THE POWER OF LEADERSHIP: EXPANDING OPPORTUNITIES, INFLUENCING THE FUTURE

ASSOCIATION OF LATINO PROFESSIONALS FOR AMERICA
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The Association of Latino Professionals for America (ALPFA) is dedicated to transforming lives, creating connections and developing members’ leadership and career skills.

The ALPFAmilia is the largest Latino association for professionals and students. We have 85,000 members in 45 cities and on 160 university campuses across the U.S. and Puerto Rico. ALPFA provides leadership development, mentorship, and employment opportunities for its members. We are committed to empowering and developing Latinos and aspire to be the business partner of choice for companies seeking to hire, retain and continuously develop Latino talent.

ALPFAmilia – We treat our members and partners like family. Purpose Driven – We enable members to discover their purpose. Dare to Be Different – We boldly innovate in everything we do. Impact Matters – We meticulously measure our impact.

ALPFA connects Latino leaders for impact - in their homes, in their workplace, and in their communities. ALPFA demonstrates its commitment to providing professional development and leadership opportunities for Latinos through a variety of local, regional, and national programs.
In 2018, ALPFA repositioned for the future and set the standard for high-performing membership organizations. We continued solidifying the next generation of program excellence while focusing on empowering chapters across the country. We want our members to be prepared to answer the call when opportunity taps them on the shoulder. The number of Latinos achieving college degrees continues to increase, and we are transitioning from density in the lower and middle tiers of the workforce into genuine presence in leadership and executive roles. These trend-setting organizational transitions have allowed ALPFA to lead in equipping our clients for new adaptive environments and support the real-time professional development needs of our membership.

Historically, ALPFA shares deep roots in the business, finance and accounting worlds, and has joined leaders in these sectors in recognizing the significant shifts in how their businesses interact with important emerging spaces, including technology. We are respected as a trustworthy pipeline to corporate talent and leadership by both top students and corporate America. Our corporate clients maintain confidence in ALPFA as a go-to resource for businesses looking to connect to a smart, skilled, and capable segment of our society.

The Board of Directors is proud of the team’s efforts. This annual report demonstrates the real strides made in advancing ALPFA and the needs of our membership. The effort holds true to our core belief in strategic growth, supports the vision of our CEO and our team, and reflects the ability for ALPFA to deliver the outcomes expected by our partners.

We have a lot to celebrate, including the impact of our prominent programming, like the 50 Most Powerful Latinas initiative, the expansion of the Regional Student Symposiums, and the dynamic digital tools that touch thousands of members of our ALPFAmilia. As we hear from our members across the country, we see there is so much energy and we sense the enthusiasm about the expanded direction ALPFA is undertaking and how we are growing our influence together.

Finally, as we continue to advance, it is critical to remind ourselves of our roots and the leaders who helped position ALPFA for its future. This year, we express our gratitude for years of committed service to Yvonne Garcia, our outgoing Board Chair. During her tenure, we experienced unprecedented growth and we are grateful to have served under her leadership. It has been an incredible privilege to work with Yvonne. She led ALPFA through some of the most pivotal points in our history, and her style, approach and positive impact will be visible for many, many years to come. Thank you, Yvonne.

We appreciate the ongoing support from our ALPFAmilia and we are excited to see where our journey together leads us.
The Association of Latino Professionals for America, (ALPFA) began 47 years ago as the first Latino professional association in the United States. We focus on impacting the lives of aspiring and talented Latino professionals across the country. I am honored and humbled to step into the role of CEO of ALPFA, to continue the legacy built by our members, countless volunteers, chapter leadership teams (professionals and students), and our corporate partners. All of this has made ALPFA what it is today. As I think back to my childhood growing up in Wagner Projects in Spanish Harlem, New York, in the ‘80s, I can’t believe that in the same way the Latino community helped give me opportunities in life, I am now in a position to do the same for others. Even more exciting, I am not alone; we will work together with the entire 80,000+ strong ALPFAmilia!

ALPFA has built a network of members, sponsors, and partners to help shape Latino leadership in the country. We celebrate and honor our rich, groundbreaking past and the impactful initiatives we have achieved, and we are excited about how this rich history positions us for continued growth and impact for the Latino community in the corporate world.

