

THE NATIONAL PARTNERS IN HISPANIC  
EDUCATION & THE WHITE HOUSE INITIATIVE ON  
EDUCATIONAL EXCELLENCE FOR HISPANIC  
AMERICANS PRESENT:

# feria educativa!

THE EUGENIO MARÍA DE HOSTOS COMMUNITY  
COLLEGE OF THE CITY UNIVERSITY OF NEW YORK

FEBRUARY 6-7, 2004



# our partners & sponsors



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# Saludos!

The National Partners in Hispanic Education, would like to welcome you to the “Feria Educativa” at Hostos Community College in the Bronx, NY. Over the next two days you will learn how you and the Hispanic community can become stronger advocates for Hispanic youth and their educational success and attainment.

The National Partners in Hispanic Education is a historic collaboration of national Hispanic and non-Hispanic organizations focused on educational excellence for Hispanic Americans. With events like the “Feria Educativa” the Partnership looks to work with communities to reinforce positive expectations that include parental involvement and awareness, academic preparation, mentorship, engagement of the business community, accountability and increased enrollment of Latino youth in post-secondary education.

In a series of panels and forums you will hear from seasoned speakers who will address and confront the issues and obstacles associated with the above mentioned topics. You will learn how you can contribute to the future success not only of your child/children, but the Hispanic community as a whole.

The Partners would like to thank Hostos Community College President, Dr. Dolores Fernandez for hosting the “Feria Educativa”. To Frank Lopez, President of the United States Hispanic Chamber of Commerce Foundation for his leadership in making this Feria a reality as well as to our friends at the National Council for Community and Education Partnerships, the White House Initiative on Educational Excellence for Hispanic Americans and all other founding members of the Partners in Hispanic Education for their co-lead roles in the planning of this event.

A special thanks to all of our sponsors, in particular Kraft Foods, New York Life Insurance Company, The Coca-Cola Company, and Delta Airlines for their generosity and philanthropic support of our collaborative efforts to benefit Latino youth. Without their financial support this “Feria Educativa” would not be possible.

Thank you to all the participants for your interest and support and enjoy the “Feria Educativa”

Sincerely,

Partners in Hispanic Education

**FRIDAY, FEBRUARY 6, 2004**

**8:30 AM – 9:30 AM**

Continental Breakfast & Registration  
ATRIUM

**9:30 AM - 10:00 AM**

Opening and Welcome  
REPERTORY THEATER

**Conveners:** Dr. Daisy Cocco De Filippis, Provost and Academic Vice President, Hostos Community College the City University of New York  
Frank Lopez, President, USHCC Foundation

**Speakers:** Adam Chavarria, Executive Director White House Initiative on Educational Excellence for Hispanic Americans  
Ranjit Sidhu, Vice President, Corporate and Community Relations, National Council for Community and Education Partnerships

**10:00 AM – 10:30 AM**

Student Motivational Presentation  
REPERTORY THEATER

**Introduction:** Roxanna Brightwell, Public Relations Director, The Cartel Group

**Presenter:** Carlos Ojeda, Jr. Distinct Communications

**10:30 AM - 11:15 AM**

Youth Performance and Motivational Act  
REPERTORY THEATER

**Introduction:** Octavia Ford, Consultant, Program, Membership & Research, Girl Scouts of the USA

**Performers:** Herbert Quiñones, The "Borikua Kid"

**11:15 AM – 11:30 AM**

Break

**11:15 AM – 3:00 PM**

Education Information Fair  
THE BRIDGE

**11:30 AM - 12:30 PM**

What Matters Most on the Pathway to College  
Academic and Motivational Preparation for Post-

Secondary Education  
REPERTORY THEATRE

**Convener:** Eddie Escobedo, Chair, National Hispanic Press Foundation

**Moderator:** Mario Contreras, President and Founder, CGM Consultants, Inc.

**Panelists:** Tom Oliver, Executive Director National Hispanic Press Foundation  
Anna Liza Bella, Vice President, Operations & Production, Ember Media

**11:30 AM – 12:30 PM**

A Business Imperative: Closing the Achievement Gaps for Latino Students

CAFETERIA

**Convener:** Frank Lopez, President USHCC Foundation

**Panelists:** The Honorable Efrain Gonzalez New York State Senate  
Juan Roberto Job, New York Life Insurance Company

**11:30 AM – 4:30 PM**

USHCC Foundation Youth Entrepreneurship BizFest C-594

**12:30 PM – 1:00 PM**

Lunch

CAFETERIA

**1:00 PM – 2:30 PM**

Students "Navigating the Financial Aid Maze"  
CAFETERIA

**Moderator:** Joseph Alicea, Director, Office of Financial Aid, Hostos Community College the City University of New York

