



3rd Quarter 2011 "VISTA L.A." MAGAZINE SHOW

Show: VIS-03-11 ABC7 "Vista L.A." Magazine show
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SUMMARY:

JOBS OF TOMORROW: GREEN JOBS

Two non-profit organizations, LA CAUSA (Los Angeles Community Advocating for Unity, Social Justice and Action) and Grid Alternatives have joined forces to spearhead the green revolution. They provide on-the-job training in solar panel installation to disadvantaged youth and displaced workers. We spoke to the Greenlining Institute's Executive Director Orson Aguilar, La Causa's Executive Director Robert Zardenata, Grid Alternatives' Outreach Coordinator Ely Flores, Grid Alternatives Volunteer Team Leader Martin Herrera and Home Owner Phylis Smith.

NATIONAL SOCIETY OF HISPANIC M.B.A.S

The National Society of Hispanic M.B.A.s (NSHMBA) works to increase the number of Hispanics pursuing a Masters Degree in Business Administration through scholarships, awareness programs and mentorship. They also enhance career management opportunities for Hispanic MBAs from school to leadership positions, through job placement and professional development. NSHMA L.A. Chapter President Carlos Cordova, Chick-Fil-A Franchisee Jeremiah Cillpam, NSHMBA Member Richard Coronado, NSHMBA Member Paola Moraga and Entrepreneur & Founder of "El Clasificado" Martha De La Torre were interviewed.

START-UP COMPANY: COBÁ

Entrepreneur Arnulfo Ventura used what he learned at Stanford Business to launch a business idea. He co-founded "Coba," a beverage company that took "aguas frescas," a drink familiar in Latino cultures, and put them in a bottle.

A LEGACY IN BANKING

Union Bank Senior Vice President Leticia Aguilar has become a leader in L.A.'s Latino community. The Mexican immigrant rose through the ranks in banking and now leads a team of more than 800 employees throughout Southern California.

FINANCIAL LITERACY FOR YOUTH

"Banking on our Future" is a free five-week program teaching youth at Boys & Girls Clubs throughout Los Angeles the importance of financial literacy. The program curriculum is designed by Operation Hope, a non-profit which brings economic empowerment to underserved communities, and the courses are taught by professionals in the banking world. We spoke to volunteer instructor Albert Aguilar and students Kimberly Garcia and Josephine Cotto.

JESUS ARGUELLES AND RAMCAST STEEL

Business consultant Jesus Arguelles inspires small and mid-sized Latino family-owned businesses to think big and plan for the future. One of his clients, Ismael Ramirez of Ramcast Steel, is applying many of his business concepts to land larger contracts and create jobs in local communities.

HOSTS:

Jovana Lara, ABC7 Anchor/Reporter; Danny Romero, ABC7 Weathercaster