

business

Conducting commerce, Latino-style



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Movin' Up

Students benefit from Lopez Scholarship

Rosie Lopez, an educator and community advocacy leader, was honored with the establishment of the Rosie Lopez Student Advocate Scholarship. The **Arizona Association of Chicanos in Higher Education** named the scholarship after Lopez. The special scholarship was inaugurated during the 20th anniversary of the **Arizona Hispanic Community Forum**, a volunteer advocacy group Lopez founded in 1987. More than \$3,000 has been raised for the scholarship fund.

Students receiving the scholarship must make a commitment to join AHCF and work on a specific advocacy project assigned by an AHCF executive board member for at least one year. Eligible students must have a 2.5 GPA or higher and be enrolled in a college or in high school and eligible to enter college. Donations to the scholarship fund may be mailed to AACHE, c/o Cleopatria Martinez, 1202 W. Thomas Road, Phoenix, AZ 85013.

Greater Good

Problem-solver helps opens doors to new partnerships

By Erica Cardenas

AS A YOUNG CHILD, ANNETTE ALVAREZ was taught to have a deep love and commitment to not only herself, but to others. That passion burns as strong as ever today, and Alvarez is continuing to fulfill her destiny for which she says her parents laid the foundation.

Currently a partner with Generation Seven Strategic Partners LLC, and the CEO of Alvarez Inc., (Opening Doors to Business), this aspiring business woman has no plans of slowing down.

Referred to as "one of the most well-connected women in Arizona and the U.S.," Alvarez says there is an undeniable connection between her success and what she was brought up to believe.

"Being the daughter of two visionary individuals helped to craft my life...learning to have a strong sense of self and a commitment to equity and fairness...and to respect all cultures, this is engrained in everything I do," she explains.

Alvarez intertwines this energy into her professional life.

Generation Seven Strategic Partners LLC is a newly formed company and serves as a trusted advisor and a direct channel between the leadership in both tribal and non-tribal governments, as well as the business sector. The company advises in a number of areas, including public affairs and multi-jurisdictional issues, economic development and assistance in capitalizing and financing business.

For Alvarez, the many professional and community hats she wears all produce a similar result.

"What's most fulfilling is knowing that in some small way, whether through work in the community or through client work, that I'm helping to solve problems and create a better quality of life for businesses and the people of Arizona," she says.

Alvarez started her business, Alvarez Inc., in 1992. A consulting firm that offers clients business solutions, including public relations strategies, public advocacy, government relations and multicultural community outreach, Alvarez Inc. aims to take to their clients to the next level of local and national recognition.

One of her first clients, a global industry leader and one of the largest employers in Arizona, CEMEX, still remains with the company today.

Prior to creating Alvarez Inc. she served as official spokesperson for Fife Symington's 1990 successful bid for Governor of Arizona. During Symington's tenure, she was appointed Policy Advisor for International Relations.

Through this role, Alvarez worked to restructure the Arizona Mexico Commission to meet changing economic demands. Her work contributed to the opening of the Arizona Office of Trade, Tourism and Investment in Mexico City.

However Alvarez' talents go beyond these business ventures, and even graces the television screens of Valley residents. She recently wrote and produced a series of TV programs, developed through Generation Seven Productions, which have been airing on KAET-TV Channel 8 and co-produced by former President of the Salt River Pima-Maricopa Indian Community Ivan Makil.

Currently she's looking at launching programming on a national level. Alvarez says there is a particular focus in mind.

"We're looking at specifically the area of the Native American community, highlighting the many contributions of tribes," she says. "We're also focusing on a series of programs recognizing the contributions of the Hispanic community as well. There is a natural bridge and connection between both these cultures."

This connection to the respect of other cultures is the core of all she does. Born and raised on the border of Douglas, Ariz., she appreciates and keeps her roots close to heart.

The eldest of four children, Alvarez graduated from Douglas High and pursued higher education at Arizona State University, and then the University of Arizona. Alvarez earned her Bachelor of Science degree in Business Administration from the University of Phoenix.

She works to inspire others and influence change. She is popular as a public speaker and has been honored with numerous awards. ■



ALVAREZ INC. "Opening Doors to Business"

Location:
3104 E. Camelback Road, #549
Phoenix, AZ 85016
(602) 468-9598

Services:
Alvarez Inc. has contracted with about 40 different firms on client projects

GENERATION SEVEN STRATEGIC PARTNERS LLC

Location:
8800 E. Chaparral, #108
Scottsdale, AZ 85250
(480) 850-4444

Employees: There are three partners: Annette Alvarez, Jacob Moore and Ivan Makil.

Web site:
www.alvarezinc.com

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