



ULAA Board Candidate Bios

NOTE: Bios and statements have been organized in Last Name alphabetical order

PRESIDENT

[Soleil Delgadillo](#)

Bio:

Soleil's personal and professional mission is simple: to provide the people of Los Angeles access to quality social, human, and financial capital. Her leadership focuses on underserved communities in Los Angeles County, where she was born and raised. Currently, she serves as the Volunteer & Community Engagement Specialist at the Children's Institute, Inc. (CII) where she utilizes her talents to engage the corporate, student and individual community to give back by way of volunteering, corporate sponsorship and in-kind donations. She serves as an advisory board member to College, Access, Readiness and Success (CARS), a college access program located in Centinela Valley Union High School District, provides pro-bono non-profit consulting to Fostering Dreams Through Dance, and The Teens Mom's Project, and lastly she is a Big Sister for Catholic Big Brothers Big Sisters.

At UCLA, Soleil is the scholarship board Chair for the UCLA Latino Alumni Association, where she has managed the scholarship process since 2013, and has overseen the growth of its OrgulIOSO Mentor Program to an increase in alumni engagement through the committee's programming. Soleil's commitment to the future of Los Angeles has led Soleil to make a positive impact on L.A. County Foster Youth through roles at United Friends of the Children, and as the former Co-Director of Future Leaders of our Community, Los Angeles (FLOC LA).

Soleil graduated from UCLA with a B.A. in sociology and minor in women's studies, and earned a M.S. in school counseling with a Pupil Personnel Services Credential from California State University, Long Beach. Soleil is the recipient of the UCLA 2017 Young Alumni Volunteer of the Year Award, and most recently a graduate of the UCLA Anderson Riordan MBA Fellows Program. This fall she will begin work on her Certified Fundraising Executive (CFRE) credential to best fundraise for underserved communities.

Statement:

Since 2013, I have had the opportunity to lead and scale a fundamental part of our association, our Scholarship Program. My commitment to ULAA as the Scholarship Board



Chair is driven by my vision that future Latino's have equitable access to funding, higher education, and a prominent professional career.

As a leader with ULAA, I have mobilized my committee of 11 members to accomplish 9 key consistent events and programming annually, which include: OrgulOSO Mentor Program - Mentor Recruitment, Mentor & Mentee Match Day, Career Day, Holiday Care Packages, End of the Year Picnic; Scholarship Program - Freshman Reading, Freshman Interviews, Transfer Reading, Transfer Interviews. Through these various events, we have recruited annually between 100-200 UCLA Alumni Volunteers, and I would like to increase opportunities to reach a membership base of over 34,000.

During my tenure, I have cultivated relationships with individual, non-profit and corporate donors to provide monetary and internship possibilities for ULAA recipients. Results include: LACHMA Scholarships, raising over \$10k from individual donors, and an email appeal campaign collaboration with the Office of Scholarships & Student Initiatives. I have also operationalized 2 Bruin Send-Off events and 1 Toy Drive Holiday Party while engaging new members. As a collaborative leader and mentor, my service to ULAA has also included cultivating current committee members to run for 2018-2019 executive office.

As your President of ULAA, my goal will be to expand programming to 20 consistent events annually, increase our endowment and operations funds, grow our research and evaluation committee, and have a wider community influence. By 2020 I would like to increase our endowment from \$215,000 to over \$1 Million and triple our current operations funds of \$7,000. This will allow us to competitively recruit and award more scholarships to incoming students and host quality programming for alumni. With our knowledge of ULAA demographics (location, gender, age range, etc.) we will offer engaging opportunities to increase member participation. From here, we will compile outcome/ impact reports per fiscal year to measure programming, events, impact and collect volunteer hours to capitalize on corporate matching.

I will scale ULAA to have representation in other cities to provide mentorship to prospective Latino Bruins and provide networking opportunities. In addition to scaling our OrgulOSO mentorship program to Latino students outside of our scholarship recipients, I will create a pipeline to college with an emphasis on recruitment/ mentorship of Latinos in our community by partnering with schools and community organizations that serve Latinos.

In 2017, I received the UCLA Young Alumni Volunteer of the Year Award for my dedication to underserved communities. The slogan for the award was "Defying the Box by Lifting Others Out" because of my passion for increasing access to higher education. With your help, I will "Raise the Bar" and bring ULAA the success I've had within my our Scholarship committee. I



have a proven track record as a Community Advocate and trabajadora for our community. Let us build a strong foundation for the future.

Ricardo Perez

Bio:

Ricardo Perez is a civil litigation attorney who practices law out of the city of Downey, California. While Mr. Perez focuses his work on personal injury and civil rights cases, he also performs extensive pro bono work. Mr. Perez is active in the community, volunteering regularly at UCLA sponsored events, organizing free legal fairs and citizenship clinics, and providing mentorship and training to young attorneys and students.

Through his attorney work, Mr. Perez has litigated and settled numerous high profile cases. One of Mr. Perez's high profile cases involved a multimillion dollar lawsuit against LAUSD as a result of the sexual abuse scandal at Miramonte Elementary School. Most recently, Mr. Perez worked to secure the release of Mr. Marco Contreras, an innocent man who was wrongfully convicted of attempted murder and sentenced to life in prison, but was finally released after over 20 years of incarceration.

Mr. Perez was born in Mexico and brought into the United States as a child. Mr. Perez was undocumented for much of his life before finally obtaining U.S. citizenship while in law school. As a result, Mr. Perez co-founded Ferias Legales, a non-profit organization devoted to bringing free legal resources to the underserved communities as well as providing student programming aimed at increasing diversity in the legal community.

Mr. Perez is a graduate of Bell Gardens High School, UCLA, and Loyola Law School. He has served in the boards of directors for multiple organizations, including the UCLA Latino Alumni Association, the Rio Hondo College's Pathway to Law School Program where he serves as Co-Chair, and the UCLA Alumni Los Angeles Southeast Network, known as the "Southeast Bruins," where he is finishing up his term as Regional Network President.

Statement:

Dear ULAA Familia:

My name is Ricardo Perez. I run a private practice in Downey and I humbly ask for your support in electing me to President of the UCLA Latino Alumni Association. You have already read my biography. Below, I respectfully offer to you my involvement and my plans. The UCLA Latino Alumni Association (ULAA) is a cornerstone of our great campus because of our rich legacy as students, as staff, as academics, and as alumni!

