

WISCONSIN HISPANIC SCHOLARSHIP
FOUNDATION, INC. AND MEXICAN FIESTA

PRESENT:



STUDENT / PARENT EDUCATIONAL FORUM

Decisions of Today, Impact of Tomorrow

FULLY BILINGUAL: ENGLISH - SPANISH

MENTORSHIP CONNECTIONS • COLLEGES / UNIVERSITIES
SCHOLARSHIP LOTTERY • INTERNSHIPS • LAPTOP RAFFLE

SUNDAY
NOV. 14TH, 2021

9:00 AM - 1:00 PM

FLORES HALL
2997 S. 20TH ST.
MILWAUKEE, WI 53215

For more information: ☎ 414-383-7066 www.mexicanfiesta.org

Facebook Instagram Twitter YouTube /MexicanFiestaWI



STUDENT / PARENT EDUCATIONAL FORUM

VISION

Partnership between the Wisconsin Hispanic Scholarship Foundation, Inc. (WHSF) and established Latino professionals to empower both WHSF scholarship recipients and Latino students to improve, explore and elaborate on the importance of university studies, and broaden the scope of career choices and the curriculum necessary for those professions.

The purpose is that student will become agents of change and progress in their community and in society at large, once their studies are completed.

MESSAGE FROM OUR PRESIDENT



Rubén Burgos

President

**Wisconsin Hispanic Scholarship
Foundation, Inc. (WHSF)**

As President of the Board of Directors of the Wisconsin Hispanic Scholarship Foundation, I would like to welcome and thank you for attending our 2021 Student / Parent Educational Forum. Please be sure to take advantage of the opportunity to obtain information about scholarships and internships.

The guest speakers and presenters have graciously offered their time and talents to assist you in attaining your goals. Feel free to ask questions and network with Hispanic professionals of our community.

As an educator, I fully understand the benefits and advantages that higher education can provide our Hispanic youth. We at Mexican Fiesta and the Wisconsin Hispanic Scholarship Foundation have made it our mission to provide scholarships and guidance to our youth. To date, we have provided over \$1,900,000.00 in scholarship awards to deserving young men and women, as well as assisting community nonprofit organizations.

Everyone can benefit from this forum. We are here to help, whether it is through the information on scholarships and internships, or through gaining a point of contact through networking. Our community needs the future Hispanic professionals that you will become.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

Special Guest / MC



Sandra Dempsey

Content Creator, Video Producer, Marketer

Source TEN

Sandra Dempsey is native of Mexico who has lived in the U.S. for over 19 years. Her background combines a unique blend of experience in marketing and selling media advertising. With a strong record of success working in top communication organizations, including ESPN Deportes and Telemundo. Sandra is recognized for her out-of-the-box initiatives and her ability to see beyond words and ideas. Having an entrepreneurial attitude coupled with strong business acumen, Sandra co-founded Estamos Unidos US; a bilingual Spanish-English multi-platform production created to share activities and experiences in Milwaukee and surrounding areas. This platform has also been an outlet to share health and wellness advice to Latinos.

Sandra is a tenacious Hispanic Market Consultant, Latina Influencer and Visual Content Director expert; and she uses her expertise in the Hispanic market to connect communities and enrich people's lives. Her expertise and passion for her culture has made of her a key advisor for companies aiming to reach the Hispanic market. Sandra's latest project and venture is SourceTEN, a company specializing in consulting in content creation, video production and marketing strategy. In her free time you will find Sandra and her three kids, her husband and Archie, a german shorthair pointer, hiking and boating in beautiful Wisconsin.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

EDUCATION



Alberto Maldonado

Executive Director

Roberto Hernández Center
UW-Milwaukee

Mr. Alberto J. Maldonado currently serves as the Executive Director for the Roberto Hernandez Center at the University of Wisconsin-Milwaukee. Mr. Maldonado has championed numerous initiatives in the areas of pre-college, community outreach, undergraduate admissions, multicultural recruitment and retention, and academic advising. Mr. Maldonado holds a bachelor's degree in Fine Arts from UW- Milwaukee and a Master of Science in Education Policy also from UW-Milwaukee.