**Presenters:** Hazel Mingo, Office of Federal Student Aid, U.S. Department of Education  
Anna Liza Bella, Vice President, Operations & Production, Ember Media

Olga Murphy, Associate Director, Office of Financial Aid, Hostos Community College the City University of New York

**1:15 PM – 3:00 PM**

Professional Development: The Impact of No Child Left Behind on Hispanic Communities

REPERTORY THEATER

**Convener:** Adam Chavarria, Executive Director  
White House Initiative on Educational Excellence for Hispanic Americans

**Speaker:** The Honorable Eugene Hickok, Acting Deputy Secretary, U.S. Department of Education

**SATURDAY, FEBRUARY 7, 2004**

**8:30 AM - 4:30 PM**

USHCC Foundation Youth Entrepreneurship BizFest C-594

**9:00 AM - 9:45 AM**

Continental Breakfast & Registration  
ATRIUM

**9:00 AM – 3:00 PM**

Education Information Fair  
THE BRIDGE

**9:45 AM – 10:00 AM**

Welcome

REPERTORY THEATER

**Speakers:** Frank Lopez, President, USHCC Foundation

Adam Chavarria, Executive Director, White House Initiative on Educational Excellence for Hispanic Americans

Hector Garza, President, National Council for Community and Education Partnerships

**10:00 AM - 12:00 PM**

Public Policy Forum: A Community Listening Session

REPERTORY THEATRE

This session will discuss barriers facing students and parents within the education system, as well as reinforce academic preparedness for post-secondary education.

**Convener:** Frank Lopez, President, USHCC Foundation

**Respondents:** Kathleen Leos, Deputy Undersecretary & Senior Policy Advisor, Office of English Language Acquisition, U.S. Department of Education

Hector Garza, President, National Council for Community and Education Partnerships

**12:00 PM - 12:45 PM**

Lunch

CAFETERIA

**12:45 PM – 1:30 PM**

Youth Performance and Motivational Act  
CAFETERIA

**Introduction:** Octavia Ford, Consultant Program, Membership & Research  
Girl Scouts of the USA

**Performers:** MAHINA Movement  
Hector Quiñones, The “Borikua Kid”

**12:45 PM – 1:30 PM**

Parents Guide to their Child’s Educational Success  
Motivational presentations to help parents focus on their child’s academic preparation for post-secondary education and opportunities.

REPERTORY THEATER

**Introduction:** Roxanna Brightwell, Public Relations Director, The Cartel Group

**Presenters:** Carlos Ojeda, Jr.

Dr. Harriett Mostache, Director, Program Development, Girl Scouts of the USA

**12:45 PM – 2:30 PM**

Federal Agency Grant Opportunities  
C-390

**1:45 PM – 3:00 PM**

Parents “Navigating the Financial Aid Maze”  
REPERTORY THEATER

**Convener:** Hada Reed, Manager, Hispanic Initiative, Girl Scouts of the USA

**Presenters:** Hazel Mingo, Office of Federal Student Aid, US Department of Education  
Anna Liza Bella, Vice President, Operations & Production, Ember Media

# biographical sketches

## **Frank Lopez**

President

United States Hispanic Chamber of Commerce Foundation

As President of the USHCC Foundation, Mr. Lopez is responsible for providing executive leadership and promoting its goals and mission, and for pursuing an aggressive and targeted fundraising campaign to ensure successful implementation of its youth entrepreneurship and workforce development initiatives. In this role, Frank has been instrumental in driving forward strategic policy development and execution strategies including a direct and expanding oversight role of the educational and training activities that benefit the main constituencies of the entire USHCC family.

Prior to joining the USHCC Foundation, Frank served as the Director of the Project Management Practice of the Global Professional Services Group of Nortel Networks serving the Caribbean and Latin America (CALA) markets where he experienced success in the implementation of a \$100M portfolio of technology driven telecommunications projects.

Lopez has had extensive governmental experience and success in leading not-for-profits entities to extensively develop community-based residential opportunities and services for people with developmental disabilities and helping expand procurement opportunities in government for minority and women-owned businesses.

Lopez is highly regarded for strengthening the role that Latino owned businesses and business leaders play in educating the youth. Among the most significant partnerships and alliances that have evolved during his tenure and through his collaborative driven leadership approach is the historic coming together of National Hispanic and non-Hispanic organizations and corporate entities, including the White House Initiative on Educational Excellence for Hispanic Americans, to form "Partners in Hispanic Education." This particular historic National effort is focused on building collaborations and partnerships that will strive to close the achievement gaps for Hispanic youth. Lopez has also been instrumental establishing the USHCC Foundation as a partner in a "National Youth Anti-Drug Media Campaign", and in the establishment of a major national collaboration agreement between the USHCC Foundation with "America's Promise, The Alliance for Youth", and the "Philanthropy and Corporate Responsibility Council" affiliated with the Senior Executive Corporate Advisory Board (SECAB) of the United States Hispanic Chamber of Commerce.

