

Welcome to the
**HISPANIC HERITAGE
AWARDS**



OCTOBER 10, 2024
Hotel Albuquerque

Your Hispano Chamber

Our Mission

To promote economic development, to enhance economic opportunities, to provide business and workforce education with an emphasis on the Hispanic and Small Business community in Albuquerque and New Mexico.

Our Vision

To improve lives through commerce, community and culture.

Our Why

We believe in contributing to a great cause.



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City of Albuquerque
Economic Development
FRA Muniz Plumbing
and Mechanical

Garcia Automotive Group
Hank Andrews
Kirtland Credit Union
New Mexico Ford Dealers
PC Place
Southwest Airlines
UNM Health Science Center

PROGRAM

5:30 PM

TITO'S HANDMADE VODKA COCKTAIL HOUR
Entertainment: Chuy Martinez and Otilio Ruiz

6:30 PM

DOORS OPEN

6:45 PM

University of New Mexico Army's ROTC Color Guard
National Anthem Christian Marquez
Invocation Father Andy Pavlak

7:00 PM

DINNER PERFORMANCE

William Clark, Navajo Flutist
Los Ninos de Santa Fe Folklorico Dance Group

7:20 PM

OPENING & WELCOME REMARKS

Roberta Ricci - Chief Experience Officer, Hispano Chamber
Ernie C'de Baca - President/CEO, Hispano Chamber
Paul Mondragon - Board Chair, Hispano Chamber
President, Bank of America

7:30 PM

AWARDS CEREMONY

**BUSINESSPERSON OF THE YEAR JANICE TORREZ
PRESENTED BY ERNIE C' DE BACA.**

**LIFETIME ACHIEVEMENT AWARD, MARIA ESTELA
DE RIOS PRESENTED BY PAUL MONDRAGON.**

**LIFETIME ACHIEVEMENT AWARD, FRED MONDRAGON
PRESENTED BY MAYOR TIM KELLER.**

9:00 PM

AFTER PARTY - QBAR

DINNER PERFORMANCES:

William Clark, Navajo Flutist
Los Ninos de Santa Fe

BOARD OF DIRECTORS

Michelle Hernandez, Esq.
General Counsel

EXECUTIVE COMMITTEE

Paul Mondragon
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AWARDS

New Business of the Year

**Ellie Mental Health
Waves Behavioral Health
Sandia Serenity**

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Health Et Wellness Business of the Year

**Fundamental Therapy Services
Higher Health and Wellness
Textured Skin Co**

SPONSORED BY:



Technology Business of the Year

**PC Place
Holmans USA
ABQ-IT**

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Arts Et Culture Organization of the Year

**The Heads Creation
Reyes Photo and Film
Tin Work by Linda**

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AWARDS

Women-Owned Business of the Year

**Mrs. Clean LLC
Alondra Fernandez Insurance Agency
New Mexico School of Etiquette**

SPONSORED BY:



Native-Owned Business of the Year

**Montech Inc.
Indian Pueblo Cultural Center**

SPONSORED BY:



International-Owned Business of the Year

**Southwest
Volver Health
JB Media Group**

SPONSORED BY:



Non-Profit Organization of the Year

**New Mexico Kids Can
Peter's Paycheck
The Clubs Foundation**

SPONSORED BY:



AWARDS

Hospitality Organization of the Year

**Hotel Andaluz
Elegance Limousines & Black Car Services**

SPONSORED BY:



Hispanic Owned Business of the Year

**SunRise Roofing
K.O. Construction
FRA Muniz Plumbing & Mechanical**

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Small Business of the Year

**Skin & Soul Beauty
Retina Consultants of New Mexico
Framework**

SPONSORED BY:



MENU

SALAD

Baby Field Greens Salad

ENTREE

Beef Short Ribs

Blue Corn Cheese Enchilada,
Calabacitas, Red Chile Sauce

DESSERT

Creme Brule Cheesecake

With seasonal berry compote

or

Tequila Lime Mousse

Biscochito, passion fruit marinated strawberries

*Official Tito's Handmade Vodka Cocktail
for this year's Hispanic Heritage Awards!*



Thank you Tito's!

MEMBERSHIP MILESTONE AWARD

In recognition of their continued
support in pursuing our mission in
helping small business owners grow
within our community.



SWIRE COCA-COLA



**THANK YOU FOR BEING A MEMBER OF
THE HISPANO CHAMBER FOR 40 YEARS.**



JANICE TORREZ
President
Blue Cross and Blue
Shield of New Mexico

JANICE TORREZ has served as president of Blue Cross and Blue Shield of New Mexico since January 2021 and has been with the company for 15 years.

She is responsible for the overall strategic direction of the New Mexico Plan to support membership growth and retention and ensure the financial stability and long-term success of the state's largest Health insurance company, serving more than 700,000 New Mexicans carrying a Blue Cross and Blue Shield card.

