## theinformant

## **SBA Honors Advocate**

**The Fresno district** office of the U.S. Small Business Administration (SBA) has named Olga Martinez the 2003 Central California Women in Business Advocate of the Year. Nominations were solicited from throughout the 15-county Central California area. Ms. Martinez was nominated by Joseph Garcia, president of J.I. Garcia Construction. "I have never met a person more dedicated to the advocacy of women within our industry," he says.

Adds Carlos G. Mendoza, district director of the Fresno SBA office: "Olga is a role model for all women-owned businesses. Not only is she a tremendous asset as a mentor, but she is also a leader in our business community." Ms. Martinez is president of Allright Diversified Services of Fresno, a construction firm she founded in 1998. The company has completed construction projects for the



U.S. Navy, Air Force, and Army as well as NASA, the Department of Labor, and the National Park Service. "Working on federal contracts has its challenges for women contractors and its rewards for businesses that perform," she says.

## Border Media Raises Capital

Hispanic-owned Border Media Partners has received \$15 million in equity and mezzanine debt financing from the Goldman Sachs Urban Investment Group and Darby-BBVA Latin America Private Equity Fund, bringing the total capital raised in the company's first year to \$25 million (\$15 million in equity). The new capital will be used to acquire radio stations, to finance launch costs and capital expenditures, and for general working-capital purposes. In conjunction with the financing, Border Media also announced that it has acquired two Texas radio stations, 102.1 KILM-FM in the Rio Grande Valley and 100.5 KBDR-FM in Laredo, from Sendero Multimedia. With these acquisitions, Border Media and its affiliates now own or operate six Spanish-language radio stations, reaching more than 4 million listeners along the Texas-Mexico border.

## De la Torre Named Small-Business Person of the Year

Martha C. de la Torre, president and CEO of *El Clasificado*, has been named the Los Angeles District Small-Business Person of the Year by the U.S. Small Business Administration. She was honored during a May 16 awards ceremony at the Hyatt Regency Hotel in Los Angeles. Ms. de la Torre founded *El Clasificado* in 1988. With a circulation of 130,000, the publication has become one of the nation's largest free Spanish weekly publications.