As the pace of change continues to increase with technology and easier worldwide connections, it’s critical to pause and evaluate the landscape and develop a strategy and plan to meet the challenges that lay ahead. ALPFA is poised for the future, expanding opportunities, and increasing our collaboration with clients across new sectors and industries. We continue to honor our roots in finance and accounting combined with the ever-increasing need to equip our members with the tools needed to thrive in technology, which is impacting all industries.
This past year, we embarked on a listening tour with our stakeholders with the purpose of refining our program strategy and redefining our impact goals based on this important feedback. We heard from our members and partners. Going forward, we will introduce year-round opportunities, with a deliberate concentration on Leadership, Engagement, Advancement and Development (L.E.A.D). Our approach is inclusive. We are not delivering cookie-cutter solutions, we are developing customized programs based on the context and needs of the corporate world and for our valued members. We are challenging ourselves to improve on past achievements.

The focus remains on connecting our members to powerful, professional opportunities with genuine engagement within the ALPFA network, but more than that, we will have a holistic commitment to the individual so our members become their best selves, living a great life and achieving their professional goals. Our members are the heroes of their own stories.

We are extending the infrastructure and foundation of our organization and expanding the ecosystem for the future needs of students, professionals, partners, and clients. We are taking the next step, harnessing the breadth of ALPFA talent and leadership into a deliberate direction of deeper engagement and shared business objectives with our partners. Business strategy is intentionally shared as we move towards ongoing innovation and mutually impactful results.

We celebrate our rich history, and now we turn the page and look to the future.
2018 NATIONAL BOARD OF DIRECTORS

Yvonne Garcia  
Chairwoman  
SVP, Investment Manager  
Services Global Head,  
Client Solutions  
State Street Corporation

Daniel Villao  
Vice Chairman  
Deputy Administrator  
U.S. Dept of Labor

Hector V. Perez  
Past Chairman  
Chief Executive Officer  
Quantum FBI LLC

Gabriel Rodriguez, Jr.  
Treasurer  
Global Finance Director and US  
Firm Assistant Controller  
Ernst & Young LLP (EY)

Damaris Garcia-Schneider  
Secretary  
Director of Product & Consumer  
Insights, Deloitte

Elizabeth (Liz) Diep  
Finance Committee  
Partner, Asset Management  
PwC

Ixchell Duarte  
Finance Committee  
Chief Accounting Officer  
CNL Financial Group

Marcela Aldaz-Matos  
Governance and  
Nominations Chair  
Director, Diversity and Inclusion  
Partners Healthcare

Tracy LaFlamme Ortega  
Governance and  
Nominating Committee  
Founder & CEO  
Prepworks

Daniel J. Yip  
Human Resources  
Committee Chair  
Founder & Owner  
Nexus Business Consulting

Mauricio Gonzalez  
Board Director  
Special Advisor to the Dean  
Gies College of Business  
University of Illinois at  
Urbana-Champaign

Genaro Perez, Jr., CPA  
Human Resources  
Committee  
Managing Director,  
Strategic Accts  
RGP Consulting

Maricela Laines Crus  
Student Director  
Monroe College

Raynaldo Gonzalez  
Risk Committee  
Director, Enterprise Risk and  
Regulatory Strategies,  
Deloitte

Roxanne E. Martinez  
Board Director  
Chief Talent Officer – Global  
Consumer Markets/U.S.  
Consumer Markets Senior Vice  
President, Liberty Mutual Talent  
Acquisition  
Liberty Mutual Insurance

George A. Vega  
Board Director  
Chief Technology Officer  
Senior Vice President  
Transamerica
## CORPORATE ADVISORY BOARD

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ALPFA L.E.A.D. VALUE CIRCLE

In 2018, ALPFA’s objectives remained clear: continue expanding opportunities and influencing the future as a leader in the development of the Latino community. We are addressing areas of interest to our members that have not traditionally been offered within the mainstream development programs. The establishment of the Leadership, Engagement, Advancement and Development (L.E.A.D) initiative, now a core ALPFA offering, has helped expand our impact opportunities and provided new sources of revenue for us to reinvest into our programs and services focused on leadership development. Corporations, non-profits, and entrepreneurs have an opportunity to benefit from our robust life and career development program. Individual growth and development strategies have been standardized by establishing a framework that addresses the core needs of our members to help them succeed in their careers. Our services and offerings have been operationalized through a methodology that offers our members core programs while being flexible enough to customize initiatives based on client needs. We continue to support our members on their career journey by providing a one-stop framework for all of their career and personal-growth needs and enhancing sponsor inclusion and diversity efforts through Latino focused talent retention, development, acquisition, and enrichment opportunities.
“ANYTHING IS POSSIBLE WITH A SINGLE WORD... AND THAT WORD IS YES.”
2018 ALPFA EXECUTIVE TEAM
*Listed in alphabetical order

