



HCADFW MISSION STATEMENT

The mission of the Hispanic Contractors Association of DFW is to promote and support the advancement and economic growth of the Hispanic Contractors in Texas. We are committed to developing programs and facilitating the resources needed to help Hispanic Contractors reach their potential.

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Job-site photo of
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The Hispanic Contractors Association of Dallas Fort Worth



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Luna 2008 Event Chair



Dear Participants,

It is my distinct pleasure and honor to welcome each of you to the 2008 Hispanic Contractors Association's (HCA) Women's Business Conference and Luna Awards.

This year's theme, "Women Breaking Ground", reflects how women entrepreneurs and professionals in the construction industry continue to evolve as critical success factors for businesses and organizations across Texas and the U.S.

As you participate in the conference workshops and professional development sessions, we hope you will be inspired to grasp the vast knowledge and expertise of our distinguished and talented speakers. We challenge each of you to seize every opportunity to expand your personal and professional connections and development.

On behalf of the [HCA](#) of DFW, we extend our sincere gratitude to this year's planning committee for their extraordinary efforts in organizing this amazing conference.

I personally extend my sincerest gratitude to the HCA for the opportunity to serve as your Conference Chair this year and to DFW International Airport for affording me the opportunity to serve in this capacity.

We hope you gain valuable insight and make the most of your conference experience.

Regards,

Suzanne Cruz-Sewell
2008 Conference Chair

Assistant Vice President
Small & Emerging Business

Luna 2008 Moderators

MODERATORS Provided by



HOLA is DFW Airport's Hispanic Employee Resource Group. The organization's mission is to foster an environment where Hispanic employees can grow and develop as leaders, while serving our Airport and our community.

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Joanne Garcia

Assistant Vice President, Procurement & Materials Management

Sonya Bridges

Assistant Vice President, Information Technology Services

Tiffini Miller

Manager, Commercial Development



DCCCD
Salutes
The 2008
HCADFW
Luna Award
Winners



Luna 2008 Presenters

Sandra Sedillo-McGlothlin

Sandra Sedillo-McGlothlin is the President of Empire Disposal, Ltd. Since 1982, Sandra has acted as a hands-on owner of Empire Roofing, Ltd., a company she co-founded with her husband Ronnie. Together they have grown the company into a \$30 million business with offices in Fort Worth, Austin, El Paso and Houston, Texas and Memphis, Tennessee. In 1990, Sandra started two commercial real estate companies for investment and management purposes – RSM Enterprises and McGlothlin Equities, LLP respectively. Most recently in the year 2000, Sandra founded Empire Disposal, Ltd., to help meet Fort Worth's growing need of commercial and construction waste removal. Sandra has lent her expertise to many organizations in the local community serving on many advocacy and industry trade board of directors. She is currently serving as Chairman-Elect for the Fort Worth Hispanic Chamber of Commerce and President of Commercial Real Estate for Women.

Linda Valdez-Thompson

Linda Valdez Thompson is the Executive Vice President of Administration and Diversity at DFW International Airport. In her role, she has responsibility for Human Resources, Procurement and Materials Management, Risk Management, Small & Emerging Business, and Internal Communication and Diversity. Ms. Thompson enjoys her work at DFW because it allows her to interface with two of the most important components of organizational success: the workforce and suppliers. Throughout her professional career, Ms. Thompson has acquired more than 20 years of managerial and executive experience in Human Resources for such companies as Levi Strauss, Hasbro, Baxter Health Care and Fruit of the Loom. She has a bachelor's in business administration from Midwestern State University and a master's in organizational management from the University of Phoenix. She is also a Certified Compensation Professional, a Certified Benefit Professional, a Certified Global Remuneration Professional, and a Certified Senior Human Resources professional. Ms. Thompson is a native Texan, is married and has one daughter.

Cristina Zertuche-Wong

As the Assistant Vice President of Internal Communications and Diversity of DFW International Airport, Cris manages and directs the strategic development and implementation of the Airport's employee communication and workforce diversity efforts. Her team manages all the Airport's workforce diversity programs as well as all internal communication to the Airport's 1,700 employees. Prior to joining DFW in 2001, Cris worked abroad as the Assistant Director of International Media Relations for Mexico's largest steel company, AHMSA. She previously worked for the Dallas Symphony Association as the Director of Public Relations and Community Affairs and as the Director of Marketing/PR and Community Outreach for the City of Dallas - Fair Park. Cris serves on the board of the Texas Diversity Council and is a member of the Public Relations Society of America, International Association of Business Communications and the National Hispanic Journalism Association. She supports local scholarship funds for minority journalism students and is actively involved with the North Texas Alzheimer's Association. Cris is a graduate of the University of Texas at Austin where she earned a Bachelor of Science degree in Communication.

