



Summer 2009

msp.nshmba.org

President's Letter

The local Minnesota chapter of the National Society of Hispanic MBAs (NSHMBA) is proud to have served our community since 2000. Hispanic leaders, volunteers, and our corporate partners have been instrumental in our ability to carry out the goals of the National Office of NSHMBA. We thank you all for all your support and dedication!

As we welcome the National Conference to the Twin Cities for the first time, the current NSHMBA Minnesota board felt it important to give a quick overview of NSHMBA and the National Conference to best understand why NSHMBA is such an important organization.

NSHMBA was created as a 501c3 nonprofit organization in 1988 to foster Hispanic leadership through graduate management education and professional development. NSHMBA works to prepare Hispanics for leadership positions throughout the U.S., so that they can provide the cultural awareness and sensitivity vital in the management of the nation's diverse workforce. NSHMBA has 32 chapters in the U.S. and Puerto Rico and the NSHMBA membership has grown substantially to almost 8,000 members nationwide.

The NSHMBA goals include:

1. **Students:** Working with students and universities to increase the enrollment of Hispanics in graduate management programs
 - a. \$1 million in assistance and 187 scholarships were awarded in 2007
2. **Professionals:** Assisting corporations and other business organizations in the recruitment, development and promotion of Hispanic business professionals
3. **Networking:** Organizing as well as participating in networking and community events to provide Hispanic professionals with opportunities for career growth and leadership development

One of the greatest achievements of NSHMBA was the creation of its National Conference. Yearly, approximately 8,000 (25% students and 75% professionals) attendees walk through an average of 300 corporate booths, with over 4,000 interviews conducted and over 1,000 job postings. As the host for the 2009 National Conference, this year marks a unique opportunity for the Minnesota Chapter to raise the visibility and importance of NSHMBA to the Minnesota corporate community. We look to the continued support of our members, volunteers and corporate sponsors!



Gabriel Castaneda
President



Welcome the Minnesota NSHMBA Board of Directors



Gabriel Castaneda, *President*

Gabe Castaneda is the CEO/owner of Affinity Marketing LTD, an established marketing communications firm with unique international marketing capabilities. In achieving his goal of owning his own firm, Gabe acquired considerable educational, work and community service experience. In addition to an advertising professional, Gabe is also a lawyer. Gabe obtained both a law degree and an MBA to help him better manage his company.



Aida Higuerey Schaefer, *CFA- Executive Vice President*

Aida, a financial strategist, joined the local NSHMBA Board in 2009. Most recently she was a Treasury Director for Northwest Airlines. She earned her Bachelors degree in International Relations and French from Tufts University, including a year at Sciences Po in Paris, France. She received her MBA in Finance from the Yale School of Management and later became a CFA charterholder. In 2004 Aida was awarded the Latinas Sin Precedentes award by NSHMBA.



Sandra Forsyth, *EVP Co-Chair*

Sandra is the Assistant Director of admissions for the full-time MBA program at the University of St.Thomas. She is also actively involved in the Minneapolis community by volunteering with TRiO, Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP), NSHMBA, NMBAA and Habitat for Humanity.



Cesar Del Carpio, *Treasurer*

Cesar has been with General Mills for five years in several sales and management roles, including his most recent role as Sales Operations Manager for the Restaurant Accounts group. Cesar received his MBA from University of Miami in 2006, with a focus in management and international business. In addition, he also serves as a mentor in General Mills' diversity mentorship program, as well as to undergraduate students from his alma mater. Cesar has been actively involved and volunteered with different organizations, such as New York Cares, Hands on Miami, Habitat for Humanity, and the Leukemia and Lymphoma Society.



