

De la Torre Named to Hall of Fame

Martha C. de la Torre, publisher of the Southern California Spanish-language weekly *El Clasificado*, was inducted into the National Association of Women Business Owners Hall of Fame during a March awards luncheon in Los Angeles.

Ms. de la Torre founded *El Clasificado* in 1988. The publication, which blends classified advertising and consumer-friendly editorial, is one of the nation's largest free Spanish-language weeklies, with a circulation of 120,000.

The company has enjoyed steady revenue growth in recent years. It reported revenues of \$2.9 million last year, up from \$1.8 million in 1998, and is projected to gross

\$3.7 million this year.

The U.S. Hispanic Chamber of Commerce named Ms. de la Torre Hispanic Businesswoman of the Year for 2000. *El Clasificado* received last year's Best Classified Publication award from the National Association of Hispanic Publications.

"These recognitions reflect the hard work of many people who made *El Clasificado* what it is today," she says.

El Clasificado is distributed throughout Los Angeles and Orange counties and the Inland Empire. It will be available in Ventura and San Diego counties next year, company officials say.

NGN, ¡Exito! Team Up

Next Generation Network (NGN) is partnering with

¡Exito!, the *Chicago Tribune's* Spanish-language weekly newspaper, to provide news and advertising for Chicago's Hispanic community.

Placed at cash registers in locations such as supermarkets, convenience stores, fast-food restaurants, gas pumps, and elevators, NGN video screens feature a continuous feed of customized information and advertisements. Under the agreement, *¡Exito!* content and ads will appear on NGN screens at more than 50 sites frequented by Hispanics throughout Chicago.

"Our partnership with NGN will increase *¡Exito!*'s exposure and circulation," says the publication's president, Liza Gross. "With NGN's flexible programming capabilities, we can

provide up-to-the-minute, breaking news that is not restricted by traditional print deadlines."

NGN displays appear in more than 25 major markets in the United States, Europe, and Australia. Last October, the Minneapolis-based company formed a similar alliance with *La Opinión*, the nation's leading Spanish-language newspaper, based in Los Angeles.

"We recognize that the Latino market is the fastest-growing in the nation," says Marco Lopez, manager of Hispanic affairs and advertising for NGN. "We are committed to providing timely, culturally relevant content to the Latino community while also providing our clients with the most customized, targeted advertising tool available." **HB**

WASHINGTON Insider

Caucus Decries Bush Plan

By Patricia Guadalupe

The Congressional Hispanic Caucus has denounced President Bush's tax plan, saying it would not help Hispanics. "There is a deep sense of concern that translates to a deep sense of frustration with the plan," says Caucus chairman Silvestre Reyes (D-TX). "The numbers don't add up." A report co-sponsored by the Hispanic and Black congressional caucuses, "The Impact of the Bush Budget on Black and Hispanic Families: Leaving Too Many Behind," claims that the tax cuts would not benefit most Hispanic families, helping only the wealthy. However, the plan — which calls for cutting taxes by \$1.6 trillion over the next 10 years — is supported by the U.S. Hispanic Chamber of Commerce and many Hispanic entrepreneurs.

Supporters say the Bush proposal to eliminate the estate tax would especially help Hispanic-owned businesses because a significant number of Hispanic firms are passed from one generation to the next.

RICHARDSON ADJUSTING: During a recent interview on CNN's "The Spin Room," former Energy Secretary Bill Richardson admitted that life after government work has taken some getting used to. "The average person sees us [in Washington] as losing touch, and I feel that for the last five years I did lose touch," he said, adding that it's important to reconnect occasionally with "what the grassroots are doing." Mr. Richardson has not ruled out running for governor of his native New Mexico: "There's a

race in two years. I don't know what I'm going to do. I may run for it." He is currently teaching at Harvard's Kennedy School of Government.

HISPANIC IN THE WHITE HOUSE: John Maisto has been named senior director for Western Hemisphere affairs, reporting to National Security Advisor Condoleezza Rice. A career Foreign Service diplomat, Mr. Maisto previously served as ambassador to Venezuela and Nicaragua, deputy assistant secretary of state for Central American affairs, and foreign policy adviser to the U.S. Southern Command. He is a graduate of Georgetown University and the University of San Carlos in Guatemala.

SMALL BUSINESS WEEK: The U.S. Small Business Administration will name the National Small Business Person of the Year for 2001 during National Small Business Week, May 6-12. The winner and runners-up are chosen for their entrepreneurial success and their involvement at the community level. Other award categories include the SBA Young Entrepreneur of the Year, the Small Business Exporter of the Year, and the SBA Entrepreneurial Success Award. This year's theme is "A History of Success, A Millennium of Opportunity." For more information, visit www.sba.gov or call (800) 827-5722.



Bill Richardson

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