Latinas of Excellence

Latinas aren't just breaking new ground in conventional businesses: Hispanic women are becoming business owners in traditionally male-dominated areas such as construction and agriculture. According to a recent survey conducted by the National Foundation for Women Business Owners, 10 percent of Latina entrepreneurs own construction firms, 10 percent own accounting, engineering and other professional service firms, 9 percent are in manufacturing, and 4 percent operate hotels, restaurants, and bars.

HISPANIC Magazine recently celebrated the accomplishments of Latinas at its tenth annual Latina Excellence Awards, held on April 25 at the St. Regis Hotel in New York City. Best-selling author Julie Stav delivered the keynote speech. Her book, "Get Your Share," which offers financial advice, flew off the shelves last year and is now translated into Spanish. The Honorable Judge Marilyn Milián, from *The People's Court* television show, hosted the event. Milián is the first Latina judge to appear on the syndicated show.

1. **The 2001 Latina Excellence Awards** Recipients, from left to right: **Lorraine Cortez-Vásquez,** President of Hispanic Federation; **Josephine Infante** of Hunts Point Economic Development Corp.; **Ida Castro,** Chairwoman of the U.S. Equal Employment Opportunity Commission; **Patricia Pliego** of Alamo Travel; Lt. Col. (Ret.) **Consuelo Castillo Kickbusch**; **Elvira R. González** of The Puerto Rican Family Institute; **Yaridis L. García** of Covenant House, and Dr. **Ana Celia Zentella,** Professor, Black and Puerto Rican Studies at Hunter College.
2. **Rafael García** of Philip Morris.
3. Lt. Colonel (Ret.) **Consuelo Castillo Kickbusch** of The U.S. Army with Colonel **William Martinez** of the ROTC.
4. Keynote speaker, **Julie Stav.**
5. Special guest, the honorable Judge **Marilyn Milián** from *The People's Court* television show.
6. (l-r) **Julie Stav, Elizabeth Lisboa Farrow**, chairwoman of the U.S. Hispanic Chamber of Commerce, and Judge **Marilyn Milián.**
7. **Patricia Pliego** of Alamo Travel with **Henry O. Fernández** of Pitney Bowes.
8. (l-r) **Gilbert Boncy,** Financial Analyst, and **Rolando Torres,** Vice-President, Prudential Insurance.

The following is a list of this year's winners:

Youth Empowerment
Yaridis L. García,
Coordinator, Volunteer Department,
Covenant House
Sponsored by American Airlines

Community Service
Josephine Infante,
President & CEO, Hunts Point
Development Corp.
Sponsored by Johnson & Johnson

Diversity
Ida Castro,
Chairwoman, U.S. Equal Employment
Opportunity Commission
Sponsored by New York Life

Advocacy Award
Elvira R. González,
Associate Executive Director, The Puerto
Rican Family Institute, Inc.
Sponsored by Philip Morris

Business
Patricia Pliego,
Founder, Alamo Travel Group
Sponsored by Pitney Bowes

Education
Dr. Ana Celia Zentella,
Professor, Black & Puerto Rican Studies,
Hunter College
Sponsored by Prudential

Leadership
Consuelo Castillo Kickbusch,
Lt. Colonel (Retired), U.S. Army
Sponsored by ROTC

Lifetime Achievement
Lorraine Cortez-Vásquez,
President, Hispanic Federation
Sponsored by Verizon