My Involvement



I have adopted JFK's famous phrase and now try to live by it: "Ask not what your [community] can do for you. Ask what you can do for your [community]." As such, I focus my involvement around my role as (1) an Attorney; (2) an Alumnus; and (3) a Resident of Southeast Los Angeles ("Civic Engagement" below).

ATTORNEY: My involvement with the legal field began when I was a law student, which included networking at mixers, listening to panel discussions, and engaging in sporting events. However, the last eight years have seen an increase in my involvement within the legal community. I am proud co-founder of *Ferías Legales, Inc.*, a non profit organization that provides free legal services to the community while increasing diversity in the legal field. Since its inception in May 2016, we have provided free legal resources to nearly 10,000 of the most vulnerable members of the community. These have taken the form of one-on-one attorney consultations with deportees who stood on the Mexico side of the border while attorneys remained in the USA side; panel discussions that included attorneys and judges as part of the Los Angeles Times Festival of Books; and video seminars through partnerships with media organizations. We have also helped students by offering a mentoring program, an internship program; a court visitation program; and our wrongful conviction program consisting of a team of attorneys and students who assist in freeing innocent prison inmates who were wrongfully convicted of crimes they did not commit.

UCLA ALUMNUS: For the last two years, I have served on the ULAA Board. To that end, I have served as sponsor, I have brought in sponsors, and I have served on committees and executed events. The ULAA events which I have worked the hardest on have been a policy oriented event featuring Congresswoman and UCLA Alumna Nanette Barragan, the Fiesta Event where I personally helped raise \$14,000 of the \$16,000 that was raised in the evening through my network, the Dodgers Night, where I personally helped sell more than half of the tickets, the Football Tailgate Party where I secured sponsors for Bacon wrapped hot dogs and alcoholic beverages. Additionally, as Chair of the Community Service Committee, I oversaw the launching of our ULAA website, the forming of an independently ULAA-led email database, the relaunching of the Social Media Accounts, including Facebook and Instagram accounts, and ULAA representation at Diversity led events, including as a sitting member of the UCLA Alumni Diversity Advisory Committee and the all UC University of California Chicano Latino Alumni Association. Structurally, I led the Board's efforts in establishing a 5 member Committee Board that served as our foundation and enabled efficiency and transparency. I also led the Board efforts in establishing policies and procedures that were adopted by the Board calling for the taking and adoption of minutes, passing resolutions and motions, and establishing parameters for refusals and abstentions during votes.



Through my supplemental involvement at UCLA, I helped found a regional alumni association (Southeast Bruins) that has connected alumni, students, and families to help foster personal and business relationships. I have also served as mentor, panelist, and organizer of scholarship fundraisers for undocumented students and I also sit on the UCLA Alumni Association Auditing Committee.

I am also a graduate of Bell Gardens High School and Loyola Law School. I remain committed to assisting each of the students and alumni in these schools. To that end, I have centered my involvement at Bell Gardens High School by providing scholarships, coaching Mock Trial Teams, mentoring students (as part of College Bound, which a three year commitment), and assisting in the creation and development of Teen Court. At Loyola Law School, I have provided support as a mentor, a panelist, speaker, and sponsor (one in particular allowed two law students to attend a national conference of Latino law students in Colorado). I also volunteer at Loyola's Project for the Innocent, which provides pro bono services for the wrongfully convicted.

CIVIC ENGAGEMENT: I live and work in Southeast Los Angeles. In that capacity, I have served terms as a City Council Appointed Commissioner for the environmentally conscious Green Task Force, where I served as Chair. I served on the Board of Directors for Stay Gallery, which focuses on bringing the Arts to Downey; Board of Directors for Community Lawyers, Inc. (a Compton based organization that provides legal services to low and moderate income applicants) and on the Advisory Board for the Pathway to Law School (a program sponsored by the State Bar of California to help underrepresented applicants from the Whittier-based Rio Hondo Community College who wish to obtain a legal education).

My Plans:

If elected, I aim to expand our services to the community and our fundraising efforts through a Gala and a Golf Tournament. We have volunteers who are eager to give their time and provide their expertise and we have successful alumni who wish to provide sponsorships. I also plan to expand upon our community service and mentoring opportunities. I feel that my experience and my drive can meet the challenges set forth by my ambition. With your support, we can bring more good, to more people.

I respectfully ask for your support. Juntos y Juntas Podemos.



VICE-PRESIDENT

Janette Alvarez

The journey to higher learning in an arduous environment stems from my upbringing in Holtville, California, a small agricultural region in the Imperial Valley. In 1996, I left my small community to pursue my studies at UCLA, where I obtained a Bachelor of Arts degree in Sociology with a Specialization in Chicana/o Studies in 1998, followed by a Master's degree in Urban Planning in 2001. My involvement with the UCLA Latino Alumni Association started during my undergraduate studies. I was very fortunate to have been awarded the ULAA scholarship twice, as an undergraduate student in 1997 and graduate student in 2000. In 1997, the ULAA Board selected me to be a student delegate at the UC Legislative Conference in Sacramento to discuss the governor's budget plan in broadening academic development programs and expanding academic outreach to the states K-12 schools in underrepresented communities. As an alumni member, I served on the Community Relations Committee and numerous forums on community and university issues.

A passionate Bruin, I am currently the President of the UCLA Beachside Alumni Network which I founded in 2015. My goal was to establish a strong UCLA presence in Long Beach, Seal Beach, Lakewood, Carson and San Pedro, by connecting local alumni and fans, and engaging them in promoting the university through social events, business networking and scholarship fundraisers. In 2014, I also cofounded the Los Angeles Southeast Network where I served as Secretary for 2 years. In addition to serving as President of the UCLA Beachside Alumni Network, I'm proud to serve as a member of UCLA Gold Shield which has given me the opportunity to mentor Alumni Scholars.

