



2018 Illustrious Awards Recipients

Business & Entrepreneurship

T

he United States has the world's fifth-largest Spanish-speaking population; more than one in six Americans claims Hispanic origin. According to a report from the University of Georgia's Selig Center for Economic Growth, the US total buying power reached \$13.9 trillion in 2016 and it is projected to reach \$16.6 trillion by 2021. Of all the ethnic groups in USA, Hispanics are making the fastest gains.

Today, more and more products, advertising and media — both English and Spanish — are targeted to Hispanic consumers, whose purchasing power grew from \$495 billion in 2000 to \$1.4 trillion in 2016 accounting for nearly 10 percent of the US buying power. The U.S. Hispanic market is larger than the GDP of Mexico and bigger than the economies of all but 14 countries in the world. The number of Hispanic owned businesses in USA is more than 4.07 million, an astounding 57 percent increase since 2007. And revenue for Hispanic-owned firms reached \$661 billion, a 28 percent increase since 2012. The Hispanic and minority groups buying power is growing at a faster pace than the white consumer market.

Among US Hispanic consumers, Mexican-Americans represent the largest group accounting for \$797 billion worth of buying power followed by Puerto Ricans, who account for \$146 billion.



The Illustrious Awards

The Most Coveted!!



Alfredo Rodríguez
Entrepreneur



Carlos Guzmán
Entrepreneur



Lenny Caro
Business Advocate



Pedro Díaz-Ballester
Entrepreneur



Raymond Lamboy
Business Advocate



Víctor Álvarez, Ph.D.
Entrepreneur

Illustrious Awards - 2018



Fundación en Defensa de los Dominicanos en Norteamérica

“En nombre de la Fundación en Defensa de los Dominicanos en Norteamérica y su presidente el Sr. Alfredo Rodríguez Azcona, felicitamos a todos los hombres y mujeres ilustres reconocidos en el presente año 2018 y al Instituto para Estudios Latinos de Berklee College por su iniciativa de reconocer las contribuciones socio-económicas y políticas de los Latinos en los Estados Unidos de América.”

La Fundación en Defensa de los Dominicanos en Norteamérica brinda servicios comunitarios y protege los intereses de los dominicanos que emigraron con el propósito de encontrar nuevas oportunidades.

De manera solidaria fortalece al dominicano ausente ayudando a sus familiares o allegados que viven en la República Dominicana y sirve de enlace para asesorarles en gestiones con problemáticas de temas legales, sociales y de negocios.



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Defensa Dominicanos del Exterior

Alfredo Rodríguez Azcona

Illustrious Award Recipient

Entrepreneurship



Alfredo Antonio Rodríguez Azcona

is a businessman who thought he could also contribute to the betterment of the community.

Alfredo was born in San José de las Matas, Santiago de los Caballeros, Dominican Republic in 1959. He migrated to the United States, with his family, at the age of 6, and grew up in Corona-Queens, New York.

Mr. Rodríguez entrepreneurial spirit took him to open his first bodega in a disadvantage community in Jamaica, Queens at the age of 24, this bodega soon turned into a supermarket chain in the tri-state area. The young entrepreneur ventured in various projects, such as an international cigar company, and the project "La Marqueta" in lower Manhattan.

One of his many professional achievements is to become the first Dominican elected to the Board of Directors of the United States Hispanic Chamber of Commerce, the national representative of over 2.5 million Hispanic business owners.

His extensive community involvement includes founding and participating in community-based organizations such as Dominican Forum Community Service, Friends of Lead Free Children, National Supermarkets Association, Cienfuegos Community Center (Dom. Rep.), and "Fundación en Defensa de los Dominicanos en Norteamérica" (FDDN) his actual main important project which provide assistance in different areas such as social, legal assistance and international business for relatives of Dominicans living abroad.

Mr. Rodríguez has been elected in two consecutive periods as "Diputado en el Exterior" (Congressman), representing Dominicans residing in the United States and Canada in the Congress of Dominican Republic [sic].

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Message from the Guzmán Family



At center, Mr. Carlos Guzmán and wife Indira with their daughters Damaris, Natalie and Denisse & son-in-law.



