



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

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SUMMARY:

NEW GENERATION OF LATINOS

Nearly half of Los Angeles residents are now Latinos. Their influence can be seen at every turn and in every facet of life in L.A. And while many come from Mexico and other parts of Latin America, U.S.-born Latinos are redefining what it means to be a Latino in America— not only by their growing numbers, but also by combining their heritage with their American identities. **Roberto Orci, president and CEO of Acento Inc.**, an L.A.-based advertising agency, speaks with Vista L.A. about this trend.

"NEW AMERICAN" ACTOR - JACOB VARGAS

Being bi-cultural is a major asset in Hollywood. Vista L.A. caught up with **actor Jacob Vargas**, who has starred in many roles in both television and film. He is now also building on his resume behind the camera and on the internet. Vargas speaks about breaking into Hollywood and how it has been as a Mexican-American actor trying to overcome stereotypes and prove himself beyond typecast roles.

CAMACHO'S CUISINE

Camacho's Inc. is a family-owned company of Mexican cuisine restaurants that began in 1984. The first Camacho restaurant— "El Paseo" is located at historic Olvera Street in Los Angeles, which is also the location of their newest business venture "Café de Camacho." **Don Luis Camacho is the President of Camacho's Inc.** Don Luis shares with Vista L.A. how his family has been able to elevate their company with a modern business approach, while maintaining the original charm and family ambiance that keeps people coming back.

SUCCEEDING IN BUSINESS

While there's no guaranteed formula for success, adapting to today's business environment is a must. Vista L.A. found two organizations with a fresh approach to helping Latino professionals succeed. **Alejandro Menchaca, founder and president of the Latino Professional Network**, talks about the importance of networking for success. **Glenn Llopis, founder of the Center for Hispanic Leadership and author of "Earning Serendipity,"** talks about the importance of leveraging your culture to achieve success.

JOURNALISM & CULTURE

For **L.A. Times Staff Writer Esmeralda Bermudez**, reporting on L.A.'s Latino community is more than just an assignment, it's a dream job. Bermudez attempts to help L.A Times readers understand shifts in Latino identity and diversity within the city's vast Latino community.

"LATINOS LIVING THE AMERICAN DREAM" A FILM BY EVA LONGORIA

Actor Eva Longoria is used to being in the limelight. But in her debut role as director, she is casting a light on the achievements of others. In the documentary "Latinos Living the American Dream," Longoria profiles the lives of six ordinary Latinos who are contributing positively to the American landscape.

HOSTS:

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