

# ALAS

Association of Latina Alumnae of Smith

What's Next for  
ALAS

Get Inspired!

Thinking About  
Graduate School?

5 Ways to  
Survive the Economy

SUMMER 2010

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WHAT'S INSIDE...



ALAS is on Facebook

ALAS President's Report  
Influential Latina Women  
Get a \$20 Starbucks Gift Certificate  
Recent Graduate's Account of Life After Smith  
Alumnae's Reaction to Arizona State Senate Bill 1070  
and more...



## President's Report



As I reflect on the year, it is challenging not to think about the current dynamics of the United States and their impact on ALAS members, women and the Latino community in general. Some of those issues include a fragile economy, healthcare reform, immigration policies and an ever-evolving global society. It is a time of great change where one must call upon inner strength, creativity and wisdom to move forward.

For this newsletter, the ALAS board thought it was important to capture the essence of our reality. The topics stem directly from our members and students. For example, we included a section on the choice of attending graduate school or entering a fragile work force after hearing the anxiety in students' voices at a career panel on March 23, 2010 with ALAS alumnae. At the event in Miami on February 18, 2010, Professor Mahdavi, Director of Smith's Women in Financial Independence Program, spoke about the impact of debt on the economy and future implications. In response to this topic, the article written by Jessica Siqueira Manzano '07, provides insight on ways to survive today's time by prioritizing, avoiding debt and expanding one's network! In addition, the article, titled, "It Stops in Arizona" highlights the country's immigration debate and its impact on many Latinos living in the United States in the shadows of our society. These are issues are the top of the list during our dialogue with alumnae from various parts of the country.

Over the course of the year, we heard your voices at the following ALAS sponsored events:

**Boston, MA**, Masa Restaurant, November 7, 2009

**Dallas, Texas**, Mansion at Turtle Creek, December 5, 2009

**Northampton, MA**, Career Panel with Nosotras Students, March 23, 2010

**Northampton, MA**, Commencement Reception @ Smith, May 15, 2010

**NY, NY**, Sanctuary Tea, May 29, 2010

**NY, NY**, Board Retreat, May 29, 2010

Despite the uncertainty in today's world, we were interested in remaining optimistic, up-beat, and forward looking. This newsletter continues the tradition of highlighting influential Latina Smith Alumnae. If you would like to submit your profile or nominate an alumna for future editions, please contact Ashley Zurc Pereira '07, Communications Chair at [azurc44@aol.com](mailto:azurc44@aol.com).

I hope that you find our issue insightful, and it inspires you to join the ALAS network of intelligent women, particularly in these times. Your support is essential as we are a self-funded organization dependent upon volunteers and membership dues. Please consider becoming a member by completing the attached annual membership form with a \$25 check. Your support is quite valuable and contributes to the links between alumnae, students and a future generation.



## Meet the Board

President-Norma Melgoza '92

Vice President-Catherine Cota '91

Treasurer-Alta Rodriquez '90

Secretary-Maria "Mini" Naranjo '91

Membership Chair-Sarah Gould '99

Communications Chair- Ashley Zurc Pereira '07

Admissions Chair and NAAC-Rebeca Ames '01

Co-Networking Chair-Monique Chavoya '02

Co-Networking Chair-Jennifer Tarazon '03

Co-Networking Chair-Layla Ramirez '09

Student Chair-Open

## Meet the new ASIC Committee Chair!

Sarah Khan '87



"I am excited to be the new Chair for the ASIC Committee for the AASC. I am also deeply grateful to JoAnne Wooten for her vision, guidance, and mentoring (and future mentoring!); and to the many other AASC dedicated staff and volunteers who have made ASIC and AASC a success.

What is most exciting about the ASIC Committee is that we are relatively new and so there is tremendous opportunity to advance. There is, too, a growing number of 'organic' special interest and affinity groups that are self-forming all over the world. No doubt due to Smith women's innate abilities to organize, galvanize, and take matters into their own hands. I'd like to explore how ASIC may be involved in all these new groups to facilitate growth, communication, and activity within AASC and beyond.

I look forward to meeting the larger ALAS community (I and my mother had the pleasure of already meeting some of you in NYC at your recent tea event in the Village). Thank you, Norma, for the kind invite! I hope we may organize many more of these events in partnership with other clubs, and ASIC groups locally, nationally and globally. And do send your comments and suggestions for other ideas!"

