

**Golden Boy Gives Back**

Boxer Oscar De La Hoya and Highridge Partners founder John Long have announced plans to invest \$100 million over the next three years in housing, stores, and entertainment complexes in urban Latino communities. The venture, dubbed Golden Boy Partners, also may finance businesses in inner cities to create jobs. Hugh Jackson, an executive with a Highridge Partners affiliate, has been named president of Golden Boy Partners. Golden Boy Enterprises, a separate company owned by Mr. De La Hoya, recently purchased a 12-story office building in downtown Los Angeles. The firm also has interests in Hispanic newspapers in New York, Chicago, and Los Angeles. Mr. De La Hoya, whose personal fortune has been estimated at more than \$150 million, is scheduled to fight on Sept. 17 against an unspecified opponent.

**LaPorta Receives Star Honors**

Mercedes LaPorta, president of Mercedes Electric Supply in Miami, has been named a 2005 Business Star by the Women's Business Enterprise National Council (WBENC). Ms. LaPorta was among 14 woman business owners honored by the WBENC during an event at the National Building Museum in Washington, D.C., on March 23. Honorees were selected on the basis of their leadership in the local community, their ability to inspire other women business owners, and their success in directing a WBENC-certified business. Ms. LaPorta is celebrating 26 years in business, having grown from a small Sylvania lamp distributor to a 43-employee, full-service electrical supply company housed in a 30,000-square-foot office building and warehouse. The company's project roster includes work at Miami's American Airlines Arena, Nellis Air Force Base in Nevada, and the Federal Law Enforcement Building in Miami. Its annual sales exceed \$20 million.

**NSHMBA and Audi in Campaign**

The National Society of Hispanic MBAs (NSHMBA) and Audi of America have announced a campaign to support Hispanic students pursuing an MBA. Under the program, for every new or certified pre-owned Audi purchased or leased by a NSHMBA member, Audi of America will donate 1 percent of the sales price to the NSHMBA Scholarship Fund. "Currently only 4.5 percent of students enrolled in MBA programs

are Hispanic, and the lack of financial resources is one of the main reasons for these low numbers. Through this partnership, Audi has become one of the corporations that will help us to award \$750,000 in scholarships in 2005 to deserving Hispanic students," says Ana Herrera-Malone, director of marketing and development for NSHMBA.



"American Latino TV" host Liza Quin will release English and Spanish versions of her debut single, "Make Your Move" ("Sube La Temperatura"), on June 21. Both versions feature Reggaeton performer El General. The single was produced by Jorge Gonzalez, who has worked with Ricky Martin, Will Smith, Paulina Rubio, and Victor Manuelle. Ms. Quin collaborated with the internationally celebrated Gaitan Brothers on the Spanish translation. She was due to film a video for "Make Your Move" in her hometown of Miami the week of May 23.

**Barajas Recognized for Plant Deal**

Dino Barajas, a partner in the Los Angeles office of the international law firm Paul, Hastings, Janofsky & Walker, has been named a *California Lawyer* Attorney of the Year for his work on the financing of the Tuxpan V power plant in Veracruz, Mexico. Mr. Barajas received the award in the energy category for his work on the \$300 million financing of the plant. Under the agreement, Mexico's Comision Federal de Electricidad awarded the build-own-operate contract for a 495 megawatt gas-fired plant to Mitsubishi

Corp. and Kyushu Electric Power. It was only the second new independent power project deal in the country in 2003 and the first in which financing was completed before construction. *California Lawyer* is a monthly magazine published by the Daily Journal Corp. This year – the ninth it has honored outstanding attorneys in the state – the publication recognized a total of 41 attorneys.

**Exelon Presented with Appreciation Award**

Exelon Corp., a Chicago-based electric utility company, has received an Appreciation Award from the National Hispanic Press Foundation (NHPF) for its continued sponsorship of the *Hispanic Scholarship Directory*. The award was presented at a March luncheon held in Philadelphia as part of the National Association of Hispanic Publications' (NAHP) annual national convention. Exelon is the first corporation to receive the award, which recognizes a demonstrated commitment to the mission of the foundation. The Verizon Foundation is only other organization to have been so honored. The *Hispanic Scholarship Directory* is the nation's largest and most comprehensive scholarship guide for U.S. Hispanic students. Now in its seventh edition, the 226-page compendium is published annually and distributed free of charge to more than 6,000 students, community organizations, high schools, and institutions of higher education nationwide. Exelon has been the primary sponsor of the directory for the past three years. The NHPF is a sister organization of the NAHP.

**NAHP Seats First Latina President**

In other NAHP news, Lupita Colmenero of Dallas's *El Hispano News* has been named the organization's first Latina president. Also elected to serve two-year terms on the group's new board were Jose Luis Garza of *El Periodico USA* (McAllen, TX), vice president; Ray Guerrero of *El Latino* (San Diego), vice president of marketing; Jerry Campagna of *Reflejos Bilingual Journal* (Chicago), treasurer; and Zeke Montes of *TeleGuia de Chicago* and *El Imparcial* (Chicago), secretary. The executive committee also includes immediate past president Hernan Guaracao, publisher of *Al Dia* in Philadelphia. "Our board will work vigorously and creatively on behalf of our membership and the entire Hispanic print industry," says Ms. Colmenero.

- CARLOS TORRES