



Valle del Sol
INSPIRING POSITIVE CHANGE

PRESS RELEASE

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VALLE DEL SOL ANNOUNCES 2007 HONOREES

PHOENIX, ARIZONA—Two lawyers, a retired Fannie Mae director, a retail sales director, and a college professor are a few of the honorees selected for the 17th Annual *Profiles of Success* Hispanic Leadership Awards. Valle del Sol, a local non-profit organization serving the greater Phoenix metropolitan area, announces this year's award honorees for their annual event taking place on September 7, 2007, at the Phoenix Convention Center.

Profiles of Success is Valle del Sol's major fundraiser to benefit behavioral health, human service and leadership development programs for the community. *Profiles of Success* launches the celebration of National Hispanic Heritage Month in Arizona and recognizes the many contributions of Latino leaders.

"Profiles of Success is an opportunity to honor and learn from stories of success—ultimately, inspiring new leaders in the process," said Mark Bonsall, SRP Associate General Manager & CFE. SRP is the premier sponsor for this special recognition event.

Honorees for of Hall of Fame are Elisa de la Vara and Eddie and Nadine Basha. State Senator Amanda Aguirre (Yuma) will be awarded with the Special Recognition Award. For the Raúl Yzaguirre Community Leadership Award, CPLC President Pete C. García will be the honoree. In the category of Exemplary Leadership, three individuals have been named: Phil Austin, a Mesa attorney; Harry Garewal, President/CEO of the Arizona Hispanic Chamber of Commerce; and Nachie Márquez, City of Chandler Communications and Public Affairs Director. Delma Herrera, Director of Retail Sales for Cox Communications, will receive the Rosa Carrillo Torres Humanitarian Award. Sal J. Rivera, a partner with Fennemore Craig, is the honoree for the Latino Advocacy Champion Award. For the Latino Excellence in Arts and Literature, Dr. Trino Sandoval, a Spanish Faculty member with Phoenix College, will be the recipient.

Honoree biographies attached.

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2007 Profiles of Success Hispanic Leadership Awards Honorees

Elisa de la Vara – Hall of Fame, 55, Retired, Phoenix

Throughout her career, Elisa de la Vara has dedicated her talent, experience, and time to bettering the lives of families and children throughout Arizona. As a result of her support and work, many Latino families were able to realize one of their dreams—the dream of owning a home. Over twenty years, Elisa has helped hundreds of families become successful homeowners as well as numerous communities to be successful at building quality affordable housing. Elisa exemplifies all the qualities that are a prerequisite for leadership and demonstrates that one individual can make a profound difference in the lives of others. As a single mother raising four children, Elisa entered the workforce starting her career as an assistant to the national LULAC director. From there she took a position with Chicanos Por La Causa, where she was promoted as the first female vice president in that organization's history. Recently, Elisa retired as the director of the Fannie Mae Arizona Community Business Center. Over the years, Elisa has found time to participate and serve on various boards and commissions such as the Phoenix Local Initiatives Support Corporation, Arizona State Housing Commission, Hispanic Women's Corporation, National Rural Development and Finance Corporation, and Hispanic Association of Real Estate Professionals. Elisa de la Vara has been a long-time supporter and advocate for improving the lives of Arizona families by creating community and individual wealth through homeownership.

Eddie and Nadine Basha – Hall of Fame Award, 69, Bashas' Chairman of the Board; 58, Community Activist, Chandler

Eddie and Nadine Basha have deep roots in Arizona. They have dedicated most of their lives to expanding the company Eddie's family built 75 years ago. Bashas' Family of Stores offers the community more than groceries; they offer scholarships, medical clinics, safety education, and funding for capital improvements. Eddie and Nadine's devotion to the Arizona community has been expansive. They are leading proponents of public policy impacting education and children's issues. Eddie served a thirteen-year term on the Chandler School Board and was appointed by Gov. Rose Mofford to the Arizona Board of Regents and by Gov. Bruce Babbitt to the State Board of Education. Nadine, a former educator, has been chair of the Arizona Early Childhood Development and Health Board, past chair of the Governor's School Readiness Board, and one of the founders of Children's Action Alliance. Additionally, Nadine was the leader of the First Things First Initiative which was aimed at creating a stream of funding to support high quality childcare, early learning and health programs for Arizona's children and their families. Nadine and Eddie are long-time members of the Valley of the Sun United Way's Tocqueville Society. An undeniable impact on the community can always be felt when Eddie and Nadine support non-profit organizations. In particular, their philanthropic and hands-on support and participation with the Latino community is well known. Helping to light a bright future for improving education and advocating for all of Arizona's children, Eddie and Nadine Basha have provided legendary service to our community.