Please send your comments or suggestions to:  
[sarahkhurshidkhan@gmail.com](mailto:sarahkhurshidkhan@gmail.com)

### What is the Affinity/ Special Interest Committee (ASIC)?

The Affinity/Special Interest Committee (ASIC) is an advisory committee of the Alumnae Association of Smith College (AASC) Board of Directors. The committee provides oversight, support and guidance for Affinity/Special Interest Groups (ASIGs). The ASIC chair holds a seat on the AASC Board. ASIC members serve as liaisons to each ASIG and to the Regional Club Coordinator Committee (RCC).

If you are interested in being nominated to serve on the ASIC committee, please send an email to [ALASAlumnae@live.com](mailto:ALASAlumnae@live.com).

## Welcome to our New ALAS Officers!

### Co-Networking Chair 2010-2011

**Jennifer Tarazon** graduated from Smith College in 2003, where she majored in Government with a focus on American Politics, and minored in Spanish. She lived in Washburn House for 3 years and participated in the Jean Picker Program in Washington, DC. Following graduation, she enrolled at J. Reuben Clark Law School, Brigham Young University to pursue her law degree. Although she initially planned on a legal career in immigration law or criminal prosecution, her passion for education reform in the Latino community led her down a different path. Today she is the Director of the US Hispanic Chamber of Commerce Foundation, which is committed to implementing initiatives and educational campaign for Hispanic youth and emerging entrepreneurs. A native of Los Angeles, Jennifer currently lives in Washington, DC.



\$20 Starbucks gift certificate for every 3 dues paying members that you refer to ALAS!



Details on Page 10

### Co-Networking Chair 2010-2011

**Layla Ramirez** graduated from Smith College in 2009. She majored in Economics and minored in International Relations. She relocated from Boston to New York City to serve as a Client Associate within the Latin American Wealth Management office of Merrill Lynch Bank of America.

She lived in Cushing House and Emerson and was very much involved with NOSOTRAS, BSA, and the Office of multicultural Affairs, which is where she held her work-study job throughout her four years at Smith. Layla's short-term goals include excelling beyond expectation on the GMAT, enrolling in a Top 10 MBA program, and completing the program within 2 years. "The rest is still unwritten."





## Upcoming Events

### Los Angeles, LA

**Saturday, July 17, 2010**

Join ALAS for a Vibrant Night of Music in the Park on Saturday, July 17, 2010

Please bring a blanket and picnic “pot-luck” food to share with friends (outdoor venue) while enjoying the music of the **Mariachi Divas**. This all-female Latina ensemble is the recipient of the 2009 Grammy award for “Best Regional Mexican Album of the Year.” The Mariachi Divas are a unique multicultural experience with their members representing the many countries of Latin America.



Join us at the Levitt Pavilion Pasadena Memorial Park located at 85 E. Holly Street (Corner of Raymond and Walnut) Pasadena, CA. The free concert begins at 8 p.m., but the Smith group will begin congregating at 7 p.m. Please look for the Smith banner.

Please RSVP with **Monique Chavoya '02** @ [mchavoya@gmail.com](mailto:mchavoya@gmail.com) by **July 12th**

*We look forward to seeing you in the Los Angeles area!*

## PLEASE SAVE THE DATE!

**Saturday, October 2, 2010 in Washington, DC**  
ALAS will be hosting a networking event. More details coming soon!

**Thursday, October 7, 2010 in Los Angeles, CA**  
Have you ever dreamed of getting published? ALAS will be organizing a panel, which will discuss the pros and cons of getting published or self-publishing. More details coming soon!

If you would like to organize an event in your area, please email ALAS at [ALASalumnae@live.com](mailto:ALASalumnae@live.com).

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Visit our website for the latest ALAS news:  
<http://alumnae.smith.edu/smithcms/alas/>

## Recruitment Chair and NAAC Update

Rebeca Ames '01

### Admissions Outlook

2009/2010 was a surprisingly good year for admissions. Applications were at a record high of 4015. Smith admitted 46% of applicants, which is slightly lower than usual. The class is from every state, and has the largest population of international citizens ever. Most of these students come from Asia, where international study has become hugely popular and Smith has a great reputation. Controversially, the Ada Comstock program is being reduced gradually, and fewer AC's were admitted this year.