Antonio Guajardo

Director North America
National Business
Education Council

Antonio served as the Campus Director for Springfield College School Professional and Continuing Studies for approximately 6 years. A military veteran, Antonio also served 6 years in the U.S. Army. He was also a Milwaukee Police Officer, retiring as a Detective of Police in 2006. Mr. Guajardo is currently a Commissioner of Veteran Affairs for Milwaukee County. He earned his PhD at UW-Milwaukee in Urban Studies.



Eva Martinez Powless

Chief Diversity,
Equity & Inclusion Officer
Milwaukee Area
Technical College

Eva Martinez Powless is MATC's chief diversity, equity and inclusion officer. Ms. Martinez Powless is a seasoned diversity, equity and inclusion practitioner with over 18 years of combined experience in higher education and nonprofit administration. Ms. Martinez Powless earned a bachelor's degree from Alverno College and master's degree in Public Service (Leadership Specialization) from Marquette University, where she is currently a doctoral candidate in the interdisciplinary Ph.D. program, Higher Education and Leadership.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

ENTREPRENEURSHIP



Jesús González

Co-Founder Zócalo
Owner - Mazorca Tacos

Innovative leader Jesus Gonzalez is a first generation Mexican-American from Milwaukee. He is a graduate of Nativity Jesuit Middle School, went to Marquette University High School and obtained a Culinary Arts and Business Degree at the Culinary Institute of America in New York. Upon graduation, he worked in NYC for three years to exercise and advance his leadership and business skills. He is a Milwaukee Business Journal 40 under 40 recipient. In 2017, he founded Mazorca Tacos with a vision to serve as a platform for young talent in Milwaukee. He co-founded Wisconsin's first Food Truck Park called Zocalo and he is only just getting started.



Barbara Cerda

Co-Owner
La Revo Books

Barbara Cerda & Valeria Cerda are sisters from the South Side of Milwaukee. Their business is La Revo Books, Milwaukee's only bookstore specializing in Latinx literature and their community program, Barby the Book Fairy, giving out free and empowering literature. Through their community work and art, they hope to inspire conversations about history and identity because our very own existences are revolutionary.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

FINANCE / ACCOUNTING



Carla Pérez

Founder-Owner
Contable Tax Group

Carla Perez is the founder of Contable Tax Group. Ms. Perez received a double bachelor's degree in Accounting and Spanish from Mount Mary University and since have gained extensive experience in corporate, real estate, and small business accounting. She has a passion for helping business owners achieve their financial goals.



Eleazar López

Financial Advisor
IronwoodDrive
Financial Group

Mr. Lopez Jr. is a Financial Advisor at Ironwood Drive Financial Group, a 15-year financial professional born and raised in Milwaukee. Lopez graduated from UW-Milwaukee with a bachelor's degree in Business Administration and master's degree in Business Administration from Cardinal Stritch University. His true passion is to empower others in the community to obtain the knowledge to take control of their financial future and bring more diversity into the profession of Financial Advising.



José Solórzano

Student Recruitment
Specialist-MATC
Broker-PFS Investments

Mr. Solorzano currently works at MATC as a Student Recruitment Specialist. Jose has almost ten years' experience in higher education recruitment, outreach and admissions, multicultural affairs and pre-college programs. Mr. Solorzano graduated from UW-Whitewater with a Bachelor of Arts Degree in Sociology and a Master of Science in Education-Professional Development.



Gibba Solórzano

Co-Founder
Solorzano & Associates
Financial Services

Ms. Solorzando is co-founder of Solorzano & Associates, a Financial Services firm. She previously worked as a social worker at Waukesha County Health & Human Services.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

HEALTH



Edwin Maldonado

Community Engagement
Manager

All of Us
Research Program

Mr. Maldonado has over 25 years of experience in public relations skills and community organizing. He obtained a bachelor's degree in educational policy and Community Studies and a master's degree in Cultural Foundations of Community Engagement and Education from the University of WI – Milwaukee. Edwin is presently a Manager for Community Engagement for the All of Us Research Program at the Medical College of WI.