## **Dr. Eugene W. Hickok**

Acting Deputy Secretary

United States Department of Education

Dr. Eugene W. Hickok is the United States Under Secretary of Education. In his role as Under Secretary, Dr. Hickok is one of the Education Department's top three ranking officials and will serve as a principal adviser to U.S. Secretary of Education Rod Paige.

Prior to his appointment, Dr. Hickok was Pennsylvania's secretary of education, responsible for overseeing the state's education system—kindergarten through college. A powerful advocate for parental choice and accountability in education, Dr. Hickok helped implement a sweeping education reform agenda. Pennsylvania now has higher standards for students and teachers; a strong accountability system; locally designed charter public schools; stronger reading, literacy and library programs; and a model education technology initiative. He also served on the boards of trustees of Pennsylvania's four state-related universities, and on the state system of higher education's board of governors.

For 15 years, Dr. Hickok taught political science at Dickinson College in Carlisle, Pennsylvania, and served as director of the college's Clarke Center for the Interdisciplinary Study of Contemporary Issues. He also was an adjunct professor at the Dickinson School of Law. He was recognized as an outstanding teacher and was twice awarded Dickinson's prestigious Gano Award for Inspirational Teaching—in 1985 and 1990. Dr. Hickok also served as associate director of the political science department at Mississippi State University, and the director of financial aid for Hampden-Sydney College in Virginia.

An expert on public policy, the U.S. Constitution and Federalism, Dr. Hickok has published numerous articles and books on government and public policy and has made presentations on these topics before myriad local, state and national organizations. He was elected as a member of the Carlisle Area School District Board of Directors and served until his appointment in 1995 as education secretary.

Dr. Hickok is a graduate of Hampden-Sydney College in Virginia. He also received his master's and Ph.D. from the University of Virginia.

## **Carlos Ojeda, Jr.**

Founder & President

Distinct Communications

A belief in the essential goodness of humanity, a belief in change, and his alertness to the needs of the community are what drive Carlos A. Ojeda, Jr. and have led him to be a successful activist, poet, speaker, educator and entrepreneur. As a community advocate, he has worked extensively with high school and college-aged Latino youths, spreading his message of education, leadership, community activism and entrepreneurship. His compassion, strength and genuineness have inspired the youth, educators and leaders whose paths he has crossed along his journey as an innovative and masterful communicator.

Mr. Ojeda received his bachelor's degree in Business Management with a minor in Marketing and a Minor in Law from Bloomsburg University, his Master's in Business Administration with a focus in business development, entrepreneurship and organization development from Kutztown University. He is on the Board of Directors for ASPIRA, Inc. of Philadelphia, Board of Directors for the Pennsylvania Statewide Latino Coalition and Board of Directors of Raices, Inc.

He is the founder and president of Distinct Communications, yet still finds time to be a devoted husband to his wife Sandra Dejesus Ojeda and committed to his family and community. More recently he took on the role of Assistant Director of Admissions, Latino School and Community Liaison for Kutztown University of Pennsylvania and helped increase the enrollment of students of color from 4.6% to 16% in three years, and currently serves as an adjunct professor of Management at the University's College of Business.

## **Partners in Hispanic Education**

The Partners in Hispanic Education brings together the White House Initiative on Educational Excellence for Hispanic Americans (WHI) and some of the nation's leading Hispanic organizations, corporate leaders and national private entities in the important mission to improve education for Hispanics in the United States. The partners are working with local communities to reinforce positive expectations that include educational excellence, academic attainment, parental involvement and awareness, academic preparation, mentorship, engagement of the business community, accountability and enrollment in college.

## **White House Initiative on Educational Excellence for Hispanic Americans**

The White House Initiative on Educational Excellence for Hispanic Americans (WHI) gathers and disseminates information relating to the educational achievement gap of Hispanic Americans using a variety of means, including conducting surveys, conferences, field hearings, meetings, and other appropriate vehicles. The WHI works actively to encourage the participation of organizations and individuals interested in such issues, including parents, community leaders, academicians, business leaders, teachers, employers, employees and public officials at the local, State and Federal levels in Hispanic education issues. The WHI conducts considerable national outreach in Hispanic communities, bringing awareness to all stakeholders on educational opportunities afforded under No Child Left Behind.