### Latina Admissions Outlook

398 women who self-identified themselves as Latina applied to Smith this year. Last year, there were a total of 400 (the highest number of applications from Latinas). This year, from the 398 applicants, 199 were admitted (higher than last year's 168). From the group of admitted students, 65 accepted the offer and will be attending Smith. This will make up 9% of the first year class. Of this group, there is one Zollman scholar, the highest academic award offered to incoming students, and 16 stride scholars.

### Geographic Breakdown of the Admitted Students

- Massachusetts: 40
- Other New England: 19
- South: 6 (last year 2)
- New York: 29
- Mid Atlantic (PA, NJ, DE, MD, DC): 16
- Great Lakes Region: 4
- South East: (includes Florida and PR): 24 (up from 6, most applicants from FL)
- Midwest: 4 (3 from Chicago)
- Southwest: 17 (9 from Arizona)
- Mountain West and Pacific NW: 15
- California: 52

Last year, I spent time focusing on Texas and Florida, where applications seemed low compared to the amount of Latina students. I'm happy to see both areas are looking much stronger, and thanks to everyone who helped.

### Next Steps

As a result of my geographic breakdown for 2010, I am going to continue to focus on the Southwest. I'd love to hear from the ALAS membership to find new places to target. What are areas with significant Latina populations, with students who would be willing to go to school away from home in New England? How can we appeal to students in Texas?

There are many different ways to get involved. You can target a specific school, do interviews, host events, or join forces with the local Alumnae. Please send me an e-mail if you are interested in joining the recruitment efforts at [rebeca.ames@gmail.com](mailto:rebeca.ames@gmail.com).

## It Stops in Arizona!

### A Smith College Alumnae's Reaction to the Recent Anti-Immigrant bill passed in Arizona

Maria Naranjo '91

Recently, the Arizona State Senate Bill 1070 was signed into law by Arizona Governor Jan Brewer. The law would basically make it a state misdemeanor for anyone to be in the United States unlawfully and requires police to make an attempt to determine a person's immigration status if there is reasonable suspicion.

Since its signing, the Arizona law has sparked debate, anger, support, frustration, and yes, fear throughout the United States, and in particular among the Latino Community. As I see what is happening in Arizona- I cannot stop and wonder how it has come to this? This is a law that would target millions of hard-working innocent people- a majority who contribute vastly to the American Economy. This law would ask "certain members of society" to prove their immigration status at any given time if a police officer finds that person as "suspicious".

As a Smith Alumnae I often reflect on the lessons that I took from being at this prestigious institution. I recall the many years I spent as a member of NOSOTRAS- fighting for equality for Latina students on campus. I learned to express my opinions and beliefs thoughtfully and with conviction- and to raise my voice when I saw something that I believed was unjust.

The law in Arizona symbolizes the climate of fear that has taken over many parts of the United States: A fear that immigrants- either undocumented or here with a legal status- pose some kind of threat to the "American way of life".

I understand that there is a real issue regarding the estimated 11 million undocumented people living in the US. Questions arise about what to do about this reality. Do we start mass deportation of undocumented immigrants? What happens when a parent is the undocumented immigrant- but their children are US citizens- do we start separating families- taking away primary income providers? And what about the American economy that in some sectors is completely supported by undocumented workers?

The reality is that we need comprehensive immigration reform in this country now. The estimated 11 million undocumented need a path to legalization- so that they can continue to contribute to the fabric of this great country. Undocumented immigrants are human beings- mothers and fathers working two and sometimes three jobs just to support their families: Human beings who pick our fruits and vegetables for meager wages; human beings who care for our children, clean our work offices, and landscape our lawns. Bringing the estimated 11 million undocumented immigrants into the mainstream of American society is good for the country, for the economy, and is the just a moral thing to do as human beings.

As for the law in Arizona, one will have to wait and see what kind of chilling effect it has on the community there and in other states where copy-cat legislations are starting to take shape. In the view of this Smith Latina Alumnae- it needs to stop in Arizona. Targeting "suspicious looking" immigrants will only divide this country more than it is already divided. And will do nothing to deal with the real issue of moving fair and human comprehensive immigration reform forward.

#### Message from Communications Chair

Ashley Zurc Pereira '07

As Communications Chair for ALAS, I feel it's important for us to utilize the media to communicate with each other and to express our opinions. I met Maria at our board retreat in NYC and it was very apparent her passion and frustration with Arizona. She immediately agreed to contribute to our newsletter, which I am committed to publishing biannually. In order to do so, we need the input of everyone. Please consider submitting articles about a current issue that you feel passionate about. The articles written are opinion pieces written by Smith Alums and do not represent ALAS.