The support and encouragement I've received from alumni throughout college and my career has changed my life. By having been awarded the ULAA scholarship, my financial burden was lightened and allowed me to focus more in school. Additionally, ULAA provided an invaluable network opportunity which allowed me to meet my mentors who became my lifelong friends. One of my key priorities, if elected Vice President, is to assist current students achieve their educational goals as ULAA helped me. I aim to increase association membership, but most importantly, grow alumni contributions to the university so that more scholarships are available to benefit current students. I'm ambitious to represent and promote the needs and interests of all Latino alumni as they exist at UCLA and beyond, and create mentoring opportunities aimed at keeping alumni connected to one another and to UCLA. My final strategy is to develop career services, free of charge to alumni members, that offers industry insight and career



development to facilitate their own personal advancement as well as facilitate opportunities to mentor and employ other alumni and students.

As a proud UCLA alumnus and prior beneficiary of this great organization, I look forward to the opportunity to advance the organization and benefit the students of UCLA, and serve as a representative voice for Latina/o alumni.

Ivonne Heinze Balcazar

Bio:

I received my B.A. (1988) and M.A. (1992) in Spanish Linguistics from the University of California, Los Angeles; and my Ph.D. (2003) in Linguistics from the University of Kansas. My dissertation is entitled: *Kaqchikel and Spanish Language Contact: The Case of Bilingual Mayan Children*, and examines the lexical and morphosyntactic knowledge of Kaqchikel Maya consecutive bilingual children in the Kaqchikel and Spanish languages.

I started teaching in 2003 at CSU Dominguez Hills, and am currently a Professor and Chair of the Department of Modern Languages. I am also the former director of the Women's Resource Center, and Coordinator of the Social Behavioral Sciences and Women's Studies Programs. The responsibilities of these positions have provided me with opportunities to become well informed in the curriculum- development and review processes. Moreover, I have been a senator for 12 years in the University's Academic Senate, and in this capacity have become highly experienced and knowledgeable concerning the university's educational and faculty policies. For my many years of service to CSU Dominguez Hills, I received the 2016 Excellence in Service Award.

I have taught courses in Linguistics, Language and Culture, Spanish Linguistics, Spanish as a Second Language, and Mesoamerican languages and cultures. I have done research, published, and presented at conferences in psycholinguistics and sociolinguistics. While the acquisition of Kaqchikel and Spanish by Mayan children has been my principal focus in psycholinguistics, my first area of concentration is that of language acquisition, language maintenance, and language attitudes and identity in the Kaqchikel Maya language of Guatemala; and my second is language, gender, and the sociolinguistics of the Spanish language in the United States. I have presented and written on themes related to code switching and identity in the Latina/o community, and the commodification of the Spanish language; however, my conference presentations have mostly focused on indigenous bilingualism, particularly Mayan bilingualism in consecutive bilingual Kaqchikel children in Guatemala. I took great satisfaction in the publication of my book (2016), *Retamaxik Ka'i' Ch'abäl, Kaqchikel-Maya Bilingualism (Kaqchikel L1 and Spanish L2)*.

I particularly enjoy working with the ethnically and culturally diverse student community of



CSUDH. I teach from a bicultural and bilingual standpoint, and I strive to place my teaching in the social, political and economic contexts of the university and wider communities, because I believe that what happens in the classroom is intimately linked to social and political forces. Further, as a professional educator, I understand that to be effective, my lectures should be relevant to the students' experiences and career goals. I project a positive attitude toward students, and I believe that my attitude affects their success. I expect success from my students, and have high standards and demands; I provide a great deal of input, and give consistent feedback and positive rewards. Finally, my research and teaching support linguistic rights efforts of minorities, particular those of the Mayan Movement in Guatemala, and the Latinos who have advocated for bilingual education, the teaching of Spanish in public schools, and the use of the Spanish language in public in the United States.

Statement:

I wholeheartedly support the mission of the UCLA Latino Alumni Association. It is especially important to enhance the access of more Latino students to the brilliant minds at UCLA, a very important research institution ranked 12th in the world. Mexican labor worked on the construction of the university; now, I would like all Latinos to benefit from the academic and economic resources this institution offers.

Latino students are well represented in the CSU system. They are majorities in a third of the campuses of the system; however, they are not majorities in the UC system. Their representation in and access to UCLA are critical keys to upward mobility and political access. More Latino doctors, engineers, lawyers, and scientists are needed, and this can happen at UCLA. I would like to see UCLA admit more Latino students each year, and ULAA can play a key role in pressing for this change. Representation is vital, and recruitment of Latino faculty, staff, and administrators is crucial to encouraging and assisting Latino students to enter and succeed at UCLA.

As a member of MECHA at UCLA, I was involved in organizing and petitioning regarding the recruitment of Latino students and professors. I was also involved with Project PROMO, whose objective was the recruitment of Latino High School students. These students were given UCLA tours and had conversations with Chicano professors. Project PROMO raised funds to pay for these tours. Additionally, we, members of MECHA were very active, and in 1988 organized the first successful hunger strike for the admittance of undocumented students at UCLA. Also, I was an active volunteer for the La Gente newspaper, for which I wrote several articles.

As a Latina professor at CSU Dominguez Hills, I volunteer in the Undocumented Student Alliance, and in the Latinx Staff and Faculty Association for the last ten years. Also, I have been the advisor of several student organizations. Last academic year, I was the advisor of OLE (Organización Latinoamericana Estudiantil), which has had a great impact on its



members, the university, and the community. Students who were at risk academically have turned failure into success through their participation in this organization. Finally, I am an active member of the California Faculty Association, which is the professors' union in the CSU system. I am proud that CFA is a union that fights for educational, racial, and economic justice.

I believe that my experiences as a volunteer, both as a student at UCLA and as a professor at CSU Dominguez Hills, would guide me in the position of vice president of ULAA. I want to give back to my alma mater, UCLA, by volunteering and contributing to the mission of ULAA, especially through fundraising and membership building. My leadership style is collective; I do not like to make decisions on my own, although I am capable of making individual decisions when it is important or necessary; and I believe in shared-governance and transparency. I am prepared to meet the responsibilities of the position of vice president.

SECRETARY

[Karla Lopez Aguiniga](#)

Bio:

My name is Karla Lopez Aguiniga, born in Tijuana, Mexico and raised in Chula Vista, CA. I am thankful to have benefited from the CA Dream Act and the Deferred Action for Childhood Arrivals (DACA) program, and graduated in 2016 with my B.A. in Italian and Special Fields. During my undergraduate years, I worked with the Consulate General of Mexico in Los Angeles under their Ventanilla de Salud program as an assistant and outreach coordinator. After graduating, I accepted a position under the SUMMIT Program at Venice Family Clinic as a Case Manager for patients struggling with substance use. My interest in barriers to health care and the way in which health topics are communicated in the media were fueled during my time at UCLA, and my work continues to fuel my interest in the field. I hope to apply to a master's in public health (MPH) program at the end of this year.