Garry Lachmansingh, *Secretary*

Garry received his bachelor's degree in Chemical Engineering from the University of Minnesota. Upon graduation he started working for 3M as a process engineer where he was soon hired and re-located to Weatherford, Oklahoma working in new product development and R&D. As a strategic move, Garry went back to school at the Carlson School of Business at the University of Minnesota to obtain his MBA. He now works in the Technical Marketing and Business Development for the 3M Corporate Research Lab. In addition, Garry participates in the 3M Latino Resource Group holding the Vice-Chair currently and in 2009-2010 he will be Chair.



Keelii McCarty, *CPO Education*

Keelii M. McCarty, an employee of the Carlson School of Management since 2003, brings a wealth of experience in event planning, marketing and student advisement. In addition, Keelii has held positions in both the Carlson MBA Student Affairs Office and Business Career Center. She holds a Bachelor of Science Degree from the University of Minnesota in Business Marketing Education and Communication Studies. Currently, Keelii is the Program Manager for the Office of Diversity Initiatives at the Carlson School of Management.



Julio Acosta, *CPO Marketing*

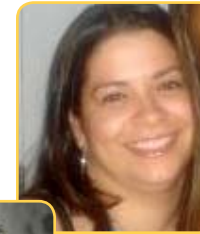
Julio Acosta has worked for Target Corporation for almost six years holding various roles in his organization. Currently he is a Strategy Systems Analyst for Target Financial Services. Julio is also actively involved in the Minneapolis community by volunteering with Teatro Del Pueblo and the National Association of Hispanic MBA (NSHMBA). In addition, Julio is the community relations co-lead for the Hispanic Business Council at Target. Julio received his bachelor's degree in Business Management from Metropolitan State University.



Fernando Duque, *CPO Membership*

Kitty Elshot, *CPO Prof. Development*

Kitty Elshot is the Manager of Strategic Planning at Rosemount Inc. (Emerson Process Management). She previously worked as a process engineer in the semiconductor manufacturing industry. Her passion to help youth tap their full potential and to increase their interest in STEM-related fields drives her participation in numerous educational and community outreach organizations. She is also actively involved in mentoring, volunteering, and public speaking activities in those areas. Kitty holds a Bachelor of Science degree in Physics from Bethune-Cookman University, a Master of Science degree in Materials Science & Engineering from the University of Central Florida, and a MBA from Vanderbilt University. She is currently enrolled in the Materials Science & Engineering Ph.D. program at the University of Florida.



Karen Flores, *Corporate Relations Officer*

As an executive recruiter at Ambrion, Karen specializes in placing accounting and finance individuals with local Minnesota companies. At Ambrion, Karen has achieved top-biller status multiple times and was awarded the Summit award for teamwork and leadership. Originally from Chicago, Karen obtained her Bachelor's Degree in Journalism and Political Science at Drake University. After graduating from Drake University in 1999, Karen joined Aldi Foods as a District Manager. Karen is currently pursuing her MBA at the University of Minnesota – Carlson School of Management.



Adrienne Del Sol, *Corporate Relations Officer Co-Chair*

David Albornoz, *Community Relations Officer*

David is the Executive Director of La Escuelita, the premier minority led nonprofit agency in Minnesota and founder of Multicultural Understanding Inc. a minority operated non-profit consulting agency. In addition, David is a doctoral fellow at the Doctorate in Education at Hamline University where he has received numerous awards for his research.



Lorys Sierralta, *Social Chair*

Lorys has worked at RBC Wealth Management since 1996. In addition to her accounting responsibilities, Lorys is a member of the leadership team for the Multicultural Employee Alliance (a firm-sponsored, employee-led diversity-related Employee Resource Group) where she serves as Chair of the Firm Cultural Events committee. Through her leadership, this committee plans, promotes and hosts firm-sanctioned Diversity celebrations. She is also involved with TCPN (Twin Cities Peer Network), and TCLN (Twin Cities Latino Network). In 2008 she served as the NSHMBA Gala Chair until recently when she was assigned the Social Chair role.



