Raisa Reyes
Yale University

Hilton Robinson
University of Southern California

Ginna Rodriguez
Duke University

Blanca Rodriguez
New York University: Stern
School of Business

Carlos Rodriguez
University of Tampa

Alesia Romero
Texas Tech University

Barbara Ruiz Rochester
Institute of Technology

Elizabeth Russell List
University of Wisconsin-
Whitewater

Elizabeth Santos
Northwestern University

Ezequiel Silvani
University of California: Berkeley

Carlos Solano
Rice University

Christopher Soria
Iona College

Rebeca Tabares
University of Tampa

Corina Telez
Ball State University

Andres Torres
University of Nebraska - Omaha

Elisabeth Urtado-Holzheuser
Rice University

Gil Valadez
Columbia University

Andres Velasquez
Carnegie Mellon University

Jessyca Villalobos
California State
University: Fullerton

Colby Warner
Duke University

David White
University of Colorado
at Colorado Springs

Jamie Willson
George Mason University

Jennifer Wynn
New York University: Stern
School of Business





NSHMBA UNIVERSITY PARTNER SCHOLARSHIP PROGRAM

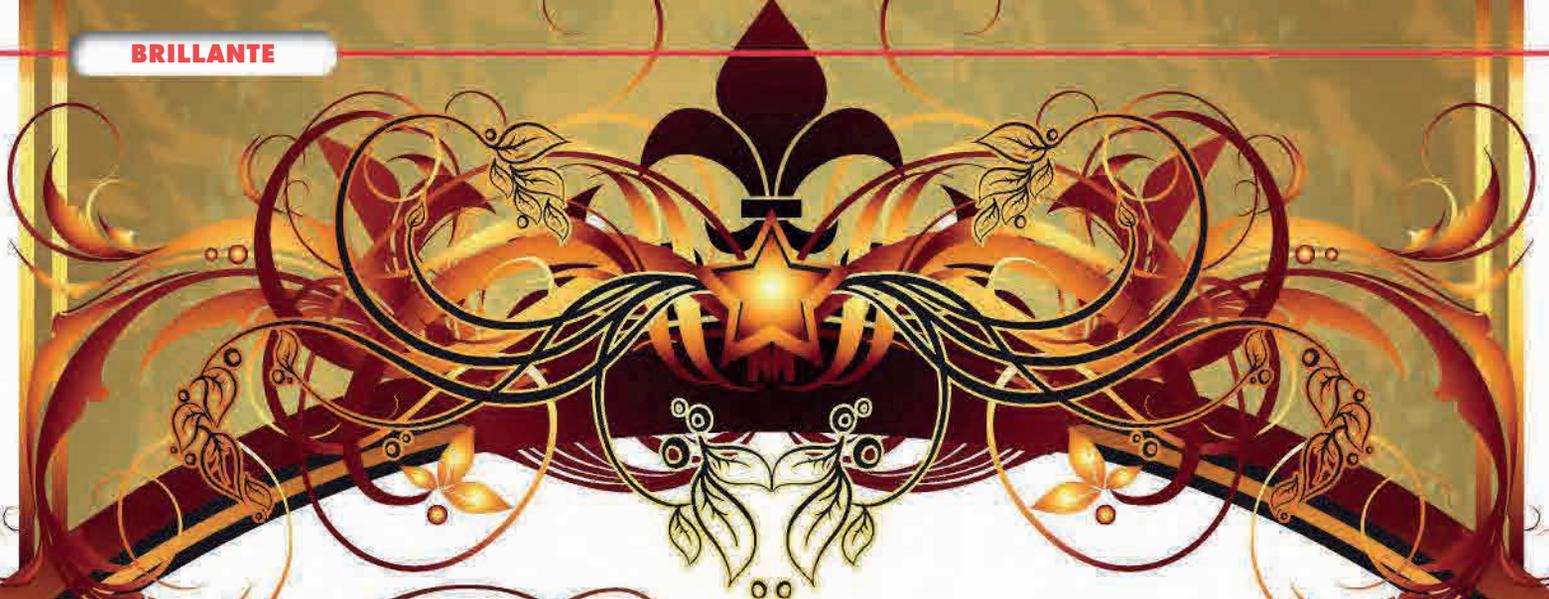
Explore the possibilities of achieving your goal of higher education with a NSHMBA University Partner!

NSHMBA's University Partners offer the following types of assistance:

- **Scholarships**
- **Assistantships**
- **Fellowships**

Learn about our partners at
www.nshmba.org/upp





Brillante

Each year, the National Society of Hispanic MBAs recognizes the outstanding individuals, non-profits, educational institutions and companies whose endeavors coincide with the NSHMBA mission and directly benefit the advancement and recognition of Hispanics across the nation.

Their efforts are lauded with the Brillante Awards for Excellence, the most prestigious honor given by NSHMBA, and presented to the winning recipients during the organization's Annual Conference & Career Expo, being held this year in Orlando October 4–6.

"The Brillante Award is a prestigious honor that recognizes the tremendous accomplishments of the individuals and organizations who strive to advance, inspire and motivate today's leaders and the upcoming generation of leaders," said Manny Gonzalez, NSHMBA Chief Executive Officer.

In addition to the gala, winners receive a custom designed award; a seal to post on their website; recognition on the NSHMBA website, its official publications, NSHMBA magazine, The Bottom Line newsletter and in national press releases.

Recipients will be recognized at the NSHMBA 2012 Conference and Career Expo during the Brillante Awards Gala, which is the spectacular finale to the NSHMBA conference. The 2012 Conference and Career Expo is expected to be an overwhelming success with the presence of over 6,000 of the best and the brightest Hispanic MBA professionals and students, and over 250 corporations, non-profits, government agencies and academic institutions.

The organization and its Board of Directors and Corporate Advisory Board proudly recognize this year's winners:

Brillante Award for Corporate Excellence

IBM IBM, headquartered in Armonk, N.Y., is one of the world's largest information technology services (IT) companies. It is the diversity and breadth of IBM's portfolio — spanning hardware, software, services, research, financing and technology — that uniquely separates IBM from other companies in the IT industry. IBM has approximately 433,000 employees worldwide and conducts business in 170 countries.

