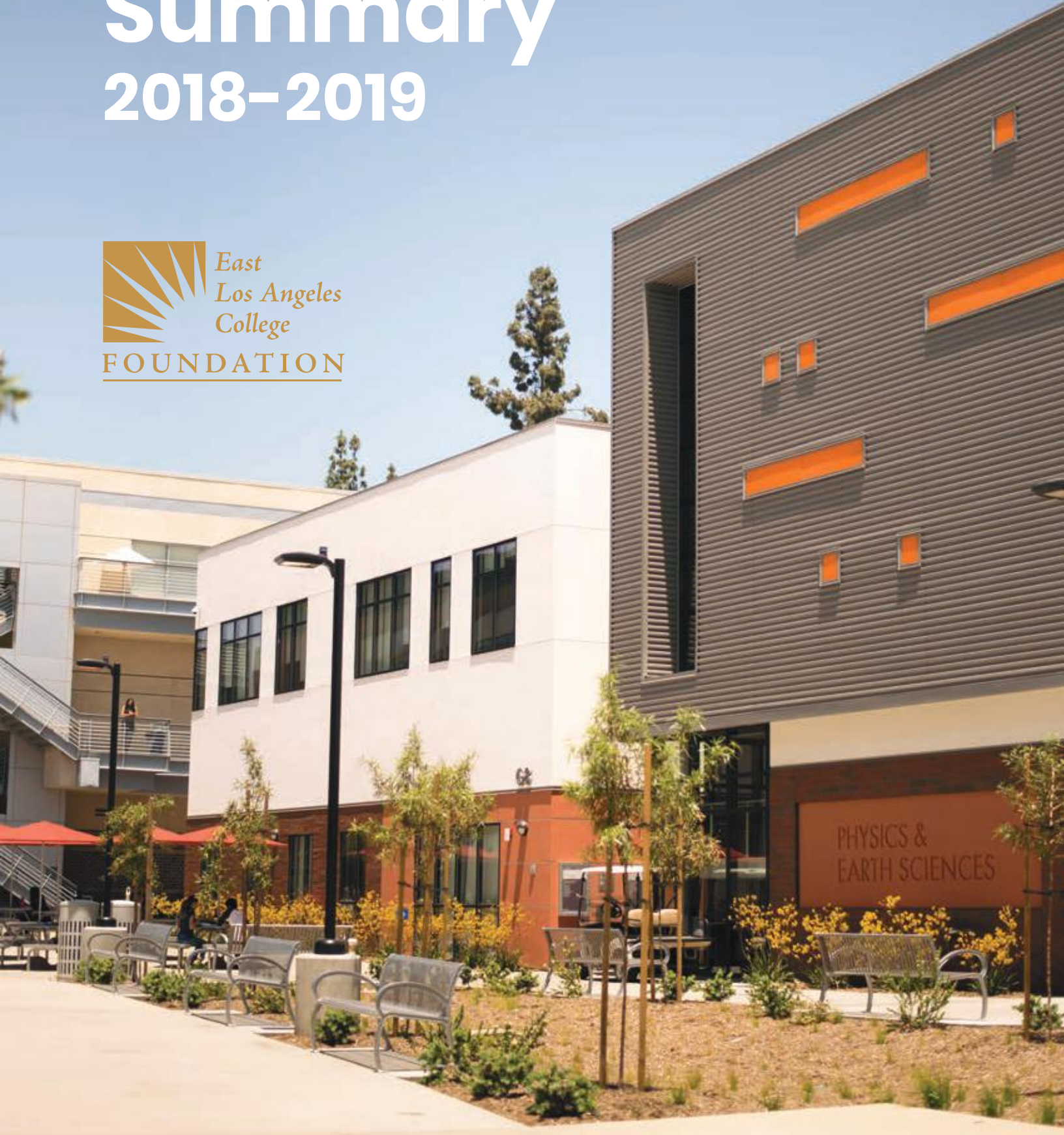
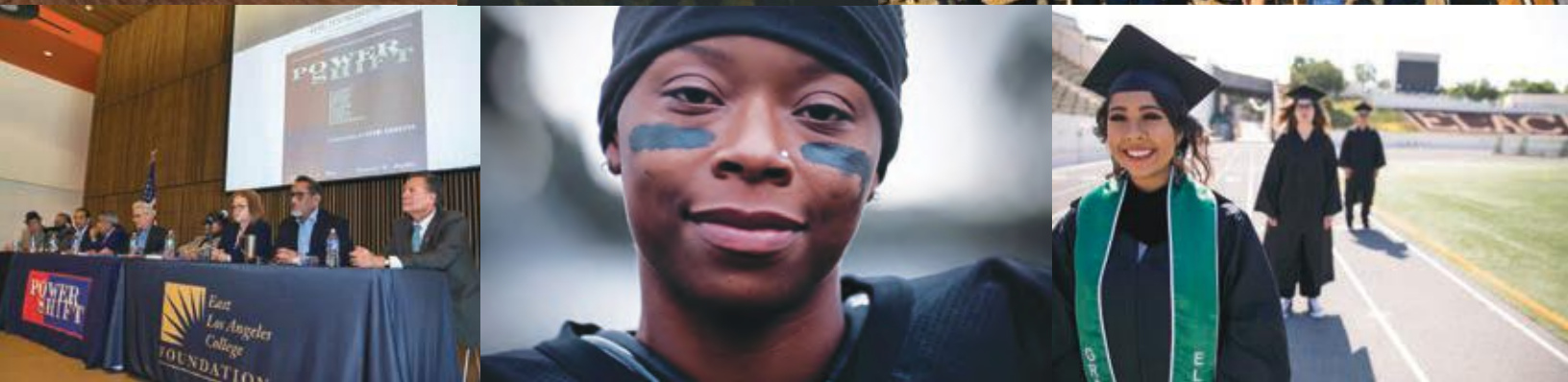