Statement:

I am interested in running for the board position of Secretary because I would like to engage more in ULAA, and assist with any decisions and, or, transitions ULAA may be facing moving forward. Throughout my undergraduate experience at UCLA, I primarily engaged in Hermanas Unidas (HaU), Chicanos/Latinos for Community Medicine (CCM), Bioethics Brigade, and MiMentor shortly after graduating. I also held leadership positions in all these organizations, with responsibilities ranging from collecting and divulging information to organizing events. In HaU I held the position of Health Advisor and was responsible for gathering resources for



students that pertained to health (physical, mental, etc.) and organizing health related events for the organization's members. Some of those events included organizing intramural teams and an annual basketball tournament at Pauley Pavilion to raise funds for a non-profit organization. In Bioethics Brigade and MiMentor I was responsible for outreach, which would involve organizing event/abling opportunities, engaging potential members and professionals in the health field, and keeping constant communication with members.

During my time with CCM I held leadership positions for two years, first as Co-Programming Director for the Latino Student Health Project (LSHP) and then as External Coordinator for CCM. LSHP is a community service project under the CCM umbrella that seeks to provide health services for underserved communities. As Co-Programming Director, I was responsible for organizing health fairs in Tecate, Mexico and in the Los Angeles County, as well as organizing other outreach events in collaboration with other projects from the Community Programs Office (CPO) at UCLA. As External Coordinator for CCM I was primarily responsible for coordinating our organization's weekly speakers and for building the organization's relationship between the board and its members.

I also hold a leadership position in my current job as Senior Case Manager, which asks me to be an "expert" in my field within the clinic and to contribute ideas on the program's development. I am often sent as a representative of our program to meetings with other agencies, and I am responsible for introducing the program and taking concise notes to share with the rest of the staff.

I am hoping that by taking on the Secretary position I can assist all aspects of the ULAA's development, as well as learn and promote all that ULAA has to offer. By keeping a clear and concise record of ULAA's goals and actions, the organization will be able to better evaluate the association's success with relationship to its mission, as well as ensure that there exists a smooth transition of leadership.

TREASURER

Appointment

MEMBERSHIP COMMITTEE

Appointment



COMMUNITY RELATIONS COMMITTEE

Erika Aspericueta

Bio:

Erika Aspericueta is a practicing attorney in Los Angeles who focuses on commercial litigation. Erika is also dedicated to pro bono work, and volunteers at the Los Angeles County Bar Association Domestic Violence Clinic helping individuals acquire restraining orders. She is also a member of the Association of Business Trial Lawyers and is dedicated to justice and diversity in the profession.

Statement:

I seek the office of Community Relations Chair because I look forward to continuing my involvement with the UCLA Latino Alumni Association. I am a proud bruin and I am dedicated to helping other bruins and future bruins. My leadership skills are of: motivation, organization, dedication, trustworthiness and communication. I work well with others and have excellent teamwork skills. I have served as a committee member of the UCLA Community Relations Committee. I also volunteer at the Domestic Violence Clinic and serve on the board of Ferias Legales. Additionally, while in law school I served as the President of the Thomas Jefferson Latino organization. If elected as the UCLA Community Relations Chair I will work to further the goals of the organization and to strengthen our presence in the community.

Marvin Figueroa

Bio:

After graduating from UCLA in 2003, I moved to San Francisco, Madrid, London, Miami, and I finally made my way back home to Southern California. When I returned home, I was immediately welcomed by several of the friends I made at UCLA. I attended football games at the Rose Bowl, basketball games at Pauley, weddings, birthday parties and housewarmings all over town. It was then that I realized and began to appreciate the common thread that holds these meaningful relationships together—The University of California, Los Angeles.

Since returning home, I have established a career as an Advertising Copywriter. I have partnered with several agencies and international brands such as McDonald's, Hyundai,



Nestle, Buffalo Wild Wings and Blue Moon Brewing Company, to name a few. My experience has led me to create television, radio, social and interactive content in both English and Spanish. My years of experience with Latino markets has also allowed me to research Latinos, like myself, who speak Spanish at home, English in our careers and a mix of both every place else.

In 2015, my wife (who is also a UCLA alumnus) and I moved to the city of Norwalk and became board members of the Los Angeles Southeast Alumni network. I improved the communication of the network by increasing the number of social media posts and by starting an Instagram account. I helped the network organize food drives, Alexandra's Annual Teddy Bear Drive, Book Club meetings, New Bruin Send-offs, and a Ciclavia scavenger hunt. With the use of social media, we were able to reach and interact with more people than ever before. I noticed that many attendees were Latino, and they were happy to be involved with the UCLA alumni association. It became clear to me that there is an opportunity to raise awareness and highlight the benefits of a Latino-specific UCLA alumni network.

If elected to lead the Community Relations Committee, I plan on engaging current Latino alumni and increasing membership. I will do this by keeping an active presence on social media, announcing events, featuring interesting UCLA Latino Alumni, and most importantly, encouraging donations to our scholarship fund and attendance at network events. I believe that my experience in the advertising industry, including a specialization in the Latino-American market, would assist the Alumni Association increase membership among UCLA Alumni at home, all over the world, future alumni and extended UCLA family and friends.

Thank you for your consideration and as always, Go Bruins!

[Cherly Quintana Leader](#)

Bio:

An award winning writer, producer and director, Cheryl Quintana Leader is founder and president of INDIVISION2000 Productions. Having won Universal's Hispanic Film Project with "Tanto Tiempo," Cheryl was the first to ever produce a nationally syndicated hour-long television special hosted by Edward James Olmos – The Hispanic Heritage Film Project: An American Experience sponsored by AT&T/Kodak/Very Special Arts showcasing Latino filmmakers and their bicultural stories (aired NBC4-L.A.) Her work has garnered an AV/Video Multimedia's Top 100 Producers Award, Women's History Month Award from Comision Femenil/Los Angeles, a Gold Apple at the National Educational Film & Video Festival, two CINE Golden Eagles from Washington D.C., two National Best Short Film titles, as well as having



been inducted into the Xicano Retrospective archives at the Museum of Modern Art in New York.