Brillante Award for Educational Excellence

GEORGETOWN UNIVERSITY The Full-time MBA Program at **Georgetown University's McDonough School of Business** centers on student success, and educates a diverse and accomplished student population to be principled leaders with a global mindset who are ready to serve business and society. Their new integrative core curriculum prepares students for internships, jobs and entrepreneurial endeavors. Students learn the analytical and persuasive skills needed to succeed in business, understanding when to use them and how to evaluate decisions ethically. Through their signature Global Business Experience, students gain hands-on experience and a global mindset that will last a lifetime.

Brillante Award for Member Service Excellence



Cosette Gutierrez works in Community Relations at Target, managing charitable giving in several key markets across the U.S. with an emphasis on education and childhood literacy. Gutierrez was Chairman of the NSHMBA Board of Directors from 2008–2009, and has been a volunteer leader in the organization since 1998. Gutierrez has been named in Hispanic Business 100 Most Influential Hispanics, Hispanic Business 80 Elite Hispanic Women and Hispanic Top 100 Influential Latinas. She has also volunteered for United Way and the Consortium for Graduate Study in Management. Gutierrez has a Bachelor of Science in Management from the Massachusetts Institute of Technology and a Master of Business Administration from Indiana University.

Brillante Award for Community Service Excellence



Su Casa Hispanic Center serves the Latino and Hispanic immigrant community of Greater Cincinnati. Unable to feed or support their families, they undertake the dangerous journey to migrate to the U.S. seeking a better life for themselves and their families. Su Casa works with these families to help them access education, employment, health care and social services with the ultimate goal of assisting them in becoming fully integrated members of the greater Cincinnati community.

Su Casa was founded in 1997 as a ministry of the Archdiocese of Cincinnati and was transferred to the leadership of Catholic Charities of SouthWestern Ohio in 2005. Catholic Charities is a faith-based agency serving people of all faiths and dedicated to carrying out the teachings of Catholic Social Doctrine, which is founded upon the principles of helping the vulnerable, supporting the poor and welcoming the stranger. The Program Director of Su Casa is Giovanna Alvarez.

Brillante Award for Volunteer Excellence



Julio Rocha's passion for entrepreneurship and volunteerism is evidenced by 12 years of experience as a financial advisor and community leader.

Founder of Rocha Financial Group, LLC, in Orlando, Fla., Rocha uses his business development, sales and investment know-how through leadership positions at several community organizations, including the Hispanic Business Council, Rotary International's Lake Nona Club and the YMCA's Teen Achievers.

Named a 2012 NSHMBA Rising Star for boosting membership and community partnerships, Rocha is president emeritus of the Orlando chapter and serves as advisor to NSHMBA CEO Manny Gonzalez. ■



NSHMBA National Board: C6

Yvonne Martin

NATIONAL CHAIR



As Director for Strategic Accounts at Otis Elevator Company, Yvonne Martin is responsible for supporting Otis' worldwide sales organizations and partnering in the coordination of Otis' activities to increase sales to global customers. Martin's 24-year career at Otis has included positions in product strategy, branch management, sales, field operations and finance in the United States and Spain. Martin founded the UTC Hispanic Leadership Forum employee resource group in 2001, and in 2007 she was inducted to the Academy of Women Leaders, YWCA of the City of New York.

Martin holds a bachelor's degree in accounting from the University of Bridgeport and a Master of Business Administration from Northeastern University.

Manuel 'Manny' Gonzalez

CEO



Prior to taking on the role of chief executive officer at NSHMBA in September 2010, Manuel 'Manny' Gonzalez, served as principal with consulting firm ManGo Entertainment, and previously as CEO of the Zoological Society of Florida and the Columbus Zoo and Aquarium. Gonzalez served as Vice President and General Manager of Six Flags Inc., and is an entrepreneurial and strategic leader with over 32 years of experience in the entertainment/hospitality industry. His experience in master planning and development has included the expansion of the Columbus Zoo and Aquarium into a 580-acre regional entertainment complex with a water park, theme park, golf course and the future site for an indoor water park hotel – a \$180 million project that attracts over 2 million visitors per year.

During his first year as NSHMBA's CEO, Gonzalez and his team developed a strategic plan that expanded NSHMBA's value proposition resulting in additional professional development programs, an increase of nearly 100% in membership and the addition of four new chapters. Gonzalez received his Bachelor of Business Administration from the University of Oklahoma and his Master of Business Administration from Oklahoma Christian University.

Stuart R. Jara

NATIONAL VICE CHAIR & FOUNDATION CHAIR



Stuart R. Jara is managing director of Inti Associates, a management consulting firm focused on mergers and acquisitions, and strategy development and implementation. Jara is interim chief executive officer of TransCryogen, a startup that distributes liquefied natural gas in Latin America.

Jara has extensive experience in global business both in large multinationals, and in midmarket size private equity companies. Jara was president of Taylor-Wharton, a \$100 million global manufacturer of cryogenic equipment. Recruited by BOC in 1996 after obtaining a Master of Business Administration from the University of Michigan, Jara rapidly reached executive management including tonnage vice president Americas, with profit and loss responsibility of a \$1.2 billion business.

Jara has a Bachelor of Science in Mechanical Engineering and a Bachelor of Arts in International Relations from Lehigh University.

Cory Shade

NATIONAL SECRETARY



Cory Shade is General Counsel to Perry Ellis International in Miami, FL. Shade has significant experience in corporate governance and corporate compliance, having also been General Counsel to Firstcom Corporation and guiding it through its merger with AT&T Latin America. Shade has worked extensively on international business matters throughout Latin American, and emerging markets in Eastern Europe in the energy and telecom industries. Shade has worked for regional and national law firms as General Counsel for clients in startup ventures, corporate structuring, business strategy and planning. Shade is a graduate of The George Washington University, and earned a Juris Doctor and Master of Business Administration from Washington University in St. Louis.

Shade serves on numerous boards of for-profit and non-profit organizations including, but not limited to, the Student Loan Marketing Association (also known as Sallie Mae) the National Association of Corporate Directors, South Florida Chapter; the Advisory Board of Northridge Hospital, a Tenet Healthcare facility; member and Vice-Chair of the National Society of Hispanic MBAs; and Chair of the Diversity Advisory Council, Broward County, Florida. She is an adjunct professor of ethics and corporate governance in the Ph.D program at Lynn University.