Please visit our website at <http://alumnae.smith.edu/smithcms/alas/> for the latest ALAS news.

# 5 Ways to Survive this Economy

Jessica Siqueira Manzano '07

**1) Don't Panic:** A Problem with today's society is the overwhelming amount of information constantly pumped to the public. It is hard to go one day without hearing about our budget deficit, the situation in the gulf, or our impending health care reform. Try doing anything—from driving your car, watching television, or simply reading the paper, without having someone, somewhere, tell you that the end of the economy/health care/ your money/ (the world!) is eminent. Just remember, we are currently in a recovery phase of the economic cycle. Jobless claims are decreasing, the unemployment rate, while still high, is increasing at a much lower rate, and there are no signs of inflation. Take a deep breath and turn off the Media Alarm from time to time.

**2) Savings, Savings, Sanity:** I know it might sound like your grandmother's advice, but savings is the key to stability and sanity. The whole reason behind this economic breakdown comes largely in part from irresponsible consumers and lending agencies giving loans to people for amounts well beyond their means. People with \$750 dollars in their savings account were approved to buy a \$750,000 house. Think about it. Before you think about buying any property, durable goods, or even going on vacation, make sure you have a nice pile of good old cash. Don't always rely on your good old Amex, Visa, or line of credit. If you have a sizeable savings account, you will always feel a bit more comfortable with your purchases/investments, and your overall lifestyle. A simple savings of \$50-\$100 a month can add up quicker than you think.

**3) If you can't afford it, don't buy it:** This is highly related to #2, but it is THE driving force behind our economic situation. As simple as it may sound, no matter how badly you want it, if you don't need it to continue breathing, don't buy it, unless you can afford it. Save your money for the important things in life, and do not spend that hard-earned cash on the unnecessary.

**4) Network:** No matter what line of work you are involved in, networking is the key to building bridges that one day may help get you to your destination. Whether you are an elementary school teacher, or a hedge fund manager, the people you get to know in your industry will be stepping stones to career development and success. You never know when that woman you met at the 5th grade field trip you took with your class, or that person who sat next to you in a credit conference will be your next co-worker... who knows, maybe your next boss.

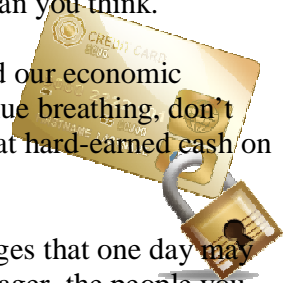
**5) Keep an Open Mind:** This one is especially true for those graduating or close to graduating from college. Many of us were so used to studying and majoring in a subject we passionately care about, only to find out that there are no entry level jobs in our field. Keep an open mind as to your career alternatives. Even if you are working part time at your local shop, there is something to be learned from every job environment, whether it be interpersonal skills, team-building, or project management. Each skill you learn from your experiences may be your next stepping stone to your dream career. Try something new...who knows? You may even like it.

## Final Words:

In summary, the main skills needed to survive this economic environment are self-control, patience, and an open mind. If you keep yourself open to new opportunities, and practice financial and mental self-control, this economic downturn will be an easy adversary. Just remember, we've had about 9 recessions in the last 100 years. The earth still spins, our grandparents lived, and we were born. Enjoy life, practice self control, and keep moving forward.



Jessica Siqueira Manzano graduated from Smith College in 2007, where she majored in Economics. Her interest in business and finance led her to become an investment broker for a US subsidiary of a central American conglomerate- BAC (Formerly Banco de America Central). She has been working in sales and trading at BAC Florida Investments since graduation, with a focus on emerging markets. She is also a licensed Financial Advisor and a Level I Candidate for the CFA (Chartered Financial Advisor) charter. Jessica married in the winter of 2008 and recently finished her first half-marathon. She is currently living with her husband in Miami, Fl.





## Thinking About Grad School?

Sarah Zenaida Gould '99 & Ashley Zurc Pereira '07



Many seniors at Smith College expressed their apprehension about going to graduate school. During the career panel hosted by Nosotras, many were concerned about loans, scholarships, and working during graduate school and rightfully so. Some are returning to school in hope that they might become more employable or at least buy time for the economy to turn around. However, some graduates are finding that this is easier said than done.