Felicitas Santana
Mother



Carlos M. Guzmán
Father



Don Vale
Grandfather



Carlos' siblings: Vivian, Ruth,
Esther & Carlos Edwin



Grandchildren
Alex & Antonio

The Guzmán Family Congratulates

The Illustrious Awards 2018 Honorees

and Sincerely Commends

The Institute for Latino Studies at Berkeley College

*for carrying out an unprecedented research project
documenting the contemporary history and contributions of
us all, Latinos, to the United States of America*



Illustrious Award Recipient

Entrepreneurship

Carlos Guzmán is President and CEO of American Dream Property Management Corp. He is a Real Estate Investor and Developer in New Jersey & Pennsylvania; a self-made, self-reliant entrepreneur, whose passion for business took him, early on in life, to decide he would not work for anyone. His work ethics was inspired by his grandparents' motto: To be self-reliant.

He was born in Manhattan on March 1, 1953 to Carlos M. Guzmán and Felicita Santana. Moved to Puerto Rico in 1956 and lived there until 1969, when he returned to Paterson, New Jersey. He currently lives in Wayne, NJ with his wife Indira. He has three daughters: Damaris, Natalie and Eva.

A man of practicing faith, his extensive community participation has included serving on various boards, such as Alexander Hamilton Academy Foundation, Greater Paterson Chamber of Commerce, Barnert Memorial Hospital, and Institute for Latino Studies.

He designed his life's career free of the restrictions of a 9 to 5 job. Carlos created his own real estate empire. Today, after raising his children, he looks forward to continuing to be productive supporting his grandchildren and helping them graduate from college without student debt.

At a personal level, Carlos is a man dedicated to spiritual growth and development; he prepares to serve as a guide and supporter of others seeking to do the same.



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Honoring Distinguished Latinos



Innovaciones Psicoeducativas, Inc., recognizes

The Institute for Latino Studies at Berkeley College

for researching the hard work of distinguished Latinos in
the United States of America
and congratulates the recipients of

The 2018 Illustrious Awards

for their dedication and outstanding contributions to
USA and the world

*Innovaciones Psicoeducativas is a corporation dedicated to developing
and marketing educational products*

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info@isied.com - www.isied.com

Illustrious Award Recipient

Entrepreneurship

Victor Álvarez, Ph.D., is the owner of *Innovaciones Psicoeducativas (ISIED)*, a company dedicated to developing and marketing education products for public and private schools in Puerto Rico.

He attained a Doctorate in Clinical Psychology from Carlos Albizu University in San Juan Puerto Rico.

Innovaciones Psicoeducativas, Inc. is dedicated to the development and distribution of educational products, educational book editing, scientific research, and training of teachers and education professionals. The educational tools and products serve as supporting teaching materials to Schools and institutions of learning in the area of Mathematics, Sciences, Spanish, English, Visual Arts, and Geography in Puerto Rico, Orange County, Florida, and other school districts in the United States.

His corporation's most recent research project, focused on early detection of learning problems. ISIED became the first, and only company in Puerto Rico to win a competitive federal grant from the National Institute of Child Health and Development, through the Small Business Innovation Research Program, for Early Identification of Learning Disabilities.

Dr. Álvarez professional development includes being Director of the Research Institute of the Caribbean Center for Advanced Studies; and lecturing and writing about challenges to education.

His commitment to providing for needy children takes him to sustain a rural school he founded in his hometown of Moca in the Dominican Republic.



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&

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Illustrious Award Recipient

Entrepreneurship



Pedro Díaz Ballester is a man of integrity who has dedicated his life to promoting the richness of his beloved Dominican Republic. He has established links of cooperation between DR-US and other nations. His *forte* is to foster collaboration and working relationships nationally and Internationally with entities and organizations interested in the pursuit of socio-economic endeavors.

His work and commitment to diplomacy have earned him the respect of leaders in the private, public and not for profit sectors in the Dominican Republic and USA.

He is currently the President and CEO of DR International Business & Development Corporation, and the Ballester Business Group.

For many years, he was an integral part of *Semana Dominicana*, a collaborative effort by private sector entrepreneurs to establish working relationships with civic and political leaders in USA.

Pedro Díaz Ballester is a respectable, honorable man whose relentless work on behalf of creating partnerships has rendered him and society long-lasting results.