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At DFW International Airport, diversity is an integral part of our daily business, and a building block to our success. Through our employees, business partners and customers, we strive to reflect the community we serve, and connect the many cultures in our diverse world.

To learn more about DFW International Airport's many diversity efforts, including employment and contracting opportunities, visit www.dfairport.com.



Luna 2008 Presenters

Katrina Keyes

Katrina Keyes is President of K Strategies Group LLC, a public affairs firm. She is an accomplished leader and champion of Minority and Woman-Owned Business Enterprises (M/WBEs) and has more than 15 years of experience in the areas of M/WBE programs, public affairs and procurement. She has developed strategies to successfully exceed 30% M/WBE participation on multi million and billion dollar projects and is very experienced in Federal, State and local DBE, M/WBE and HUB programs. Katrina is a valued expert and has presented seminars for Dallas Independent School District, DFW Airport, Quoin, Fort Worth Hispanic Chamber of Commerce, Fort Worth Business Assistance Center, Dallas/Fort Worth Minority Business Council and the Arlington Chamber of Commerce.

Judy Lembke

Judy Lembke is President and Owner of LEMCO Construction Services. LEMCO is a full service commercial construction company specializing in aviation, healthcare, criminal justice, education, and corporate markets. LEMCO is a state wide contractor headquartered in Addison, Texas. Judy has a Bachelor of Science degree in Construction Management from North Dakota State University. She is an active member of the Association of General Contractor and has served on the Board for 11 years as well as contributed to leadership roles within the organization. She is also a current or past member of the Construction Specification Institute, Society of Marketing Professionals, American Institute of Architects (AIA), Council of Educational Facilities Planners (CEFPI), Design-Build Institute of America (DBIA), Greater Dallas Planning Council and the North Texas Commission.

Ramona Logan

Ramona Logan is Chief Executive Officer of Image Advantage. She brings 30 years of broadcast journalism experience to her Image Advantage clients. Image Advantage services are two-fold. One component provides media strategy, public relations and media training. The second component provides image consulting; grooming clients to dress for success. Ramona has always been involved in the community donating time to community projects. She is an advisory board member of the Jeffries Street Learning Center and developed 2 fundraisers for the non-profit center in South Dallas. She has coordinated media workshops for the Center for Non-profit Management. Ramona graduated from Wichita State University with a B.A. in Journalism. Her award-winning broadcast journalism career was built at KOCO-TV in Oklahoma City, Oklahoma and NBC 5 TV in Dallas, Texas. Ramona trained under nationally recognized image consultant Diane Harris in 2003.

Dev Rastogi, PE

Dev Rastogi, chief operating officer, joined LOPEZGARCIA GROUP in 1993. She is responsible for the technical operations of the firm. Dev's initial charge was to build an environmental staff. She not only built a top notch environmental department within the company, but she also helped grow the firm from a staff of ten to its current size of more than 200. Dev graduated from Washington University with a Bachelor of Science in Civil Engineering. She is a registered professional engineer in Texas with over 23 years of design and project management experience. Dev actively encourages young women to study math and science. She leads the firm's participation in the SMU-sponsored Visioneering event, an annual National Engineers Week event, and speaks at career day events at local K-12 schools. Dev also participated in the Museum of Nature and Science summer program for young women, welcoming them to her office and introducing them to a variety of math and science-based careers.

Luna 2008 Presenters

Marie Diaz

Pursuit Of Excellence HR is a Dallas Based company founded in 1994 by Ms. Marie Diaz. While independently working with Fortune 500 companies as an Organization Development Consultant and Coach, Ms. Diaz in 1997 incorporated and expanded her business into a full scope of human resources offerings. These offerings include: HRIS/HR Consulting, Organizational Development, Payroll Processing, and Employee Benefit Administration and Recruiting. ["Our time effective HR Success systems, has made Pursuit Of Excellence HR an industry leader today and well into the future".](#) Currently business owners, executives, leadership, management, sales people and other professionals around the world use the Pursuit Of Excellence success process to improve, HR risk management, leadership performance, business processes and to help manage their most valuable asset, their employees. While being a strong advocate for small business growth and entrepreneurship Ms. Diaz is very passionate about the growth and success of her community, the people who make it a success and most importantly helping others succeed.

