

2QTR. 2007
“VISTA L.A.” MAGAZINE SHOW

Show: Vis-05-07 ABC 7 “Vista L.A.” Magazine show
Air Date: June 17, 2007
Time: 11:30A.M.
Length: 30 minutes
Origin: Local
Type: P/A and Informational

Summary: Economic Empowerment

Vista L.A. talks with financial planner Louis Barajas, a very successful financial advisor, national speaker and author. His first book, "The Latino Journey to Financial Greatness" has sold close to 100,000 copies and his newest book, "Small Business Big Life" was just published. His company "Louis Barajas Wealth and Business Planning" is thriving among the Latino community in Los Angeles. Then, with the help of Louis Barajas a local couple trying to get out of debt gets a money makeover. Next, Julie Stav, one of the Hispanic community's most respected financial experts. She's a motivational speaker, the owner and editorial director of "Tu Dinero", the first and only Spanish language magazine devoted to the subject of finances, and she hosts a daily radio show that focuses on money matters. On Vista L.A., she's sharing her financial tips for women. Also, meet Timoteo Ocampo, a fashion designer and owner of "Timeteo" men's clothing line and Pauline Cazares, the founder of "Tea Party in a Box." And last, we feature two new Latino-owned and operated banks; Americas United Bank and Promerica Bank. Both banks are owned primarily by successful Hispanic entrepreneurs and professionals from the greater Los Angeles area, plus, their primary focus being small-to-medium sized business owners.

Hosts:

Danny Romero; ABC 7 Weather forecaster

Guests:

Louis Barajas; Financial Expert, Julie Stav; Financial Expert, Laura Romero, Marty Romero, Timoteo Ocampo; Fashion Designer, Pauline Cazares; Business Owner, Gil Dalmau; CEO/Americas United Bank, Janet Cuellar; Vice-President/Americas United Bank, Arturo Concha; Senior Vice-President/Americas United Bank, Maria Contreras-Sweet; Chairwoman/Promerica Bank, Eloy Ortega; CEO/Promerica Bank and Alicia Mardini.