# Annual Report Summary 2018–2019











## TABLE OF CONTENTS

<b>Message from Raúl Rodríguez</b>	<b>2</b>
<b>Message from Tina Hwang</b>	<b>3</b>
<b>Fiscal Year 2018–2019</b>	<b>4</b>
<b>Donor Profile: George L. Pla</b>	<b>6</b>
<b>Donor Profile: Edison International</b>	<b>7</b>
<b>Executive Committee &amp; Board of Directors</b>	<b>8</b>
<b>Alumni Association</b>	<b>10</b>
<b>Transforming Lives Campaign</b>	<b>12</b>
<b>Football: Tony Harris</b>	<b>13</b>
<b>Business Incubator</b>	<b>14</b>
<b>Power Shift</b>	<b>16</b>
<b>Monterey Park Partnership</b>	<b>17</b>
<b>Presidents' Gala</b>	<b>18</b>
<b>Washington D.C. Internship</b>	<b>20</b>

## A MESSAGE FROM EAST LOS ANGELES COLLEGE INTERIM PRESIDENT RAÚL RODRÍGUEZ

East Los Angeles College is on the cusp of celebrating its 75th Anniversary. The college officially turns 75 years old in September 2020. As the college prepares to celebrate this historic occasion, it should be recognized that the East Los Angeles College (ELAC) Foundation is an integral partner with the college.

There are many ways in which the ELAC Foundation supports the mission of the college. The ELAC Foundation supports the students of ELAC by seeking funds for a variety of scholarships to ease the financial burden that students face. Our faculty and staff benefit from the funding that is provided by the ELAC Foundation for special activities, events, and projects carried out by the faculty and staff. The ELAC Alumni Association undertakes many important endeavors for ELAC students and does so with the help of the foundation. The ELAC Foundation also plays an instrumental role in assisting the college with developing partnerships with community agencies, local businesses, and philanthropists who support education.

This report documents the range and scope of efforts the ELAC Foundation has accomplished for the benefit of the college. There are stories about prominent donors, prominent alumni, a new fundraising campaign to meet basic needs, new partnerships, and several other items. The excellent work of the ELAC Foundation could not be achieved without the hard work and generosity of the ELAC Foundation Board of Directors and its Executive Committee. I want to thank each and every one of them for their success in 2018-2019 and know that they will carry that success into the next fiscal year.

A non-profit foundation like the ELAC Foundation is dependent on the willingness of many people to support its urgent and important work. There are literally hundreds of donors to the ELAC Foundation who provide the ongoing support that keeps the foundation growing and moving forward to reach its many goals and aspirations. I am grateful to those many donors for their continued support.

The ELAC Foundation had a terrific year in 2018-2019 and let's hope that the next years only get better!

Sincerely,



Raúl Rodríguez, Ph.D.  
Interim President,  
East Los Angeles College,  
2019-2020



## MESSAGE FROM THE EAST LOS ANGELES COLLEGE FOUNDATION TINA HWANG

Fourteen years ago, I joined the East Los Angeles College (ELAC) Foundation Board with a single mission to provide access to quality education, especially to those who may not otherwise have the opportunity to pursue higher education. Today, I am very pleased to share with you that over the last fourteen years we have not only continued our mission serving thousands and of our students with scholarships and other financial needs, but we also continue to grow our ELAC Foundation Board with new members that bring additional prominence and prestige to ELAC.

In addition, this year, we launched the LA Center for Entrepreneurship & Innovation, which provides further support and resources to the college and community to help our economy and create good-paying jobs and careers through education, entrepreneurship, and innovation.

With the support and generosity of community leaders and donors, we have been able to provide more resources to ELAC students who need food, housing, transportation, and clothing through our Transforming Lives Campaign.

Furthermore, 2018-19 marks the most successful philanthropic year in the history of the Foundation: the number of our board members doubled, non-restricted giving increased significantly, and we had the most successful Gala in the history of ELAC Foundation.

The future of East Los Angeles College is very promising, and with your continued support, we will be able to push onward. On behalf of the students and the rest of the Foundation Family, I thank you for your support.

Every dollar from every donor transforms the lives of our students. Help us Transform a Life Today!



Tina Hwang  
Chairwoman,  
East Los Angeles College  
Foundation, 2016-2019





## FISCAL YEAR 2018-2019

### Revenue

● Contributions & Scholarships	\$426,405.70
● Grants Revenue	\$102,653.88
● Contracts Revenue	\$201,124.09
● Investment Income Gains (Loss)	\$329,856.27
● Gifts in Kind	\$233,733.84
<b>Total*</b>	<b>\$1,293,773.78</b>

\*Total income includes \$27,187.10 Admin fees earned from contributions, contracts & grants.

\* Based on FY July 1, 2018 to June 30, 2019 Unaudited Financial Reports.

### Administered Scholarships

Semester	Total Funds Awarded	Students Awarded
Fall	\$61,270.50	121
Spring	\$128,950	229
<b>Total</b>	<b>\$190,220.50</b>	<b>350</b>

### Expenses

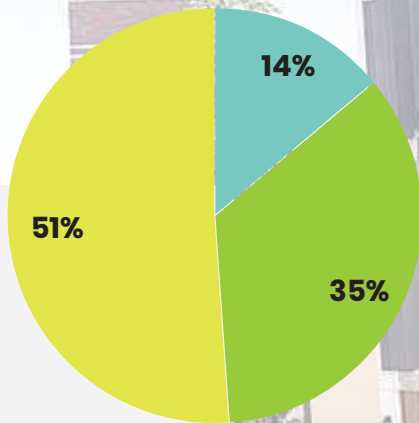
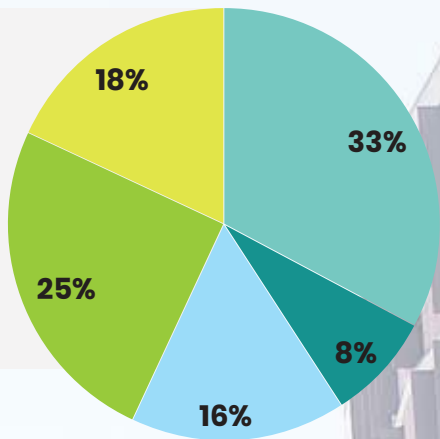
● Program Services (College and Student Support)	\$478,545.61
● Development and Fundraising	\$129,387.62
● Management and General	\$331,409.38
<b>Total</b>	<b>\$939,342.61</b>

