The Power of Leadership: Creating Connections, Transforming Lives

2017 Annual Report
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Our Vision

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 with chapters in the U.S. and Puerto Rico. ALPFA has grown from 10,000 to over 83,000 members in the last three years, with the goal of 100,000 members by 2018; our vision is to welcome one million members into our ALPFAmilia and grow to $50 million in annual revenue. We are committed to empowering and developing Latino men and women as leaders of character for the nation with a focus on business, finance, accounting, and technology.

Core Values

- **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.
Our Purpose

ALPFA’s purpose is connecting 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 programs.

Professional and Student Chapters
ALPFA chapters offer local programs and events throughout the year. With 45 professional chapters, and 160 student chapters, Latinos across the nation are able to take advantage of opportunities to serve on local boards and committees; develop leadership, management, and team building skills; and more.

50 Most Powerful Latinas
A first of its kind, through our groundbreaking partnership with Fortune Magazine and Columbia University, ALPFA developed the Most Powerful Latinas in corporate America list, drawing attention to the impact and contributions of Latinas. This initiative is building a legacy and developing the next generation of Latina leaders, and has already helped 7 women become board members in Fortune 1000 boards.

Women of ALPFA
Women of ALPFA (WOA) is dedicated to the professional success of Latina women. This program aims to provide professional Latinas with the tools and road maps to strengthen their leadership and management skills, fostering both their professional and personal growth. ALPFA offers training through a professional development curriculum and exposure to senior leaders through networking and mentoring opportunities.

ALPFA’s National Scholarship Program
ALPFA is committed to supporting educational advancement, and with the help of scholarship partners, has been able to support members in their scholastic endeavors. The ALPFA National Scholarship Program has been instrumental in transforming the lives of young Latino students and shaping their success.

National Strategic Partnerships

Girl Scouts: Through the Girl Scouts proven, one-of-a-kind program – the Girl Scout Leadership Experience – girls discover who they are, where their talents lie, and what they care about most. ALPFA volunteers are proud to serve as role models and mentors who transform the lives of young girls through Girl Scouts programs.

Junior Achievement (JA): ALPFA and JA have partnered to work towards the shared goal of preparing America’s youth to be work-ready and providing them with a valuable means to explore career opportunities, entrepreneurship, and become financially literate through hands-on programs.

Columbia University and Fortune Magazine: ALPFA is proud to partner with Columbia University, a top business school in the U.S, and Fortune, the global leader in business journalism. These partnerships created transformational initiatives to increase awareness of the importance of Latinos in the workplace and are instrumental in providing professional development of ALPFA members.

In 2017, ALPFA established a partnership with Predictive Index (PI) and began to study the use of behavioral analytics and artificial intelligence to help student and professional members discover their purpose, and align their purpose and passion to their profession.

The PI insights combined with ALPFA’s programs will help thousands of underprivileged, but highly accomplished, students with career readiness, mentoring, and securing full-time employment.
ALPFAmilia: Transformational Roadmap

The ALPFA transformational roadmap creates a lifelong impact for both students and professionals by connecting them with mentors to build their network and corporate partners who are seeking top Latino talent. ALPFA also provides tools to connect purpose with passion by offering exposure to top-tier firms and fostering relationships between local chapters and valued partners.

ALPFA transforms the lives of its members by creating an environment that supports long-term career growth, while providing a network that supports personal growth as well - all with a commitment to giving back to the community.
A message from ALPFA CEO Charlie Garcia

It has been a honor to lead ALPFA the past three years during this time of tremendous change, growth and impact. The leadership team has worked strategically to evolve ALPFA into a force of power and excellence, strengthening the Latino voice and influence at all levels. From introducing new programs, such as the innovative and groundbreaking 50 Most Powerful Latinas in corporate America with Fortune Magazine and Columbia University, to preparing students for robust career paths, expanding the reach of the student regional symposiums, increasing membership by the thousands, beginning our digital transformation to create a vibrant online community for our growing membership, creating stronger professional chapter leaders, opening more doors to advance careers, forging new partnerships, to improving ALPFA’s financial stability.

We focus on both the personal and professional development of our members, bringing to life the value of aligning career with passion and purpose. We did this all while creating stronger connections with corporate stakeholders, resulting in more meaningful initiatives and ultimately better opportunities for ALPFA Members.