Honorable Amanda Aguirre – Special Recognition, 54, State Senator, Yuma

In February 2003, the Yuma County Board of Supervisors appointed Amanda Aguirre to become the first Latina to represent District 24 in the Arizona House of Representatives, and in November 2004 she was elected by her own merit to the legislature. Two years later, in 2006, she was elected to the Arizona Senate. Amanda serves as the CEO/President of the Regional Center for Border Health. In addition, Amanda serves as CEO/President for the San Luis Walk-In Clinic. She is the co-founder of the "Nuestros Niños" Foundation, a private foundation dedicated to improve the quality of life and to meet the needs of children and their families along the U.S.-Mexico border. Amanda holds a Bachelor's in Chemistry from the University of Sonora in Hermosillo, Mexico. In 1981, she received a Masters Degree in Nutrition from California State University in Los Angeles. Senator Aguirre has

already distinguished herself in her relatively short tenure as a legislator: she received the “Outstanding Arizona Legislator Award” from the Arizona Rural Health Association in 2006 and became a member of the National Caucus of Environmental Legislators. During last year’s legislative session, as a State Representative Aguirre introduced House Bill 2668, a bill to appropriate \$1 million in fiscal year 2006-2007 to the Department of Health Services for diabetes prevention, education and outreach. Because of her dedication and leadership, she succeeded and the bill was passed. Her fight for people who are at risk of getting diabetes and those who have diabetes is far from over. Senator Amanda Aguirre demonstrated steadfast leadership in the field of diabetes prevention, education and outreach for our Arizona community.

Pete C. García – Raúl Yzaquirre Community Leadership Award, 62, Non-Profit Executive, Tempe

Pete C. García, President & CEO of Chicanos Por La Causa (CPLC), grew up in the Projects of South Phoenix, Arizona. Raised by a single mother, Victoria, Pete credits her for instilling in him the virtue of a strong work ethic, ability to overcome adversity, and her love of family. With a career spanning close to three decades at CPLC, Pete has developed the organization into one of the nation’s largest Community Development Corporations and established social service programs and economic development ventures that have impacted an innumerable number of lives throughout Arizona. An ardent advocate for teachers and education, under Pete’s leadership at CPLC, he began the Tomás Espinoza Scholarship Program as well as other scholarship programs with Arizona State University and the Maricopa Community Colleges Foundation. Moreover, he began the Esperanza Teachers Award to honor the hard work and dedication of teachers in the Phoenix area. Pete received his BA in Elementary Education from Arizona State University in 1971 and earned his MPA from the University of Southern California in 1982. Pete has served on numerous boards and commissions such as the Victim Witness Foundation, City of Phoenix Human Relations Commission, Anti-Defamation League Committee on Hate Crimes, Arizona Cardinals NFL Committee, and ASU School of Social Work Advisory Board. Pete is a former President & CEO of Valle del Sol. Pete C. García is a tremendous force for inspiring, fostering and leading the Latino community in Arizona.

Phil Austin – Exemplary Leadership, 56, Attorney at Law, Mesa

Phil Austin was born and raised in Mesa, Arizona. Phil received his undergraduate degree from Santa Clara University and a law degree from the University of California at Berkeley. As an attorney at law, he has extensive knowledge and experience in employment, fair housing and civil rights law. Phil was instrumental in the passage of the state’s fair housing legislation and anti-discrimination legislation for the elderly and disabled. He is committed to making a difference in the lives of people and in the Latino community. As president, as well as a founder and board member, of the Mesa Association of Hispanic Citizens, Phil encourages the development of new businesses and reaches out to established businesses by providing them with new information on available resources and networking opportunities. His involvement also includes the Annual Latino Town Hall and sponsoring a youth Mariachi group and serving as a Scout Master. He exudes a presence in the community and has extensive knowledge of Latino issues giving him a strong voice when it comes to speaking up for Latinos. Phil is constantly advocating on matters related to business, housing, day labor, politics, arts, and for opportunities for the advancement of Latino students. Phil Austin serves as a role model through his passion, dedication, and intellectual approach to defending Latinos on issues and expanding dialogue for common ground.

Harry Garewal – Exemplary Leadership, 55, Non-Profit Executive, Phoenix

Inspired by his mother, who insisted that he finish high school, Harry Garewal not only finished high school he earned three degrees, and he has helped to lead the community in education policy and economic development. At thirteen years of age, Harry was on his own, as his mother and most of his siblings became very ill. Currently, Harry serves as the President/CEO of the Arizona Hispanic Chamber of Commerce. In this position, Harry has been a strong advocate for 35,000 Hispanic

owned businesses in Arizona. He served on the Phoenix Union High School District Governing Board for twelve years and as President of the Arizona School Board Association and the National School Board Association Pacific Region. One of the most noted efforts, under Harry's leadership, was the creation of the Bioscience High School, located near the Translational Genomics Research Institute and the International Genomics Consortium, where students will study biotechnology at a level that will rival some colleges and universities. At the national level, Harry served on three White House Initiatives during the Clinton Administration. Harry's community involvement also includes the Phoenix Commission on the Economy, Association of Chamber Executives, International Economic Development Council, and Arizona Business Education Coalition. Harry Garewal's professional and personal commitment to the community has resulted in a better understanding among individuals and organizations to heighten the value of education and economic development.