### FY 2018/2019 Major Donors

\$20,000 – \$999,999	\$10,000 – \$19,999	\$5,000 – \$9,999
Title V – Gateway to Success	OmniWorks Economic Development.	Edison International/Southern Cal. Edison
Los Angeles Unified School District-GearUP	Cordoba Corporation	JC & Associates, APC
Amazon Web Services LLC (3m)	California Emerging Technology Fund	TELACU Industries, Inc.
Title V – Cooperative Grant	TOYOTA	California Community Foundation
	World Light Foundation, Inc.	
		AIM Consulting Services
		Commercial Waste Services, Inc.
		Monterey Park Hospital
		Farmers Insurance
		Southern California Gas Company
		East West Bank – Tina Hwang
		Cal State LA Foundation
		PRIME HEALTHCARE SERVICES
		A. S. Los Angeles (Haroutioun Tachian)

## FY 2018/2019 Transforming Lives Campaign Donors

Aguilar Irma, Alemu Dawit, Alvarado Richard J., Alvarez Nathasha, Alvidrez Richard, Andrade-Stadler Adele, Arechiga Carlos, Armstrong Myeshia, Austin Joseph T., Avila Margaret D., Ayyuce Orhan, Bailey Paul, Babic Djuradj, Baity Brenda, Baity Brenda K., Banchik Howard, Bava Jose, Bell Eraina Beatrice, Benevity Fund, Berman Arthur M., Berman Michael, Benavides Julie, Birsner John, Brown Wendi, Bradley Carole W., Brandt Priscilla, Brown Cheri L., Burrell Vernita L., Busch Wilbur J., Bustamante Karen, Cagigas Marcia P., Canales Nohelia, Carcamo Aron, Castro Mia, Castro-Salvati Marissa, Chapple Rebecca C., Cohan Ron, Contreras Rosalba, Dahi Khetam, Dashrath Panchal Mona, Davis Alison Anne, De Santiago Edith, DePieri Ruth, Di Mascio Thomas, Dreyfus Edward A., Eisenberg Judy, Ellen FortedCount, LLC., Emami Claudia, Faradineh Rahim Alavi, Fernandez Ana B., Festekjian Arpi, Fogel Charles Joseph, Foster Robert, Gallegos Humberto A., Garcia Christopher Ariel, Garcia Martha Cecilia, Garcia Rodrigo T., Garcia Rogelio, Godfrey Ryan, Gronich Lindsay G., Gust Randall G., Guy Amy G., Hall Denise A., Hamilton-Pennell Christine, Harrison Diana, Heisman Deborah, Hernandez Jeffrey, Higgs Carol, Higgs James, Hines Lena, Holguin Monique, Hughes John C., Hughes Constance B., Hwang Tina, Jacobson Sandra, Johnson Susie, Juarez Marina D., Judge Daniel, Kamlager Sydney, Karp Lawrence, Kellie Stacy Kellie, Khashayar Kamyar, Kiledjian Viken P., Knight Kimberly, Ladd Marilyn C., Lanier Patricia, Law Office of Ashod Mooradian, Le My-An, Leoni Paul A., Levy Barry T., Lizarraga Priscilla, Lopez Maria Sonia, Magtanong Teresita D., Mannone Diane R., Mairena Norma, Marsden Steven P., Mathias Errol, McCreary James, McCreary Sophie, McCleery Whitney, McElroy Esther, McLeod Christine, Medina Leonardo, Messall Sara, Morales Bahiron A., Morin Betty, Morin Mary E., Morin David, Moy Michael, Mynt Su H., Nghiem Nghi, O'Connell John W., Olivarez Lacey Anne, Owens Andrea S., Pacheco Shana Rose, Plotkin Olumese Rachel, Quintero Maria, Ramirez Carlos A., Ramirez Jose C., Rhim Choonhee L., Reyes Chester, Rivera Armando, Rivera Esther C., Rivera-Luna Silvia, Rodriguez Francisco C., Rodriguez Russell Raul, Rodriguez Vasquez Joel, Romero Shaw Helen, Rosenberg Carol S., Rubio Susan, Ruiz Francisco, Sanchez R. L., Schlessinger Evan, Schwab Charitable, Seizer Fern V., Semichy Joslyn Ann, Shibata Elaine T., Serrano Silvia N., Silva Juan A., Carrie Shook, David C Shook, Song Chengguang, Spector Bruce H., Stankevitz Diane L., Tapia Beatriz E., Tigue William, Tondre Mercedes B., Valmonte Jade, Villa Chris, Villamena Czarina, Villasenor Gerardo, Vivat Chairprasert Kenneth, Waldman Ann, Warth Kathy, Weil Phyllis M., White Cynthia A., Williams Jane A., Wong Elizabeth O., Worthington Ann M., Wynne, Virginia, Zamora Maria.



### \$2500-\$4999

AFT Local 1521	Cabrera Capital Markets LLC
Steven B. Jacobs	First Choice Bank
Boys & Girls Club-West San Gabriel	USC
A.S. Los Angeles	Union Pacific Railroad
TeraBand Technologies, Inc.	TDM Architects, Inc.
Payden & Rygel	Onnik A. Mehrabian
Preferred Bank	Bank of America
Network Integration Comp Partners, Inc.	Antonio Sanchez
Supervisor Hilda Solis	Adventist Health
AltaMed	White Memorial
	Whittier Trust

### \$250-\$2499

Coalition for Hope and Unity - MHP	Gateway Science & Engineering, Inc.	Cal State LA Univ. Aux Services, Inc.
Henkels & McCoy, Inc.	Pacific Dining Inc.	The Los Angeles Coalition for the Economy
Jovenes, Inc.	Liberty Dental Plan	Elizabeth O. Wong
Tina Hwang	WLC Architects, Inc.	Greater Monterey Park Chamber of Com.
Ride Yellow	Hollywood Health System	Megan Moloughney
Rosa De Anda Boone	Mega Bank	
NBC4	CableMasters	
Southwest Regional Council of Carpenters	LA County Federation of Labor, AFL-CIO	
	Greg Sherkin	

## DONOR PROFILE: GEORGE L. PLA

George L. Pla is a successful entrepreneur and philanthropist whose work spans business and civic activities that hold the common theme of enhancing communities throughout California. He is the Founder, President and CEO of Cordoba Corporation, a statewide full-service engineering firm specializing in the delivery of infrastructure projects in transportation, education, water, and energy sectors.

