

**JUNE 23-26  
2011  
@ RIO GRANDE  
PUERTO RICO**



# **TRADE MISSION TO PUERTO RICO**



led by Orange County Mayor  
The Honorable  
**Teresa Jacobs**





**Teresa Jacobs**

**Orange County Mayor**



On November 2, 2010, the citizens of Orange County elected Teresa Jacobs to serve as their new county mayor. Mayor Jacobs was sworn into office on January 4, 2011.

Mayor Jacobs served as an Orange County Commissioner for District 1 from 2000 – 2008. During her eight years in office, she was elected to numerous state and regional boards, which she still serves on as Orange County Mayor. Prior to holding public office, she served as President of the Orange County Homeowners Association Alliance (an organization that represented approximately 100 neighborhoods).

Mayor Jacobs is known as a champion of ethics reform, school and road concurrency reform, and is a strong advocate of public participation in the governmental process. She will continue this important work, as well as leading many other initiatives during her time in office

Prior to her political background, Mayor Jacobs graduated Cum Laude from Florida State University with a degree in Economics and had a successful nine-year career in banking.

Teresa and her husband Bruce have been married for 29 years and are the proud parents of Josh, Max, Lisa, and Chase, all now young adults.

[www.ocfl.net/mayor](http://www.ocfl.net/mayor)



**Diana Bolivar**

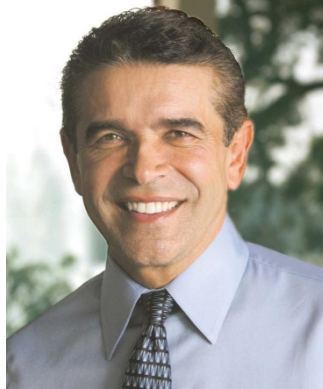
**Vice President  
Hispanic Chamber of Commerce of Metro Orlando**

With more than 20 years of experience in the nonprofit, legal, medical, and construction industries, Diana Bolivar, is presently the vice president for the Hispanic Chamber of Commerce of Metro Orlando. Diana serves as a major point of contact for the chamber and is responsible for supporting the president in public and media relations and ensures the organization's communication flows effortlessly to its members. Diana also manages the production of bi-weekly and quarterly business publications for electronic and print distribution; for the management of the organization's website, Facebook account and all other social networking platforms and is also the co-host of the chamber's weekly radio program "Hablemos de Negocios". Diana also manages three direct employees in the Marketing and Sales Department and the Events and Operations Department. Diana also works closely with the president on building the organization's brand in the Metro Orlando business community.

Before joining the Hispanic Chamber of Commerce of Metro Orlando, Diana served as a business development manager for WORKFORCE CENTRAL FLORIDA (WCF) where she consulted with local employers on their workforce development needs to help them increase their bottom line. Her varied experience at WCF helped Diana to easily determine solutions to assist her customers in the areas of recruiting, retaining and training of employees.

Prior to WORKFORCE CENTRAL FLORIDA, Diana owned her own business and was President of Florida Quality Inspections, Inc. where she specialized in hurricane related inspections for residential and commercial clients throughout the State of Florida. As a result, Diana also became an expert witness in hurricane related litigation for Plaintiff's attorneys. Prior to Florida Quality, Diana also worked as an international business liaison for a family owned business, assisting overseas companies who wanted to do business in Central Florida. Diana also successfully arranged commercial missions to her native Colombia. She also coordinated medical educational missions for physicians to visit under developed countries and teach. She also assisted, coordinated and volunteered in disaster missions around the world, including Bosnia-Herzegovina during the war, Colombia during earthquakes and volcanic eruptions as well as Ground Zero.

Diana also serves on the board of directors for the BETA center and the advisory committee for Public Allies. Diana also served five years as chief executive officer and board member of the AIDS Resource Alliance and was appointed by Chairman Richard Crotty to the Children Citizen Commission. She has also served board member roles with the Colombian American Chamber of Commerce and the Colombian Red Cross.



**Lou Carrion**

**Consultant  
Florida Hospital**

With nearly forty years in the business world, Lou retired in 2008 as VP and Chief Diversity Officer for EMBARQ, a Fortune 300 corporation with 18,000 employees. Prior to this, he was VP-National Business Sales responsible for over two billion dollars in revenues for eighteen states. He has held officer-level assignments in HR, Public Relations, Marketing, Sales, and Customer Service. He served as VP of Customer Service for SPRINT in 2001 until being named VP-National Business Sales in 2005. Currently, he serves as an Executive Consultant for Florida Hospital, the largest hospital system in the U.S.