Myriam E. Camargo, AIA

After obtaining her Architecture degree from the University of Houston in 1980, Myriam began her professional career at HKS Architects, Inc. Then, in the summer of 1985, Myriam began building the first minority woman owned architecture firm in Dallas: CamargoCopeland Architects, LLP. What began as an Interior Architecture practice serving private clients is now a full service Architecture/Interior Architecture/Planning firm serving both public and private sector clients. The internationally diverse professional staff has experience in educational, corporate, hospitality, retail, and cultural facility project types. Public sector clients both past and present include DISD, DCCCD, DFW Airport, and the City of Dallas. In addition to actively participating in the AIA Dallas Chapter, Myriam serves on the Board of Trinity Commons Foundation, and is a member of the Allied Industries Task Force for the Dallas Independent School District.

Rebecca Hicks

Rebecca Hicks is a Partner with the Law Firm of Bell Nunnally & Martin LLP. She represents owners, contractors, architects and suppliers in a broad range of construction related matters. Ms. Hicks has litigated construction defect claims as well as other construction contract issues. She routinely aids clients in perfecting or disputing mechanics' lien claims and federal and state payment bond claims. Ms. Hicks assists clients in drafting, negotiating and interpreting terms of construction contracts and releases. Ms. Hicks regularly writes and speaks on a variety of construction related topics and currently serves as the President of the Dallas Chapter of the National Association of Women in Construction.

Raquel Ibarra

Ms. Ibarra is the founder, president and CEO of IBARRA Consulting Engineers, Inc. part of her responsibilities involve the Business Strategically planning, Business Development and Quality Control for the firm's projects. For over 15 years, Ms. Ibarra has represented IBARRA Consulting Engineers, Inc. as corporate CEO, in major-multiagency, municipal, transportation and public works projects. Several of these projects having budgets in the hundred billion dollars range. The majority of these projects were provided for agencies such as; The City of Dallas, TxDOT, DART, DFW Airport, as well as, private corporations. Her community affiliations include Dallas Area Rapid Transit (DART) - Citizens Advisory Committee Member, Hispanic Contractors of DFW - Board of Directors Member, Leadership Dallas Class of 1994 - Greater Dallas Chamber of Commerce, Greater Dallas Hispanic Chamber of Commerce - Board of Directors, Executive Committee Member, Finance Committee & Treasurer, City of Dallas Advisory Committee.

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HCADFW Chair's Table - Pegasus Texas Construction

The 2008 Luna Award Winners

Business Advocate of the Year
Jayne Williams, K Post Company

Established Female Construction Firm of the Year
DMCA Inc.

Established Service Firm of the Year
Ibarra Consulting Engineers Inc.

Rising Firm of the Year
R & A Masonry, Inc.

Outstanding Female Construction/Service Worker of the Year
Martha Wolf – The Ratliff Group

Outstanding Administrative Professional of the Year
Jill Melancon – K Post Company



The 2007 Luna Award Winners

Presented June 28, 2007

Business Advocate of the Year
Don O'Bannon, Dallas/Fort Worth International Airport

Established Female Construction Firm of the Year
NOW Specialties, Inc.

Established Service Firm of the Year
Injury Management Organization, Inc.

Rising Firm of the Year
Law Offices of Cynthia Figueroa

Outstanding Female Construction/Service Worker of the Year
Leah Gentzler, Gentzler Electrical Services

Outstanding Administrative Professional of the Year
Melissa Maldonado, Stonehill Commercial Painting

Luna 2008 Speakers Schedule

7:30 a.m. – 8:30 a.m.	Conference Registration -Continental Breakfast	Lower Level Foyer
8:30 a.m. – 9:15 a.m.	Conference Welcome & Opening Keynote <i>Women Breaking Ground in Commercial Development</i> Sharon Morrison SIOR, Executive Vice President Staubach Company Tamela Thornton , Vice President of Development Smith Cypress Partners Moderator: Tiffini Miller, Manager, Commercial Development—DFW International Airport	
9:30 a.m. – 10:30 a.m.	Concurrent Seminars (Repeat)	
	Taking The Lead Hear from women who have climbed the corporate ladder and why female leadership matters Linda Valdez-Thompson , Executive Vice President, Administration & Diversity - DFW International Airport Dev Rastogi , Chief Operating Officer - Lopez Garcia Group Moderator: Norma Essary, Assistant Vice President Risk Management, DFW International Airport	Enterprise 5
	Doing Business with Public Sector vs. Private Sector Do you know the difference? Sandra Sedillo-McGlothlin , President, Empire Disposal Judy Lembke , President, LEMCO Construction Services Myriam Camargo , Principal, Camargo Copeland Architects, LLP Moderator: Sonya Bridges, Assistant Vice President Information Technology, DFW International Airport	Enterprise 6
	Joint Ventures & Strategic Alliances Going after the big deals together. Katrina Keyes , President, K Strategies Group, LLC Raquel Ibarra , PE, President, Ibarra Consulting Engineers Inc. Rebecca Hicks , Partner, Bell Nunnally & Martin LLP Moderator: Tomas Rivera, Assistant Vice President Energy & Transportation Management DFW International Airport	Enterprise 7
	Communicate for Results: Creating value and tips for strategic selling whether its your personal brand or your company's. Cristina Zertuche-Wong , Assistant Vice President Internal Communications & Diversity, DFW International Airport Marie Diaz , CEO, Pursuit of Excellence Ramona Logan , CEO, Image Advantage Moderator: Joanne Garcia, Assistant Vice President Procurement, DFW International Airport	Enterprise 8
10:45 – 11:45 a.m.	Concurrent Seminars (Repeat)	
12:00 – 1:30 p.m.	Luncheon Keynote & Maria Luna Awards Belita Moreno , Actress/Dallas Native	Enterprise Ball-room 1-4