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Illustrious Award Recipient



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& REVITALIZING THE COMMUNITY

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THE AMOUNT OF DOLLARS YOU MAKE,
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From the Board, Staff & Clients of LAEDA

Raymond L. Lamboy
President & CEO

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Illustrious Award Recipient

Small Business Advocacy

Raymond Lamboy is President and CEO of the Latin American Economic Development Association - a nonprofit organization established through the efforts of the National Puerto Rican Coalition along with local community and business leaders to create economic opportunities for minorities in South Jersey.

He is a trustee of the St. Anthony of Padua Parish, serving in several minister roles. He is the son of Candelario Lamboy and Carmen Lamboy, both Latino community leaders in Philadelphia. He comes from a family of entrepreneurs, as his father is an entrepreneur and his grand-father was an entrepreneur.

He started his business career after graduating from Rutgers University, from which he holds a Bachelor's Degree in Economics. He took over the family business on Broadway, the Lamboy Furniture Store his father opened in 1970.

As a young boy, he witnessed the city of Camden declining, and the family store being the last one standing on a block of 30 businesses.

Lamboy went on to work as the Program Manager at the Latin American Economic Development Association. He became President and CEO in 2007, and was able to crystalize his strategy. The organization expanded throughout South Jersey, provided Spanish-language training to business owners, and exposed the thriving business communities outside of downtown.

When Lamboy ran for Mayor of Camden in 2017, he did so on a grassroots strategy for economic development that sought to create opportunities for citizens to start their own businesses. "My desire to run for Mayor is not a Latino thing or an African-American thing. My desire to run for Mayor is based on the city of Camden. I think when you frame politics in the framework of race, you limit the scope of what can be done. What's for the good of the city is for the good of the city - no matter your background."

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Dr. Lenny Caro

& the *Illustrious Awards 2018* Honorees
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Illustrious Award Recipient

Business Advocacy

Lenny Caro, President/CEO of Vantage Etc, was born in Rincon, Puerto Rico in 1951. He moved from Puerto Rico to the Throggs Neck Projects in New York City at an early age along with his family. A product of the New York City public education system, Lenny Caro attended Alfred E. Smith H.S.; then Hunter College where he studied Business Administration. Lenny received his honorary doctorate in business from Mercy College in 2011. Today, he resides in Throggs Neck with his wife Myra and their children: Christopher, 22, Victoria, 19, and Julia, 14.

Caro is committed to fighting to improve the quality of life for Bronx residents. As President and CEO of The Bronx Chamber of Commerce, he has worked diligently to keep economic development in the Bronx as well as promote job security for Bronxites. In conjunction with The Hutchinson Metro Center and Mercy College Lenny partnered with Monster.com to help increase The Bronx's employment rate through many initiatives, such as a Bronx job fair and employment training seminars. As spokesperson for The Gateway Project and a strong advocate for The New Yankee Stadium, Caro was instrumental in bringing jobs and financial growth to our borough. As a Hispanic Lenny has been recognized by the National Puerto Rican Day Parade as Bronx Ambassador for Goodwill. Currently he serves as Chairman of the Board for New York State Shields, an organization that focuses on the needs of families who have lost a loved one on the police force.

Most recently, during his tenure as Chief Community Relations Officer at Mercy College and in conjunction with Inca Cola, he organized humanitarian trips to the Dominican Republic to provide medical care for 2,000 impoverished families.

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Illustrious Award Recipients - Communications

The Spanish introduced the first printing press into the Americas in 1533, just 14 years after having landed in what is now Mexico, 47 years after Columbus's first voyage to this hemisphere, and 79 years after the invention of movable type.

It was in México City that the first news sheets (hojas volantes) and the first newspapers in the Americas were published.

Journalism in the Americas thus began in México, when it was joined politically to the area from South Carolina, south to the Florida peninsula, and west to the California coast, as part of the Spanish Empire.

The first Spanish-language newspaper in the United States was printed in New Orleans in 1808.



Denisse Oller
FRM UNIVISION Anchor



Nancy Álvarez
TV Personality



Julio Malone
Journalist

Illustrious Awards - 2018

Congratulations

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Denisse M. Oller

SOMOS Vice President of Communications



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Illustrious Award Recipient - Communications

TV News Anchor



Denise Oller is a chef, broadcaster, journalist, newspaper columnist, and a former Emmy award-winning and acclaimed national news anchor for Univision Network and Telemundo Network.