While we have great accomplishments behind us, we have even greater work ahead as we continue to challenge corporate America to include Latinos at the highest levels of leadership, recognizing our enormous contributions to society. We will continue to seek innovative ways to use technology as we drive our digital transformation, to engage our membership faster, to provide instant access to knowledge, and to use behavior analytics and artificial intelligence to capture the behavioral data that matters.

As I evaluate the impact of ALPFA’s work in 2017, I am most proud to have launched the 50 Most Powerful Latinas in corporate America with Fortune Magazine and Columbia University. This initiative brought forward new partnerships and an unprecedented level of recognition for the accomplished Latinas on the list. As a result of producing this list, seven Latinas were invited to sit on Fortune 1000 boards.

ALPFA is transforming lives and living our purpose. We are committed to connecting Latinos for impact in everything we do. Latinos are truly the lifeblood of America’s future.

Charlie Garcia
Chief Executive Officer

“We focus on both the personal and professional development of our members, bringing to life the value of aligning career with passion and purpose.”
ALPFA Team

Charlie Garcia
Chief Executive Officer

Migdalia Diaz
Chief Operating Officer

Verna Greer
Executive Vice President

Raymond Arroyo
Chief Growth Officer

Selene Benavides
Chief Financial Officer

Damian Rivera
Chief Digital Officer

Luis Vargas
Chief Marketing Officer

David Peña
President, Colleges & Universities

Julio Carbonell
Chief Information Officer

Emma Ocampo
Convention Management

Raul Audelo
Vice President, Digital Engagement

Ann Marquez
Vice President, Strategic Partnerships

Katie Schlomann
Vice President, Membership

Pavel Payano
Director of Chapter Operations, Boston Chapter

Carlos Perez
Creative Director

Fernanda Pinto
Executive Assistant & HR Director

Kabir Chopra
Master Storyteller

Jonathan Cifuentes
IT Project Manager
A message from ALPFA
Chairwoman Yvonne Garcia

I have the great privilege of serving as chairwoman of ALPFA and have been committed to living our organizational purpose by bringing more attention to youth and education, creating powerful connections for both students and professionals, all while working diligently to positively impact the lives of our members through personal development and professional opportunity. As I reflect on the meaningful accomplishments of ALPFA in 2017, I realize just how much of a transformational journey we have been on.

I had the incredible experience of bearing witness to the launch of ALPFA’s most innovative initiative, the 50 Most Powerful Latinas, along with the honor of being included in this esteemed group. ALPFA screened hundreds of accomplished Latinas and brought an entirely new level of awareness to just how much talent currently exists. I am so proud of this new program as I will get to see the cascading waves of transformational change this list will have on corporate America in the decades to come. We are closer to the country’s top C-Suite executives than we have ever been, bringing the ALPFA vision and purpose to life in a measurable way.

ALPFA’s future is truly exciting as we continue to launch groundbreaking programs and function at a higher performance level year over year. I have witnessed the power of our ALPFAmilia, watching members, with a network and genuine support, take on a new challenge or pursue a dream. ALPFA is the organization that fully values, engages and invests in Latino students and professionals, focusing on the multidimensional people we are, honoring the traditions of our culture, while also recognizing our talent and ambition. We are now better educated, technologically innovative, and the fastest growing segment of the population, making us more relevant than ever before. This is the new Latino paradigm. I could not be more proud of our achievements and the continued advancements I know we will make in the coming years.

“I have witnessed the power of our ALPFAmilia, watching members, with a network and genuine support, take on a new challenge or pursue a dream.”

Yvonne Garcia
Chairwoman, Board of Directors
2017 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
CNI 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

George A. Vega
Board Director
Chief Technology Officer
Senior Vice President
Transamerica
Corporate Advisory Board

Ileana Musa
Managing Director
Head of Global Client Segment & Strategy
Merrill Lynch Wealth Management

Manny Fernandez
Office Managing Partner
KPMG LLP

Karl Gouverneur
VP and Chief Technology Officer
Northwestern Mutual

Joseph Kosinski
Member, Diversity Advisory Council
Illinois CPA Society

Louis Maiuri
EVP Global Exchange/Global Markets
State Street

Joe Mella
COS - Finance Division
Goldman Sachs

Kaplan Mobrauy
Preeminent Leadership Coach
and Motivation Expert,
Kaplan Mobrauy Inc.