Samantha González

NICU BSN,
Registered Nurse
Ascension Columbia
St. Mary's Hospital

Samantha graduated from Carroll University 2020 with a double major in Nursing and Spanish and a minor in Psychology. She currently works at the NICU in Ascension Columbia's St. Mary's Hospital where she saves lives. She also holds several roles outside of her profession including- Carroll University Student Alumni Ambassador, AIFS Student Alumni ambassador, and Ms. Mexican Fiesta 2021-2022.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

LAW



Kristina M. Cervera

Managing Attorney/ Owner
Cervera Garcia Law Offices

Kristina Cervera Garcia is a family law and criminal defense attorney serving the Greater Milwaukee area. Ms. Cervera Garcia began her legal career in 1998, the same year she obtained her Juris Doctor from Marquette University Law School. In 2005, Ms. Cervera Garcia established her own private practice, Cervera Garcia Law Offices LLC., evolving into a trusted family law and criminal defense law firm with a proven track record. The two pillars of Ms. Cervera Garcia's practice are a personal approach to her clients and a tough stance against the opposition.



Marina Garza Croft

Administrative Law Judge
Department of Workforce
Development

Marina Garza Croft was born in Ciudad Madero, Tamaulipas, Mexico. She attended law school at the Institute of Technology and Higher Studies of Monterrey. She graduated from with a Mexican law degree in 1999 and became a US lawyer in 2004 after graduating from Marquette University Law School. Marina became an Administrative Law Judge for the State of Wisconsin Division of Hearings and Appeals in 2006. In 2018 she accepted a position as an Immigration Attorney, but she has recently returned to work for the State of Wisconsin as an Administrative Law Judge for the Department of Workforce Development.



Ingrid Fernández

Political and International
Relations Specialist
Christopher & De León
Law Office

In 2015, Ms. Fernandez moved to Milwaukee to oversee the opening of the Consulate of Mexico in Milwaukee. In 2021, Ingrid joined Christopher & De Leon Law Office as a specialist in political and international relations. Ms. Fernandez graduated from UNIVA-Law School in Guadalajara, Jalisco with a specialization in international affairs and public administration. She also holds a master's degree in Political Communication and Strategic Governance from The George Washington University.



Danilo Cardenas

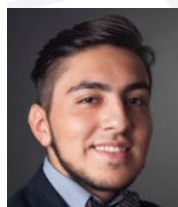
Police Liaison Officer
Milwaukee Police Association

Danilo Cardenas is a 21-year veteran of the Milwaukee Police Department. He is currently a Police Liaison Officer for the Milwaukee Police Association as the Secretary/Treasurer. Danilo served 23 years in the military, in both the U.S. Marine Corps and Illinois Army National Guard where he earned a Bronze Star for Service in Afghanistan. He is currently the President of the National Latino Law Enforcement Organization, a non-profit of law enforcement officers that gives back to the community.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

LIBERAL ARTS



Francisco Hernández

Co-Founder
Mariachi Monarcas
de Milwaukee

Francisco Hernandez is the current Director of Mariachi Monarcas. He started playing classical guitar at the age of 9 at La Causa Charter School, continuing his musical studies at the Latino Arts Strings Program. In addition, he also joined a Blues ensembles and Latin Jazz ensemble during his time in the Milwaukee Youth Symphony Orchestra's Jazz Program. After graduating from Marquette University High School, he attended Marquette University's Opus College of Engineering with to goal of pursuing a Bachelor of Science degree in Computer Engineering.

MARKETING/SOCIAL MEDIA



Andrea Mendez B.