Currently, INDIVISION2000's community work of creating educational media in English/Spanish for the Latino community, includes "The Purepecha: Poorest of the Poor" (cited by First Lady Michelle Obama & Oprah Winfrey – aired on TimeWarner and aided in getting 50 homes built for our migrant farm working families), Miguel Contreras Foundation's "Creating Civic Leadership," "The Human Rights Agenda: Being the Change We Seek" for the Intl. Assoc. Of Official Human Rights Agency / L.A. County's Human Relations Commission; "Advancing America's Health & Well-Being: The Affordable Care Act & What It Means to Me & My Community" for APAMSA; "Healthy Babies" & "Healthy Homes" for the City of Long Beach; and, Dove's "Campaign for Real Beauty," a 16-week on-line empowerment series for women highlighting Financial Literacy, Authentic Voice & Advocacy, Public Speaking & Negotiation, among others.

Within her community, Cheryl has been active as a volunteer for EmpowHer, WriteGirl, 826LA, as a CINE Jury Advisory Council Member in Washington D.C., an Alumna Advocate for UCLA Government Relations, and as an Advisory Board Member of the Mar Vista Family Center, Venice Family Clinic and Team Prime Time. Prior Board Member positions held were for the Los Angeles Commission on Assaults Against Women (LACAAW)-Latina Services; Hispanas Organized for Political Equality-Political Action Committee (HOPE-PAC); the Association of Multi-Ethnic Americans (AMEA), California Families in Focus; as an Advisory Board Member for Adelante Mujer Latina/Women At Work, LA CALLE (Latina Empowerment Group), and as a member of Chi Omega Classics and UCLA Bruin Blue & Gold Alumni Athletics (Women's Gymnastics).

In addition, she's instrumental in having orchestrated "Latinas In Hollywood: Our Stories & HerStories Educational Conferences for Latina SoCal high school/college students (via L.A. City Hall, CBS2/KCAL9, 72andSunny & Google) and involved in Blended Nation (NPR/Today Show), and #FairRoyalties (2018) in support of Independent Filmmakers.

As well, Cheryl is most honored to have been selected as a scholarship recipient from The Gas Company, State Farm Insurance, UCLA, HOPE, CCL, Author Naomi Wolf and PG&E to become a graduate of Leadership America, Leadership California, Hispanas Organized for Political Equality (HOPE)'s Leadership Institute, Center for Creative Leadership, Woodhull Institute for Ethical Leadership, SVREP and UCLA's Alumni Leadership Academy.

A Phoenix, Arizona native, UCLA graduate (B.A. English/Women's Studies Specialization), Chancellor's Marshall, Chi Omega and Gymnastics Team alumna, Cheryl resides in Mar Vista, California.



LEADERSHIP PROGRAMS

Woodhull Institute of Ethical Leadership 2005 Scholarship Candidate - Graduate
UCLA Alumni Leadership Academy 2002-03 Scholarship Candidate – Graduate
Leadership America 2000 Scholarship Candidate (State Farm Insurance) – Graduate
HOPE Leadership Institute 2000 Scholarship Candidate (PG&E) - Graduate
The Latino Academy 2000 Scholarship Candidate (SVREP) – Graduate
Leadership California 1999 Scholarship Candidate (The Gas Co) – Graduate
Center for Creative Leadership 1992 Scholarship Candidate – Graduate

BOARD OF DIRECTORS/VOLUNTEER, CIVIC & COMMUNITY ACTIVITIES

Association of Multi-Ethnic Americans (AMEA) California Families in Focus
Women At Work /Adelante Mujer Latina HOPE-Latina Action Day (Sacramento)
La Calle (Latina Youth Empowerment Program) HOPE-Education & Leadership Fund
CINE Awards, Washington D.C. Women In Film/ Latinas in Film & TV
UCLA Governmental Relations Team Prime Time / Sports Explorer
UCLA Regents Minority Scholarship Review Committee & Ralph Bunche
UCLA Blue & Gold Women's Athletic Alum Chi Omega Alumni Association
Los Angeles Commission on Assaults Against Women HOPE-Political Action Committee
Mar Vista Family Center Multicultural Americans of So. Cal (MASC)
Media Image Coalition Venice Family Clinic

Statement:

As an AAP/First Gen (Chancellor's Marshall) graduate, first Latina Bruin PAC-10 gymnastics team athlete, KLA DJ of “A Woman's World,” Bruin Belles-Spirit Coordinator (Campus Service Org), Alumni Government Advocate & Leadership Diversity video producer, I'd welcome the opportunity to bring my experience, enthusiasm, vision and can-do attitude to ULAA's Community Relations Chair-ship.

My directing style when building a team is to encourage others to bring their best attributes forward as a means of accomplishing a collaborative goal. Always eager to take on new challenges, I'd be willing to further hone my conductor-role style toward the advancement of ULAA's symphony. It's my intent to utilize and effectively guide others toward collectively creating a more extensive and unified outreach connection throughout our vast alumni community.

With a previous background in public relations/marketing (Rogers & Cowan, Sony & Fox), I've been successful in originating and orchestrating educational (Latina HS/College) conferences over the past three years. Having never seen (or very rarely) any Latinas on panels (despite being the majority of people in CA since 2014), I personally aligned with several non-profits (ListoAmerica & Girls Build L.A. to host at in-kind-venues: L.A. City Hall, CBS, 72&Sunny & Google) to benefit young diverse women. As well, I've spent most of my life “behind-the-scenes” volunteering for Boards (such as HOPEPAC's co-chair of our fundraising



committee which raised the most funds in 10 yrs. herstory of org), getting articles published in Venice Magazine as LatinaVision's (Latinas in film/tv industry) Ext. V.P. Comm., producing numerous promo videos for organizations such as the L.A. Commission on Assaults Against Women, the Regional Hispanic Chamber of Commerce (Latina Awardees), California Women's Conference (bringing 21 diverse women in as panelists), and Multi-Cultural Americans of SoCal (MASC)'s with "Blended Nation" photo book featured on "The Today Show" (Anne Curry) & NPR.

