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STUDY: IMPROVEMENT IN MINORITY EDUCATION CAN LIFT ECONOMY

If the United States's education system would increase its rate of minority high school graduates to match that of Anglos, national economic health would improve significantly, according to a study released this week by the Alliance for Excellent Education.

"Demography as Destiny: How America Can Build a Better Future" states that "because the country's economic strength is inextricably tied to the level of education of its

citizens, American high schools must significantly increase the percentage of minority students who receive a high school diploma or risk weathering the nation's economic condition."

The Alliance for Excellent Education describes itself as a Washington-based policy, research, and advocacy organization that works to make every child a graduate, prepared for post-secondary education and success in life.

FORMER NIKE EXEC PEREZ TAKES WRIGLEY POST



In October, William Perez, the former CEO of household goods maker S.C. Johnson and for a while of footwear giant Nike, became the first non-family member to head chewing gum maker Wm. Wrigley Jr. Co.

The surprise announcement by Bill Wrigley Jr., who stepped down as president and chief executive to clear the way for Mr. Perez, was welcomed on Wall Street. Mr. Wrigley, 43, will take a new role as executive chairman, while Mr. Perez, 59, will also take a seat on the board of directors.

Mr. Perez spent a total of 34 years at S.C. Johnson, which, like Wrigley, was a family business, although a privately held one. He started as a sales rep in 1970 and rose to be CEO from 1996 until 2004, when he accepted the CEO and president spot at the much higher-profile Nike. His tenure there was short and sour, and he left in January with an \$8 million severance package after reported personality clashes with Nike founder Philip Knight.

His departure shook up the Hispanic C-level community — he was one of only three Hispanics serving as CEO of a *Fortune* 500 company.

QUEPASA GETS LIFT, GOES TO NASDAQ

The once-struggling Internet portal Quepasa Corp. has received a \$10 million shot in the arm from another up-and-coming Web-focused property, Mexicans and Americans Trading Together Inc., or MATT Biz. MATT Biz is the funding source for MATT.Org, a politically astute Web site helmed by retired advertising guru Lionel Sosa.

Quepasa, the only Hispanic-oriented Web site to survive the dot-com meltdown, has been in improving health since new management took over in March,

and started trading its shares on Nasdaq in October. Shares in Quepasa, which traded for pennies a few years ago, have tripled in value this year. On its Oct. 23 debut on Nasdaq, the Scottsdale, Arizona-based company's market capitalization reached \$105 million.

Quepasa calls itself "the largest and longest-established, bicultural, Hispanic online community" and serves visitors in the United States and some areas of Latin America, with options for its MySpace-like content in either English or Spanish.

bookshelf

The Columbia History of Latinos in the United States since 1960



The collection of essays that attempts to provide a comprehensive historical overview of the "Latinization" of the United States over the past 40 years is now available in paperback.

The Columbia History of Latinos in the United States since 1960 (Columbia

University Press, \$25) features essays on the six major immigrant groups — Mexicans, Cubans, Puerto Ricans, Dominicans, Central Americans, and South Americans — and offers insight into areas of important historical debate.

Contributing scholars from various universities around the country explore the recent histories of all the major national and regional Hispanic sub-populations and reflect on what these historical trends might mean for the future of both the United States and the Western Hemisphere.

The Magic Megaphone



The new book co-authored by Nick Montoya, a Hispanic senior manager at Intel, is aimed at helping workplace teams quickly breathe life back into their sputtering projects and seeing them through their fruition.

The Magic Megaphone: How to get your projects unstuck and back on track in under 60 minutes (Megaphone Publishing, \$21.95) shares a five-step process Mr. Montoya has used at Intel and other companies to help teams whose projects have gone off track due to committee disagreements or lack of direction.

Mr. Montoya, who wrote the book along with Roger S. Peterson, has conducted more than 200 Magic Megaphone sessions with colleagues at Intel and has shared the process with other businesses and organizations. Megaphone Communications also offers on-site Magic Megaphone workshops for corporations and nonprofits. The book is available on Amazon.com.