Mr. Pla's recent philanthropic and civic activities include serving as a member of the Board of Trustees of the California Science Center where he chaired the planning and engineering efforts of Cordoba Corporation's historic transport of the Space Shuttle Endeavour and ET-94 fuel boosters

In addition, Mr. Pla serves on the California Community Colleges Chancellor's External Leadership Advisory Council; President's Advisory Council at California State University, Los Angeles (Cal State LA); Philanthropic Foundation Board at California State University, Fullerton; Development Council for the Thomas and Dorothy Leavey Center for the Study of Los Angeles at LMU; and Board of Advisors for the Luskin School of Public Affairs at the University of California, Los Angeles.

Mr. Pla is a graduate of Cal State LA and holds a Masters of Public Administration degree from USC. He has been named by Hispanic Business Magazine as one of the 100 Most Influential Latinos in the nation and he is also the co-author the formative

**“ I credit East Los Angeles College for providing me with the educational foundation to be in the position I am in now where I can support educational institutions that provide opportunities for first generation students like me to succeed and pursue the American Dream. ”**

through the streets of Los Angeles. He is co-founder of the City Club, a premier private business club in Los Angeles that embraces and reflects the diversity and spirit of the city. Mr. Pla is also a member and former Co-Chair of the Southern California Leadership Council, a non-partisan, non-profit public policy partnership comprised of business and community leaders.

His efforts to support academic institutions include serving as a Regent Emeritus at Loyola Marymount University (LMU) and as a Presidential Associate at the University of Southern California (USC). He serves on the Board of Advisors for the Sonny Astani Department of Civil and Environmental Engineering at USC's Viterbi School of Engineering; the Board of Councilors for USC's Sol Price School of Public Policy; and the Program Advisory Committee for Stanford University's Construction Institute.

book on Latino politics, *Power Shift - How Latinos in California Transformed Politics in America*. In 2018, George L. Pla received the prestigious California Community College Distinguished Alumni Award, after being nominated for the honor by East Los Angeles College, his alma mater. He is also 2019 ELAC Alumnus of the Year.





# “ Our success is tied to the strength of our communities ”

Edison International, parent company of Southern California Edison (SCE), generates and distributes electric power and invests in energy services and technologies, including renewable energy. At Edison, we are enabling the state's efforts by leading the transformation of the electric industry to better serve our customers and protect the environment. At Edison, transformation is not a new idea or concept. We believe that our role goes beyond our core mission of safely providing safe, clean, reliable, and affordable electricity. Our success is tied to the strength of our communities. That's why we are proud to invest in the communities we have served for more than 130 years.

To keep our communities strong, we partner with nonprofit organizations like East Los Angeles College (ELAC) Foundation to fund programs that provide essential services to diverse populations. Our priority giving areas include education, environment, civic engagement, and public safety/emergency preparedness. In 2018, we gave \$20

million in grants to communities we serve. We have a particular focus on higher education because we want our workforce to reflect the ethnic diversity of our customer base. This includes our \$12 million Edison Scholars program that provides scholarships to 30 deserving students each year that reside in our service territory. At Edison, we want to make our communities stronger so we can all live, grow, learn, work, and play in safe, prosperous, and inclusive environments.

Edison International has been a partner with ELAC Foundation for so many years, helping strengthen our communities through scholarships that support our students.

We hope to continue and grow our partnership with ELAC Foundation for many years to come.

Sincerely,

*Marissa Castro-Salvati*

Marissa Castro-Salvati



Government Relations Manager,  
Southern California Edison Local Public Affairs  
Chair, East Los Angeles College Foundation



**EDISON**  
INTERNATIONAL®

## Executive Committee



**Tina Hwang**  
*Chairwoman*  
Senior Vice President & Regional  
Director, East West Bank  
ELAC Foundation  
Board Development  
Committee Member



**Paul Chang**  
*Vice Chair*  
Instructor, California State  
University, Los Angeles  
ELAC Foundation  
Board Development Committee  
And Marketing, Outreach &  
Advocacy Committee Member



**Angela Chang**  
*Treasurer*  
Chief Strategy Officer, KCAL  
Insurance Agency



**Paul De La Cerda, Mba**  
*Executive Director*  
Dean of Resource Economic  
Development & Innovation,  
East Los Angeles College



**Marvin Martinez**  
*Director*  
President, East Los Angeles  
College (2013-2019)

## Board of Directors



**Marissa Castro Salvati**  
*Director*  
Local Public Affairs,  
Southern California Edison  
ELAC Foundation  
Marketing, Outreach & Advocacy  
Committee Member



**Brian H. Flynn**  
*Director*  
Senior Vice President of Business  
Development, Whittier Trust  
Company  
ELAC Foundation  
Marketing, Outreach & Advocacy  
Committee Member



**Arnoldo Jaquez Jr**  
*Director*  
District Manager,  
Farmers Insurance  
ELAC Foundation  
Finance & Audit  
Committee Member



**Ken Maxey**  
*Director*  
Director of External Affairs,  
Comcast/NBC Universal



**Kassandra M. Sanchez**  
*Director*  
Vice President of Business  
Development,  
The Konsult Group  
ELAC Foundation  
Marketing, Outreach & Advocacy  
Committee Member