My quest in life has been to bring into reality that which does not exist in our Latino/a image, nor has included specifically diverse women. I'm proud to be the first ever to get my multi-award-winning "Tanto Tiempo" (My mother Luz's difficult journey growing up 3rd gen American in Texas to signs "no niggers, no dogs, no Mexicans, no Jews") coupled with "Always Roses" to air in 85% of U.S. synd. Mkt. w/Edward James Olmos hosting, AT&T/Kodak sponsoring to ensure that my actresses/actors got paid and received SAG/AFTRA cards. As well, I produced the "The Purepecha: Poorest of the Poor" short doc (cited by First Lady Michelle Obama/Oprah Winfrey-aired on TWCable for a year) helping get 50 homes built for our migrant farm working families.

Proven several times over, my continued flow of community involvement in setting my mind on actions directly purposed to elevate our society, I've been able to leave a wake of positive change which has been inclusively beneficial for all involved. My purpose as ULAA's Community Relations Chair, should I be elected, would be to create greater awareness of, and expand participation for and from our Association, as well as helping to build and bring ULAA's presence to a higher plateau.

UNIVERSITY RELATIONS COMMITTEE

Sergio Valenzuela

Bio:

Sergio Valenzuela is a first generation Mexican American born and raised in East LA. He completed his undergraduate at UCLA '13 where he received a double Bachelor of Arts in International Development and Spanish Language. Sergio currently works for one of the largest federally qualified health centers (FQHC) in the U.S. as a Human Capital Professional. Through his work experience, Sergio has develop a passion for providing healthcare access to those that need it the most.

Statement:



My name is Sergio Valenzuela and this letter is to officially declare my interest in ULAA's University Relations Committee Chair position. I graduated back in 2013 with a B.A. in International Development Studies and a B.A. in Spanish Language. I was born and raised in East LA where I still reside and work. In the last couple of years I have been involved with the Southeast Bruins Alumni group and I will like to take on this new opportunity to continue to be engaged specifically working with UCLA's Latino population. Through my involvement with Southeast Bruins I have truly understand the importance of preserving the UCLA community outside of campus. It has been a priority of mine to continue to find ways to give back to a community that has given so much to me and this position will allow me to do exactly that. I am a firm believer in leading by example which is why I have taken on lead roles in the past, including becoming the Southeast Vice-President. Some key accomplishments through my volunteer work are 1) Taking initiative in planning and executing Southeast's annual send-off event, 2) key contributor to growth of the board, and 3) re-structuring of Southeast's recruitment/election process. I am excited to work with ULAA board members and see what great things can be accomplished in this upcoming year.

My professional background is in Human Capital, specifically in Talent Acquisition. After learning more about the University Relations Committee I was able to see a significant alignment between my current work and some of the responsibilities associated with this position. I will commit to bring my professional expertise and collaborate with the rest of the board to ensure we meet the goals for the upcoming year. I also plan to make myself available and travel across town when necessary to be present for meetings, events, and fundraisers. Lastly, I plan to leverage my professional network in order to promote and contribute to the success of ULAA's programming.

In conclusion, if given this opportunity I would be extremely proud to represent and serve UCLA's Latino Alumni Association. I am eager to join the rest of the executive board members and continue to do programming that will benefit the Latino community. I strongly believe my past experience coped with my skillset can be truly valuable for ULAA. Thank you for your time.

SCHOLARSHIP COMMITTEE

Laura Barrero

Bio:

Laura Barrero has been a member of the UCLA Latino Alumni Association after earning her BA in Communication Studies in 2014. Since graduating, she has worked as a corporate



recruiter in both the entertainment and financial services industries, recruiting talent for leading companies, including NBCUniversal and Ernst & Young.

Laura has served on ULAA's Scholarship Committee since 2016, taking on various leadership opportunities on the committee including coordinating freshmen scholarship interviews, volunteering as a speaker during Career Day, and contributing her HR knowledge during the launch of the OrgulIOSOS mentorship program.

She is passionate about mentoring young Latinx Bruins, especially those considering business careers, and is thrilled to continue developing her skill set in recruitment and leadership as ULAA's Scholarship Chair. Her leadership style is collaborative and hands-on, and she enjoys bringing groups together to achieve a common goal.

Fun Fact: Laura met her partner of nearly 3 years, Michael Menjivar, at a ULAA General Meeting back in 2014!

Statement:

Having taken an active leadership role on the ULAA Scholarship committee for the past two and a half years, I feel that I am the absolute best person for the position since I have the experience as a project Co-Lead. Some ways I have taken initiative on the Scholarship committee include: working with the Scholarship office, Alumni Affairs, and prospective students to execute our Spring freshmen scholarship interviews; developing legal guidelines for our mentorship program; stepping in to lead committee calls and organize socials. Our committee is very passionate and well-organized and as Scholarship Chair, I would be committed to continuing the legacy of our previous Chair.

I am excited about recruiting the next generation of scholars and ULAA alumni. My mission as Scholarship Chair would be to continue to leverage our ULAA alumni's strengths to connect them with our scholars, ensuring the most positive UCLA experience for future Latino Bruins!

Maritza Cha

Bio:

Maritza Cha graduated from Garfield High School in East Los Angeles and became the first in her family to attend and graduate from college, the University of California, Los Angeles. She graduated in 2005 with two Bachelor's Degrees in Political Science and History, with a minor in Education. UCLA was so nice she went there twice, earning a Master's Degree in Education, as well as a teaching credential, from UCLA's Teacher Education Program in 2007. She taught



social studies at her alma mater, Garfield High School for 4 years. In 2010, Mrs. Cha and several colleagues designed and launched a pilot school within Los Angeles Unified School District – Social Justice Leadership Academy at Esteban Torres High School. Mrs. Cha then decided to work towards her lifelong dream of becoming a college counselor. Mrs. Cha earned her second Master’s Degree, and a counseling credential and attendance authorization, from Cal State Dominguez Hills in 2015. She currently works as a counselor for Alhambra Unified School District. She has volunteered several years as a scholarship reader for the UCLA Alumni Association scholarship program, and has previously served for two years as an Alumni mentor.

Statement:

I am honored to be considered for chair of the Scholarship Committee for the UCLA Latino Alumni Association.