Raymond Arroyo
Chief Growth Officer

Selene Benavides
Chief Financial Officer

Julio Carbonell
Chief Information Officer

Verna A. Greer
Executive Vice President

David Peña
President of Colleges and Universities

Luis Vargas
Chief Marketing Officer
2018 ALPFA PROFESSIONAL TEAM

*Listed in alphabetical order

Raul Audelo
VP, Digital Engagement

Kabir Chopra
Master Storyteller

Natalia Hilton
Director of Chapter Operations, Boston

Henry Montoya
Director Of Operations

Fernanda Pinto
Executive Assistant & HK Director

Matias Burszewski
VP, Strategic Partnerships

Jonathan Cifuentes
IT Project Manager

Ann Marquez
VP, Strategic Partnerships

Carlos Perez
Creative Director

Katie Schumann
VP, Membership
ALPFA’s professional chapter members are passionate about expanding opportunity demonstrated through great local events and programs. In 2018, Atlanta members were in the community, taking action for the future and making an impact on new members. They reached out to other organizations, such as the Hispanic Chamber of Commerce, joining together at an event at the UPS headquarters. In New Jersey, ALPFA CEO Damian Rivera made his first keynote speech, in which he highlighted the importance of investing in the Latino community by demonstrating the impact of support and its chain effect in the community. Our Philadelphia members partnered for the future with the National Association of Asian American Professionals Philadelphia (NAAAP) to host the 2018 Employee Resource Groups (ERG) Summit, which helped connect and inspire attendees from various professional and diverse backgrounds.
In El Paso, panelists from the El Paso Region joined to make the ADELANTE event a reality. Make-A-Wish America was represented with Wells Fargo and El Paso Electric. Leading the path was Northwestern Mutual. These are just a few of our chapters who are influencing ALPFA’s future.

At a national level, ALPFA Professional Chapter Leaders gathered in Dallas, Texas, in November for an inspiring mission-driven leadership summit. Over 70 amazing leaders from across the country came together for an opportunity to learn about best practices and share success stories. Thank you to JCPenney for hosting all ALPFA leaders and making this event possible.
ALPFA continues its long tradition of creating pathways and developing local leaders through its 160 student chapter networks across the U.S. and Puerto Rico. Students are key to the continued growth and financial health of our organization, and these chapters directly benefit young adults in their professional development. University chapters are instrumental in creating leaders and giving students the tools they need to gain internships and employment, and the ALPFA network puts our student members in direct contact with key corporate partners. We are committed to bringing the best programming to our student chapters.

ALPFA expands opportunities and influences the future for students seeking careers in diverse fields in every sector of the global economy. One of the most unique benefits of being an ALPFA Student Member is access to the eight Regional Student Symposiums. These events, staged across the country, give students an opportunity to hear from Latino professionals, exposure to the latest trends, and develop meaningful relationships with their peers.
REGIONAL STUDENT SYMPOSIA

In 2018, ALPFA hosted eight Regional Student Symposia that brought together Latino students in all career majors for a day of insight, guidance, leadership skills, and professional development opportunities. Through a series of interactive sessions, these symposiums provide students with an edge in today’s competitive job market as they work to define their career paths and increase their knowledge through exposure to the latest concepts and proven practices. Participants learn how to discover their potential, find their niche, market themselves, and secure an internship or job offer.

These events are a great opportunity for ALPFA partners to engage with the next generation of Latino professionals, showcase their company brand and build relationships for the future.
2018 ALPFA Convention
Recruiting and Developing Exceptional Latino Leaders

July 30 – August 2, 2018
Caesars Palace, Las Vegas
ALPFA CONVENTION

The annual convention brings our ALPFAmilia together where we can connect, foster partnerships, and harness the collective impact as we engage tomorrow’s leaders. At our 2018 gathering, appropriately themed Recruiting and Developing Exceptional Latino Leaders, ALPFA welcomed more than 2,600 members, partners and supporters to Caesars Palace, July 30 - August 2, in Las Vegas, Nevada. ALPFA expands opportunities through relevant workshops, panels and expert speakers, creating an atmosphere of incredible energy and engagement. During the iconic event, ALPFA awarded scholarships totaling $134,000.