Agustin Carcoba

NATIONAL DIRECTOR



Agustin Carcoba is the President and Chief Executive Officer of GE Capital, Franchise Finance, a leading lender for the franchise finance market via direct sales and portfolio acquisition.

With over 16 years of GE experience, Carcoba is a well-rounded general manager with extensive expertise.

Carcoba joined Franchise Finance in November 2010 from the Latin America unit of GE Capital, where he was the president and doubled the income and assets of the company.

Prior to his role with GE Capital, Latin America, Carcoba was the leader of GE Capital – Latin America Equipment Finance. Previously he was the Global Operations and Six Sigma Leader for GE Equity.

Carcoba is a graduate of the Tecnológico de Monterrey with a Bachelor of Science in Mechanical Engineering and holds a Master of Business Administration from El Instituto Panamericano de Alta Dirección de Empresa.

Lino N. Carrillo

NATIONAL DIRECTOR



Lino N. Carrillo is Vice President of Sales for Oberweis Dairy in North Aurora, IL. Carrillo is part of the executive team for Oberweis Dairy, leading the company's dynamic growth. In all of his assignments, Carrillo has taken a leadership role in developing, promoting and supporting workplace diversity through recruiting, mentoring and service within diversity networks.

Carrillo brings close to 30 years of experience working with consumer-products companies including Coca-Cola and the Frito-Lay unit of PepsiCo. He has filled many roles ranging in responsibility from multi-cultural marketing and strategy, to sales and general management.

Carrillo currently serves on the advisory panel for Adelante, and maintains an active role in mentoring, coaching and supporting the Chicago Hispanic Community. Carrillo also currently serves as a National Director for the National Society of Hispanic MBAs. Carrillo holds a Master of Business Administration from Oklahoma Christian University and a Bachelor of Science in Marketing from Bradley University.

Rosanna Durruthy

NATIONAL DIRECTOR



As Cigna's Chief Diversity Officer, Rosanna Durruthy leads and aligns diversity and inclusion as a center of excellence practice that supports the company's mission to help customers improve their health, well being and sense of security. Operating from a customer-centric focus, Durruthy frames diversity to drive talent engagement, business growth, customer satisfaction and cross-cultural capabilities for all Cigna employees.

Prior to joining Cigna, Durruthy led an organizational consulting practice designed to empower mastery of fit and mastery of influence in emerging leaders. With an emphasis upon executive coaching and personal network analysis, women and people of color transitioned into leadership accountabilities with a higher rate of success than previously recorded by client companies.

Durruthy has held human resources leadership roles in diversity recruiting, staffing, leadership development and HR technology in financial services and media entertainment companies.

Durruthy attended Harvard College and in 2002, was named one of the country's leading Hispanic women by both Hispanic and Hispanic Business magazines.

Maria Elena Elizalde

NATIONAL DIRECTOR



Maria Elena Elizalde is an accomplished, dedicated business leader and financial professional with a record of achievement in delivering value-added services to clients. Elizalde routinely analyzes situations from a myriad of perspectives to create actionable and solution-based programs for change. Elizalde leverages strategic planning, analytical capabilities and creativity to drive highly effective business decisions that generate positive results. Elizalde has extensive experience in evaluating and mitigating risk, and also in conducting successful negotiations on behalf of clients. She employs superior customer service, resulting in client loyalty.

Elizalde is recognized for exceptional interpersonal communication skills, as well as a well-developed multicultural background to interact in dynamic and global settings.

Vintage Foster

NATIONAL DIRECTOR



Since founding AMF Media Group in 2007, Vintage Foster has built the firm from scratch into a full-service media consulting powerhouse with a client list that includes Fortune 1000 companies and businesses ranging from large and mid-size, to start ups and non-profits. Under Foster's guidance, the firm grew exponentially in its first four years and continues to experience significant growth. Today, AMF clients include brands such as Hewlett-Packard, Kaiser Permanente, Jamba Juice and many more.

Prior to founding AMF Media Group, Foster worked in the newspaper industry for two decades, as a reporter, editor and editorial writer at The Charlotte Observer and The Detroit Free Press, and as Publisher and CEO of the East Bay Business Times and the Silicon Valley Business Journal.

Foster is also active in the Northern California community. He is Immediate Past Chairman and Founder of The Bay Area Leadership Foundation, which provides scholarships and mentoring to economically disadvantaged students.

Nicolás A. Medina

NATIONAL DIRECTOR



Nicolás A. Medina is the Public and Government Affairs Manager for the Middle East and Russia at ExxonMobil Production Company. Medina has been with ExxonMobil for 20 years in a variety of positions in sales, marketing, operations, planning and technology. Medina brings a global perspective having worked for ExxonMobil in Latin America, Europe, and the US.

A native of Nicaragua, Medina grew up in Miami and earned a Bachelor of Arts in Economics and International Studies from the American University in Washington, D.C. Medina was a Sloan Foundation Fellow at the University of California, Berkeley, and in 1991, obtained a Master in Public Policy from the Kennedy School of Government at Harvard University.

Medina is former President of GOAL, an ExxonMobil group designed to facilitate the business, professional growth and advancement of Hispanics. He currently serves on the Board of Directors for NSHMBA, AVANCE, Inc. and the Russian Chamber of Commerce. He is also an advisory board member of the Hispanic Heritage Foundation, Hispanic 360 Retail Conference, and Harvard University's Latino Leadership Initiative.

Larry Edward Penley

NATIONAL DIRECTOR



Larry Edward Penley is a lifetime educator and management consultant. Penley serves as Interim Provost at Thunderbird School of Global Management. Penley has held faculty positions in the U. S., Venezuela and Mexico. He was president of Colorado State University and dean of the W. P. Carey School of Business at Arizona

State University.

Penley earned his doctorate degree from the University of Georgia. He also has a Bachelor of Arts and Master of Arts from Wake Forest University.

NSHMBA Foundation: C3

Carmen A. Heredia-Lopez

FOUNDATION VICE CHAIR



Carmen Heredia-Lopez is the Director of Investments at the Chicago Teachers Pension Fund. Heredia-Lopez is responsible for the Fund's approximately \$10 billion investment portfolio. Heredia-Lopez provides oversight of the global, internally and externally managed multi-billion portfolio of equities, fixed-income, real estate and alternative investments. Heredia-Lopez started her career in asset management in 1993 and has held roles in investment research, business development, client servicing and operations.