*“Law school graduates, many shouldering more than \$100,000 in loans, tumbled into the job market this spring to discover that high-paying firms were not hiring. M.B.A. graduates found themselves returning to their previous employers and pay grades because so many lucrative consulting and banking jobs had disappeared. And that new grad with a master’s in creative writing? She’s pouring coffee rather than poring over book proposals at a publishing house.”*

The section above was written by Samantha Stainburn in an article titled, *Up to Their Ears in Debt*, in the *New York Times*. It is important to note that the author may not have considered the diversity of graduate programs across the country. For example, programs that provide tangible, hands-on work experience in combination with a solid educational curriculum may open career opportunities. It’s unrealistic to expect a job without having experience beyond textbooks especially in this economy.

If you are interested in graduate school, you may want to examine graduate programs with a strong career office in growing fields, such as in health care delivery, operations management, engineering and law. In fact, in many sectors, a graduate degree is essential to progress within the ranks, particularly in large businesses, law firms and/or academic institutions. Furthermore, regardless of the specialization, establishing a strong network is key to landing a job after graduation. Employers seek new graduates with strong experience and potential. Instead of taking that job at Neiman Marcus with employee discounts, get your foot in the door, even if it’s pouring coffee at a law firm or publishing house. Your education is an investment that can never be taken away. If your passion requires you to attend graduate school, go for it armed with information and practical expectations.

**Sarah Zenaida Gould '99** is a doctoral student at the University of Michigan and plans to defend her dissertation later this summer. She lives in Ann Arbor, MI with her cat Perseus, and she is looking for a job.

**Ashley Zurc Pereira '07** deferred her admissions to Simmons College’s M.F.A. program. She is currently managing her daycare, which is requiring that she eventually pursue her masters in education. She lives in Springfield, MA with her husband.

## Life After Smith

Angélica G. Huertas '10

With more and more college graduates forced to return to their parents’ home, and the current economic situation making unpaid internships more common, my situation is hardly unusual. As a graduate from Smith College, one of the most reputable liberal arts colleges in the country, I am living in my parents’ house unemployed. I was adamant about not returning to Waterbury, CT, where I grew up. I knew that there was nothing in the way of opportunity here for me. I feared both that I would return and realize that I no longer belonged here, and that I would return and realize that I did. While I wanted to maintain my understanding of my experience here, I did not want to return to it. Transitioning to college, I had to adjust to an environment of a drastically different racial and socioeconomic makeup. Readjusting to home has been even more difficult.

There is a certain disconnect, a separation that happens in which the chasm between the academic and the personal widens. And how do you reconcile the pieces of your life, your personality? How do you avoid coming to resent the education that distances you? How can you help but feel a step or two removed by this privilege? You end up in a situation in which you do not quite belong in your particular academic sphere, yet you do not quite belong in your home sphere anymore either. Your way of speaking, possibly even the way you carry yourself, now sets you apart. By the time you adjust to one or the other, it is time to leave.

To what extent do you have the responsibility to return and contribute something? You were one of the few that got away. When you return and see those who weren’t able to get away, you feel a mix of sadness and gratitude that is impossible to ignore. There is a certain measure of guilt. You return and are the default bridge, the educated person of color who becomes the spokesperson. It is not a pleasant feeling. I do believe that with privilege comes responsibility; yet I leave it up to the individual to decide what role(s) he or she would be willing or unwilling to take. In navigating this both familiar and unfamiliar landscape, I continue to try to explore what that responsibility means for me.

# Get Inspired!

## Our Very Own Influential Latina Smith Alumnae

### Marie Therese Dominguez '87

Marie Therese Dominguez is the Vice President of Government Relations and Public Policy for the United States Postal Service. Dominguez is responsible for developing and executing public policy and legislative objectives on all aspects of postal management and operations. Currently her department is actively involved in deciding on whether or not to close your local post office on Saturdays.

A native of New Mexico, Marie Therese Dominguez graduated from Smith College in 1987. She majored in American Studies and minored in Government. After a brief hiatus from school, Ms. Dominguez was accepted and received her Juris Doctorate from Villanova Law School. After graduating, she became actively involved in campaigning for Bill Clinton. This experience opened many doors to her. She worked as a senior manager for the Clinton Administration for eight years and was the Special Assistant to President Clinton for Personnel. Other positions she has held include Deputy Chief of Staff and Counsel at the Federal Aviation Administration and Deputy Assistant Secretary of the Army for Civil Works.