Hugo Chaviano, Esq.
Chief Legal Advisor & Consultant
& US Energy Leader
Chicago, Illinois

Ravi Rao
Head of Capital Markets
Hexaware

Svetlana Mostovsky
VP, Development Catalyst

Jorge Ortega
EVP, Managing Director
Burson-Marsteller

Federico Papa
Managing Director Head of U.S.
Global Banking & Markets,
Santander Bank NA

Arturo Perez
Financial Industries Group Principal
A.T. Kearney

Eva Seijido
Partner, M&A Transaction Services
Deloitte Tax LLP

Eduardo Tobon
Leadership Advisor & Consultant
Spencer Stuart

Ken Bouyer
Americas Director of Inclusiveness Recruiting
Ernst & Young LLP

Gilbert Vasquez
Managing Partner & Founder
Vasquez & Company, LLP

Maria Villanueva Sessions
Director of Compliance
Zimmer Biomet

Tony Curtis
Principal, Global Pricing Services U.S.Transfer
Pricing Consumer Markets Sector Leader
PricewaterhouseCoopers LLP

Niloufar Molav
Energy, Utilities, and Mining Co-leader
Global and US Energy Leader
PricewaterhouseCoopers LLP

Hector Tundidor
Miami Managing Partner & Transaction
Advisory Services Leader
Ernst & Young LLP
Professional Chapters

Transformational professional development and career-building opportunities are the focus of ALPFA activities for Latino professionals. The ALPFA professional chapters offer local programs and events throughout the year designed to create powerful Latino leaders through the development of management skills, team building, presentation and public speaking, and mentoring. Although each chapter has support at the national level, they also manage their local programming independently, including sponsorships, scholarships, CPE sessions, student workshops, mixers, mentoring, internships and job postings. Professional chapter leaders and members create connections throughout their community resulting in greater opportunity for all.
"I had hit a crossroads in my career. I wasn’t sure which way I was going to go. I went to a mixer at the convention, talked to another convention friend, and by the end of our conversation, I had an appointment with the recruiter at his company, JPMorgan. Within two weeks of leaving convention, I was a JPMorgan employee, and that was all due to my ALPFAmilia - us caring about each other and wanting to see each other do well."

– Carlos Cotto, President
ALPFA Delaware

Professional Chapter Events:
Connections, Development, Growth

"I became the treasurer for the ALPFA chapter in San Antonio. I started doing office visits, putting myself in that uncomfortable-zone where I was leading things as the treasurer and putting myself out there, and in front of businesses, in front of my dream employer. Then sure enough, Deloitte saw the potential in me and I’ve been here for six years now."

– Edgar Rosillo, Executive Vice President
ALPFA Dallas Fort Worth
Student Chapters

The 160 ALPFA student chapters in the U.S. and Puerto Rico directly benefit young adults in their professional development and are key contributors to the continuing growth and evolution of the organization. University chapters give students the necessary opportunities to gain valuable internships and employment, while the elite ALPFA network allows students to be in direct contact with corporate partners.

Regionally, ALPFA hosts six Collegiate Symposia a year to build relationships between sponsors, partners and students. These opportunities have transformed the lives of the next generation of Latino Americans through professional development. ALPFA prides itself in serving as a catalyst for members to connect with peers and decision makers in corporate America. The organization understands that a professionally diverse workforce is valuable and imperative and is committed to bringing the best resources to student chapters.
Student Regional Symposiums

In 2017, ALPFA hosted six regional symposiums throughout the United States. These events create connections for student and professional chapters in the region, giving them an opportunity to build relationships that can lead to internships and full-time positions through ALPFA’s expansive network. The regional symposiums also provide an array of engaging workshops led by industry professionals, strengthening necessary skills such as interviewing and effective communication, and preparing the next generation of powerful Latino leaders.

“ALPFA is one of the key ways that students get to meet and interact with recruiters from big companies such as PwC, KPMG, Deloitte and EY.”

