



2004 HISPA Professional Development Conference: Valuing Diversity: The Emerging Hispanic

Inside this issue:

- Meet our Board Members 2
- This Issue's Featured Chapters 3
- HISPA's Professional Tips 4

- HISPA National President - **Cesar Bocanegra**
- Vice President - **Steven Estrada**
- Communications Dir. **SamD de Hoyos**
- Finance Dir. - **Mildred Medina**
- Fundraising Dir. **Daisy Diaz** (Interim)
- Membership Dir. - **Jona Urquizo**
- Professional Development Dir. **Frank Diaz**
- Ex-Officio President **Deborah Castillo**

Excerpt of a letter from our National President, Cesar Bocanegra, on August 12, 2004

"We are pleased and motivated about the SUCCESS of our 2004 HISPA Professional Development Conference: Valuing Diversity: The Emerging Hispanic Workforce, which was held from July 27th, 2004 through August 1st, 2004, in Washington DC.

Wow! Not only is HISPA celebrating 20 Years of professional and community service, development, and growth, it continues to achieve success and surpass its goals beyond belief.

The Conference's agenda was filled with wonderful items. It began with a Welcome reception filled with motivation and training on *Even Eagles Need a Push*, presented by Cecilia Chavez-Protas, a motivational consultant and a HISPA alumni.

After an electrifying Welcome, the next morning we heard from AT&T's V.P. of Consumer Sales and Service Organization, Nancy Pryor. She spoke on the recent announcement on the AT&T Consumer business.

Awards were presented. Congratulations are in order to the **El Paso Chapter** for earning the well deserved **Novice Chapter of the Year** and the **NJ Chapter** for earning the prestigious award of **Chapter of the Year!**

Help me congratulate: Bea Acuna, Steve Estrada, Larry Stuck, Erik Aldrete, and Milly Carrillo. They are the recipients of our Community Service

Poem By Marianne Williamson

From

[A Return to Love: Reflections on the Principles of a Course in Miracles](#)

Our Deepest Fear

Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, and fabulous? Actually, who are you not to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It is not just in some of us; it is in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.

Read by Cecilia Chavez-Protas at Welcome

Visit www.hispa.org

Award. Erik Aldrete earned **Role Model**.

The Conference ended with style. A Gala dinner where more awards were presented and scholarships were awarded to two local high school graduates entering college this Fall.

TRAINING and more TRAINING!

The main ingredient of a Professional Development Conference is Training, of course. And HISPA had great training available. They included: Diversity-A Leadership Imperative, Getting the Job you Want (Resume Writing and Interviewing Skills), Latino Leadership and Financial Planning.

The conference also hosted great speakers such as: Charles Kamasaki, Dir. of the National Council of La Raza; Angel Cartagena, Pres. of Cartagena & Associates (an Energy & Telecommunications Consulting Firm); Vince Alonge, AT&T Dir.—Local Services Ordering V.P. and HISPA Champion; Wilson Martinez Del Rio, V.P. of INROADS; Clayton Lockhart, AT&T VP of Research and Technology; Jim Cicconi, AT&T Office & Chief Legal Counsel.

Special thanks to the Conference Planning Committee: Frank Diaz, Montse Salop, Sarah Romero, Cesar Bocanegra, Steve Estrada, Mildred Medina, Susie Valenzuela, Emily Ordorica, Alicia Gardner, Millie Carrillo, Cynthia Fuchs, George Velez, Narcisco Chavarria, Dusty Stephens, and Daisy Diaz.

The 2004 HISPA Conference was a total SUCCESS!! But for those of us that have participated in HISPA's previous conferences, does it surprise you? Of course NOT.

Meet Our Board Members



**Cesar Bocanegra -
President, HISPA National**

Born in California in 1972, Cesar has had the privilege to experience life in Mexico, homeland of his parents, and in the United States. After graduating from the California Institute of Technology, he was hired by AT&T, where he credits nine years of work experience; ranging from vendor management to design engineering to working for Alestra, AT&T's joint venture in Mexico.

Although he comes from a humble

background, not only was he able to earn a BA in Mechanical Engineering, but he earned a Master of Science, in the same field, from none other than the prestigious Massachusetts Institute of Technology (MIT).

Cesar's involvement in community activities date back to his high school days. For the past 13 years, he has been tutoring disadvantaged students. He's also been involved in various college clubs to help students academically. Cesar has led several local HISPA Chapters through various positions, such as President & V.P. of the Bay Area Chapter and the founding President of the Alestra Chapter.