Todd and Claudia Heintz, *Membership Reps*



Liza Etienne, *Conference Chair*

Liza Etienne completed her BA at the University of Minnesota and her MBA with a focus on Marketing at the University of Saint Thomas. Afterward, she became a staff writer and envisioned a way to connect corporate Hispanics and founded Wells Fargo's Latino Employee Resource Group. Within two years, she grew the group to more than 250 employees, helped launch sister chapters across the country, and formed the Twin Cities Professional Latino Network. With 15 years of marketing experience Liza has helped collaborate with companies with product launches, branding and marketing strategies. She has served as a NSHMBA Marketing Chair and Gala Chair and currently is heading up NSHMBA MSP's 2009 National Conference committee.

Andrea Jauli, *Conference Co-Chair*

Andrea is pursuing her Bachelors of Arts degree in Entrepreneurship and Marketing from the University of St. Thomas where she will be graduating in May 2010. Her ambition has driven her to participate in many stewardship positions as well as conducting research projects around the world.

calendar

JULY 16, 2009

NBMBAA's "A night with Keith Ferrazzi" at the Hyatt Regency, 6pm - 8pm

FRIDAY JULY 31

Loto Life Cafe, 380 Jackson Street (on Sibley between 5th & 6th) 5:30-8:00

AUGUST 7, 2009

NBMBAA "28th Annual Leaders of Tomorrow Scholarship Dinner" with Keith Wyche as the Keynote speaker

FRIDAY AUGUST 28

Zahtar Minneapolis, Located inside The Grand Hotel, 615 2nd Ave South, 2nd Floor, Minneapolis, MN 55402 5:30-8:00

AUGUST 13, 2009

3M Hispanic Professional Night

AUGUST 22, 2009

NBMBAA – Boat Cruise with the Twin Cities Black Lawyers Association. 1pm - 4pm

SEPTEMBER 8, 2009

NBMBAA – Target sponsored Pre-Conference Social Location and time TBD

SEPTEMBER 22 - 26, 2009

NBMBAA Conference – New Orleans

OCTOBER 8 - 10, 2009

NSHMBA National Conference – Minneapolis

NOVEMBER 2009

19th 4th Quarter Newsletter Marketing Recognition Dinner

DECEMBER 2009

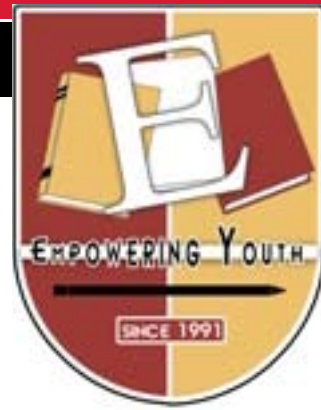
Holiday Party

La Escuelita The premier Latino led Youth Development Agency in Minnesota

In 1991 a group of teachers from Minneapolis Public Schools started an after-school academic program to better serve the increasing Hispanic population attending public schools in Minnesota, they named it La Escuelita. Since then and for 18 consecutive years the agency has continued its commitment to secure the academic success of students, to promote the closing of the achievement gap, and to foster the parents' engagement in the academic success of their children.

Today, La Escuelita serves around 1000 people a year, and offers a wide array of programs that reflect our understanding of the issues pertaining to the academic success of students of color. We work with the community to better prepare them to support the academic success of their children, we work with the children to provide them with the linguistically and culturally relevant tools to succeed academically, and we also work with the institutions and their teachers to better prepare them to work with a diverse and multicultural population.

As the times change the agency as well has adjusted to continue serving our target audience. In 2008/2009 alone the agency has expanded our program offering (adding Teaching the Teachers, Educating Parents of Color, Taking Care of Business, Teaching Technology, Educacion Artistica and the A Day in My Skin Educational Summit to be held in Fall 2009), has become a leading educational advocacy center (we hosted 7 events focused in closing the achievement gap, reducing the dropout rate, and securing access to higher education for students of color), and have become the leading agency of the Latino Youth Development Collaborative! (A historic partnership between Hennepin County and Latino led agencies).