He is an inspired motivator, popular speaker, high achiever, and strong promoter of diversity and community involvement. He has been a board member and officer for the YMCA, JA, Hispanic Chamber of Commerce, Hispanic Business Initiative Fund (HBIF), National Eagle Leadership Institute (NELI), Children's Home Society, and INROADS. He has served on the Walt Disney Foundation Review Board and on the Selection Panel for the US Military Academies.

Lou received the Orlando Focused Vision Award for his diversity awareness and development in the community, the "Professional of the Year" award by the Hispanic Chamber of Commerce, and the YMCA Hispanic Achievers Award. In 2001, he was honored with the prestigious "EAGLE Award" by the National Eagle Leadership Institute for his business leadership. Lou also received the Dollars & Sense "21st Century Best & Brightest Minorities in Corporate America" award for 2001 and was recognized by the National Society of Hispanic MBAs (NSHMBA) via their BRILLIANTE Award program.

Inducted into "Who's Who" in Corporate America and Money Magazine's top Minority Business Leaders, Lou was named in 2003 as "Volunteer of the Year" by the YMCA and honored with the INROADS Community Service Award. He has been recognized as one of the "Top 100 Hispanics in Florida", a member of the "Top 25 Most Influential Hispanics" in Central Florida, and a top Business Leader by the Orlando Business Journal'.

Lou holds a Bachelor Degree in management from Bowling Green State University in Ohio and a MBA from Baldwin-Wallace College, both achieved with academic honors. He and his wife of thirty-nine years are the proud parents of three children and three grandchildren.

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**Marvin Colon**

**Branch Manager  
iServe Residential Lending, LLC**

Marvin Colon is originally from Orocovis, Puerto Rico. He came to Orlando in 1992 and graduated from Oviedo High School in 1994 and Valencia Community College with an AA degree in business administration in in real estate 1997. Marvin obtained his Real Estate license and became a Realtor also in 1997. In 2003 he opened his own Mortgage lending operation. After many years of hard work and the Real Estate crisis, Marvin is still lending and doing Real Estate better than ever. Marvin has served over 2,000 clients in the past 13 years.



**JOSÉ G. COSTA**

**Vice-President of Operations and Construction Services Department Manager  
Nodarse & Associates, Inc.**

Mr. Costa received a Bachelor of Science degree in Civil Engineering from the Polytechnic University of Puerto Rico in San Juan, Puerto Rico in 1996. After graduation, Mr. Costa worked at Law Engineering & Environmental Services, Inc in San Juan, Puerto Rico for one year as a staff engineer. In July 1997 he transferred to the Orlando office (currently MACTEC) and worked as staff engineer, where he gained experience on geotechnical and construction materials engineering projects.

Since joining Nodarse & Associates, Inc. in January 2004, José has progressed from Project Manager to Department Manager and Vice President of Construction Services. As Senior Project Manager, he has overseen numerous construction materials and threshold inspection projects throughout Central Florida and Puerto Rico. Construction project experience ranges from schools, and high-rise condominiums, the new 20,000 seat Orlando Magic arena and the new 1.2 million square foot Orlando Veterans Administration Medical Center in Lake Nona. As Manager of the Construction Services Department, José is responsible for the financial and operational performance of the department. He provides leadership and mentoring for both technical and professional development of the 45 plus staff.

As an active member of his community, he has been a member of the Hispanic Chamber of Commerce of Metro Orlando since 1998 and served as Ambassador during 2009 and 2010. In addition, he presides over the HCCMO East Orlando LEADS Group to help businesses in the East Orlando area to promote their products and services in a non-competitive environment. Recently, Mr. Costa was appointed by Mayor Teresa Jacobs to serve on the Environmental Streamlining Task Force to review environmental regulations in an effort to reduce duplication and improve the permitting process within Orange County.

Other professional organizations include: The Florida Engineering Society (FES), the College of Engineers and Surveyors of Puerto Rico (CIAPR) and the American Concrete Institute (ACI) - Orlando Chapter, where he currently serves as President.

Recently, José became an adjunct professor at the Polytechnic University of Puerto Rico – Orlando Campus where he teaches the undergraduate construction materials and laboratory course.

Born and raised in Puerto Rico, José and his wife live in Orlando, Florida with their four children. He enjoys traveling, biking, kayaking, and spending time with his family.





**Jose Fernandez**

**President  
Florida Compass Group**

Mr. José Fernández is recognized as one of Florida's leading government regulatory experts. In 2007, Mr. Fernández established the Florida Compass Group, LLC. This boutique firm serves domestic and international clients seeking to strategically position themselves in targeted markets. With operations in Orlando, San Juan, and Mexico City, Florida Compass Group has distinguished itself by providing comprehensive Regulatory, Corporate and Strategic Management services. With the bulk of practice in the area of Public Private Infrastructure Partnerships, Energy and Tourism, FCG is considered one of the leaders integrating international and domestic firms into the US and Caribbean markets.