Currently, Cesar is responsible for building client relationships (at Fortune 100 Corporations) and working with AT&T to design solutions for their needs, as well

Daisy Diaz

Fundraising Dir., HISPA Na-

Daisy, a native of Aguadilla, Puerto Rico, moved to Perth Amboy, NJ at the age of seven and has been there since. At the age of 11 and after much prayers, God sent her a little brother. And although she would no longer be the only child, she loves her brother and is very proud of him. Daisy is the proud mother of 3 beautiful, young ladies; ages 16, 13, and 10. "Words can not express the joy they bring

to my life.", she says of them.

Her AT&T career began 20 years ago on February 13, 1984. She's held several positions and is currently a Project Manager at AT&T Labs.

A HISPA member since 1988, in which she has held many positions in both the local and National level. In 1999, as the President of the HISPA NJ Shore Chapter, she led the chapter to astounding recognition within AT&T and the community.

"I bring to HISPA my commitment and look forward to continue

SamD de Hoyos

Communications Director.,
HISPA National

On August 1, I turned 45 years "young". I live with my partner, Dan, with whom I've shared the past 23+ years of my life, and with whom I look forward to more years of "storms", and equal amount of "rainbows". Dan and I share a home in Dallas, with a our dog, Girbaud.

On February 20 of this year, Dan and I were part of history when we traveled to San Francisco, and after almost 3 days of waiting, we received our marriage license! It meant a lot to us, since we've always been very engaged in the

campaign for equal rights.

I am one of 15 siblings: Nine brothers and five sisters. I value the relationship that I have with every one of my siblings for each one has helped to shape the person I am today.

I've been fortunate in the many opportunities that my job has afforded me over the course of a 23-year career. The best thing about my job is that I've been able to build relationships with many wonderful people.

My favorite "Life Lesson" comes from a book I read, "Proverbs" by Lawrence Graham. The book teaches that instead of focusing on the things that make us different, we focus on the things we have in

Steven Estrada -

Vice President, HISPA National

as, final client contract, negotiations, pricing, budgeting and service delivery.

Steven was born in Lordsburg, NM. Although his parents were also New Mexico natives, their ancestry is of Mexican descent. His father's career, a military intelligence officer, caused Steven and his five siblings to live all over the US; even the Panama Canal Zone.

Steven earned a BA in History from the University of Texas at El Paso. After graduating, he moved to DC area and worked at the Pentagon and at the Office of the Secretary of Defense - Assistant Secretary of Defense. He then became employed at AT&T and has held different positions, from

Sales to Negotiations Manager. He then went to work for AT&T Wireless and after a two-year hiatus, he returned last year to AT&T Government Solutions as a Proposal Manager in our Virginia location.

In 1990, he became one of the founders of the Nation's Capital Chapter, HISPA, Washington DC. He has held several local positions as President, Vice President, and National President (interim), National Vice President, Communications Director and Newsletter Editor.

"Success is the ability to go from one failure to another with no loss of enthusiasm."

Sir Winston Churchill

Frank Diaz

Professional Development Dir.,
HISPA National

Frank was born and raised in Tucson, AZ. He attended college, but soon got bored with it and joined the Army., where he was stationed in Germany.

After the military, he was hired by Mountain Bell in 1981. In the following years, he earned a BA of Arts in Business Administration and then a Masters in Project Management.

From Tucson to Dallas and back. Currently responsible for the Operations and Human Resources at the Mesa call center.

"HISPA has been an important part of my volunteer activities since 1991. I have served in several positions at the local chapter to include President. At the national level, I have been appointed the 2002 and 2004 Conference Chairperson. I look forward to continuing my involvement with HISPA."

to say that I played a significant role in this accomplishment.

Mildred Medina

Financial Dir., HISPA National

I was born and raised in Perth Amboy, NJ. My parents migrated there from Puerto Rico. I come from humble roots, where my dad worked two jobs to provide for us. I've lived most of my life in NJ except for two and a half years where we lived in Puerto Rico. Living in PR as a teenager was a life-changing challenge. I had to overcome language issues and abide by different, more conservative social standards. The experience was valuable because I learned to meet the challenge and deal with abrupt change. I am fully bilingual mostly due to my parents' insistence we speak Spanish at

Due to an economic situation, I was unable to pursue a college degree after high school. However, my drive allowed me to pursue my degree on a part-time basis while working at AT&T. I now have a BA of Science in Management/Accounting and an MBA in Finance, Economics with a concentration in International Business. Although I'm not the first in my family to get a BA degree, I am the first to get an MBA, an accomplishment I am very proud of.