– Luz Davila
ALPFA Nova Southeastern University
2017 Annual Convention

ALPFA’s signature event, the Annual Convention, was held in Las Vegas, Nevada at Caesars Palace August 6-10. The yearly summit brings the ALPFAmilia community together, and is a transformational experience for students and professionals alike, creating life-changing connections, receiving support from professional members, and learning from national leaders and inspiring keynote speakers.
2017 Annual Membership Meeting

The Annual Membership meeting is the largest gathering of ALPFA stakeholders and is held every year in late summer during the Annual Convention. This assembly is where decisions by the membership are formalized, incoming board of directors are affirmed and outstanding contributions to ALPFA are recognized through various formal award presentations. The membership receives reports from the CEO, Board Chair and Executive Committee and formalizes the actions taken by the National Board during the prior year.
The Power of Leadership: Creating Connections, Transforming Lives

2017 Convention Partners

LEAD
- RSM

HOST
- EY
- KPMG
- PwC
- State Street

PLATINUM
- Bank of America
- Deloitte
- Johnson & Johnson
- JPMorgan Chase & Co
- Northwestern Mutual

LEAD EMERITUS PARTNERS
- Walmart
- BNY Mellon

GOLD
- Boeing
- Coca-Cola
- Crowe Horwath
- FCA
- Nationwide
- Liberty Mutual
- USAA
- Toyota

SILVER
- Abbott
- Accenture
- Aetna
- AICPA
- Altria
- Ameriprise Financial
- IBM
- Bloomberg
- Cisco
- Comcast-NBC Universal
- Deloitte
- FDIC
- Goldman Sachs
- IBM
- Microsoft
- Moody’s
- Morgan Stanley
- PNC
- Prudential
- UBS

UNIVERSITIES • GOVERNMENT • NON PROFIT • CAREER FAIR • PARTICIPANTS

MEDIA PARTNERS
- Hispanic
- Leaders
- Latina Style

“My first convention was in Dallas, Texas where I received four offers from four different companies. In this convention in Las Vegas I received my full-time offer from JPMorgan. I am very thankful to ALPFA for giving me this opportunity.”

– Luciane Lazzari
ALPFA Rutgers University

“ALPFA has impacted my career in many ways. The number one reason is that I was able to build a lot of strong connections, I was able to network with a lot of EY professionals at the convention and I met so many professionals that gave me advice and guidance on how I can succeed.”

– Jairam Dookoo
ALPFA Queens College
ALPFA Solutions

ALPFA Solutions was created to deliver relevant and innovative leadership development services and programs that empower Latino leaders across the U.S. and allow ALPFA’s corporate partners to fully address the unique professional development needs of their Latino employees. Through this program, Latinos are better equipped to deliver greater value for their companies, our nation and society at large.

Focused on professional Latinos in corporate America from entry-level to executive-level positions, ALPFA Solutions currently has 12 programs for corporate partners to choose from, each one developed to uniquely address the challenges faced by ALPFA’s corporate partners. To date, more than 5,000 Latino professionals have participated in at least one ALPFA Solutions program.

The long-term strategy is for ALPFA Solutions to become a part of our digital transformation and to expand the programming both in person and online, with the goal of delivering 100 programs per year, helping an estimated 3,000 Latino professionals develop the skills needed to progress in their careers and become powerful leaders.

Programs and Services

- Women of ALPFA
- ERG Transformation
- High-Performing Leadership
- Executive Presence
- Transforming Managers Into Extraordinary Leaders
- Cultural Competency for Global Managers, Teams and Expatriates
- Change Management
- IT Management
- Mastering Your EQ
- Preparing Millennials for Success
- Upgrading Your Presentation Skills
- Collective Team Performance
50 Most Powerful Latinas

ALPFA is proud to have launched its inaugural list of 50 Most Powerful Latinas in corporate America in 2017 with influential partners, Fortune Magazine and Columbia University. This groundbreaking initiative is a pivotal example of how recognition and connections can help transform lives and showcase successful professional leaders across a variety of industries. This list of accomplished women strengthens the individual and collective power of Latinas, helping reduce systemic barriers that often and subtly exist in organizational structures, and bringing national attention to their growing success. New partnerships with companies such as Fortune and Columbia University have expanded ALPFA’s reach and visibility, fostering the development of the next generation of Latinas in business. By hosting events nationwide, ALPFA connects these powerful businesswomen with all ALPFA members. The 50 Most Powerful Latinas list will be updated and presented annually, serving as a platform to continue this first group’s legacy and amplify their voices to inspire the next generation of women and beyond.

ALPFA is very thankful for the companies who swiftly committed to partner with this innovative program before the names were released, demonstrating their full support for the 50 Most Powerful Latinas in corporate America.