## **United States Hispanic Chamber of Commerce Foundation**

The USHCC Foundation is committed to giving Latino youth alternatives for life-preparation by developing and implementing initiatives and educational campaigns to awaken and nurture the entrepreneurial spirit of our Latino youth. The USHCC Foundation also serves as the official organizational entity that houses and serves as the fiduciary agent as well as organizational collaboration convener on behalf of the Partners in Hispanic Education Initiative.

## **National Council for Community and Education Partnerships (NCCEP)**

The mission of the National Council for Community and Education Partnerships (NCCEP) is to develop and strengthen broad-based partnerships throughout the education continuum in order to

increase academic achievement and success for all students. Specifically, NCCEP seeks to expand access to higher education for low-income students and their families. Toward this end, NCCEP brings together colleges and universities with local K–12 schools, parent groups, business leaders, government agencies, foundations, corporations, and community-based organizations in collaborative efforts to improve education at all levels, to expand opportunities, and to help students become college eligible and then academically successful in higher education.

### **Hostos Community College**

The College's mission is that of providing "educational opportunities leading to socio-economic mobility for first and second generation Hispanics, African Americans, and other residents of New York City who have encountered significant barriers to higher education." The student population is diverse with nearly all cultures represented, the highest concentration coming from Puerto Rico, the Dominican Republic, and Central and South America.

### **Girl Scouts of the USA**

Girl Scouts of the USA is the world's preeminent organization for girls. In partnership with devoted adult volunteers, girls develop skills that will serve them all their lives, like leadership, strong values, social conscience, and conviction about their own potential and self-worth. Today, there are 3.7 million Girl Scouts – 3 million girl members and 963,395 adults. Through Girl Scouting: For Every Girl Everywhere, and in keeping with our long and proud history of diversity and inclusiveness, we have developed the Hispanic Initiative. Girl Scouts recognizes that the Hispanic community has a treasured cultural context of needs, dreams, values and beliefs, many of which are shared by Girl Scouting as evidenced by our strong principles. Our goal is to deliver high-quality Girl Scout programs to every girl who wants to be a Girl Scout. Ultimately, we want Girl Scouts to reflect the true face of America.

### **National Association of Hispanic Publications (NAHP)**

Founded in 1982, the National Association of Hispanic Publications is the premier organization representing Hispanic print nationwide. The NAHP is comprised of over 200 member publications with a combined circulation of 14 million. Its member publications reach 52 percent of Hispanic households in 55 U.S. markets on a weekly basis. The mission of the NAHP is to promote Hispanic print, the most effective medium to reach the Hispanic population. The NAHP strives to continually inform and educate the Hispanic community on social issues, educate the readership of its member publications, provide technical assistance and improve the quality of Hispanic publications nationwide.

## **United States Army**

The Army is the largest employer of America's youth and demonstrates its commitment to life-long learning by engaging in community outreach efforts that promote education.

## **The Association for the Advancement of Mexican Americans**

The Association for the Advancement of Mexican Americans (AAMA) is committed to advancing the lives of at-risk and disadvantaged youth and families through an array of innovative programs of excellence in the areas of Education, Health and Human Services and Community Development. With over 30 years of service to the community, AAMA is ranked as the 9th largest Hispanic Non-Profit agency in the country and serves over 30,000 individuals per year.

## **Kraft Foods**

Kraft Foods is the second-largest branded food and beverage company in the world, comprising Kraft Foods North America (the largest branded food and beverage company in North America) and Kraft Foods International. These companies sell their products in more than 145 countries worldwide, operate more than 200 production facilities and have a global workforce of approximately 114,000 employees.

## **The Coca-Cola Company**

The Coca-Cola Company is the world's largest beverage company and is the leading producer and marketer of soft drinks. Along with Coca-Cola, recognized as the world's best-known brand, The Coca-Cola Company markets four of the world's top five soft drink brands, including diet Coke, Fanta and Sprite. Through the world's largest distribution system, consumers in nearly 200 countries enjoy The Coca-Cola Company's products at a rate of more than 1 billion servings each day.

## **Ember Media**

Ember Media is a full service multi-media production studio, with proven capabilities in creating content and developing concepts for interactive marketing and multi-platform distribution. As the first company to introduce the business card sized CD-ROM, the DigiCard, Ember Media has been at the forefront of CD-ROM, kiosk, and multimedia development since 1998. The company has produced interactive media products for a variety of companies including Pepsi, Estee Lauder, HBO, Showtime, Rihga Royal Hotels and Prudential. By applying this vast expertise to new markets, Ember Media has an aggressive plan to change the way people communicate, delivering the right products and services to appeal to all people along the digital continuum.



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