I've been working at AT&T since 1986 and have held several positions. Currently I am a Business Analyst working on Balance of Trade and Operational Results Reporting.

I've been a HISPA member since

This Issue's Featured Chapters

ATLANTA

By Celinda Joseph, President - HISPA Atlanta Chapter

REJUVINATION is our focus for 2004! Our Chapter is small but strong and determined. Although, the state of the business is at the forefront of our minds, we do not want to lose focus or momentum in regards to our mission and goals. Here are a few of the activities we have planned:

- We are in the process of organizing our first AT&T Cares Day the early part of 4th quarter
- Attending (October 2004) the Latin American Association's (LAA) yearly Latin Fever Ball. This provides us an opportunity to network (potential HISPA associate members) and share HISPA's mission
- Sponsoring 2-3 families through the *LAA Adopt-A-Family* program
- Supporting the Heards Elementary School *Christmas Angels* program
- Preliminary discussions regarding chapter fundraisers

CHICAGO

By John Vasquez, President -HISPA Chicago Chapter

The Chicago chapter of HISPA has had a very interesting first part of 2004. Early in the year, we were very close to closing our doors as a chapter due to the restructuring efforts of the Company. The great news is that our membership refused to allow that to happen. Instead of taking the easy way out and disappearing into the sunset, we regrouped and renewed our commitment to ourselves and to HISPA.

Our Chapter lost some members and as a result, approximately one-third of our membership today consists of associate members. Nonetheless, it took us a couple of months before we reached the minimum requirement of ten to achieve Chapter in good standing status. We now have 17 members and we are targeting having twenty-five members by the end of 2004.

We have provided Christmas Basket giveaways consisting of toys, gifts, and food to needy families through our association with *Mujeres Latinas en Accion*; helped AT&T provide free AT&T Calling Cards to senior citizens at *Casa Central*, in addition to helping with placement of their calls to loved ones in Mexico, Puerto Rico, and South America.

We have worked with our Pioneers brothers and sisters to provide Christmas stockings and helped with packaging food for delivery at the Chicagoland Food Depository. We have also worked with painting and cleaning local schools in conjunction with the AT&T Cares Program.

We have provided assistance with manning telephones at a local telethon for *Hogar Del Nino*, a non-profit organization that provides child-care services and facilities for working parents that have no other alternative for child care. One of our members even used his knowledge of telephony to help with hooking up the phone lines and telephones for that event.

In addition, the event that drives our Chapter is the HISPA - Chicago Scholarship Program, which has provided \$1000 each to two deserving Hispanic High School students going on to a college or university. This program has been in effect now since 1993 and has helped kids go on to a variety of colleges including the University of Illinois, DePaul University, Southern Illinois University, and Harvard. Our Harvard student was very active with that university as one of their Minority Youth Recruiters.

This month, Chicago HISPA participated in a media event with our Public Relations Department to promote awareness of AT&T's new Call Vantage Service. This event brought Asian and Hispanic newspaper and television reporters from the Chicago area to AT&T's Corporate Center in Downtown Chicago for an informational presentation. We were there to field questions as a Business Resource Group of AT&T.

Next month, we've volunteered to provide assistance at the 22nd Annual United States Hispanic Leadership Institute (USHLI) Conference. More than 8000 participants are expected to attend. Dr. Juan Andrade, President of USHLI had previously spoken at one of our events during Hispanic Heritage Month a few years ago.

In October, we will participate in the UIC Wellness Fair, which promotes Diabetes Awareness and is sponsored by the University of Illinois - Chicago Campus. We will help with registration and loading/unloading of supplies used by the exhibitors.

HISPANIC ASSOCIATION OF
AT&T EMPLOYEES

340 Mt. Kemble Avenue
Morristown, NJ 07962

Phone: 973-326-2290

Fax: 212-795-3634

Email: myesenia@att.com

Visit us on the Web at

WWW.HISPA.ORG

Building bridges, not walls.



HISPA Mission Statement

The purpose of HISPA is to maintain a common interest global Hispanic organization committed to promoting the development, growth, advancement, and general well-being of Hispanics in order to create a productive, diverse workforce, in preparation for corporate and community leadership.

HISPA PROFESSIONAL TIPS

Business Etiquette Pointers

Introductions

- Stand up to shake hands
- Make eye contact
- Firm handshake - webs between thumb and forefinger should meet
- Name Badges are always worn on the right side
- Have a 10 second commercial of yourself to give
- Women are introduced first, then men: Customers are introduced before your Co-workers (even if he is Dave Dorman). If no customers, greatest authority is named first (e.g., "Mr. President, this is so-and-so...")