Heredia-Lopez was awarded her CFA charter in 2001 and graduated magna cum laude in international management and marketing from Georgetown University. She also studied at the London School of Economics and earned an International Master of Business Administration from the University of Chicago in 1997.

Ramiro J. Atristaín-Carrión

FOUNDATION TREASURER



Ramiro Atristaín-Carrión is Vice President of Funding & Capital Management at BMO Harris Bank and Adjunct Professor at DePaul University in Chicago.

At NSHMBA, Atristaín-Carrión serves on the Board of the NSHMBA Foundation. Atristaín-Carrión is Chairman Emeritus of the Board of NSHMBA and past Co-Chair of its Corporate Advisory Board, which he founded in 1999. He has also served on the editorial board of The Business Journal of Hispanic Research.

Additionally, Atristaín-Carrión serves in the Board of the CLESF Foundation, a non-profit based in Chicago he co-founded in 2007. In 1999, he received NSHMBA's Brillante Award.

He holds a Master of Business Administration with a specialization in finance from the Illinois Institute of Technology and a bachelor's degree in economics from Dominican University.

Ron Fernandez, CFA

FOUNDATION SECRETARY



Educated with an MBA in finance at the University of Denver, Ron Fernandez recently left CenturyLink. At CenturyLink, Fernandez was a director in the treasury group with responsibilities for stock administration and compliance.

Fernandez joined Mountain Bell, a predecessor company of CenturyLink more than twenty years ago. Fernandez has held various line and staff positions in regulatory finance, broadband and multimedia services, financial planning and analysis, finance strategy group and treasury services. Fernandez has been involved in the finance perspective in over \$1billion of asset sales and \$1billion of equity issuance.

Fernandez holds an undergraduate degree in management and a Master of Business Administration in Finance from the University of Denver. Fernandez has the following professional designations: Chartered Financial Analyst Certified Management Accountant and Certified Financial Manager. Fernandez has served on the National Board of Directors for the National Society of Hispanic MBAs and the CFA Society of Colorado.

Mark Anthony Ponce

CHAIR EMERITUS



As the past Chairman of the Board of Directors, Mark Ponce continues his involvement with NSHMBA. Stressing the importance of education and helping minorities advance in their careers are always at the forefront of his agenda. Ponce and the Board have been committed to the new strategic direction for NSHMBA, and work to complete the transformation of the organization, the culture and leadership.

Ponce is employed by Abbott Laboratories in the Pharmaceutical Division with financial responsibility for commercial operations, IT and marketing communications. Prior to joining Abbott, Ponce worked at Galderma, GE and General Mills. Ponce and his family reside in the Chicago area and he enjoys golf, travel and time with family during his free time.

Corporate Advisory Board

ABBOTT	MERCK
ACCENTURE	MICROSOFT
AMERICAN AIRLINES	NATIONWIDE INSURANCE
BANK OF AMERICA	P&G
DELL, INC.	PEPSICO
DELOITTE LLP.	PITNEY BOWES
DR PEPPER SNAPPLE GROUP, INC	TARGET
EXXONMOBIL CORPORATION	THE HOME DEPOT
FORD MOTOR COMPANY	THE WALT DISNEY COMPANY
GENENTECH, A MEMBER OF THE ROCHE GROUP	UNITEDHEALTH GROUP
GENERAL MILLS	UNITED TECHNOLOGIES CORPORATION
HUMANA	VANGUARD
IBM CORPORATION	FLORIDA INTERNATIONAL UNIVERSITY, COLLEGE OF BUSINESS ADMINISTRATION
INTEL	UNIVERSITY OF TEXAS AT AUSTIN
JOHNSON & JOHNSON	UNIVERSITY OF NOTRE DAME

mbas love rainbows

So do PhDs and JDs ... At BASF, we believe that when you invest in the talents of unique and creative individuals, great ideas can blossom. That's how we've built the world's most successful and responsible chemical company – one person and one colorful personality at a time. At BASF, we create chemistry.

diversity.basf.us



BASF is a Global Sponsor

BASF
The Chemical Company



LEADERSHIP

CHAPTER PRESIDENTS

Camilo Escandon

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
ATLANTA CHAPTER



Camilo Escandon is a Senior Loan Officer for Supreme Lending with over 8 years of experience in the financial services and mortgage industry. Escandon's mission is "to establish a long lasting relationship with every customer in order to make them feel comfortable with every step of the Mortgage loan process."

Escandon worked as an intern at Lufthansa Cargo while earning his Master of Business Administration at Kennesaw State University in 2004. In addition, Escandon attended the prestigious Latino Leadership Institute program at UCLA in 2007 and is an alumnus of the ESL program at Georgia Tech.

Artemio San Martin

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
AUSTIN CHAPTER



Artemio San Martin is a Global Finance Controller at Dell. San Martin has held a variety of financial roles for organizations in Mexico and the United States, such as Siemens, Monsanto, the U.S. Department of State, World Trade Center Cleveland, Little Tikes (NewellRubbermaid) and Ben Venue Laboratories (Boehringer-Ingelheim).

San Martin has a Master of Business Administration in Marketing and a master's in HR Management from The University of Akron.

San Martin is the President of the Austin Chapter, and Founder and President Emeritus of the Cleveland Chapter.

Karina Arnaez

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
BOSTON CHAPTER



Karina Arnaez is a senior consultant with GE Six Sigma Black Belt Certification and 18 years of industry experience maximizing productivity, strategy and execution in healthcare, technology, academic, non-profit, energy and financial sectors.

Currently, Arnaez is managing a work-life initiative for Cardinal Health, consults for Diversity Best Practices and serves as President of the Boston Chapter. Arnaez has a Master of Business Administration and a Bachelor of Science in International Business and Finance from Northeastern University. In 2011, Arnaez was recognized in *El Planeta's* 100 Massachusetts' Most Influential People in the Latino Community.

Roberto Sepulveda

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
CHICAGO CHAPTER



Roberto Sepulveda has focused on improving awareness and support for diversity and inclusion initiatives. Sepulveda serves on the Triton College Community Advisory Board, the Fenwick High School Diversity Committee and is a board member of HispanoFest, currently serving as Vice-President as well leading the scholarship committee. Sepulveda has also joined the Board of Directors of the West Cook YMCA.