Director of Community
Engagement
Hispanic Collaborative

Andrea Mendez Barrutia is the Director of Community Engagement for the Hispanic Collaborative, a nonprofit focused on improving outcomes for Latinos and transforming Milwaukee into a Top-10 city on the Hispanic Well-Being Index. She previously worked in Marketing & Business Insights for Miller Brewing Company and in Brand Management for the Kimberly-Clark Corporation. Andrea holds a Bachelor of Science in Mechanical Engineering from Rice University and a Master of Business Administration from the Tuck School of Business at Dartmouth.



Azucena García

Social Media Associate
Wisconsin Hispanic
Scholarship Foundation

Azucena graduated from Marquette University in 2020 with a double major in marketing and international business. During her time at Marquette, she was a part of the Urban Scholars, was on the Fortunate Choices committee, did a semester abroad in Paris, and interned in the Events Department of the Medical College of Wisconsin. She's currently a social media associate for Mexican Fiesta.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

POLITICAL



Kristela L. Cervera

Milwaukee County Circuit
Court Judge,
Branch 5
Milwaukee County
Circuit Court

Ms. Cervera has recently been appointed to the Milwaukee County Circuit Court to preside over hearings in juvenile court. Previously, Judge Cervera served as the Assistant Family Court Commissioner to preside over pre- and post-judgment hearings pertaining to paternity, divorce, contempt, and actions to compel support permitted by statute. Judge Cervera is a graduate of UW-Madison and the University of Wisconsin Law School.



José G. Pérez

Alderman 12th District
City of Milwaukee

Mr. Perez is currently 12th District Alderman for the City of Milwaukee. He has extensive experience in relationship and coalition building in the Greater Milwaukee Area as well as ability to lead complex negotiations with community, corporate and public stakeholders at all levels. Mr. Perez holds a Bachelor of Arts degree in Political Science from Cardinal Stritch University.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

STEM



Jasmin Treske

Program and Events Manager
MKE Tech Hub Coalition

Jasmin Treske is a Milwaukee Native who is passionate about serving her community and others. She began her banking career as a part-time teller, grew into management roles, and later joined BMO Harris's Commercial Banking team. In 2021, Jasmin joined the MKE Tech Hub Coalition as the Program and Events Manager. The mission of the Tech Hub is to inclusively double the tech talent in Milwaukee by bringing awareness, education, and opportunity to underserved communities.



Veronica Davalos

Service Design Engineer
GE Healthcare

Veronica is a first-generation college graduate from Marquette University in 2020, where she earned a bachelor's degree in mechanical engineering. She's currently working as a service design engineer for GE Healthcare.



Maria Jose Castillo Venegas

Formulation Chemist
SC Johnson & Sons

Ms. Castillo Venegas graduated from University of Wisconsin Parkside in 2020 with a Bachelor of Science in Chemistry and Mathematics. She is an active community volunteer, as she is member of the Demilitarization Action Committee, a math tutor in Racine, and she was Miss Latina Racine in 2017. She owns CozyByCastillo.



Gilberto Cervantes-Maldonado

Market-focused Sales
Engineering Manager
Generac Power Systems

Gilberto is a DACA recipient and a first-generation college graduate from the Milwaukee School of Engineering. He graduated with a bachelor's degree in electrical engineering and works as a market-focused sales engineering manager for Generac Power Systems. Gilberto is also an adjunct professor for Gateway Technical College's electrical engineering technology department.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.

COMMITTEE



Teresa C. Mercado

Executive Director
Wisconsin Hispanic
Scholarship Foundation, Inc.

Born in Jalisco, México and moved to Milwaukee, Wisconsin at the age of 22, Mrs. Mercado started as a volunteer for the foundation twenty four years ago. As her passion grew for the community, so did her involvement with the foundation and in 2002 she was appointed Executive Director of WHSF. During her twenty six years with WHSF she has become a dynamic Latina leader within her community. Her passion for education, drive to improve the community, and determination to make things happen, are all evident by the accomplishments made over the years for the foundation.