Janice has over 29 years of experience as a senior Executive within health care organizations in New Mexico.

She serves on the board of the Albuquerque Hispano Chamber of Commerce, Albuquerque Regional Economic Alliance, Greater Albuquerque Chamber of Commerce, New Mexico Chamber of Commerce and United Way of North Central New Mexico.

Janice holds a Bachelor of Science and a master's degree in Business Administration from the University of Phoenix.

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FRED MONDRAGON
President
Mondragon Consulting

FRED E. MONDRAGON Fred E. Mondragon has over fifty years experience in the public and private sectors, including over 25 years in hospital and public administration and 25 years with the private sector. He was the administrator of the University of New Mexico Hospital, Regional Administrator of the Presbyterian hospital system in New Mexico, and the Deputy Chief Administrative officer for the City of Albuquerque. Mr. Mondragon has also worked in the consulting and information technology field for two national system integration companies. He has been a consultant to small businesses, as well as several government and healthcare agencies through his consulting company, Mondragon Consulting. Mr. Mondragon was Director of Economic Development for the City of Albuquerque, and served as Cabinet Secretary for Economic Development under Governor Bill Richardson. He has received awards for Small Business advocacy from the Greater Albuquerque Chamber of Commerce and Public Service Company of NM.

Mr. Mondragon served in the New Mexico Legislature for three terms, was a member of the House Appropriations and Finance Committee, and Chairman of the Higher Education Subcommittee. He also has been the Science Advisor to the Governor of New Mexico and served as Founding Chairman of the Governor's Science and Technology Commission. He was also Chairman of the New Mexico Democratic Party.

Fred Mondragon served as Honorary Consul for Spain, taught Entrepreneurship at the UNM Anderson Business School and serves on several non-profit boards. He is founder and owner of Mondragon Consulting, an international business development enterprise. He received his BS from the University of New Mexico and his MBA in Health Care Administration from The George Washington University in Washington, DC.

In between his business and community service, he and his wife Connie enjoy international travel, farming, cooking and spending time with their family of six children and 19 grandchildren.

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FRED MONDRAGON
President
Mondragon Consulting

Hispanic Culture and Business Related Experience and Honors:

Isabel la Catolica Award

Fred has received one of the greatest honors bestowed by the Government of Spain upon being selected to receive the Isabel la Catolica Award . This award is granted by the Government and the King of Spain to a select few individuals for “outstanding service by Americans to the Nation of Spain”.

The Award was established by the Spanish Kingdom in the early 1800’s and has been received by less than 100,000 worldwide since that time The Award was made by the Spanish Ambassador to the United States in Santa Fe on June 1, 2024.

Honorary Consul of Spain

Fred was appointed Honorary Consul of Spain in 2010 and served in that position for 13 years. He hosted numerous Spanish Government officials and business persons in Albuquerque during that time, describing the 500 year relationship between the two nations, and forging closer ties between Spain and Nueva Espana. He traveled to Spain frequently, promoting New Mexico businesses and helping foster cultural exchanges such as flamenco, through the National Institute of Flamenco, the creation of a fresco in Alburquerque Spain by master fresco artist Frederico Vigil, and the exchanges of art from the Museo Del Prado in Madrid. As part of his duties as Honorary Consul, he also helped Spanish citizens residing or visiting our State with visas or occasional issues with local authorities. As part of his duties, Fred attended annual meeting of Honoray and formal Consul Generals from throughout the country at the Spanish Embassy in Washington, DC and described the political and cultural contributions of Hispanics in our state.

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FRED MONDRAGON
President
Mondragon Consulting

National Institute of Flamenco

Fred served on the Board of Directors of the National Institute of Flamenco for ten years during a period of transition from a family owned business to an international powerhouse in Flamenco artistry recognized worldwide as the top Flamenco group outside of Spain. He contributed financially directly and by assisting in financial growth through identifying private and public sources of operating and infrastructure capital.

Albuquerque Sister Cities International

Fred Served as President of Albuquerque Sister Cities International. He was the Founder of the Albuquerque/Guadalajara Sister City relationship and served as the first Chairman of the group. He led several visits by Albuquerque Mayors, City Counselors, and Hispano Chamber officials to Guadalajara for the annual fiestas de Octubre in that city. He also promoted a very successful Fiesta de Globos (Balloon Festival) in Guadalajara as well as Chihuahua, Mexico. Fred also chaired the Alburquerque, Spain/Albuquerque, NM Sister City Committee and led a City of Albuquerque, community leader tour to dedicate the Frederico Vigil Fresco in Alburquerque.