Sepulveda is a Master of Business Administration graduate of Dominican University's Brennan School of Business. Sepulveda was a recipient of the Thought Leader of Chicago Award at *Latino Leaders Magazine's* Maestro Awards.

Orlando Gutierrez

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
CINCINNATI CHAPTER



Orlando Gutierrez is the Operations & Finance Manager for Corporate Brands Strategy and Innovation at Kroger. Gutierrez provides operational and financial analysis support to the Corporate Brands strategy and innovation senior management team who is responsible for leading a \$15 billion sales division.

Gutierrez has a Master of Business Administration from University of Louisville (KY), a master's in finance from Universidad de los Andes and a bachelor's in accountancy from the Colombian Xavier University. Gutierrez is a Colombian C.P.A., and is waiting for his U.S. C.P.A. license from the Kentucky Board of Accountancy.

Giovanna Carrillo

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
CLEVELAND CHAPTER



Giovanna Carrillo, a native of Colombia, is a quantitative analyst at the PNC Financial Services Group working with the Residential Real Estate Analytics Group.

Carrillo has a Master of Business Administration and a Ph.D in Finance from Cleveland State University. Carrillo's academic research has focused on bank risk, corporate governance and banking regulation. Carrillo is a founding member of the Cleveland Chapter and has held a board position since 2006.

Nelson J. Rodriguez

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
CONNECTICUT CHAPTER



Nelson J. Rodriguez is an agent at New York Life Insurance Company where he assists individuals, families and business owners accumulate wealth and protect and preserve and distribute assets on a tax favorable basis.

Rodriguez is a former NSHMBA Scholarship recipient and is a featured weekly business columnist in CTLatinoNews.com. Rodriguez received a Bachelor of Science in Finance from Fordham University and a Master of Business Administration from University of Phoenix. Rodriguez is a father of two boys ages 5 and 3, and coaches T-Ball for the Windsor Little League.

Victor Alonzo, MBA, PMP, PhDc

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
DALLAS/FORT WORTH CHAPTER



Victor Alonzo currently serves as CEO and principal at ExecutiveWise, a professional executive coaching and organizational consulting practice focused on organizational change, leadership effectiveness and operational excellence. Alonzo also coaches and develops leaders through change in their careers through all economic conditions of the business lifecycle. Alonzo leverages years of leadership experience in multiple industries and disciplines within Fortune 500, non-profit, small business and start-up organizations, as well as academic preparation in business and organizational behavior.

Michael DeHerrera

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
DENVER CHAPTER



Michael DeHerrera is currently implementing the Project Management discipline at a thriving DOTCOM company. DeHerrera has a Master of Business Administration and a Master of Science in finance to complement his Bachelor of Science and Bachelor of Arts in computer science and communication.

Through his three years as President, DeHerrera has led his chapter to be promoted to first tier based on membership size; and is positioning the chapter for long-term growth chapter-of-the-year accolades.

Ramiro A. Ramirez

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
DETROIT CHAPTER



Ramiro A. Ramirez is the Director of Business Development for Link Engineering Company.

Ramirez is a senior-level executive with an extensive skill set, reliable instincts and a career record of successfully creating and driving strategies with General Motors, Hewlett-Packard and IBM.

Ramirez cultivates and maintains a network of contacts in corporate and nonprofit sectors.

Ramirez holds a Master of Business Administration from Michigan State University, a Master of Science in electrical engineering from Purdue University, and a Bachelor of Science in electrical engineering, from Purdue University.

Tanya Ortiz

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
HOUSTON CHAPTER



Tanya Ortiz has been a board member with NSHMBA since 2007. Ortiz has a passion for people and making connections, which serves her well in her career and as a NSHMBA leader. Ultimately, Ortiz's goal is and continues to be to increase her chapter's local footprint and bring awareness to this phenomenal organization.

Kathy Cabello

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
INDIANAPOLIS CHAPTER



Kathy Cabello received her Bachelor of Science in Computer Science Engineering from Eastern Michigan University, and her Master of Business Administration from the University of Notre Dame.

Cabello has led a successful marketing consultancy firm for 10 years and received the Indianapolis 2012 Mayor's Latino Woman-owned Business of the Year Award. Cabello's passion for higher education and mentoring Hispanic youth led her to serve as a leader for Project Stepping Stone and the Indiana Latino Scholarship Fund.

Jason Belcher

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
KANSAS CITY CHAPTER



Jason Belcher has a bachelor's degree from St. Mary College and a Master of Business Administration from Iowa State University. Belcher has over 20 years of experience in the Information Technology field.

Belcher is currently employed by Genesis10 in Kansas City as a Senior Account Executive.

Belcher is responsible for managing and developing business within the greater Kansas City area.

Carlos Cordoba

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
LOS ANGELES CHAPTER



Carlos Cordoba is Senior Client Solutions Director & Strategist at Geoscape International, leading a multi-disciplinary team of marketing analysts and consultants in delivering insightful and actionable consumer and data analytics targeting the Hispanic consumer market.

Cordoba has also led major independent advertising agencies in the development and implementation of ad campaigns targeting Hispanic consumers.

A native of Argentina, Cordoba is fully bilingual and bicultural. Cordoba holds a Bachelor of Arts from UCLA and a Master of Business Administration from Thunderbird.

Gustavo Gisbert

PRESIDENT AND FOUNDER OF THE LOUISVILLE CHAPTER



Senior Consultant at Global Novations, Gustavo Gisbert is a seasoned consultant in global talent optimization, diversity and inclusion. In his role, Gisbert helps Fortune 1,000 organizations build sustainable and inclusive cultures throughout strategic consulting, analysis, design, development and delivery of different solutions

and trainings.

Gisbert holds a bachelor's degree in psychology, a master's degree in social-organizational psychology, and he is currently working on his Ph.D in Social Psychology.

Scott Astrada

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
MILWAUKEE CHAPTER



Scott Astrada is a partner at the Adesso Law Group LLP, providing legal counsel in business and tax law. Astrada also serves as a litigation consultant at JPMorgan Chase & Co., as a contractor, in the Mortgage Banking Division.

Astrada holds a Bachelor of Arts in English from the University of Wisconsin-Madison, and a Juris Doctor and a Master of Business Administration from Marquette University. Astrada serves on the board of directors on various local business and cultural organizations in Milwaukee.