Vanessa Vásquez

Director, Caroline
Scholars Program
Mount Mary University

Ms. Vasquez currently serves as the Director of the Caroline Scholars full-ride scholarship Program at Mount Mary University. Previously, Vanessa worked in K-12 education at Carmen Schools of Science & Technology and in Higher Education at MATC and at Alverno College. In 2019, Vanessa was recognized by the Milwaukee Business Journal (MBJ) 40 Under 40 Award recipients, the 2018 UMOs Hispanic Woman of the Year, and the 2016 Hispanic Professionals of Greater Milwaukee (HPGM) Future Leader Award. She served as the 2013-2014 Ambassador representing the Wisconsin Hispanic Scholarship Foundation/Mexican Fiesta Inc.



Zaida Hernández-Irisson

Market Focused
Sales Manager
Generac Power Systems

Zaida Hernandez-Irisson earned her Associate Degree in both Biomedical Engineering Technology and Electrical Engineering Technology at Gateway Technical College and then went on to graduate from MSOE with a concentration in Electrical Engineering. She currently works as a Market Focused Sales Engineering Manager at Generac Power Systems. Zaida served as chapter president for the Society of Women Engineers and is the former Ms. Mexican Fiesta Ambassador, and a member of the Board of Trustees for Gateway Technical College.



WISCONSIN HISPANIC SCHOLARSHIP FOUNDATION, INC.



Diana Moreno

Lead Client Strategist
Welltok, Inc.

Born and raised in Milwaukee, Wisconsin, Diana received her Bachelor of Arts degree in Communications from Marquette University in 2001 and her Master's of Business Administration from Concordia University-Wisconsin in 2012. In 2017, Diana was ready to explore a new career and made the transition to the healthcare industry. She currently works at Welltok, Inc., a Denver-based consumer healthcare software company, in client services. Since 2004, she has served on the Board of Directors of the Wisconsin Hispanic Scholarship Foundation, where she is involved in community outreach and promotional efforts of the Foundation. Diana also volunteers for Make-A-Wish Foundation, where she helps to coordinate the wishes for the children. She's currently on the board of LULAC as Deputy Director of Youth and she also serves on the community advisory board at Marquette University.



Martha R. Hernández

Biology, BS.
Carroll University
LULAC Deputy State
Director for Young Adults

Ms. Hernandez-Krummel obtained her bachelor's degree in Biology from Carroll University. She is an active volunteer, as she is currently the Deputy State Director for Young Adults for LULAC, she volunteers at the Wisconsin Hispanic Scholarship Foundation as well as for the American Cancer Society.



Samantha González

NICU BSN,
Registered Nurse
Ascension Columbia
St. Mary's Hospital

Samantha graduated from Carroll University 2020 with a double major in Nursing and Spanish and a minor in Psychology. She currently works at the NICU in Ascension Columbia's St. Mary's Hospital where she saves lives. She also holds several roles outside of her profession including- Carroll University Student Alumni Ambassador, AIFS Student Alumni ambassador, and Ms. Mexican Fiesta 2021-2022.

Hispanic

W I S C O N S I N



S C H O L A R S H I P

FOUNDATION, INC.

THANK YOU TO OUR SPONSORS, SUPPORTERS AND VOLUNTEERS

All of Us
RESEARCH PROGRAM

 **Children's**
Wisconsin
Kids deserve the best.


Sixteenth Street
AT THE HEART OF OUR HEALTHY COMMUNITY

Froedtert & **MEDICAL**
COLLEGE of
WISCONSIN

UNIVERSITY OF
WISCONSIN
PARKSIDE



UNIVERSITY of WISCONSIN
UWMILWAUKEE



MICHELS®

LaFrutta 

L.A.M.A.

Booklet printed courtesy of: **zimmermann**
So Much More Than Print

MEXICAN
fiesta
MILWAUKEE, WI

AUGUST
26 • 27 • 28 | 2022
Summerfest Grounds | Milwaukee WI
FOOD - CULTURE - MUSIC - FUN - FOLKLORE