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**NATIONAL SOCIETY OF HISPANIC MBAs HONORS HISPANIC
HERITAGE FOUNDATION WITH *BRILLANTE AWARD* FOR NONPROFIT
EXCELLENCE**

WASHINGTON, D.C. – The National Society of Hispanic MBAs (NSHMBA) has selected the Hispanic Heritage Foundation (HHF) as the 2007 recipient of the prestigious *Brillante Award* for Excellence in recognition for nonprofit excellence and commitment to “foster Hispanic leadership in order to improve society.” HHF is a 21-year-old organization which identifies, inspires, promotes and prepares Latino leaders through national cultural, educational, and workforce programs.

“It is vitally important that we, as the privileged few who have gone on to pursue our MBAs, take time to foster the next generation of Hispanic youths for positions of leadership within corporate America,” said Justin Reyes, executive vice president of the New York Chapter for NSHMBA who nominated HHF with Karla Garcia, vice president of Professional Development for the Washington DC Chapter. “It is our responsibility as leaders of industry to ensure that future generations of deserving Hispanic students are granted opportunities we thought impossible at their age and the Hispanic Heritage Foundation has provided thousands of outstanding Latino youth with pipelines to higher education, mentors and jobs.”

HHF will be honored during NSHMBA’s *Brillante Award* Dinner at National Conference in Houston, TX on October 6, 2007 along with: The Proctor & Gamble Co., Corporate Award; David B. Garcia, CEO of CEDRA Corporation, Corporate Executive Award; Jesus M. Maldonado Reyes, Member Service Award; The University of Texas-Pan American, Educational Institution Award Recipient; and Lt. Col. (Ret.) Consuelo Castillo Kickbusch, who was also a Hispanic Heritage Awards recipient in 2006, with the Entrepreneur Award. (Please visit

<http://www.nshmba.org/brillante/07recipients.asp> for more information.)

“This is a great honor for the Hispanic Heritage Foundation, especially coming from an organization such as NSHMBA we not only admire and respect but have partnered with to clear a pathway to success for Latinos in business,” said Jose Antonio Tijerino, president and CEO of HHF. “We accept this prestigious award on behalf of our corporate partners who make it possible and, of course, the remarkably talented and visionary young people we serve. I look forward to continuing to work closely with NSHMBA and corporate America to leverage our resources as a leadership organization and move our community forward.”

The Hispanic Heritage Foundation, which is based in Washington, DC, provides an important service to the Latino community through their year-round leadership programs which include: youth, mentoring, workforce and the Hispanic Heritage Awards (please visit www.HispanicHeritage.org for more information).

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Youth Programs

Hispanic Heritage Youth Awards: The Youth Awards were founded in 1998 to recognize the accomplishments of high school seniors in the classroom and community. In 2007 alone, nearly 300 regional recipients were selected from 13,000 applicants and received \$700,000 in educational grants for their focus in various categories including a Business Medallion sponsored by NSHMBA. The average GPA for the awardees exceeded a perfect 4.0. Special ceremonies honor the students in 13 cities including: LA, NY, DC, Philadelphia/NJ, Miami, Chicago, Denver, San Diego, San Jose/Bay Area, Dallas, San Antonio, Houston, and Phoenix)

Teacher Awards: In 2007, HHF created the first-of-its-kind national Hispanic Heritage Teacher Award where the 300 regional Youth Awardees nominated the teacher who made the biggest difference in their lives and served as a testimony to the teachers' commitment. The Teacher Award recognized 12 regional honorees with one national recipient selected.

Hispanic Heritage Speakers' Bureau: The Speakers Bureau features past and present Youth Awards recipients visiting schools, churches and community centers to provide inspiration and opportunities for careers including the entertainment industry. The speakers are encouraged to speak at their old grade schools, high schools and communities and focus on key areas such as the importance of healthy lifestyles, opportunities in STEM-related studies, or careers in business and finance. The speakers then collect e-mail addresses from the attendees to continue a dialogue and provide sustainable guidance through HHF's newsletters and special events.

Latino Mentors Network: The new Latino Mentors Network program is designed to fill an important gap in the educational support system – a lack of guidance counselors – which contributes to the reported 55% graduation rate for Latinos. The program seeks to prepare and mobilize the Youth Awards alumni (thousands of 18-27 year olds who have overcome obstacles to reach success and understand their responsibilities as leaders); support a school system which reports up to a 2,000 to one students to counselor ratio (7-12th grade) with the *compadres* (HHF alumni) as ad hoc guidance counselors through latest technology by staffing virtual "hotlines," "call-centers," "myspace or facebook"-type networks, and other untraditional ways to provide guidance and mentoring for the needy students. The key is to create an organic environment in terms of the *compadres* assisting the students from their old neighborhoods, which will address credibility and sensitivity issues. The effort will assume a supportive posture with the local educational system and work with school administrators for "guidance counseling" training and endorsement. The *compadres* will be paid a \$2,000 educational stipend for their participation.

Workforce Programs

LOFT (Latinos on Fast Track): The LOFT program was created to systematically identify, prepare, place and build relationships between emerging Latino professionals and corporate America on a management track. LOFT creates company-or-industry-specific programs for sponsors focusing on vetted top-tier candidates, preparation, building sustainable relationships and follow-up to increase retention and measurable results. The four-year-old program has helped diversify various industries including healthcare, public policy and lobbying, business and finance, engineering, technology, retail, and even entertainment.

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National Leadership

Hispanic Heritage Awards: The Hispanic Heritage Awards were created in 1987 by a White House task force to commemorate the creation of Hispanic Heritage Month. The distinction and ceremony are recognized as the “Kennedy Center Honors for Hispanics” and will take place on Oct. 11 in Washington, DC. The Awards honor notable Latinos who have distinguished themselves in various fields and made a positive impact on America. The program is hosted by 36 national Hispanic organizations (see Partner list) who also served as the nominating committee. The Hispanic Heritage Awards are unique because the Latino leaders in the entertainment industry such as Anthony Quinn, Gloria Estefan, Placido Domingo, Rita Moreno, Celia Cruz and many others take their place alongside educators, community activists, authors, elected officials, businesspeople, and doctors.

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