Fernando Duque

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
MINNEAPOLIS/ST. PAUL CHAPTER



Fernando Duque is a Product Manager in the Financial & Retail Services Division at the Target Corporation. Duque manages ATM's Strategy for the United States and Canada, and structures the Hispanic Strategy for RED cards.

In 2011, Duque was awarded by the Hispanic Chamber of Commerce of MN as one of the top 20 most influential Latinos in the State. Duque earned his Bachelor of Arts in Marketing from Javeriana University in Colombia and has a Master of Business Administration from St Mary's University of Minnesota.

Janet Simms

**PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
NEW JERSEY CHAPTER**



Janet Simms works at CIT Group and is a vice president in the internal audit department working on their regulatory compliance team. Simms has been a member of NSHMBA since 2004 and is a founding member of the New Jersey Chapter. Simms is also involved with other organizations including Hispanics Inspiring Student Performance and Achievement (HISPA) and Junior Achievement -NJ.

Sims received her Master of Business Administration from Rutgers University and her bachelor's from Rider University.

Emily Acosta Ortiz

**PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
NEW MEXICO CHAPTER**



Emily Ortiz is a Human Resources Specialist with the U.S. Forest Service. Ortiz has been recognized as a strong leader who has developed and mentored individuals within the New Mexico community.

Ortiz has her bachelor's and master's in human resource management and organizational behavior from the University of New Mexico's Anderson School of Management. Ortiz's past leadership roles include President of the Society of Human Resource Management UNM Student chapter and Co-Chair committee member of the Hispanic Heritage Month Special Emphasis Programs.

Manny Velásquez-Paredes

**PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
NEW YORK CHAPTER**



Manny Velásquez-Paredes is a Multicultural/Diversity Marketing & Communications Professional, currently working with the New York State Department of Labor. Velásquez-Paredes is bicultural and trilingual (English, Spanish & French), with more than 18 years of management experience in the fields of customer relations, events planning and marketing.

Velásquez-Paredes holds a Bachelor of Business Administration from Florida International University and earned his Master of Business Administration in 2008 from the Metropolitan College of New York and studied at IFAM in France and Regents College in England. Velásquez-Paredes volunteers with several non-profit organizations and sits on the Advisory Board of Monroe College's MBA Program.

Dede Aguayo

**PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
ORANGE COUNTY CHAPTER**



Dede Aguayo is the Director of Community Outreach at Ameritas College. The vision behind Ameritas College is focused on helping the Hispanic population.

Aguayo is also the Orange County President of NSHMBA where she is able to impact more than 320 members and more than 20 sponsors such as Disney, GE Capital and 7-11. Aguayo has a Master of Business Administration from the University of La Verne and a Bachelor of Science in Communications from California Polytechnic University, Pomona.

Trino Campos

**PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
OREGON CHAPTER**



Trinidad Campos' current job is to provide cost effective, operations, engineering and construction/expansion for Intel's facilities within Oregon factories. Campos received recognition from the congressional black caucus in Washington D.C., and an Intel corporate recognition by HR-Intel Vice-President

Champion Diversity Award 2001.

Campos is the co-founder of Oregon's first professional SHPE and NSHMBA chapters. Campos was appointed by the Boy Scouts of America cascade council to their Hispanic initiative board.

Campos has a Bachelor of Science in Industrial Engineering/Operations from the Oregon Institute of Technology, and a degree from the master's program in the Oregon Health and Science University School of Science and Engineering.

Victor Flores

**PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAS
SOUTH FLORIDA CHAPTER**



Victor Flores worked in Ft. Lauderdale, FL as the IT department manager for a fortune 500 company. Flores continued to get promoted over time within the company reaching the position of President, which he held for several years until he decided to move back to Orlando to start his own business.

Flores attended Southern Oregon University where he graduated with a bachelor's degree in business management and a minor in computer science. He later continued his education at the prestigious Rollins College and received his Master of Business Administration.

In 2009, Flores was honored as one of the top 100 IT 2009 HITEC Rising Stars – Most Influential Hispanics in Information Technology.

Octavio Ramirez

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
PHILADELPHIA CHAPTER



Octavio Ramirez is currently a Client Relationship Administrator at Vanguard where he manages and develops over \$1 billion assets across 600 high net-worth client groups. Ramirez believes doing what is best for his client is what brings him success.

A native of Nicaragua, Ramirez holds a Master of Business Administration from Nova Southeastern University and a Bachelor of Business Administration from Universidad American in Nicaragua.

Maria-Elena Ochoa, MBA

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
PHOENIX CHAPTER



Maria-Elena Ochoa is the Chief of Medical Operations, Mountain Health & Wellness, in AJ, Arizona. She is a member of the Arizona Latina Giving Circle, Board Chair at the Community Alliance against Family Abuse and part of the board of the Girl Scouts Cactus Pine Council.

Ochoa received a bachelor's in Psychology from Arizona State University and a Master of Business Administration from the University of Phoenix. Ochoa won Cambridge Executive of the Year (Public Service and Outreach) and also Arizona State University's Latina Excellence Award (Science and Medicine.)

Lauramir Rivera, CLLC

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
PUERTO RICO CHAPTER



Lauramir Rivera is an Examiner for the Commissioner of Financial Institutions of Puerto Rico. Rivera is responsible of local commercial banks, international banks and trusteeships evaluations.

Rivera earned her bachelor's degree from the University of Puerto Rico, Rio Piedras Campus, and is currently working toward receiving her Master of Business Administration. Rivera is a certified Life and Leadership Coach. During the last year she has worked with an educational initiative at her hometown (CREO).

Gabriela Sosa

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
RIO GRANDE VALLEY CHAPTER



Gabriela Sosa is the Public Relations and Marketing Coordinator for TMAC South Texas.

Sosa has obtained strong professional development experience through a variety of trainings and certifications in the areas of Lean Manufacturing, Six Sigma Black Belt, APICS, Safety according to OSHA, Project Management and Customer Service.

Sosa holds a Bachelor of Science in Industrial and Systems Engineering from Monterrey's Tech and a Master of Business Administration from The University of Texas-Pan American.

Iveth M. Reynolds

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
ROCHESTER CHAPTER



Iveth M. Reynolds is the chief executive officer of Tri-Mar Consulting Inc., a national staffing and recruitment firm. Reynolds grew up in New York where she received a bachelor's degree from Fordham University. Reynolds earned her Master of Business Administration from the Simon School of Business at the University of Rochester.