**Josh Chung**

*Director*

Partner At JC & Associates



**Thomas A. Di Mascio**

*Director*

Special Projects, Commercial  
Print, Logistics, Supplychain Mgmt  
DC Entertainment



**Erica Jacquez**

*Director*

CEO, E3 Legislative Strategies



**Asif Mahmood**

*Director*

M.D., F.C.C.P.. Diplomate American  
Board of Internal Medicine &  
Pulmonary Diseases



**Helen Romero Shaw**

*Director*

Public Affairs Manager, Southern  
California, Gas Company  
ELAC Foundation  
Board Development Committee  
And Marketing, Outreach &  
Advocacy Committee Member



**Philip A. Cohen**

*Director*

Chief Executive Officer, Monterey  
Park Hospital Executive Vice  
President, Ahmc Healthcare Inc  
ELAC Foundation  
Board Development Committee  
And Marketing, Outreach &  
Advocacy Committee Member



**Sandy Ho**

*Director*

E.V.P. & Regional Manager, Preferred  
Bank. President, La Chinese - American  
Sheriff Advisory Committee  
ELAC Foundation  
Board Development Committee And  
Finance & Audit  
Committee Member



**Priscilla Lizárraga**

*Director*

Senior Vice President, Telacu  
Industries  
ELAC Foundation  
Board Development  
Committee Member



**Edward J. Rendon**

*Director*

Chairman, San Gabriel Valley  
Civic Alliance  
ELAC Foundation  
Board Development  
Committee Member



**Mike Sarian**

*Director*

President of Operations  
Hospital Operations for Prime  
Healthcare Services



The East Los Angeles College (ELAC) Alumni Association supports and promotes the interests of the College, its students, alumni and Association members and empowers students to achieve their educational goals, to expand their individual potential, and to successfully pursue their aspirations for a better future for themselves, their community and the world.

East Los Angeles College is now in its 75th year of service. As the college continues its excellent practice of graduating and transferring students, it is now in a position to implement a strong alumni association that will assist the college to achieve its mission and goals of helping students succeed.

Join the ELAC Alumni Association by visiting:  
<https://elacfoundation.com/join-alumni-association/>

## Board Members



**Maria Elena Yepes**

*President*

Professor Emeritus of English  
East Los Angeles College



**James Kenny**

*Treasurer*

Dean of Instruction for Language  
Arts, East Los Angeles College



**Paul Chang**

*ELAC Foundation Representative*  
ELAC Alumnus



**Felipe Agredano**

*Vice President of  
Community Relations*  
Start Up Founder /CEO/  
President, at Agredano-  
Lozano and Associates



**Marilyn C. Ladd**

*Director*

Former ELAC Athletic Director  
and Women's Volleyball  
and Basketball Coach



**Reyna Avina Hernandez**

*Vice President of  
Campus Relations*  
Senior Director of Workforce  
Development & Youth  
Services/Adjunct Professor  
AltaMed/East Los Angeles College



**Rick Gamboa**

*Director*



**Elizabeth Arroyo**

*Co-Secretary*  
Adjunct Professor of Reading  
East Los Angeles College



**Oscar Lobatto**

*Director*





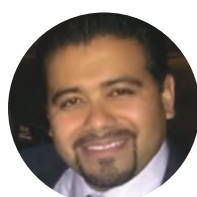
**Teresa Amador**  
*Director*



**Armando Yepes, MBA**  
*Director*  
Chairman, The Latino Business  
Alliance of the Inland Empire



**Ms. Ana Victoria Osio**  
*Director*  
Professor East Los Angeles College  
Real Estate Executive



**Frank Lozano**  
*Director*  
ICC Advisor East Los  
Angeles College



**Emiliano Saucedo**  
*Director*  
Independent Broker, A.R.  
Huguez and Associates



**Peter Zavala**  
*Director*



**Lynnette Dolatre**  
*Director*  
Career Guidance  
Counselor Assistant



**Martha Zavala**  
*Director*  
ELAC Alumnus



**Mario Villegas**  
*Director*  
Journalist



**Al Rios**  
*Director*  
Dean of Academic Affairs at  
East Los Angeles College

# \$74,202.94

## Raised to Fight Homelessness and Hunger

In 2017 during the global day of celebration - "Giving Tuesday," the ELAC family launched its first ELAC Transforming Lives (TLC) Annual Giving Campaign to address significant challenges (homelessness, hunger/food insecurity, transportation, and clothing) facing ELAC students far beyond the cost of textbooks or tuition.

this has immense negative impacts on academic performance and degree. According to a 2017 survey commissioned by LACCD, 1 in every 5 of our students in the district is homeless, and according to a recent internal poll conducted by ELAC students, 70.3% of our students have experienced hunger/food insecurity on campus. Recent national studies show that since 2017, the trend has grown with the crisis.

**“ One of the biggest challenges I’ve faced while being a student at ELAC is being homeless. As a full-time student it can sometimes interfere with your schoolwork. Being a full-time student, at times, I have to try and find where exactly am I going to sleep at night while also trying to maintain my schoolwork ”**



The purpose of the TLC is to raise awareness of the immediate needs of many of our students and provide an opportunity for our campus community to help our students meet their needs through payroll giving and program support. There are many reasons our students lack fixed, regular, and adequate housing, including parental conflict, family separation, exiting foster care, neglect, or abuse. Most recently, the TLC campaign assisted students who were displaced due to domestic violence issues.

Unfortunately, student homelessness and basic needs insecurity have become a national crisis and

“I just wanted to touch base, and thank you and the whole ELAC Foundation for assisting my daughters and I, as we faced many obstacles being homeless this month. I’m just so grateful and thankful for all the resources the foundation donated to my family, while we were homeless. Without the foundation, my family and I would have been on the streets for sure. I would like to show my appreciation to the program and speak out how the ELAC Foundation has helped me and my family.”-TLC Student

We hope you can join our Campaign and HELP US TRANSFORM A LIFE TODAY!