The one-day event hosted 150 highly influential executives who run Fortune 500 companies, departments, private firms and impressive entrepreneurs leading global companies.
Top 50 Most Powerful Latinas

Geisha Williams
CEO and President, PG&E

Maria Castañón Moats
Vice Chair – U.S. and Mexico Assurance Leader, PwC

Gabriela (Gabby)
Franco Parcella
Chairman, President and CEO, Mellon Capital (BNY Mellon Corp.)

Grace Puma
SVP, Chief Supply Officer, PepsiCo

Adriana Cisneros
CEO, Cisneros

Sonia Dulá
Vice Chairman, Latin America Bank of America

Ofelia Melendrez
U.S. VP and General Manager, Southern California Region McDonald's USA

Myrna Solo
SVP & Global Chief Information Security Officer, Comcast

Gisel Ruiz
EVP and COO, Sam’s Club

Aleida Rios
VP of Operations, BP Gulf of Mexico

“...I’d like to commend ALPFA for this very important effort, I’m always encouraged by efforts to advance women and celebrate diversity in the workplace. I believe deeply that diverse and inclusive environments drive the best business results.”

– Mary Dillon
CEO, Ulta Beauty
Top 50 Most Powerful Latinas

Nina Vaca
President and CEO, Pinnacle Group

Maria Elena Lagomasino
CEO and Managing Partner, WE family offices

Maria Sastre
President and COO, Signature Flight Support

Kim Rivera
Chief Legal Officer and General Counsel, HP Inc.

Dorene Dominguez
Chairman, President and CEO, Vanir Group of Companies

Yvonne Garcia
Global Head of Client Solutions and PMO, State Street Corporation

Rosa M. Ramos-Kwok
Managing Director of Consumer and Shared Services Operations Technology, Bank of America

Claudia Puig
SVP and General Manager of Local Media, Univision Communications Inc.

Carolina Jannicelli
Managing Director, JPMorgan Chase

Yanela C. Frias
SVP and Head of Prudential Retirement’s Structured Settlements, Prudential Financial

“I’m honored to be considered for the Most Powerful Latinas list. I look forward to an amazing program and to network with many of the most powerful corporate Latinas.”

– Maria Castaño Moats
PwC, US Assurance and Audit Leader
#2 Most Powerful Latina 2017

Ileana Musa
Managing Director Global Client Segment & Strategy Executive, Bank of America

Betty Uribe
Executive Vice President, California Bank & Trust

Carmen Nava
Senior Vice President, Premium Care, AT&T

Laurene Gandolfo
EVP, Home Private Brands, Macy’s

Belinda Pestana
Partner and Regional Business Tax Services Leader, EY

Beatriz Perez
Chief Sustainability Officer, SVP Global Partnerships, Assets, Innovation, Licensing and Retail, Coca Cola

Christine Montenegro McGrath
VP Global Sustainability, Well-being, Government, and Public Affairs, Mondelēz International

Elisa Garcia
Chief Legal Officer, Macy’s

Gloria Santona
Former EVP, General Counsel and Secretary, McDonald’s

Ana Pinczuk
Senior Vice President, HPE Pointnext Services
Top 50 Most Powerful Latinas

Jacqueline Hernandez  
CMO, Hispanic Enterprises & Content NBCUniversal (Comcast)

Monica McManus  
VP of Applications and CIO, Enterprise Operations, Lockheed Martin Corporation

Deirdre Connelly  
Former President, North American Pharmaceuticals, GlaxoSmithKline

Grace Lieblein  
Former VP of Global Quality, General Motors

Monica Lozano  
Former CEO of La Opinión and ImpreMedia

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

Carly Sanchez  
EVP, Head of Talent Acquisition, Strategy & Delivery, Wells Fargo

Roxanne Martinez  
SVP and Chief Talent Officer and SVP Talent Acquisition, Liberty Mutual Insurance

Nellie Borroto  
Managing Director Global D&I, Accenture

Deborah Rosado Shaw  
SVP Chief Global Diversity and Engagement Officer, PepsiCo

Top 50 Selection Criteria

1. The size and importance of the woman’s business in the global economy

2. The health and direction of the business

3. The arc of the woman’s career – résumé and runway ahead

4. Their social and cultural influence
Women of ALPFA (WOA) is specifically dedicated to the personal and professional success of Latinas and provides a unique opportunity for Latinas to connect and support each other through targeted programs, training, and exposure to senior leaders via networking and mentoring opportunities. ALPFA prides itself on engaging female membership and encourages Latina professionals to mentor student members. While ALPFA student membership is 48% male and 52% female, Latinas continue to be underrepresented in the corporate sector, particularly in senior leadership positions. There are different challenges for Latinas when navigating the workplace, and the ability to have guidance and mentorship by working professionals is an invaluable opportunity.