Prior to establishing the Florida Compass Group, Mr. Fernández had a distinguished public service career. He was named City Clerk by Orlando Mayor Buddy Dyer; the very first appointment of Mayor Dyer's administration. Soon after, Mr. Fernández was also given the additional responsibility of Director of General Administration. He was later tapped to serve as the Mayor's Chief of Staff and Senior Advisor to the Mayor for Public Policy and Business Development. In that role Mr. Fernández provided senior level guidance to the Mayor on a variety of public policy matters and served as the voice for commerce on the Mayor's Cabinet.

Mr. Fernández earned a Bachelor of Arts degree in Latin American and Caribbean Affairs from Rollins College, a Master of Public Administration degree from the University of Central Florida, and is a graduate of the Kennedy School of Government's Program for Senior Executives in State and Local Government at Harvard University.

Mr. Fernández and his family have made Central Florida their home for more than 30 years. His commitment to the long term and sustainable development of the region is evident through his leadership in the community. Mr. Fernández has served on a number of community boards and organizations including the Orlando Regional Chamber of Commerce, Winter Park Chamber of Commerce, Rollins College Alumni Association, Orange County Redistricting Committee, and UCF Foundation. In 1995 Mr. Fernández established the Hispanic Business Initiative Fund which today is the largest Hispanic economic development firm in Florida. In addition, he has served as an Adjunct Professor at the University of Central Florida teaching Economic Development. Recognizing his community involvement and success in business, in 1998 the Orlando Business Journal named Mr. Fernández one of the 40 top Central Florida business executives under 40 years of age and in 1999 Orlando Magazine names him one of Central Florida's 20 leaders for the 21st century. The Orlando Business Journal has also listed Mr. Fernández as one of the most influential persons in Central Florida.



**Maritza Martinez**

**Assistant Vice President  
University of Central Florida**

Maritza Martinez is an accomplished professional with a distinguished performance record in higher education, and public and community relations. Experienced in the development and execution of comprehensive community relations strategies. She currently serves as Assistant Vice President for the Division of Community Relations at the University of Central Florida. Maritza received her B.A., M.A. and EMBA from the University of Central Florida.

Maritza currently serves on the boards of the Hispanic Chamber of Commerce and the Winter Park Chamber of Commerce where she is chair-elect, Mayor Dyer's Martin Luther King Holiday Commission, Valencia Community College's Take Stock in Children and represents UCF as a volunteer with several local non-profit organizations. She is married to Julio E. Guerrero and has two children, Juliana and Mariana (8 and 5 years old, respectively).





**Thomas Mestre**

**Outreach Director  
Ana G. Mendez University System**

Native of Caguas, Puerto Rico and graduate of the University of Puerto Rico with a Bachelor Degree in Business Administration and post graduate from Howard University Washington D.C. He worked in the island both in the private and public sectors. Relocated to Central Florida in 1986 and has held managerial positions in different companies for Corporate America; worked for 10 years with the City of Orlando Human Relations Department. The past 25 years Mestre has demonstrated his loyal commitment with the Hispanic Community. Presently, he is the Director of Outreach for Ana G. Mendez University System Metro Orlando campus. Mr. Mestre is also a successful entrepreneur with 4 Life Research. He was recently elected Vice President to the Puerto Rico Chamber of Commerce of Central Florida.



**Robert Newland**

**President  
Newland Associates Group, Inc.**

Mr. Newland is interested in learning about companies wishing to expand into the US, business owners seeking capital or looking for exit strategies. He is also interested in products or brands with potential to enter the US Hispanic market. You can reach him at 407-416-7511 or via email [RNewland@Newland-Associates.com](mailto:RNewland@Newland-Associates.com).

Robert is a Puerto Rican serial entrepreneur with offices in Puerto Rico and Orlando, Florida. He has extensive experience in building and managing his own companies, including business and professional services firms, executive suites facilities, call center operations, and M&A services. He graduated Cum Laude with a degree in Management from the Sacred Heart University and has continued his education through executive programs including Harvard Business School.

His firm, Newland Associates, is a Career Partners International (CPI) member/owner, with over 200 offices worldwide, offering management consulting and executive search services for over 20 years to business owners, senior executives and organizations.

Mr. Newland is a former board member of the Hispanic Chamber of Commerce of Metro Orlando, sits on the board of the Central Florida HR Association, and is a member of the Alliance of Merger and Acquisition Advisors and the Association for Corporate Growth.



## **Ruben & Laura Perez**

### **Owners ZaZa new Cuban Diner**

Laura Perez was born in Santurce, Puerto Rico and later relocated from Puerto Rico to Orlando, Florida in 1979 to continue her education in banking. She worked for Coral Gables bank 1985-1997 and then joined her husband Ruben Perez in the restaurant business 1997.