**To learn more or to Give to the Transforming Lives Campaign please visit:**  
<https://elacfoundation.com/annual-giving-campaign/>



### **EAST LOS ANGELES COLLEGE'S FIRST FEMALE FOOTBALL PLAYER FEATURED IN SUPER BOWL COMMERCIAL**

Ms. Toni Harris, the first female football player ever for the East Los Angeles College (ELAC) Huskies, was the featured star of a Toyota commercial that aired before an estimated 100 million television viewers during Super Bowl LIII on Sunday, February 3, 2019.

Ms. Harris was also featured in a four-minute-long news segment during a national network broadcast of CBS This Morning that highlighted her remarkable story and her role model status for future female football players. CBS carried the poignant interview with Ms. Harris and premiered the Toyota commercial. The broadcast and commercial are online at [Bit.ly/ELACToniHarris](https://bit.ly/ELACToniHarris).

Ms. Harris, No. 31, played defense as a Free Safety for the ELAC Huskies Football Team and has been an important part of the team's success, according to ELAC Head Football Coach Bobby Godinez. Ms. Harris is one of the few women ever to play full contact college football. She joined the ELAC Huskies team in June 2017 and has been playing football since she was about six years old in her hometown of Detroit, Michigan.

Ms. Harris was honored and recognized at the 2019 Annual ELAC Alumni Association Power Mixer and the 2019 ELAC 15th Annual President's Gala.

She is currently a safety for Central Methodist University in the National Association of Intercollegiate Athletics. She is the first female to receive a full college football scholarship as a non-specialist, and the second woman to ever play football on scholarship.



# ELAC Foundation Launches the First Incubator to Accelerate the Startup and Growth-phase for Enterprises owned Minorities, Women, Veterans, Formerly Incarcerated, and LGBTQIA owned businesses in Los Angeles

Los Angeles is a major hub of entrepreneurship and innovation. From the bustle of Downtown Los Angeles to the tech wave in Silicon Beach, Los Angeles offers a booming ecosystem for entrepreneurs and startup companies. However, lack of investment and commitment to diversity by existing accelerators and incubators have overlooked certain communities.

The ESTEC™ LA Incubator was created to accelerate the startup and growth-phase for enterprises owned by minorities, women, veterans, the formerly incarcerated, and members of the LGBTQIA community. The ESTEC LA™ Incubator is a powerful new program for East Los Angeles College (ELAC) students and existing community-based businesses. The ELAC Foundation in partnership with OmniWorks™ proudly launched the ESTEC LA Incubator at ELAC's Center for Entrepreneurship and Innovation. The Incubator is funded in part by JP Morgan Chase, with additional support from Union Bank, and the California State Strong Workforce Program, will assist local students and entrepreneurs with business start-ups and growth opportunities.

## PARTICIPANTS



**dude. be nice.**



ESTEC™ LA is designed to inspire and engage participants in the technical and fundamental aspects of entrepreneurship and the unlimited opportunities it can provide.

“ **Built on a rigorous framework and relevant network of partners, our highly interactive program has enabled participants to learn first-hand from successful entrepreneurs. Our goal is to draw investment capital to equalize the opportunities for our communities.** ”

– Paul De La Cerda, Dean of Resource, Economic Development and Innovation & Executive Director of ELAC Foundation



Since its launch in April 2018, the ESTEC™ LA Incubator has generated unprecedented recognition for its programming that included a two-day entrepreneurship workshop and eleven weeks of Small Business Management and Marketing workshops, including topics such as principles of selling, personal mentorship, accounting services, a legal roadmap, women/minority certification workshops, and also provided a dedicated co-work space for incubator participants—all free to the participants. The ESTEC™ LA Incubator has been featured by Univision, LA Business Journal, and was recognized in an incubator study by the University of Washington Foster School of Business in partnership with the Initiative for a Competitive Inner City (ICIC) as the only incubator in Los Angeles county “focused on entrepreneurs of color in inner city neighborhoods.”

Today, the ESTEC™ LA Incubator is comprised of a cohort of 11 enterprises. The inaugural cohort is incredibly diverse both in owner demographics and current status in the development phase. While some cohort members are in the initial phase, others are scaling their business for growth.

To learn more LA Center of Entrepreneurship & Innovation please visit:

<https://elacfoundation.com/elac-center-for-entrepreneurship-innovation/>



ELAC Center for  
**Entrepreneurship  
& Innovation**



# Hundreds in Attendance as ELAC Hosts Special Book Panel and Signing for George L. Pla and David R. Ayón's *Power Shift: How Latinos in California Transformed Politics in America*

East Los Angeles (CA) – On October 23, 2018 East Los Angeles College Foundation (ELACF) in partnership with ELAC's Academic Senate and Social Sciences Department hosted a special speakers panel and signing for the book: *Power Shift: How Latinos in California Transformed Politics in America* with authors George L. Pla and David R. Ayón. Panelists included: the Honorable Antonio Villaraigosa, the Honorable Richard Polanco, the Honorable Richard Alatorre, the Honorable Esteban Torres, the Honorable Gloria Molina, California State Senate candidate Maria Elena Durazo, and Los Angeles City Council member Gil Cedillo.

"It was a thrill to be back at my alma mater ELAC," stated George L. Pla, *Power Shift* Co-author and President & CEO of Cordoba Corporation. "I always

say that education is the great equalizer. It was a privilege to bring the Latino community leaders to meet the students and to share about the transformative impact these trailblazers have had on our society. We all either have roots in East LA, and many with ELAC, so it was important for us to show the students that they, too, can make a difference in their lives and their communities."

Power Shift charts the rise of Latino political power and its impact, from the breakthrough election of the first Mexican American to the Los Angeles City Council in 1949 to today's leadership of California and its heavyweight role in polarized America. This inspiring story recounts the origins and development of ten LA-based Latino and Latina leaders who transformed politics and government, forging a progressive political tradition in the process. Seven of those leaders joined authors Pla and Ayón on stage to discuss their stories with ELAC students.