In 2017, with the theme, “The Roadmap to Power,” WOA celebrated 15 years of transforming the lives of Latinas by focusing on personal development in leadership and management skills needed for future advancement. In recent years, Latinas have made dramatic gains: college enrollment rates among female Hispanics graduating from high school now outpace both non-Hispanic whites and African-Americans, and the number of Latinas in Senior Executive roles in Fortune 500 companies has grown exponentially. We are proud of our progress, but there is still more work to be done. The Women of ALPFA will continue to support and mentor each other to pave the way for Latinas in the U.S.
ALPFA Corporate Partner Highlights

Corporate partners play an essential role in the success and financial growth of ALPFA. By supporting ALPFA programs, scholarships, the annual convention and more, these 157 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 environment that is enriching for members. Corporate partners are fundamental contributors to the networking that ALPFA facilitates, helping ensure members are constantly increasing and expanding their networks for personal and professional growth and opportunity.

"RSM works with diverse organizations in its quest to achieve the best and most diverse culture and workplace. One of the key organizations is ALPFA."

Joe Adams
CEO and
Managing Partner
RSM

"EY has learned a lot about diversity and the Latino Community through its relationship with the Association of Latino Professionals for America – ALPFA."

Steve Howe
US Chairman & Americas
Managing Partner
EY
ALPFA’s Corporate Partner Champions

ALPFA demonstrates unique value and purpose to corporate America resulting in year over year increases and growth across many industries. Whether it is increasing the pipeline of diverse talent, enhancing the companies' brand recognition as an 'Employer of Choice' or partnering to highlight the significant contributions Latino business professionals are making every day, ALPFA values its corporate partners for their financial support and their presence in our organization at the local, regional and national levels.

Each year, a few corporate partners go above and beyond in their support and commitment to ALPFA and our members. We are very proud to say, we had a number of strong corporate champions in 2017. ALPFA extends special thanks to the following companies for their significant contributions and good corporate citizenry throughout 2017:

**RSM** served as our Lead Partner for the 2017 Convention in Las Vegas, NV and was a local partner with 12 of our professional chapters across the country. **EY** continues to be the top national sponsor of ALPFA overall and again served as Associate Sponsor of the 2017 Scholarship Luncheon. Increasing its support for the second year in a row, **JP Morgan Chase** has been a lead supporter of ALPFA’s Veterans Initiative. 2017 was also a year when **Johnson & Johnson** returned to the ALPFAmilia with increased support at the local and national levels. **Bloomberg** became the first FinTech company to sign on as a national partner which has opened the door for ALPFA to explore development of a technology track for its 2018 Convention. **Bank of New York Mellon**, a long-time partner at the national and local level, also contributed to the scholarship program at the highest dollar amount ever by one company in a single year.

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**Special Partner Recognition**

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**Elizabeth Diep**
Partner, Asset & Wealth Management Practice, PwC
Celebrating twenty years with the ALPFAmilia, from college to board of directors

**Ted Acosta**
Americas Vice Chair – Risk Management, EY
Named ALPFA’s 2017 Executive of the Year

**Carolina Jannicelli**
Managing Director, JPMorgan Chase
Recognized on 2017 Most Powerful Latinas List (#29)
ALPFA National Scholarship Program

While preparing and connecting Latino students is part of ALPFA’s core values, supporting the educational endeavors of Latino students is what changes lives and opens doors to career opportunities and successful futures. Since 2005, ALPFA has awarded over $1.4 million in scholarships to 578 exemplary students from across the United States.

To celebrate the successful and inspiring stories of the ALPFA scholarship recipients, ALPFA brings together student members during the Annual National ALPFA Convention. The pool of possible recipients for scholarship dollars is very competitive with 29 percent of ALPFA student members having a 3.75+ GPA, and 90 percent having a 3.0+ GPA.

Support for such a robust scholarship program cannot be achieved without the financial underwriting of over 157 national corporate partners such as; KPMG, EY, Deloitte, BNY Mellon and private donors such as ALPFA founder Gil Vasquez. As ALPFA continues to grow, we hope to provide more resources to support these exceptional candidates and powerful young leaders.