Luna 2008 Keynote Speakers



BELITA MORENO

Mexican-American actress Belita Moreno was born in Dallas, Texas, where her mother taught Spanish at Justin F. Kimball High School. Belita is a graduate of the esteemed theater department of Southern Methodist University, and she also trained at the Pacific Conservatory of the Performing Arts in Santa Maria, California. She's had roles in the films "3 Women," "Oh, God! You Devil," "Nobody's Fool" and "Grosse Pointe Blank." Belita is best known for her television roles as Lydia Markham on "Perfect Strangers" and as Benny, George's overbearing mother, on the ABC series "The George Lopez Show." She lives in Santa Monica with her husband, two children and two very large golden retrievers.



SHARON MORRISON

Sharon Morrison first worked in the real estate industry while earning a BA at the University of Texas at Austin. She is now Executive Vice-President at The Staubach Company specializing in commercial real estate and working with clients such as Mattel Toys, Rooms to Go and Dallas Semiconductor. Her success at Staubach has not gone unnoticed. Sharon has received numerous awards from the Dallas Business Journal including its "Heavy Hitter" designation for the past five years. She has also been named a Staubach Top Achiever for the past six years, and was given Staubach's Top Gun award in 2004.



TAMEILA THORNTON

Tameila Thornton is Vice President of Development at Smith Cypress Partners, a joint venture partnership between Emmitt Smith and Cypress Equities, the development affiliate of Staubach Retail and part of The Staubach Company. She is responsible for supporting the strategic priorities and development processes for Smith Cypress projects across the country. She previously managed her own real estate development consulting firm, and was Director of Development for Starbucks Coffee Company, managing their acquisition activities in the South Central region. Other experience includes directing the South American franchise development team for YUM Restaurants International (KFC and Pizza Hut).

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**CONGRATULATIONS TO THE
2008 LUNA AWARD WINNERS!**

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LUNA OVERVIEW

The Hispanic Contractors Association of Dallas Fort Worth is proud to honor the achievements of Hispanic women entrepreneurs and the legacy of one of our business pioneers with the presentation of the Luna Awards.

Maria Luna immigrated to the United States from Mexico in 1923. On her arrival in Dallas, she worked in a grocery store grinding corn. Eight months later she set up shop and Luna's Tortillas has been in business ever since.

It is amazing that in less than a hundred years Hispanic women entrepreneurs are represented in every facet of business.

The HCADFW Women's Business Conference and Luna Awards Luncheon is a one day business event, chaired by Suzanne Cruz- Sewell, DFW International Airport. Serving with Suzanne are some of D/FW's most prominent women executives and entrepreneurs.

A plenary session will be followed by a leadership roundtable with distinguished executives and renowned entrepreneurs. Each roundtable participant will have the opportunity to experience the vantage points of success as shared by each of the featured panelists. The presentations will conclude with an intimate question and answer session.

There will also be a select group of exhibitors throughout the day specializing in products and services beneficial to women entrepreneurs and women in the workplace.

The culminating event will be the presentation of the distinguished Luna Awards to outstanding Hispanic women entrepreneurs and women in construction.



LUNA CONFERENCE SCHEDULE

Tuesday, June 24, 2008 - 7:30 a.m. – 2:00 p.m.

- | | |
|-------------------|--|
| 7:30 a.m. | Registration and Networking |
| 8:30 a.m. | Exhibits Open |
| 8:30 a.m. | Welcome and Opening Keynote Speaker |
| 9:15 a.m. | Networking Break |
| 9:30 a.m. | Conference Seminars & Workshops |
| 10:30 a.m. | Networking Break |
| 10:45 a.m. | Conference Seminars & Workshops |
| 11:45 a.m. | Networking Break |
| 12:00 p.m. | The Presentation of the Prestigious Luna 2008 Awards & Luncheon |
| 1:30 p.m. | Conference Adjournment |
| 2:00 p.m. | Exhibits Close |