Having been involved with NSHMBA as a member for more than 6 years and recognizing the value the program brings to the regions, Reynolds spearheaded the creation of the Rochester Chapter. Reynolds previously served as president of the New York Chapter for two terms.

Reynolds resides in Penfield, NY with her husband Mark and their 2 children, Priscilla and Mark Jr.

Miguel A. Aguilar

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
SAN ANTONIO CHAPTER



Miguel Aguilar, President of the San Antonio Chapter, works for AT&T as a Regional Director for Managed Services supporting Fortune 500 companies around the world. Aguilar has received the Diamond Club, Presidents Club award and is a HACR Young Hispanic Corporate Achiever recipient. Aguilar serves on a variety of city and non-profit boards in San Antonio.

Aguilar has a business degree from Dallas Baptist University and an Executive Master of Business Administration from The University of Texas at San Antonio.

Carlos Martinez

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
SAN DIEGO CHAPTER



A graduate from the Rady School at UCSD and Columbia University, Carlos Martinez joined the San Diego Chapter as Vice President of Marketing in 2011 and was elected its President in 2012. Since joining the Board, Martinez has applied decades of experience as a leader in the IT and publishing fields to the marketing collateral, website and technology resources of the chapter, driving membership growth and awareness in the business community.

Miguel Colon

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
SAN FRANCISCO CHAPTER



Miguel Colon is the president and chief executive officer of SEC Compliance Services Inc. Colon is an adjunct faculty member at Chabot College where he helped design the College's Entrepreneurship Program and teaches Entrepreneurship.

Colon received his Master of Business Administration and Bachelor of Arts in Management from St. Mary's College of California.

Diego Barragan

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
SAN JOSE CHAPTER

Diego Barragan is a senior policy analyst for San José Councilmember Xavier Campos. Barragan's responsibilities include advising the Councilman on legislation related to transportation, land use, budget, economic development and labor relations. In addition to his policy work, Barragan works with elected officials, business leaders and constituents to find solutions to issues related to San José.

Barragan holds a Masters of Business Administration from Santa Clara University and a Bachelors of Arts in Political Science from San José State University, where he was the first recipient of the Phyllis Ward Washington D.C. Summer Intern scholarship.

Yomara Gomez

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
SEATTLE CHAPTER



Yomara Gomez is currently Director of Network and Compliance Excellence for Merck's Latin America Operations. Since joining the company in 2002, Gomez has progressed through numerous technical and leadership roles. In addition, Gomez was the co-founder of Schering Plough's The Hispanic Network and supporter of many non-profit organizations. Gomez has been President of the NSHMBA Seattle Chapter since 2011.

Gomez is active in mentoring professionals and promoting diversity. She holds a Bachelor of Science in Chemistry and a Master of Business Administration in Pharmaceutical Chemistry.

Victor Goldstein

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
SOUTH FLORIDA CHAPTER



Victor Goldstein was born and raised in Venezuela where he completed his Bachelor of Science in Materials Science Engineering in 1994. Goldstein began his Master of Business Administration at the University of Florida in 2007 and received the NSHMBA Scholarship in 2008.

Currently Goldstein holds a position with FedEx Latin America as a Marketing Tech Advisor creating custom solutions for customers supply chain needs. Goldstein is the President of the NSHMBA South Florida Chapter.

Rafael Castro

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
TAMPA BAY CHAPTER



Rafael "Rafi" Castro is President of the Tampa Bay Chapter. Castro works for Citi as a Unit Manager, responsible for customer support. A NSHMBA Lifetime member and board member since 2006, Castro is an accomplished Youth Soccer Coach since 2003 having won three championships, and the founder of "A Son De Plena". He is a "Plenero y Salsero de la mata!" with a Master of Business Administration from the University of Florida. Castro is the proud son of Yapi y Cuchi, and is married to Dalia with three sons, Krystian, Rafael and Sebastian.

JC Ramirez

PRESIDENT, NATIONAL SOCIETY OF HISPANIC MBAs
WASHINGTON DC CHAPTER



JC Ramirez is a Senior Associate at PricewaterhouseCoopers, a CGSM fellowship recipient, a MLT graduate and holds a Master of Business Administration from New York University Stern and a Bachelor of Science in Business Administration from Georgetown University.

Ramirez's professional experience spans the corporate, government, non-profit and consulting arenas. As the Washington DC Chapter President, Ramirez looks forward to creating a strong foundation for the Board and looks forward to organizing networking and informational events that leave members truly informed, inspired and "flossing their teeth!"



SPONSORS

Abbott*
Accenture
Adobe
Aetna, Inc.
Ally Financial
Amazon
American Airlines
Amgen
Arizona State University, W. P. Carey School of Business
Astellas Pharma US, Inc.
Bank of America
BASF*
Best Buy
BP/ARCO
Bright House Networks
Bristol-Myers Squibb
Broad Residency
Campbell Soup Company
Carlson School of Management - University of Minnesota
Carnegie Mellon University, Tepper School of Business
Chevron
Chicago Booth School of Business
Chick-fil-A, Inc.
Christus Health
Chrysler Group LLC*

CIA
Cigna
Coca-Cola
Colgate-Palmolive
College of William & Mary
Columbia Business School
Comcast
Cricket Communications
Darden Restaurants, Inc.
DaVita
Del Monte Foods
Dell*
Deloitte
Delta Air Lines, Inc.
Diageo
Dr Pepper Snapple Group
Duke University's Fuqua School of Business
E & J Gallo Winery
Ecolab
Education Pioneers
Eli Lilly and Company
EMC
Emory University, Goizueta Business School
Exxon Mobil Corporation
Federal Deposit Insurance Corporation (FDIC)
Federal Home Loan Bank
Federal Reserve System
FINRA
Florida A&M University
Florida International University
Ford Motor Company
GE
Genentech, a Member of the Roche Group
General Mills*
General Motors Company
George Washington University - School of Business
Georgetown McDonough School of Business