TOTAL OVER

2600

ATTENDEES

AWARDED

$134,000

SCHOLARSHIPS
ANNUAL MEMBERSHIP MEETING

The Annual Membership Meeting, held during the Annual Convention, is one of the most important events for the ALPFA membership. Hosted by the board of directors, the annual meeting conducts organizational business, provides reports on strategic direction, and affirms leadership transitions. The meeting also offers valuable networking opportunities. Board chairwoman, Yvonne Garcia, in the final year of her term, presided over her last convention and membership meeting. ALPFA welcomed its new CEO, Damian Rivera, and new chairman of the board, Daniel Villao.

More than 2,000 members were in attendance to recognize and celebrate three professional chapters for their outstanding contributions to ALPFA, their members and communities. We honor and salute the Leading Chapter of the Year (Boston), Emerging Chapter of the Year (Los Angeles) and Developing Chapter of the Year (Houston).

2018 Emerging Chapter of the Year
Los Angeles
2018 Leading Chapter of the Year
Boston

2018 Developing Chapter of the Year
Houston
Corporate partners are essential to the success and financial growth of ALPFA. By collaborating with ALPFA to deliver exceptional programs, scholarships, the annual convention and more, these companies understand the importance of early connections with Latinos and supporting their journey into powerful leadership positions in Fortune 500 companies. ALPFA’s partnerships with this influential group of corporate leaders have helped build an enriching environment for our members. Corporate partners are fundamental to the networking that ALPFA facilitates, helping ensure members are constantly increasing and expanding their networks for personal and professional growth and opportunity.

“In our firm, we talk about the importance of ‘focusing on what matters.’ Our relationship with ALPFA is one of those things that really matters to us. The partnership we have had over the years has been an important part of our journey to create a more diverse and inclusive environment, to help us gain new and different perspectives, to learn from others and to identify and recruit really talented people into our firm. ALPFA has also given us an avenue to give back and make an impact by sharing our knowledge and expertise and collaborating to make our firm and profession even better.”

Julie K. Wood
Chief People Officer
Crowe LLP

“Thousands of unique perspectives make up RSM, and every member of our team brings valuable insights to help our middle market clients – and one another – succeed. At RSM, we celebrate the differences of our people and encourage them to take ownership of their work and personal lives. Our 11 employee-led network groups (ENGs) help enable our people to do this. Our ¡HOLA! ENG is committed to providing its members with opportunities for mentorship, networking and business development. Our 10 additional ENGs provide similar opportunities for various other diverse groups at RSM – each leading to our people feeling ‘the power of being understood.’ We applaud our people for supporting RSM’s commitment to inclusion, and are proud to be a sponsor of this year’s ALPFA conference.”

Rich Caturano
Partner, National Leader of Culture
Diversity and Inclusion
RSM US LLP
It was an exciting year as the nominees for inclusion nearly doubled in ALPFA’s second annual 50 Most Powerful Latina in corporate America list. Fifteen women joined the list for the first time, including Jessica Alba, acclaimed actress and entrepreneur, at number 10. ALPFA’s media partner, Fortune Magazine published the list. Helping to amplify exposure of this important selection, People en Español and Latino Leaders magazines also published the list. This year’s list prioritized women leading large public companies with significant global operating roles, rather than c-level staff roles. It then ranked Latina women operating large private firms, and entrepreneurs who have successfully scaled their businesses into the middle market.

As we turn the corner and look ahead, we continue to expand opportunity and influence the future for Latinas in the U.S. to drive greater advancement and representation. We have exciting new entrepreneurship and financial empowerment programming, and powerful networks to help Latinas further hone their skills and leverage our platform to collaborate, inspire and drive change.

TOP 50 SELECTION CRITERIA:
• the size and importance of the woman’s business in the global economy
• the health and direction of the business
• the arc of the woman’s career – résumé and runway ahead
• their social and cultural influence

“ALPFA’s Most Powerful Latinas is a perfect example of female leadership of what Latinas can do and how we are able to break through those corporate barriers and hopefully open the door for many other Latinas to come in and build equally successful careers.”