Born and raised in Puerto Rico and New York, Oller graduated from the University of Puerto Rico, Río Piedras Campus with a Bachelor of Arts in Finance and a minor in French before attending Hunter College where she graduated summa cum laude with a Bachelor of Arts in Media Studies and a minor in Interpersonal Communications.

Oller joined Univision in 1986, serving as a national reporter based in Los Angeles, Miami and Washington, before becoming the main anchor of the network's nationally broadcast weekend edition.

In addition to her experience as a news anchor, Oller has interviewed many world leaders including former US Presidents Ronald Reagan and Bill Clinton, and Nobel Peace Prize winner and former Costa Rican president, Oscar Arias Sanchez. She has also interviewed prominent artists and writers such as Isabel Allende and Mario Vargas Llosa.

Her voice has broadcast stories across the United States and Latin America, covering major news events such as the September 11, 2001 terrorist attacks, the 1995 Oklahoma City bombing, and the historic visit of Pope John Paul II to Cuba.

On November 2, 2007, Oller officially ended her 20-year career in news to pursue independent ventures and to establish Newsworks Productions, a multi-platform entity specializing in contemporary lifestyle topics, including healthy eating and living, and current events.

Oller is the Executive Director for The Joseph A. Unanue Institute for Latin Studies at Seton Hall University.



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Illustrious Award Recipient - Communications

TV Personality



Nancy Álvarez, Ph.D. is a chef, a Dominican singer, television personality, and licensed clinical psychologist, sexologist, and family therapist. She is best known for hosting the talk show *¿Quién Tiene La Razón?*, where she helped counsel families and couples with their interpersonal problems.

Her singing career began in the 1970s when she moved to Puerto Rico. She is currently the star host of *Sin Rollos y Tapujos in Despierta América*, the morning show for Univision.

Álvarez began her professional career as a performer at the age of 15 and soon became the lead singer with Michel Camilo's band, an international group which toured in the 1970s.

She earned a Ph.D. in human sexuality from Universidad Autónoma de Santo Domingo. Following her studies, she began a new career as television producer and host, specializing in personal and family relationships and sex therapy.

Some of the programs she produced include *Solo para Adultos* and the segment *Prohibido*. Her other productions included the educational program *Bloque de Fuego*, *Nancy en Especial* and *El Alma Desnuda de los Famosos*.

Álvarez is also a writer, frequently contributing to several newspapers in Santo Domingo and Colombia. She has also served as vice-president of the Center of Clinical and Industrial Psychology. She is the president of *Psychology and Sexuality Counselors, Inc.*

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Illustrious Award Recipient - Communications

Journalism



Julio Malone is a New York Dominican man of Afro-Caribbean descent, who carved out a niche in the realm of journalism. He is an appreciated and respected journalist and author.

Among his publications, *Sammy Sosa in 9 Innings* stands out. A fellow villager tells his eyewitness account of Sammy Sosa's unbelievable journey from the Caribbean sugarcane plantation where he was born, into the hearts of American baseball fans.

Malone has extensive knowledge of Dominican idiosyncrasy. His father, Joseph Malone arrived in the Dominican Republic from St. Kitts in the 1920s at the age of sixteen. He settled in Ingenio Consuelo, where the author/journalist was born and raised. He went on to write for *Listin Diario*, *acento.com*; *TeleradioAmérica.com* and other digital medium, as well as for *El Nacional*, *Hoy*, *Tele Antillas*, and *El Caribe Newspapers*.

En New York, he was opinion editor for *El Diario La Prensa*. His political analysis have been published in periodicals and magazines, in English and Spanish, from New York to Washington, DC., and including the East and West Coast of the United States: *La Opinión*, in Los Angeles, *El Nuevo Herald*, in Miami, *Washington Hispanic*, in Washington DC, *Éxito* in Chicago, *The Christian Science Monitor*, in Boston, Massachusetts, *The Baltimore Sun*, in Baltimore, Maryland, *Social Justice*, in Santa Cruz, California, and *The Grand Rapids Press*, in Grand Rapids, Michigan.

Julio.C. Malone resides in The Bronx, New York.

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