In my daily work, I have been able to help students pursue different post-high school options. One of the greatest barriers my students face in attending a 4-year university after high school is the cost of attendance. Especially given my own experience as a first generation student, I understand the need for support from a variety of sources within the community to attend and succeed at UCLA. I became involved with the UCLA Alumni Foundation and ULAA as a scholarship reader several years ago in order to contribute to the UCLA community. I also took great pride in being able to mentor two wonderful UCLA students through the UCLA Alumni Foundation. The ULAA’s objectives to encourage and assist Latino students to enroll and succeed at UCLA match exactly what I want for the students I work with daily. I would love the opportunity to help provide financial support to Latino students to enable them to pursue their education at UCLA.

I am very excited about about being a more active participant in ULAA. Though I likely won’t be able to physically make it to every meeting on the Westside (especially depending on my work schedule), because I live past the Eastside of Los Angeles, I will be able to participate in meetings that I won’t be able to physically make via phone/skype. I am dedicated, reflective and lead by example. Throughout my career, including the designing and launching of the Social Justice Leadership Academy pilot school in 2010, I have led others by facilitating an open but directed conversation, focused on identifying and leading toward consensus solutions. I am passionate about education and helping others. Also, I met my brilliant and charming husband at UCLA, so I owe a great debt to the UCLA community. Thank you for your consideration.

Albany Vega

Bio:



Originally from the Central Valley of California, Albany Vega first moved to LA in the summer of 2011 to commence her undergraduate career at UCLA and graduated with the class of 2016. She is a first-generation college and now Master's degree graduate. Coming from a humble small town and transitioning to a large metropolitan city allowed her leadership skills and interests to flourish. As a UCLA undergraduate, she majored in Comparative Literature and minored in Education Studies and Chicana Studies. Upon graduating, she dove into college access work by joining the Boyle Heights team of i.am College Track and the Los Angeles chapter of Step Up. In both spaces she had an instrumental role in preparing and exposing first-generation, low-income (FGLI) high school students to postsecondary opportunities. This summer she completed her Master's Degree in Education at the University of Pennsylvania and hopes to continue working with (FGLI) students in the greater Los Angeles area.

Statement:

Dear UCLA Latino Alumni Community,

My experiences as a UCLA scholar and student leader have developed my passion for education. Thus, I aim to guide students throughout their educational journey regardless of their background. I want to be a part of the transformative cycle that nourishes the seed of education in the post-secondary career of all Latinx students at UCLA. Serving as the Scholarship Director will allow me to continue doing the work that I am passionate about.

My experiences outside of the classroom formed my personal and career endeavors. After joining the peer counseling team for UCLA's Academic Advancement Program (AAP) my junior year, I developed a passion for working with students. I realized I could support new and current first-generation, low-income students navigate an institution that can oftentimes be overwhelming and intimidating. As a Freshman Summer Program (FSP) residential peer counselor, I helped transition AAP's class of 2017 into university life, many of whom I have now seen go off into their own graduate programs and join the workforce.

My involvement in the Latinx Greek Council (LGC) further fostered my investment and commitment to supporting my peers at UCLA, particularly Latinx, first-generation, low-income students. During my time as the 2013-2014 Scholarship Chair for the LGC, I led a 14-person scholarship committee. We utilized a point system based on a four-part rubric that evaluated grades, a personal essay, extracurriculars and financial need to determine 4 scholarship recipients (2 current freshmen/transfer students and 2 LGC members) out of a 30-person applicant pool. Previous years had seen a dismal number of applicants. This was surprising considering the financial support our scholarship offers. Consequently, I utilized my connection with AAP and LGC to strongly promote the scholarship amongst the Latinx community. As a result, we gained a 200% increase in applications for the scholarship.



Considering the eight organizations represented in the scholarship committee, I employed an eclectic leadership style. While I was open to innovative suggestions on the evaluation process and marketing strategies, I ultimately gave my committee the flexibility to review applications independently as long as reading deadlines were met and the evaluation process was followed. During my presidency of an LGC organization, my leadership approach worked well. I ensured that my executive council members knew their chair responsibilities while serving as a supportive resource and guiding them throughout their term. I ultimately pride myself in looking at issues from all angles and creating solutions as a team rather than as an individual and would apply this strategy as Scholarship Director.

While each of these experiences was unique, they equally contributed to the the pride and satisfaction I gained being an impactful student leader at UCLA. Upon leaving Philadelphia, I intend to continue working towards opening doors of higher education to the next generation of leaders, not only through my professional work, but by being an active member of the UCLA Latino Alumni community.

Warmly,

Albany Vega

UCLA Class of 2016

FINANCE COMMITTEE

Luisa A. Garcia:

Bio:

Hi my name is Luisa Garcia and I am a proud UCLA graduate from the class of 2010! While at UCLA, I majored in Political Science and minored in Public Affairs. I was very much involved around campus having been a member of the Academic Advancement Program, the Latin American Student Association, the Undergraduate Student Association Council, the Law Fellows Program and sister of Lambda Theta Alpha Latin Sorority, Inc. After graduation, I've worked for Wells Fargo Bank, Wells Fargo Advisors, Merrill Lynch and now for Morgan Stanley.

Statement:

I believe I am the best candidate to chair the ULAA Finance Committee for the following reasons:



My work experience: During the last 7 of the past 8 years since having graduated UCLA, I've worked in the banking and wealth management industries and have become very comfortable with making budgets and dealing with wealthy individuals and entities. Being that the two major responsibilities of the Finance Committee are to keep a budget and fundraise, I come with plenty of real world experience and connections.

My extra-curricular experience while at UCLA: During the 2007-2008 school year, I served as the Latin American Student Association's 10th Annual Festival Latino Co-Director. At the time, Festival Latino was the only Latino cultural awareness festival on the UCLA campus. Along with my two co-directors, I was in charge of raising all funds—totaling more than \$25,000-- and coordinating weekly meetings for festival planning. Then in 2009, I served as the Co-Fundraising Chair for Lambda Theta Alpha Latin Sorority, in which I coordinated bi-weekly meetings and raised funds for sorority programming.

My location to UCLA: I work and live within 10 miles of UCLA and as such am easily able to attend both committee meetings and events.

My personality: I am a people's person and am not afraid to approach new people. We would all like to see the UCLA Latino Alumni Association grow and gain more active members and I believe that the personality of those heading each committee set the stage for making it happen.

Robert C. Lopez

Bio:

My name is Robert C. Lopez and I'm currently employed as a Portfolio Manager with HoyleCohen Wealth Management located in San Diego, CA. My responsibilities include investment management, presenting to the Investment Committee, investment research and asset allocation for client portfolios. I'm also a Level I CAIA candidate and a Level II CFA candidate.