Ruben Perez was born in Bronx, New York and later moved with his family from Bronx to Altamonte Springs in the summer of 1967 where he attended Bear Lake Elementary school, Teague Middle School, Lake Brantley High school and The University of Central Florida. Ruben obtained on the job training with his father and uncle from 1977 to 1987 and then from the years 1987 – 1989 he worked for Steak and Ale Corporation learning management skills and organized leadership at local stores.

An Industry veteran with hands-on experience in the restaurant business, Mr. Pérez has been a recipient of numerous awards for his vision and entrepreneurship. Rubén began his career in the family restaurant, learning beside his father and uncle. In 1990 Ruben created Don Pepe's Cuban Café (name changed to Habana Grill in 2005). He later opened another Habana Grill in Winter Park, Florida and developed a loyal following for his authentic dishes and inspired décor. He and his wife successfully ran the restaurant for twenty years. In 2002 acquired Yayas Cuban Café and Bakery and expanded the menu to offerings of not only baked goods, but also signature soups, made to order sandwiches, salads and lunch platters. In 2005 Ruben and Laura were awarded the Hispanic Chamber of Commerce Entrepreneur of the Year. Ruben and Laura also are recipients of the "Don Quijote" award in 2008. In 2006 their company partnered with Creative Host Food services in opening the first Au Bon Pain bakery and Café in Orlando in airside 2 at the Orlando International Airport. It is now the highest grossing Au Bon Pain in the United States. In 2008 they also partnered with Centerplate to manage and lead the food operations at the Orange County Convention Center.

The above mentioned were all instrumental in helping Ruben and Laura develop a dream they always had of developing a true Latin brand that could more easily cross-over into our American culture. "Zaza new Cuban Diner" is a fast casual restaurant featuring breakfast, lunch, dinner, baked goods, gourmet coffee, beer and wine in a contemporary urban setting. They are already featuring hybrids of our prototypical brand at the Orlando International Airport and the Orange County Convention Center. We look forward to opening our prototype "Zaza New Cuban Diners" in 2012, beginning here in Orlando Florida.



**Reynaldo Rodriguez**

**CEO  
Blue Beetle Energy**

Mr. Reynaldo Rodriguez is an entrepreneur who for twenty years has based his family and businesses in Central Florida. He has demonstrated his commitment to his community by creating more than 300 high-paying jobs in Seminole County over the years. He has lent his time and expertise to community-based organizations such as the Children Recovery Network and the Make a Wish Foundation. Rodriguez takes pride on serving his neighbors in Heathrow Woods as a director of its Home Owners Association.

In 1989, Mr. Rodriguez relocated to Florida to advance his career in telecommunications as the Vice President of International Sales for Restor Industries, Inc., which later became World Access, Inc. Mr. Rodriguez went on to be the organization's Executive V.P. of Operations for its International Division. In 1998, Mr. Rodriguez left World Access to fulfill his entrepreneurial aspirations. He founded Maya Telecom, Inc. in Lake Mary which quickly became a cellular industry leader. Maya Telecom attained global presence through the installation and implementation of cell phone infrastructure throughout the U.S., Latin America, the Caribbean basin islands and Africa. The company became a key player in the installation of the 3G network for AT&T in the southeast United States. In 2006 Mr. Rodriguez sold Maya Telecom which at the time had 320 employees.

At the present time Mr. Rodriguez is the founder and CEO of Blue Beetle Energy, a renewable energy company located in Lake Mary's International Parkway. Blue Beetle specializes on the design engineering and operation of industrial solar farms. The company is currently under contract with the Puerto Rico Convention Center, in San Juan, to install a 4.4 mw solar farm with estimated revenues of \$26 million. Similarly, Blue Beetle has been preliminary awarded a contract for \$122 million with the Puerto Rico Aqueducts and Sewers Authority for a 24 mw solar plant on the island. The materials, engineering and all design aspects for both projects will originate in Seminole County with a significant impact to the local economy. As a result of these contracts Blue Beetle is projecting the creation of at least 75 high-paying local jobs within the next six months.



**Emmanuel Tormes**

**Special Assistant to the Mayor and Liaison to the Legislative Delegation**



Emmanuel Tormes was appointed in February 2011 by Orange County Mayor Teresa to the post of Special Assistant to the Mayor. He is responsible for Orange County Legislative Delegation activities as well as outreach efforts in the Hispanic community. A University of Central Florida graduate with a B.A. in Political Science, Emmanuel served as Director of External Affairs for Governor Charlie Crist. Earlier in his career, he worked at the Division of Community Assistance for Seminole County Government and as Central Florida Hispanic Outreach Director for the Republican Party of Florida. Emmanuel has resided in Central Florida for 19 years, moving from Puerto Rico with his family at a young age.