Partners that Made This Possible

“A’m very humbled and honored to have received the Robert Half, Women of ALPFA Scholarship this year and I also had the privilege of participating in the KPMG case study competition. ALPFA has played a vital role in helping me build and develop my professional network.”

– Sahara Rodriguez
Grad Student, University of Texas at Austin
# 2017 Scholarship Recipients

## AICPA Scholarship
Allison Moreno, Texas Tech University
Laura Alvarado, Cal State University Los Angeles

## BNY Mellon Scholarship
Jasmine Guzmán, University of Illinois Urbana Champaign
José Esparza, University of Central Florida
Ambar Romero, Bentley University
Keith Pena-Villa, University of Texas at El Paso
Ana Aguayo, University of Arkansas
Ardiana Tuci, Monroe College
Vania Beltran, University of Maryland College Park
Maria Alejandra Cardenas, University of Washington, Seattle

## E&Y Scholarship
Madelyne Rodriguez, Coastal Carolina University
Lizette Ochoa, New Mexico State
Selina Morales, Cal State University Los Angeles
Kevin Ortiz, University of Central Florida

## KPMG Scholarship
Luis Mercado, West Texas A&M
Eddie Flores, University of California San Francisco
Pablo Duran, Baruch College
Cesar Muniz, University of Houston

## PwC Scholarship
Jenny Molina, Mt Saint Mary’s Los Angeles
Michelle Davis, Southern Methodist University

## Robert Half Scholarship
Debbie Mata, University of Texas Rio Grande Valley
Stephanie Castro, University of Massachusetts - Amherst
José Bojorquez Moya, University of San Diego
Sandy Hernández, Northern Illinois University
Neidelyn Pina, Rutgers University
Felix Saucedo, Kennesaw State University

## Synchrony Financial Scholarship
Hugo Rodriguez, University of Texas at El Paso
Génesis Tejeda, State University of New York at Albany
2017 ALPFA National Partners
National Strategic Partnerships
Fortune Magazine

New in 2017, ALPFA partnered with Fortune Magazine and Columbia University to publish the list of the 50 Most Powerful Latinas in corporate America and launch an all-day summit for the 50 Most Powerful Latinas. This groundbreaking list showcased accomplished, executive women in a way that had never been done before, highlighting impressive Latina leaders around the country.
National Strategic Partnerships
Columbia University

ALPFA’s educational partnership with Columbia University is instrumental in both the transformational development of our members, at the intersection of academia and practice with a focus in technology and finance, and the advancement of Latina women in the workplace.

Columbia University’s Advanced Projects and Applied Research in Fintech (APAR) division has developed executive and educational summits highly accessible for those who may lack a technology or engineering background. APAR is led by Professor Robert Farrokhnia, a recipient of the Dean’s Award for Teaching Excellence, and provides ALPFA members with select seating in courses including:

✓ Artificial Intelligence and Machine Learning Demystified
✓ Quantum Computing for Non-Techies
✓ Cybersecurity Demystified
✓ Blockchain, Cryptocurrencies, & Digital Tokens Demystified, taught by award-winning Professor Farrokhnia and available to ALPFA’s premium members on the ALPFA website free of cost.

Additionally, Columbia University generously hosted the first 50 Most Powerful Latinas in corporate America Summit. This event created connections between influential Latinos across all sectors for a premier national celebration. ALPFA members and corporate partners were brought together to network, raise awareness of Latinos, and to support ALPFA’s purpose.
National Strategic Partnerships
Girl Scouts of the USA

ALPFA and the Girl Scouts of the USA launched a partnership in the fall of 2017, announcing a pilot program in 10 select cities across the country to engage and promote Latina participation in Girl Scouts and to increase the number of Latinas in troop leader positions. ALPFA CEO, Charlie Garcia, was also elected to the national board of directors. Charlie’s leadership of ALPFA and his accomplishments as a social entrepreneur resulted in this respected placement.

Currently, of the 2.6 million Girl Scout members and volunteers, only 12 percent are Latina girl members and six percent are Latina adult members, which translates to significant possibilities for ALPFA to positively increase these numbers. ALPFA Latina members have a unique opportunity to create connections and transform lives by giving back to their community and serving as role models and inspiration for the next generation of Latinas.

“What Girl Scouts does is it turns girl potential through our programs and our volunteers into amazing human capital. What we realized is that there are a lot of ALPFA members that are so driven to give back, to volunteer, to help the rising generation.”