Hundreds of ELAC students, staff, and faculty attended the event to hear from historic leaders who are rooted in East LA and whose influence spans the state and the country. Moderated by Dr. Marcel Morales, Department Chair of Social Sciences, the panelists were asked questions prepared by ELAC students.

"We are very appreciative of the authors and all the panelists that joined us today. Their story is one of transformation, which we at ELAC aspire to do every day," said Paul De La Cerda, ELAC's Dean of Resource, Economic Development & Innovation and Executive Director of the ELAC Foundation.

**“We are incredibly proud to host alumnus George L. Pla’s first college book signing. The political movement described in this book is rooted in the communities we serve and functions as inspiration for our students”**

– Marvin Martinez, President of East Los Angeles College





## East Los Angeles College and the Greater Monterey Park Chamber of Commerce Hosted a Networking Mixer to Celebrate Inaugural Partnership

On November 8, 2018 the East Los Angeles College (ELAC) Foundation in collaboration with the ELAC Computer Applications Office Technologies (CAOT) department and the Greater Monterey Park Chamber of Commerce hosted a networking mixer for hundreds of community members, ELAC alumni, and current students.

The event served as a celebration of the first-ever partnership between the Chamber of Commerce and East Los Angeles College. “The Computer Applications & Office Technologies (CAOT) Department is excited about our new partnership with the Greater Monterey Park Chamber of Commerce,” said Dr. Ann Mahrenholz, CAOT Chairperson. “This partnership links the workplace and the classroom to provide a skilled and talented workforce for new and existing businesses, and better prepare our adult learners with the skills needed to be successful in today’s workforce. By providing greater alignment of resources, we all maximize efficiencies.”

During the event ELAC President Marvin Martinez highlighted the importance of collaboration between the college and the community it serves. A great portion of our student population lives, works, and shops in Monterey Park underpinning the importance of a partnership with the city of Monterey Park and its Chamber of Commerce. Peter Chan, Mayor of Monterey Park, also highlighted the significance of collaborating with ELAC.

Dora Lueng, President of Monterey Park Chamber of Commerce, announced a new venture with ELAC Foundation which will allow ELAC students to join the Chamber of Commerce for an annual membership fee of only \$25.



A GREAT SUCCESS!

# ELAC's 15<sup>th</sup> Annual President's Gala

On Friday, June 14, 2019 the ELAC Foundation hosted its sold out 15th Annual ELAC President's Gala at the Taglyan Cultural Complex in Hollywood. Over 450 attendees joined the ELAC community for a night of philanthropy and celebration. "The theme of the Gala was 'Transforming Lives Through Entrepreneurship and Innovation' and each honoree of the night has truly transformed lives," said ELAC Dean and Foundation Executive Director, Paul De La Cerda.

Geoffrey Rivas, Actor/Producer/Director of the Latino Theater Company, emceed the Gala along with Sandra O'Neill, Anchor for Noticiero Telemundo 52; and Ted Chen, NBC 7 reporter. The honorees included Amazon Web Services (AWS) with the President's Entrepreneurship & Innovation Award; Congresswoman Judy Chu with the President's Leadership Award; President & CEO of Cordoba Corporation, George L. Pla with the Alumnus of the Year Award; and Edison International with the ELAC Corporate Partner of the Year Award.

"I am forever grateful for the education and guidance I received as a student at ELAC," stated George L. Pla. "I am truly honored and humbled to be recognized as Alumnus of the Year. I hope that my journey will serve as an inspiration to demonstrate how our community college system can empower and provide the tools for future generations to succeed and make a difference in the lives of others."

In 2018, ELAC opened the LA Center for Entrepreneurship & Innovation, which houses its small business incubator called ESTEC LA™. The incubator, powered in partnership with OmniWorks™, provides entrepreneurial tools that accelerate start-up businesses owned by minorities, women, veterans, the formerly

incarcerated, and the LGBTQ community. The unique program was featured in the LA Business Journal and is funded, in part, by a \$150,000 investment by JPMorgan Chase, with additional support from Union Bank and the California Strong Workforce Program. The 12 business owners from the ESTEC LA™ program showcased their business to all in attendance at the Gala. The testimony and success of the business owners in the Incubator had a powerful impact on the Gala attendees and ELAC Foundation Gala Chair Marissa Castro-Salvati shared her gratitude to them.

"ELAC Foundation is ever so grateful to the generosity of our supporters. The support our sponsors have exhibited is a true testament to their commitment and belief in the mission of the Center for Entrepreneurship & Innovation and our incubator" said Castro-Salvati.

"We were honored to attend the President's Gala and humbled to be recognized for our work with ELAC and the broader Los Angeles community; the growth of cloud computing is spurring tremendous demand for a cloud-skilled workforce," said Andrew Ko, Managing Director, Global Education, AWS. "Los Angeles is setting the course for an exciting vision for the future through CA Cloud, a consortium of community colleges and K12 systems that is offering a Cloud Computing Certificate built with AWS Educate."

Funds raised benefit ELAC students and future entrepreneurs in the East and Southeast Los Angeles community. The ELAC Foundation Board of Directors culminated the event with a cannon of confetti announcing next year's gala, which will celebrate the 75th Anniversary of the East LA College.