Other Noteworthy Honors and Awards

- Chairman New Mexico Democratic Party
- President, New Mexico Hospital Association
- Board of Directors, American Hospital Association
- Chairman, New Mexico/Mexico Border Authority
- University of New Mexico Outstanding Leadership Zia Award
- Leadership New Mexico Lifetime Achievement Award
- Chairman of the Board of SpacePort America, Oversaw the Construction of the Spaceport



MARIA ESTELA DE RIOS
President/CEO
ORION International
Technologies Inc.
Retired

MARIA ESTELA DE RIOS for over 45 years, Maria Estela de Ríos has been a pivotal and influential figure in the Albuquerque community through her contributions to high-technology business, social advocacy, and the arts. Together with her husband, she helped found the successful scientific research, development, and engineering firm, ORION International Technologies, Inc. in June 1986, where she served as Executive Vice President for Contract Administration. During the zenith of the Strategic Defense Initiative (SDI), de Ríos developed a formidable reputation for her procurement and contracting skills during a time when few women were seated across the conference table negotiating the delivery of multi million US Department of Defense (DoD) high-technology weapons and defense systems. De Ríos was also responsible for establishing the subsidiaries ORION Information Technologies and ORION Technical Services, the latter of which she eventually led as President and CEO. During her tenure, the companies grew to revenues of \$40M per annum and over 400 employees located in the United States, Mexico, and Puerto Rico. The success of ORION International Technologies, Inc. culminated with the National Prime Contractor of the Year Award by the Small Business Administration in 1999, and in 2007, de Ríos was awarded the Woman-owned Business of the Year by Los Alamos National Laboratories. She shared her talent and acumen by becoming an active member of the National Contract Management Association (NCMA) as a Board Member and aiding in the establishment in the Kirtland AFB local chapter. A frequent speaker in business forums, she advocated passionately for women seeking careers in science and technology.

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MARIA ESTELA DE RIOS
President/CEO
ORION International
Technologies Inc.
Retired

Her professional accomplishments belie the fact that she was born in East Los Angeles to immigrant parents and the first university graduate of her family generation earning a double bachelor's degree in Organic Chemistry and Mathematics and a Master's degree in Contracts Administration. Her studies laid the foundation for her professional career but it was her love of the arts and, more importantly, community service that contributed to the formation of the person she is today.

Never far from her roots, she was one of the of founders of SACNAS, a science education advocacy group for Hispanics and Native Americans seeking degrees in higher education, and a founder of the Mexican Education Foundation of New Mexico dedicated to the support of the Mexican immigrant community. Her passion for the arts across the spectrum led to her becoming one of the forces behind the founding of the National Hispanic Cultural Center, and during her tenure as Regent of the Museums of New Mexico the El Camino Real International Heritage Center was established.

Today, de Ríos dedicates her life to improving the lives of immigrants, women, and children by advocating for their health, education, and welfare. The recent passage of Constitutional Amendment 1, which permits distribution of land grant permanent funds for early childhood education, was a nine-year labor of love for de Ríos who, with many supporters, has provided a sustainable source of education funding for the youngest in our State. Maria Estela de Ríos' record of business achievement and of tireless commitment to social advocacy, represent the highest ideals of dedication and of service to our community.

OUR TEAM

Ernie C'de Baca
President/CEO

EXECUTIVE TEAM
Roberta Ricci
Chief Experience Officer

Connie Lee
Chief Financial Officer

Bea Davalos
Executive Assistant

Annette Pitera
Executive Assitant

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Director of Membership

Kiana Yamada
Membership Relationship Manager

Laura Chavez-Schierman
Membership Navigator

Darlene Pohl
Membership Navigator

CONVENTION & TOURISM TEAM
Minerva Jurado-Perea
Destination Director

Cecelia Marquez
Destination Meeting Planner

Dominic Baca
Destination Sales Represenative

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Director of Marketing

Kori Rae Jaramillo
Digital Marketing Specialist

PROGRAMS TEAM
Tashina Silversmith
BEOC Manager

Sandra Gonzalez
Program Manager

Paul Perez
Program Manager

ACCOUNTING TEAM
Barbara Gray
Senior Accountant

OFFICE SERVICES TEAM
Elizabeth Garcia
Director of First Impressions

Ernesto Armijo
Building Maintenance

UPCOMING EVENTS

Buen Vecinos Classic October 25, 2024



Join us at the Buen Vecinos Golf Tournament and help drive success for small business owners in our community! Your sponsorship can make a difference by providing access to the resources and support they need through the Chamber.

La Noche Encantada - Gala February 22, 2025



Join us on Saturday, February 22, 2025, for the event of the year! La Noche Encantada-Running of the Bulls is sure to inspire and entertain guests.

Golf Classic May 2025



Get ready to tee off for a good cause at the 39th Annual Excellence in Education Golf Classic! This event isn't just about the game, it's about supporting our scholarship program recipients. The Hispanic Chamber has already raised an impressive \$3.5 million in scholarship funds, and we're aiming even higher this year!

Education Excellence Awards June 2025



Providing support to deserving students to achieve their dreams is a vital part of our WHY. Thank you to all our sponsors for making it possible to provide 115 scholarships this year totaling over \$120,000!