Ms. Dominguez also worked in the private sector as a management consultant and Director of Human Capital and Management at Serco, International. Ms. Dominguez was a partner at FieldWorks, LLC, a grassroots and political consulting firm before returning to the White House.

In our interview with Marie Therese Dominguez, she vividly recalled enjoying her undergraduate studies at Smith College. She credits Smith with influencing her to become a better and strong woman. She is currently living in Washington, D.C.



### Carolina A. Miranda '93

Carolina A. Miranda is a freelance writer and editor based in New York City, where she contributes articles on travel, culture and the arts for a variety of national and regional media, including *Time*, *ArtNews*, *Travel + Leisure*, *Budget Travel*, *Florida Travel + Life*, *Lonely Planet*, *nytimes.com* and *Fast Company*. She is also a regular contributor at WNYC, the public radio affiliate in New York City. As part of her freelance work, she has written features on the presence of graffiti art in international arts institutions, architectural pedagogy in Southern California and the burgeoning food scene in Lima, Peru.

Prior to working as a freelancer, she was a reporter at *Time* magazine, where she reported on the arts, education and social issues, in addition to many other subjects. During her time there, she interviewed Al Gore about his global warming documentary *An Inconvenient Truth*, reported on the burgeoning industry of skatepark design and was part of the team that broke the news of irregularities in FEMA director Michael Brown's resume in the wake of Hurricane Katrina.

Last fall, she was named one of eight fellows in the USC Annenberg/Getty Arts Journalism Program for her arts and architecture blog *C-Monster.net*, which has received mentions in the *Wall Street Journal* and the *New York Times*. In January of 2010, the *New York Times* named her one of nine people to follow on *Twitter*.

Miranda graduated from Smith College, where she majored in Latin American Studies. She lives in Brooklyn with her husband Ed Tahaney.



# Our Very Own Influential Latina Smith Alumnae Career Panel @ Smith College

On March 23, 2010, Nosotras hosted a career panel on campus. Alumnae volunteers in psychology, law, and business shared their knowledge in these fields. Read their inspirational biographies and consider volunteering to be a part of future career panels.

## María José Rendón '08



María José Rendón is a third-year student in the Counseling Psychology Ph.D. program at the University of Miami. She earned her B.A. in Psychology at Smith College in 2008. María José's research focuses on the cultural adaptation of psychological treatments and measures for ethnic and cultural minorities. She also has a strong interest in perfectionism among Latinos, a focus she acquired while a student at Smith.

Originally from Ecuador, María José immigrated to the United States in 2001. She is currently living in Miami with her partner Burr Fong who is pursuing his degree in Osteopathic Medicine. They are planning to welcome two new kittens to their family this coming Fall.

## Fradyn Suárez '98

Fradyn Suárez graduated from Smith College in 1998. She majored in Government and minored in Latino/a Studies. After graduation, she took some time off before attending the University of Florida, Levin College of Law, where she received her Juris Doctor with Honors.

Fradyn is currently a Senior Associate at Mayer Brown LLP. Her experience ranges from representing mergers & acquisitions, banking & finance, private equity and debt investments, corporate, and pro bono.

Proud of her Cuban roots, Fradyn is the director of the Cuban American National Foundation, Director of the University Counsel of the Cuban American National Foundation, and a member of the Cuban American Bar Association. She is also a member of the Women's Fund of Miami Dade County and of course of the Alumnae Association of Smith College.

She is currently living with her husband in New York, NY.



## Angela Kim '92

Angela Kim graduated from Smith College in 1992. She received her B.A. in Economics and Latin American Studies. Angela brings fifteen years of brand planning experience with blue chip brands, including American Express, Procter & Gamble and the U.S. Army.

Angela anticipates the 2010 Census results will generate new career opportunities as marketers are reminded on the sheer size and economic power of U.S. Hispanics and develop relevant content for the U.S. born, English-speaking Hispanics.

She is currently the Director of Planning for Machado García-Serra Communications and works with Southeast regional clients, including Florida Power & Light Company, general market and Hispanic, Publix Supermarkets, Florida Lottery and Southeast Toyota distributors.

Prior to Machado, she served as Regional Planning Director at Ogilvy & Mather, where she launched a global branding campaign in Latin America for American Express. In addition, she served as lead brand strategist for the U.S. Army, ensuring Hispanic consumer insights were reflected in above and below the line communications, and as Account Planning Supervisor at Bromley Communications, for Procter & Gamble's U.S. Hispanic and Puerto Rico brands for six years.