## Gala Attendees

- **Judy Chu**, U.S. Congressmember
- **Jimmy Gomez**, U.S. Congressmember
- **Fiona Ma**, CA State Treasurer
- **Susan Rubio**, CA State Senator
- **Maria Elena Durazo**, CA State Senator
- **Ed Chau**, CA State Assemblymember
- **Gilbert A. Cedillo**, City of Los Angeles Councilmember
- **Peter Chan**, Mayor, City of Monterey Park
- **Eddie De La Riva**, Mayor, City of Maywood
- **Jose R. Gonzalez**, Mayor, City of Cudahy
- **Jason Pu**, Mayor of City of San Gabriel
- **Al Rios**, Councilmember, City of South Gate
- **Adele Andrade-Stadler**, Councilmember, City of Alhambra
- **Sandra Armenta Lopez**, Councilmember, City of Rosemead
- **Mike Fong**, City of Rosemead, LACCD Board of Trustees President
- **Andra Hoffman**, LACCD Board of Trustees Vice President
- **David Vela**, LACCD Board Trustees
- **Steve Veres**, LACCD Board Trustees
- **Scott Svonkin**, LACCD Board Trustees
- **Dr. Francisco Rodriguez**, LACCD Chancellor
- **Tim Murakami**, Undersheriff, LA County Sheriff Department
- **Julia Svetlana Juarez**, Director of Community Outreach, for CA State Insurance Commissioner Ricardo Lara
- **Baydsar Thomasin**, District Consultant, CA State Senator Maria Elena Durazo
- **Sarojini Lall**, District Director, CA State Assemblymember Laura Friedman
- **Maria Unzueta**, representing CA State Controller Betty Yee
- Representatives from the office of LA County Supervisor Hilda Solis

**This was the most successful Gala in the history of the College.**



# Huskies Take Over Capitol Hill

East Los Angeles College students Alejandra Martinez, Alexis Catano, and Genesys Sanchez arrived in Washington D.C. to start the Washington D.C. Gateway Internship Program in the summer of 2019. The internship program awards each student the opportunity to serve as an intern at the nation's capital directly with members of the United States House of Representatives. Alejandra Martinez will be interning for Congresswoman Linda Sanchez, Alexis Catano for Congressman Jimmy Gomez, and Genesys Sanchez for Congresswoman Nanette Diaz Barragán.

The Washington D.C. Gateway Internship Program is a great opportunity for students interested in pursuing a career in government service and gives them a rare look inside the workings of our legislative, political, and administrative systems.

Intern responsibilities included covering congressional hearings, conducting research, writing press releases, coordinating events, assisting with media relations, editing and producing news stories, managing databases, writing for a newsletter, and more. Each student in the program plans to transfer to a 4-year university. One student will be transferring in to the University of California, Los Angeles (UCLA) and another to CA State University, Long Beach (CSULB).

To learn more or donate to the internship program, please visit:

[www.elacfoundation.com](http://www.elacfoundation.com)





## Congressional Leaders Recognized by East Los Angeles College Foundation at Washington D.C. Gateway Internship Program Reception

East Los Angeles College (ELAC) and the ELAC Foundation proudly recognized Congress members Nanette Diaz Barragán, Judy Chu, Lucille Roybal-Allard, Jimmy Gomez, Linda T. Sánchez, and Los Angeles County Supervisor Hilda Solis for their participation in the Washington D.C. Gateway Internship Program during a reception at ELAC's Corporate Center. In attendance were Congress members Nanette Diaz Barragán, Judy Chu, Lucille Roybal-Allard.

The ELAC Foundation's Washington D.C. Gateway Internship Program (WGIP) offers East Los Angeles College students an all expense paid summer internship in an effort to promote civic engagement and foster leadership. WGIP provides students with the opportunity to participate in the legislative, political, and administrative process in Washington D.C. "The ELAC Foundation Washington D.C. Gateway Internship Program helps East Los Angeles College students gain invaluable experience in leadership

and public policy. Students are the future of this country and I'm committed to continuing to support civic engagement opportunities for our young people," said Representative Barragán.

Congress members Nanette Diaz Barragán, Judy Chu, Lucille Roybal-Allard, Jimmy Gomez, Linda T. Sánchez each hosted a WGIP participant this past summer and have served as champions for the program. The summer internship has become a shining example that creates and motivates students to be civically engaged in our communities. The WGIP also allows students the possibility to experience professional and personal development through their work on Capitol Hill.

ELAC has one of the highest numbers of DACA students, including people like Javier Lopez-Quintana, who interned for Congresswoman Lucille Royal-Allard through this program and later transferred to UC Berkley.

**“It's so important that we help teach our youth about the valuable role that government plays in their daily lives, and that's why I'm honored to host a member of the Internship Program in my office this summer”**

**– Congresswoman Roybal-Allard**





We are excited about the future possibilities as we strive to serve our students better. Every dollar from every donor transforms the lives of our students. Help us Transform a Life Today! Your Feedback is appreciated!  
Sincerely,

**Dr. Armond Aghakhanian, ELAC Foundation Chief Development Officer (323) 780-6783 email: aghakha@elac.edu**

**Carina Duenas, ELAC Foundation Development Assistant (323) 265-8901 email: duenasc@email.laccd.edu**

**Teresita Magtanong, ELAC Foundation Accountant (323) 260-8161 email: magtantd@elac.edu**

### **East Los Angeles College Foundation Mission Statement**

The mission of the East Los Angeles College Foundation is to promote and elevate the College in fulfilling its mission and reaching its goals through marketing and advocacy, community and industry connections, and financial support.

East Los Angeles College Foundation is a 501 (c) (3) non-profit organization. Tax ID# 33-0034221

**1055 Corporate Center Drive, Monterey Park, CA 91754 | (323) 265-8901 | [www.elacfoundation.com](http://www.elacfoundation.com)**



### **East Los Angeles College Mission Statement**

East Los Angeles College empowers students to achieve their educational goals, to expand their individual potential, and to successfully pursue their aspirations for a better future for themselves, their community and the world.

**1301 Avenida Cesar Chavez, Monterey Park, CA 91754 | (323) 265-8650 | [www.elac.edu](http://www.elac.edu)**



### **Los Angeles Community College District Mission Statement**

The Mission of the Los Angeles Community College District is to foster student success for all individuals seeking advancement, by providing equitable and supportive learning environments at our nine colleges. The District empowers students to identify and complete their goals through educational and support programs that lead to completion of two or four-year degrees, certificates, transfer, or career preparation. In doing so, the District fulfills its commitment to the community to improve the social welfare of the region, to enhance the local economy, to close persistent equity gaps, and to prepare future community leaders.

**770 Wilshire Boulevard, Los Angeles, CA 90017 | (213) 891-2000 | [www.laccd.edu](http://www.laccd.edu)**