Carolina Jannicelli
Head of the Law Firm Group,
Private Bank, J.P. Morgan
#38 2018 Most Powerful Latinas

JPMorgan Chase & Co.
Left to Right
Cynthia Hudson #14, Ofelia Melendrez #13, Bernadette Aulesta #12
2018 TOP 50 MOST POWERFUL LATINAS

Nina Vaca
Chairman and CEO
Pinnacle Group

Dr. Betty Uribe
Executive Vice President
California Bank & Trust

Dr. Veronica Muzquiz Edwards
CEO, InGenesis

Elise Vasquez-Warner
Vice President, Regional General Manager, Central Florida Walmart

Rosemary Rodriguez
Regional Vice President
Home Depot

Gina Orozco-Mejia
Vice President, Gas Distribution, Southern California Gas Company (SoCalGas) and San Diego Gas & Electric (SDG&E)

Maria Fernanda Mejia
Senior Vice President, Kellogg Company and President, Kellogg Latin America, Kellogg Company

Yvonne Garcia
SVP, Global Head of Client Solutions and Program Management Operations, Investment Manager Services, State Street

Ileana Musa
Managing Director, Morgan Stanley Private Bank, N.A International Wealth Management, Morgan Stanley

Jeannette A. Torres
MD Global Head of Investor Services, Alternative Investment Services BNY Mellon

Monica McManus
Vice President and Chief Information Officer, Rotary and Mission Systems, Lockheed Martin

Rosa M. Ramos-Kwok
Managing Director
Bank of America

Carolina Jannicelli
Head of the Law Firm Group, Private Bank J.P. Morgan

Michelle Freyre
President, U.S. Beauty Johnson & Johnson Consumer

Carolina Juan
Managing Director, Global Subsidiaries Group, Head of Latin America, Citi

Dorene C. Dominguez
CEO and Chairman
Vanir Group of Companies

Belinda Pestana
Partner and Regional Business Tax Services Leader EY

Karolyn Ferris
Managing Director, US Segment Head-Asset Servicing, Bank of New York Mellon

Yanela Frias
Senior Vice President and Head of Investment and Pension Solutions, Prudential Retirement

Christine Montenegro McGrath
Chief Well-being Sustainability, Public & Government Affairs Officer Mondeléz International

Carly Sanchez
Chief Strategy and Customer Service Officer Sleep Number

Anilú Vazquez-Ubarri
Chief Diversity Officer and Global Head of Talent Goldman Sachs

Magda Yrizarry
SVP Chief Talent and Diversity Officer Verizon

Roxanne E. Martinez
Senior Vice President Talent Officer-U.S. Consumer Markets Liberty Mutual Insurance

Nellie Borroto
Global Inclusion and Diversity MD Accenture
Sixteen years ago, four female members of ALPFA had a vision to create a platform to focus on the unique needs, skills, and sponsorship they felt Latinas needed to reach their full potential. Their work has helped Latinas secure more seats at the table and advance to senior leadership roles in corporate America. Latinas have increasing economic impact, drawing attention as a vital client segment in this country. They have made dramatic gains in education: college enrollment rates among female Hispanics now outpace both non-Hispanic whites and African-Americans.

The Women of ALPFA’s programming integrated with this year’s theme, “Financial Empowerment Without Boundaries,” and is delivered annually across 41 chapters, advancing a strategic agenda and building a legacy of Latina leadership. More than 50 percent of ALPFA members are Latina. For the past two years, ALPFA collaborated with Fortune Magazine to publish the 50 Most Powerful Latinas in corporate America, which draws attention to the impact and contributions of Latinas in business as well as socially and culturally.

47,496
OF ALPFA’S 80,000+ MEMBERS ARE LATINA
Ileana Musa
Chair, Women of ALPFA Committee
#34 Most Powerful Latina 2018
ALPFA CORPORATE PARTNER CHAMPIONS

JP MORGAN CHASE
JP Morgan Chase has been a longtime partner with ALPFA. In 2018, they not only supported the organization through their Platinum Sponsorship, but also supported the professional chapters in New York and Philadelphia. In the fall of 2018, JP Morgan Chase provided the host location for the NorthEast Fall Regional Student Symposium in their gorgeous facility in Brooklyn, New York.

RSM
RSM is always on the front lines in their support of ALPFA. Through their generous support in 2018, RSM supported convention and advanced the mission in several chapters, including Miami, Houston, Boston, Chicago, San Francisco, and Minneapolis.

BANK OF NEW YORK MELLON
BNY is a longtime partner and former Lead Partner of the 2015 ALPFA Convention. In 2018, BNY participated in the national convention and were the trailblazers in support of scholarships, providing $35,000 to our students.