Nachie Márquez – Exemplary Leadership, 43, Public Affairs Director, Chandler

Nachie Márquez was named the first Communications and Public Affairs Director for the City of Chandler in September 2000. Nachie is responsible for providing information to Chandler's residents. In 2007, Nachie was extremely active in creating the City's Diversity Office. Outside of her professional accomplishments and responsibilities, she continues to set the standard for community leadership, education about communications, and local government inclusiveness. Under her leadership, the City of Chandler enhanced relationships with important community groups, all distributed press releases are in Spanish, and strengthened partnerships with city, private, non-profit organizations and educational institutions. Formerly as the Director of Community Relations for the City of Tempe, Nachie was instrumental in the development of several key programs, such as the first Martin Luther King Day celebration, designed at bringing the community together. Her leadership roles in the Valley of the Sun include serving as adjunct faculty both at Arizona State University and Chandler-Gilbert Community College, president of the Phoenix Chapter of the Public Relations Society of America, member of ASU's President's Minority Advisory Board, and Alma de la Gente. Her tireless devotion to finding innovative solutions and promoting respectful and open communication has become the hallmark of Nachie's leadership style. The passion and determination exhibited by Nachie Márquez goes beyond defined roles to create new and lasting relationships that benefit the community.

Delma Herrera – Rosa Carrillo Torres Humanitarian Award, 41, Director of Retail Sales, Mesa

Delma Herrera has been an active leader in Stand Up For Kids, a national non-profit organization of volunteers dedicated to preventing and resolving youth homelessness. Born in Mexico, Delma and her family immigrated to the United States to find better opportunities and achieve the "American Dream". Experiencing firsthand what it is like to grow up poor, hungry and not knowing English, she knew that hard work, ethics, and determination were the answers to succeeding in life. Delma devotes countless hours to Stand Up For Kids, where she enjoys volunteering with this organization and finds it to be inspiring and motivating. Currently, she serves as the Stand Up For Kids Board's director of training and adult education and is the Director of Retail Sales for Cox Communications. Delma learned a strong work ethic from her grandmother, a Mexican woman who raised her own children and grandchildren while operating a plantation in Mexico; an uncommon job for women. Her belief in the determination of the human spirit helps Delma Herrera to stand up for kids by mentoring, caring, and supporting them.

Sal J. Rivera – Latino Advocacy Champion, 38, Attorney at Law, Phoenix

Sal J. Rivera, a partner at Fennemore Craig law firm, has long been a leader and role model in the Latino community. Growing up in West Phoenix, Sal was the first person in his family to graduate from high school, attend college and law school. He earned a BA from Arizona State University in 1992 and a juris doctorate from the University of Chicago Law School in 1995. Sal's creativity in confronting leadership challenges is evidenced in the work he did as co-founder of the Arizona Latino Research Enterprise (ALRE), an organization dedicated to proactively addressing issues in the Latino

community by providing a forum for dialogue and change. Sal has been advocating for diversity in the legal community and mentoring law students. He is actively involved with diversity efforts through his affiliation with the Arizona State Bar Diversity Task Force, the Fennemore Craig Diversity Committee, and the Arizona State University Sandra Day O'Connor College of Law. In 2006, Sal was given the American Jewish Committee's Judge Learned Hand Emerging Leadership Award. His leadership involvement includes Chairman of the Arizona Commission on Salaries for Elective State Officials, Xicanindio Artes Board of Directors, Governor's Latino Advisory Council, Friendly House Board of Directors, and ASU President's Minority Advisory Committee. Leading with a steady hand and a dedicated heart, Sal J. Rivera is committed to serving the community with grace and generosity.

Dr. Trino Sandoval – Latino Excellence in Arts & Culture, 36, College Faculty, Phoenix

Dr. Trino Sandoval was born in Zacatecas, Mexico, immigrating to the United States with his family at the age of 13. His deep desire to meld into the new culture provided the drive he needed to learn English. He became the family spokesperson, as well as their translator and liaison in the community, especially in emergency medical and legal situations. Raised by a single parent, Trino and his brother and sisters worked long hard hours beside their mother in the fields of California. His compassion for immigrant issues and his passion for language led him to enroll at California State University where he earned his BA in Spanish and Latin American Studies. He moved to Arizona and earned his Masters degree and Ph.D. in Spanish at Arizona State University. Currently, Dr. Sandoval is Director of the Raúl H. Castro Policy Institute and Spanish Faculty at Phoenix College. As a testament to his leadership, Trino has given students the opportunity to view independent Latin American films, by way of the Phoenix College Latin American Film Festival, and to learn about the creative process through discussions and interaction with the directors and screenwriters from different countries. Trino is the Founder and President of the Teatro Bravo Board of Directors, a Latino Theater Company in Phoenix. He also serves as a board member for the National Association of Latino Independent Producers and American Council on the Teaching of Foreign Languages. Dr. Trino Sandoval's creativity, compassion, and intelligence earmark every effort to promote the arts, language and literature, and cultural awareness.