Also, during 2008 both our Program Director and Executive Director were awarded the prestigious 25 On the Rise award for leadership in the community, and the agency was recognized as an outstanding leader at the Chicano Latino Affairs Council Anniversary Gala in Saint Paul, and at the Hispanics in Philanthropy Gala in San Francisco. Also our ED was featured at the National Society of Hispanics MBAs National Conference in Atlanta as presenter for the Non-Profit track and our Program Director was featured at the first Latina Youth Summit in Medtronic!

We are blessed to receive the strong support from individuals, local corporate, private and public foundations. Together, we will create a more viable community life for all and we extend an open invitation to continue this journey for many more years to come.

Note: *David A. Albornoz S. the Executive Director of La Escuelita is also the local NSHMBA Chapter Community Relations Officer and can be reached at dalbornoz@laescuelita.org*

visit our local site at
www.laescuelita.org



Think Ahead, Move Forward

Elevate your livelihood, and make yourself exceptional-personally, socially and professionally by attending the 2009 NSHMBA Conference & Career Expo.

This event features a career expo that serves as a pavilion of job opportunities for thousands of the most excellent Hispanic MBA professionals and students looking for a promising career.

More than 300 corporate and academic sponsors that embrace diversity come to this event to find the most talented Hispanics for a wide range of positions.

Hispanic MBA students and professionals will:

- Connect with peers, employers and resources in a very efficient manner
- Gain professional development at cutting edge workshops
- Post their resumes and search and apply for job openings
- Attend interview clinics for one-on-one critiques on improving their resumes to land the perfect job
- Receive free admittance to the Career Expo, workshops and more by volunteering

Thursday, October 8, 2009

Welcome Center
Professional Development Day(PDD) Breakout Sessions
Executive Forum Reception
Corporate Networking Reception

Friday, October 9, 2009

Career Expo Open
Career Management Center
Executive Focus: Leadership Development Session
Executive Discussions: C-Suite Success
NSHMBA Annual Membership Town Hall Meeting

Saturday, October 10, 2009

Interview Center
Sponsor's Lounge
Company Information Sessions
Brillante Awards Gala Dinner & Entertainment



agenda

FOR MORE DETAILED INFORMATION ON THE CONFERENCE, VISIT
www.goeshow.com/hispanic/annual/2009/attendee_home09.cfm

Top Reasons to Use LinkedIn

By Liza Etienne www.lizaetienne.com

- 1 Build your personal brand. A global perspective is critical in today's economy and connecting with a global-focused group such as NSHMBA MSP on your LinkedIn profile is a great way to reflect your added skill set in your personal brand.
- 2 Find a home away from home. Many Latinos in Minnesota are transplants and relocated to grow their career. NSHMBA's LinkedIn group can help you connect with others and build a new home away from home.
- 3 Do your homework. Whether you're job hunting, prospecting sales calls, managing cross functional teams or meeting new work colleagues for the first time, LinkedIn can be a valuable tool to learn about the individuals and companies you'll be meeting.
- 4 Build your network internally within your company and externally with others in your industry. In today's business, it's not about who you know, it's about who knows of you.
- 5 Manage your personal database. Colleagues come and go, changing contact information as they move. LinkedIn can be a great tool to stay connected.
- 6 Stay on top of industry trends or position yourself as a subject matter expert by commenting or following group discussions on LinkedIn.
- 7 Manage your digital footprint. There's no avoiding it, whether you control it or not, you have a digital footprint. It's in your best interest to manage it by leveraging tools such as LinkedIn.
- 8 Get recommendations for vendors, contractors or resources through group discussions on LinkedIn.
- 9 Gain access to senior level executives and managers through your contact network.
- 10 Pay it forward. It's not what your contacts can do for you. Start with what you can do for them.



JOIN THE NSHMBA LINKEDIN GROUP AT
<http://www.linkedin.com/groupRegistration?gid=1022047>