In February 2009, Angela served as an instructor at the Miami Ad School's Account Planning Boot Camp, mentoring nineteen young adults to develop their student case studies.

Angela's interest in advertising started at Smith's Career Development Office where she applied and completed an internship with the American Association of Advertising Agencies' Multicultural Advertising Intern Program in New York. Since her graduation, Angela has served as Alumnae Class President for her 10<sup>th</sup> college reunion, Class Fund Team Coordinator and Memorial Chair. She is a member of the Miami Smith Club and ALAS. While at Smith, Angela was Head Resident of Comstock House and Treasurer of Nosotras.

Angela is Cuban-American of Korean descent, resides in Coral Gables with her Afro-Cuban partner, her pre-school and middle school-aged boys and their adopted Chihuahua mix, Jack.





## HISPANIC SCHOLARSHIP FUND Available SEPTEMBER 1, 2010

There is a lot of money out there for Scholarships for Latino students, including community college, all the way up to a PhD, Law School and even medical school. **You don't have to be low income to qualify.** You could qualify to receive a 4-year scholarship even if your family is NOT low income, minimum award for four year college students is \$2,500 per year and maximum is \$15,000. They also offer scholarships to community college students.

**Spread the word NOW.  
One application for all scholarships. Do it now!  
<http://www.hsf.net/>**

### Share Your Nosotras Memories!

A founding member of Nosotras is interested in compiling a historical overview about Nosotras for the Smith archives from its birth to current times.

Please send your favorite memories to [ALASAlumnae@Live.com](mailto:ALASAlumnae@Live.com).



### Please Contribute to the 2011 Winter Newsletter!

Please consider submitting to our upcoming newsletter.

We are looking for your opinions on current issues, poetry, biographies, and short stories.

Send your submission of 500 words or less to [azurc44@aol.com](mailto:azurc44@aol.com)

For a limited time, ALAS will send you a **\$20 Starbucks** gift certificate for every 3 dues paying members that you refer to ALAS. To receive credit for the referral, please ask your referrals to write your name next to, "Referred by: \_\_\_\_\_".



Your membership dues are extremely important to ALAS. Thanks to dues paying members, ALAS has sponsored events in Los Angeles, New York City, Dallas, Miami and Washington, DC. We've also published newsletters, assisted with recruitment efforts around the country and coordinated events on campus with students. Without your dues, ALAS would not exist. You can visit our website to see what we have accomplished and what we plan to do.

<http://alumnae.smith.edu/smithcms/alas/>

If you have not paid your dues, now is the opportunity to support a vibrant network of Smith alumnae. Simply fill out the attached annual membership form with a \$25 check.

*We look forward to hearing from you!*



# ALAS Membership Form and Survey

Annual Membership from Date of Payment

**Yes! I would like to join ALAS! My membership dues/contribution is enclosed.**

- 2010 graduate.....FREE!
- Basic membership.....\$25
- Sustaining membership..... \$45
- General Support.....\$\_\_\_\_\_
- Emergency Fund for Women of Color.....\$\_\_\_\_\_
  
- TOTAL ENCLOSED.....\$\_\_\_\_\_

**Checks should be made payable to the:**

Alumnae Association of Smith College  
**For : ALAS Dues**

**Mail to:**  
**Norma A. Melgoza**  
**1007 W. Armitage, 2F**  
**Chicago, IL 60614**

**Referred by:** \_\_\_\_\_

**Please update your information:**

Name:		Class Year
Address:		
Home #:	Work #:	Cell #:
Email:		

Please indicate your interest in attending or helping to organize either locally or regionally, the following group functions or events:

<input type="checkbox"/> ALAS Big Sister Program/Mentoring Program	<input type="checkbox"/> Career Panel
<input type="checkbox"/> Admissions Interviews/Recruiting	<input type="checkbox"/> Return to Campus for ALAS Smith Events
<input type="checkbox"/> Hosting an Event (Tea, Picnic, Lunch, Coffee Gathering)	

Are you interested in serving on an ALAS events committee? \_\_\_Y \_\_\_N

Would you be willing to be featured in an upcoming ALAS Newsletter? \_\_\_Y \_\_\_N

What kind of programs and events would be most appealing and/or helpful to you?

Suggestions:

**Thank you for joining ALAS! We look forward to an exciting year!**

Email: [ALASAlumnae@live.com](mailto:ALASAlumnae@live.com)