JOHNSON & JOHNSON
Platinum sponsor Johnson & Johnson’s consistency over the years has provided many opportunities for our students in the rotational program. They made key hires that accelerated their Diversity & Inclusion goals and also the ALPFA mission.

DELOITTE
ALPFA introduced a technology competition that was powered by the Deloitte team, who was a host-level partner in 2018.
ALPFA NATIONAL SCHOLARSHIP PROGRAM

In the 2018 - 2019 school year, ALPFA Foundation awarded 44 scholarships totaling $134,000 to undergraduate, postgraduate and graduate students. Accounting, business, finance, and marketing majors made up the bulk of recipients’ majors, but also other majors included actuarial science, economics, engineering, and education. ALPFA’s scholarships are an important component of our support to students as they pursue their academic achievements.

ALPFA scholarships not only help financially, but the resources allow students to get a jumpstart on their careers while alleviating the financial burdens of the increasing costs of college.
2018 ALPFA SCHOLARSHIP RECIPIENTS

EY
Eva Hinsbi, Kennesaw State University
Nancy Lopez Rodriguez, Kansas State University
Kamilia Achi, Bradley University
Yulesina Hernandez, University of Houston - Main Campus

BNY MELLON
Juan Uriel Bolaños, Columbia University
Carlos Ortiz, Hofstra University
Maria Jacobo, Texas A&M International University
Kassandra Díaz, University of Illinois at Urbana Champaign
Margarita Buenrostro, University of Washington
Alexander Licea, Florida International University
Claudia Valverde Millan, Immaculata University
James Calle, Seton Hall University
Jennifer Vasquez, Lehman College

VASQUEZ & COMPANY
Anthony Silva, California State University, Los Angeles
Keisha Herrera, University of Southern California
Adrian Jurres, California State University of Long Beach
Julio Barrera, California State University Long Beach

ROBERT HALF INTERNATIONAL
Nurje Ammaic, Florida International University
Deisy Sanchez, University of Houston
Jennifer Mora-Amaya, St. John’s University
Janely Areche, University of Texas at Austin
Carmen Candelaria, Florida International University

ROBERT HALF INTERNATIONAL, WOMEN OF ALPFA
Claudia Saavedra, Rutgers University - Newark

KPMG
Alejandra Mojica, University of Idaho
Clarissa Fausto, University of Texas Rio Grande Valley
Katherine Mendoza, University of Texas at San Antonio
Ann Pavia, Rutgers University - Newark
Samuel Alban, University of Illinois at Urbana Champaign
Edda Cuello, Monroe College

PwC
Felix Saucedo, Kennesaw State University
Vanessa Renteria, Bradley University

KELLOGG’S
Vilmarie Ocasio, Coastal Carolina University

GOLDMAN SACHS
Liliana Lozano, University of Texas at Austin
Mathew Reyes, University of California, Riverside
Ana Patino, Wingate University

TOYOTA
Ambar Romero, Bentley University
Nathaly Lezama, Baruch College
Meybelin Barrera, Seminole State College
Christian Rodriguez, Lawrence University
Zachary DeLaRosa, University of North Carolina at Chapel Hill
Arely Leija, University of Houston
Allison Quintanilla Plattsmie, Trevecca Nazarene University
Angelica Moreno Rincon, San Jose State University

JOSEPH & SUSAN KOSINSKI
Alexis Alvarez, University of Illinois at Urbana Champaign
In 2018, ALPFA leadership continued to extend the financial stability of the organization by increasing sales and evaluating all expenses, including reducing debt from $1.5M to $650K at the end of the year. Through these efforts, ALPFA has continued the trend of growing net income for the past 3 years.

ALPFA continued its partnership with Consero Global in 2018 as its finance and accounting support function, reducing costs while adding support for financial planning and analysis, allowing the organization to learn more about its operations. The cloud-based platform provided by Consero Global is continuously leveraged by its national governance team to provide real-time transparency and knowledge of the financial status of the organization helping make decisions quickly.

In 2018, ALPFA’s major sources of revenue were corporate contributions and membership fees. ALPFA follows the accrual method of accounting, whereby revenues are recognized when earned and expenses are recognized when incurred.
Change in Net Assets for Operations = $1,173,443

The above information was extracted from ALPFA’s 2018 Audited Financial Statements prepared by the accounting firm Moss Adams; financials can be downloaded at alpfa.org.