Georgia Institute of Technology, Scheller College of Business
GlaxoSmithKline
Harvard Business School
Henkel
Hilton Worldwide
Hult International Business School
Humana*
IBM Corporation
Indiana University, Kelley School of Business
Institute for Supply Management (ISM)
Intel Corporation
Internet Café Sponsored by Dell
Iowa State University
Johns Hopkins University Carey Business School
Johnson - Cornell University
Johnson & Johnson*
Kaiser Permanente
Katz Graduate School of Business, University of Pittsburgh
Keck Graduate Institute of Applied Life Sciences
Kellogg Company
Kellogg School of Management
Kimberly-Clark Corp
Kraft Foods
Laureate, Inc
Liberty Mutual Group
Life Technologies*
Lincoln Financial Group
Lockheed Martin Corporation
L'Oreal
Luxottica
LyondellBasell
M&T Bank Corporation
Market IQ
Mars North America
MassMutual Financial Group
MBA Career Services Council

McDonald's
 McKesson Corporation
 Mead Johnson Nutrition
 Merck
 MetLife
 MGM Resorts International
 Michigan State University
 - The Eli Broad Graduate
 School of Management
 Microsoft
 Microsoft Corporation
 National Society of
 Hispanic MBAs
 Nationwide Insurance*
 NAVSEA-Naval Sea
 Systems Command
 Nestle USA
 New York Life
 Nissan North America
 Northwestern Mutual*
 Ocean Spray Cranberries, Inc
 Olive Tree Publishing, Inc.
 OppsPlace, LLC
 Owens Corning
 Parker Hannifin Corporation
 Penn State University,
 Smeal MBA Program
 PetSmart
 Pitney Bowes
 PNC
 Principal Financial Group
 Procter & Gamble*
 Prudential
 Purdue University, Krannert
 School of Management
 Rice University, Jesse H. Jones
 Graduate School of Business
 Rollins College
 SMU Cox School Of Business
 State Farm Insurance
 SunTrust Bank
 SUPERVALU

Syracuse University, Whitman
 School of Management
 Takeda Pharmaceuticals
 North America
 Target*
 TD Bank
 Teach For America
 Tenet Healthcare Corporation
 Terry College of Business
 Texas Christian University,
 Neeley School of Business
 The Boeing Company
 The City of Orlando
 The Clorox Company
 The Coca-Cola Company
 The Consortium for Graduate
 Study in Management
 The Home Depot*
 The McGraw-Hill Companies
 & Standard & Poors
 The MIT Sloan School
 of Management
 The Ohio State University
 The PhD Project
 The University of Texas
 at El Paso College of
 Business Administration
 The University of Texas at San
 Antonio, College of Business
 The US Postal Service
 The Walt Disney Company*
 Toyota Motor Sales, USA. Inc
 Travelers
 UCLA Anderson School
 of Management
 UNC Kenan-Flagler
 Business School
 Unilever
 United Nations Employment
 United States Securities
 and Exchange Comission
 United Technologies Corporation
 UnitedHealth Group*
 University of Arizona, Eller
 College of Management

University of Houston, Bauer
 College of Business
 University of Illinois at
 Urbana Champaign
 University of Iowa Tippie
 School of Management
 MBA Full-Time Program
 University of Maryland, Robert
 H. Smith School of Business
 University of Massachusetts
 - Amherst, Isenberg School
 of Management
 University of Notre Dame
 University of Rochester, Simon
 Graduate School of Business
 University of Texas at Austin -
 McCombs School of Business
 University of Toronto, Rotman
 School of Management
 University of Utah
 University of Virginia,
 Darden Business School
 University of Washington
 University of Wisconsin
 USC Marshall School of Business
 Valpak
 Vanderbilt Owen Graduate
 School of Management
 Vanguard
 VF Corporation
 Vibrant Pittsburgh
 Visit Orlando
 Volkswagen Group of America
 Wake Forest University
 School of Business
 Walden University
 Walmart*
 Washington University in St. Louis
 WellPoint, Inc.
 Wells Fargo
 Wyndham Worldwide
 Yale School of Management

**Denotes Platinum Sponsorship*

Mark your calendar to join us
for an exciting

**3 in 1
event**

January 17th - 19th
San Antonio Texas!

NSHMBA Comes Together For a Three Day Event!



Kick-off

Discover what's planned for our milestone 25th Anniversary and explore our 2013 host city, San Antonio!



Multicultural and
Multigenerational
Forum

Learn about the complexity of today's multicultural and multigenerational workforce and strategies to successfully lead in a global society.



OFFICER LEADERSHIP PROGRAM

NSHMBA U

NSHMBA chapter officers will enjoy an exciting professional development program that will allow them to become productive leaders within their chapter and communities.

Henry B. Gonzalez Convention Center, San Antonio, Texas

So many choices.

Not just one track ...

there's more here than just insurance.

And with all these options, I can choose

the job I want and go for it.

And if I get hungry for a new tune

– it's all right here. Cool.

Find your path.

statefarm.com/careers

Rich
Staff Planning & Analysis Analyst



State Farm™

Find your path.



statefarm.com/careers

Dell recommends Windows® 7 Professional.



The power to do more

Everything. And More.

The new Dell™ XPS™ 13 Ultrabook™. Inspired by Intel.



Starting at
\$1099^{99*}

Deceptively Small

Fits a 13.3" screen in a form similar to an 11" laptop, so you can be productive anywhere.

Surprisingly Powerful

An advanced 2nd gen Intel® Core™ i5 processor in a compact package starting at 2.99lb*

Built Strong

Machined aluminum and Corning® Gorilla® Glass make the XPS incredibly durable.

Professionally equipped with ProSupport*

Learn more at dell.com/so/Ultrabook or call 1-877-278-3355

Offers subject to change, not combinable with all other offers. Taxes, shipping, handling and other fees apply. U.S. Small Office new purchases only. Dell reserves the right to cancel orders arising from pricing or other errors. *PROSUPPORT: Availability and terms of Dell Services vary by region. For more information, visit www.dell.com/servicedescriptions. TRADEMARKS/COPYRIGHT NOTICES: Ultrabook, Celeron, Celeron Inside, Core Inside, Intel, Intel Logo, Intel Atom, Intel Atom Inside, Intel Core, Intel Inside, Intel Inside Logo, Intel vPro, Itanium, Itanium Inside, Pentium, Pentium Inside, vPro Inside, Xeon, and Xeon Inside are trademarks of Intel Corporation in the U.S. and/or other countries.