Previously, I worked at the San Diego Foundation as the Finance and Investment Analyst. In the finance role, I was responsible for budgeting, variance analysis, financial modeling, financial forecasting and analyzing contribution data for the Foundation's endowment. In the investment role, I executed due diligence on prospective investment managers and re-balanced the endowment's investment portfolio on a monthly basis. I also reported directly to the Chief Investment Officer and Chief Financial Officer.



I graduated from UCLA in 2005 with a B.A. in History. I recently graduated from Northeastern University D'Amore-McKim School of Business in 2016 with a M.S. in Finance.

Statement:

I'm currently seeking office for the UCLA Latino Alumni Association because I strongly believe in the advancement of Latinos in our communities. My wife and I both work in industries that currently does not have a large Latino representation (business & finance) and we decided to make an impact by starting the Lopez Family Scholarship Fund. Our mission is to provide scholarships to Latino students who are entering graduate business programs. We believe the best way to make an impact is to decrease the financial burden for Latino students attending business school.

My leadership style is leading by example and providing my team members an opportunity to learn through their process and own personal experience. I'm also a firm believer in open communication and I'd much rather have a team member come to me with a question they can't answer instead of "spinning their wheels" and missing an important deadline.

My volunteer activities have been mostly related to community activities, scholarship events and employee driven charitable events. I'm currently the Finance Chair for my current employer's charitable fund. My responsibilities are managing charitable contributions and grants. With my previous employer, Sagient Research, I was the Charitable Committee Chair and I led the organization's volunteer events, budgeting and issuing checks to non-profit organizations in San Diego.

I'm currently located in San Diego and I see no problem making an impact from a distance. UCLA is a globally recognized academic institution with alumni located in every village, town and city. If I'm unable to attend an event, due to constraints outside of my control, my plan is to engage the Latino community in San Diego and raise awareness of this organization from afar. We must adopt a vision of inclusion and not forget Latino students who left Los Angeles in the pursuit of career advancement, family obligations and/or life's journeys.

Thank you for your time and consideration and I would greatly appreciate the opportunity to serve as a board member for the UCLA Latino Alumni Association.

Erik Martinez

Bio:



I'm Erik Martinez and I am a 2016 graduate with a major in International Development and a minor in Education Studies. I am seeking Finance Chair because I believe philanthropy is crucial to building upon the tradition of excellence for which our UCLA Latino alumni and friends are known. I currently work for the UCLA School of Dentistry as a Development Coordinator, supporting the development officers and helping secure private support to help advance the School's mission in excellence and research. While at UCLA, I held various leadership positions in UniCamp, the Community Service Commission, and Jumpstart, an Americorps early childhood education nonprofit. I respectfully ask for your vote in confidence so that together we can help conclude the UCLA Centennial Campaign with ULAA's highest scholarship endowment level and support future generations of students to come. I look forward to another amazing year volunteering with ULAA and thank you for your support of our UCLA Latino community.

Statement:

Many of us can pinpoint specific experiences at UCLA that helped shape who we are today. My own path has been influenced by the organizations I volunteered with as a Bruin, including Jumpstart at UCLA. While at Jumpstart, I worked with underserved preschool children, allowing them the space to develop the skills necessary to enter kindergarten with a mind toward the future. The interlaced community between us as volunteers and the young kids we mentored helped fuel my passion in service and simultaneously exposed me to like-minded individuals. Like my inspirational peers in Jumpstart, ULAA is comprised of passionate stewards of service who are eager to advance our UCLA Latino community and position our current and future student leaders for success.

While working for Jumpstart, I collaborated with both the Chief Executive Officer and Chief Development Officer in multiple fundraising events and annual forums, delivering speeches and presentations to hundreds of Jumpstart's stakeholders to expand the organization's education initiatives. I served as a liaison between our service recipients and site managers in order to increase our outreach efforts by tailoring specifically to the community. I worked alongside UCLA staff to successfully fundraise 117% of our \$10k Spark Campaign goal that went towards implementing the largest literacy fair held on campus, promoting a college going environment for the 100+ families that attended.

I am seeking Finance Chair because I believe philanthropy is crucial to building upon the tradition of excellence for which our UCLA Latino alumni and friends are known. I currently work as a Development Coordinator for the UCLA School of Dentistry. In my position, I facilitate the creation of endowed scholarships and provide meaningful stewardship to our generous donors. As Finance Chair I will increase our Scholarship Endowment level, ensuring that our exceptional scholars continue to be awarded in perpetuity. I respectfully ask for your



vote in confidence so that together we can help conclude the UCLA Centennial Campaign with our highest endowment levels in order to benefit future generations to come.

Because of my various finance and fundraising roles, I am familiar with UCLA policies and have the necessary knowledge to streamline the process for future fundraising campaigns. Serving as a Scholarship Committee member this past year allowed me to see first-hand the impact we are making in the lives of our deserving students. Beyond ULAA, I continue to stay involved with the UCLA Young Alumni Development Council, a group of dedicated individuals who serve as philanthropic ambassadors to the university. I am grateful for the opportunity that UCLA has provided me and ask for your support so that together we can enable our future scholars to receive a world-class education and become leaders in their field.

Our community continues to excel every year because of the dedicated individuals who help make this possible. I want to take a moment to thank you for your continued partnership with ULAA and willingness to dedicate your time and energy to give back to your Alma Mater and community. I look forward to another successful year working alongside committed and passionate individuals such as yourself and ask for your vote in helping make possible another incredible year.

Brandon Rivera

Brandon is the founder of Nurture Financial Planning. He has focused his practice to guiding University of California medical professionals/faculty/staff, medical students and business owners with comprehensive financial planning. Importantly, Brandon has integrated a life-centered approach to provide clients with clarity in understanding the various aspects of their financial matters. Aligning each client's personal journey of significance is the utmost priority.

In addition to Nurture Financial Planning, Brandon devotes his efforts to fundraising campaigns at St. Jude Children's Research Hospital, American Heart Association and other organizations leading the way to empowering our communities.

Through collaboration with the UCLA Latino Alumni Association and its members, I will contribute my best efforts to continue solidifying our network. Thank you for the opportunity.