– Sylvia Acevedo
CEO, Girl Scouts of the USA
National Strategic Partnerships
Junior Achievement

Junior Achievement (JA) and ALPFA announced an alliance that stands to greatly impact key growth areas for both organizations by simply strategically supporting each other’s missions. JA and ALPFA are dedicated to connecting industry leaders to today’s youth. Each year, more than 220,000 professionals volunteer to teach JA programs, and this partnership will help JA bring ALPFA’s powerful, Latino role models into the lives of young people while increasing the number of students that can be taught JA’s world-class programs.

With an expansive membership of 4.8 million K-12 students, Junior Achievement’s partnership has helped expand ALPFA’s reach nationwide, increasing program volunteers within ALPFA, as well as increasing Latino leadership within Junior Achievement boards of directors. JA and ALPFA will pilot this initiative in 13 markets across the country.

As a significant element of the partnership, ALPFA’s CEO Charlie García was elected to the JA national board. ALPFA is the first nonprofit invited to the JA board in 100 years.

Pilot Cities for Junior Achievement

- Seattle
- Twin Cities
- Chicago
- New York
- New Jersey
- Hartford
- Boston
- Dallas
- Atlanta
- Orlando
- Miami
- Tampa
- Houston

1.2 Million are Latino or Hispanic Heritage in JA Programs

4.8 Million
K-12 Student Members

Over 220,000
Business Professionals Volunteer
ALPFA Consolidated Financials
For the Year Ended December 31, 2017

Advancing the strategy set in 2014, ALPFA leadership continued to stabilize its finances through several bold initiatives to reduce expenses, renegotiate debt and increase transparency, decreasing debt from $5M to $1.5M. Through these initiatives, ALPFA has experienced net income the past two years.

ALPFA partnered with top finance and accounting firms to make the most impactful decisions including outsourcing its finance department to Consero Global, eliminating $200K in annual costs by removing the internal finance team; renegotiating all its major debt into 4-5 year, no-interest loans and working with a new accounting partner, Moss Adams (a top 12 accounting firm) to deleverage its balance sheet, resulting in clean audits since 2015, and increased transparency by making all financial data available in real time via a cloud-based platform.

In 2017, 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.

The financial statement presentation follows the recommendations of the Financial Accounting Standards Board in its Statement of Financial Accounting Standards (SFAS) No.117, Financial Statements for Not-for-Profit Organizations. Under SFAS No.117, the association is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets.

Funding that is restricted by the donor is reported as an increase in temporarily or permanently restricted net assets, depending on the nature of the restriction. When a time restriction expires or a purpose restriction is met, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions.
Revenue and Support

General Sponsorships
$3,503,879

Event Registrations
$1,253,026

Membership Dues
$163,353

Career Center and Other Income
$126,309

Scholarships Contributions
$96,375

Contributions in-kind
$116,730

Total Revenue and Support
$5,259,672

Expenses

Program Services
$2,328,025

Management and Supporting Services
$2,135,326

Total Expenses
$4,463,351

Change in Net Assets for Operations = $796,321

The above information was extracted from ALPFA’s 2017 Audited Financial Statements prepared by the accounting firm Moss Adams; financials can be downloaded at alpfa.org/financials
The Power of the ALPFAmilia

Maricela Laines Crus is the 2017 Daniel Zamora National Student of the Year with a long history of dedication to her family, church and education; and now, her ALPFAmilia.

Maricela earned her Bachelor’s degree with honors in Accounting at Monroe College and has now enrolled at the King Graduate School at Monroe College for a Master’s degree. While in college full-time at Monroe, Maricela served as Treasurer and now President of her ALPFA Student Chapter for the past year, all while maintaining a 3.9 GPA. Additionally, Maricela completed an internship at PwC as a Start Intern, and was extended a second offer for the Advanced Internship Program with the Assurance practice in 2018.

When Maricela was asked what ALPFA has given her, she answered confidently, “ALPFA has given me opportunity.” Maricela is the perfect example of the power of leadership and how connections can transform lives.

ALPFA is very proud to honor Maricela with this distinguished award.

“I’ve built relationships with not only my professors, but with other members. We have a family connection that I know in the long run, I will keep.”

Maricela Laines Crus
President, ALPFA Student Chapter - New York, 2017
Daniel Zamora National Student of the Year