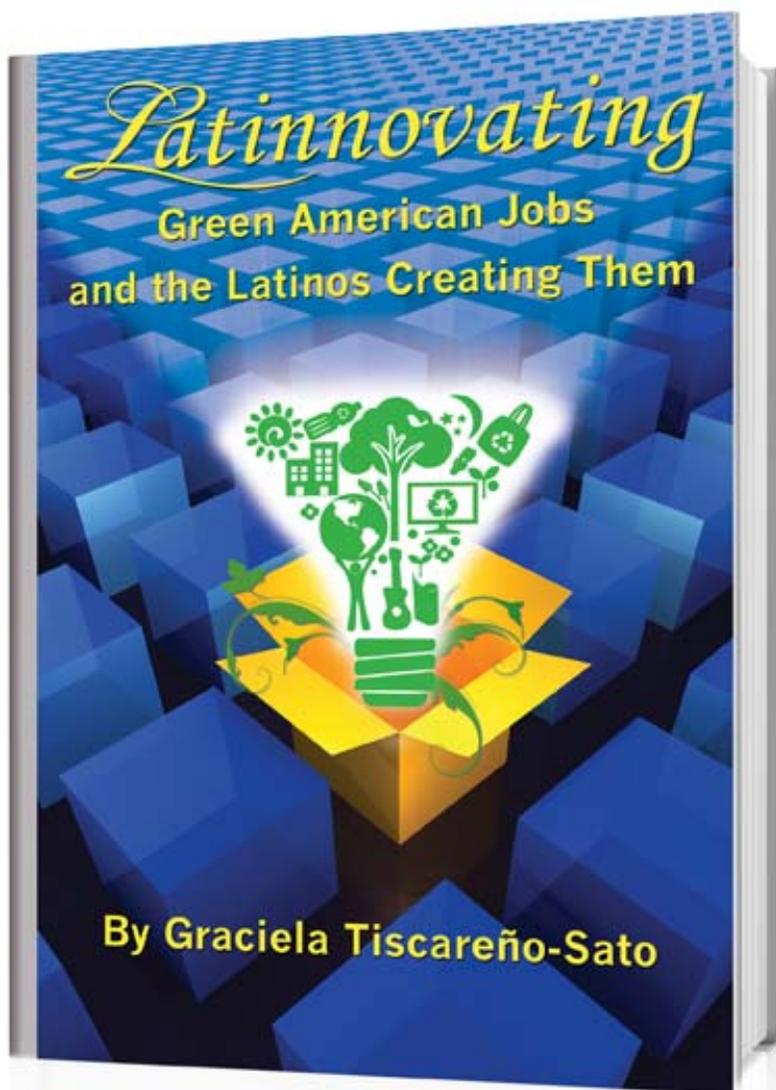


**PRESS KIT for Ms. Graciela Tiscareño-Sato**



FIRST PLACE  
AWARD WINNER

[2012 International Latino Book Awards](#),  
New York City

- \*1st Place, Best Business Book
- \*1st Place, Best Nonfiction eBook
- \*2nd Place, Best Nonfiction Young Adult Book

***Latinnovating***<sup>®</sup> - The first book showcasing Latino-led innovation and entrepreneurship in the green economy

***"The innovators are Latinos; the innovations and their benefits are for all Americans"***

Visit [www.latinnovating.com](http://www.latinnovating.com) for info, author-signed copies and bulk orders; Amazon.com too.

**Institutional buyers purchase through Baker and Taylor**

## Who is writing (and talking) about *Latinnovating* and its author?

### Television

[CBS TV Interview, KPIX Channel 5 Bay Sunday](#), July 24, 2011

NBC Channel 11, KNTV San Jose, "*Comunidad del Valle*," March 6th 2011

Univision, *Al Despertar* (Morning Show), June 20, 2011

### Mainstream Online Media

["A Teaching Moment About the Green Economy."](#) *Huffington Post*, Oct 12, 2011

["Hispanics Rank High on Digital Divide."](#) *The New York Times*, June 17, 2011

["A Green Moment for Latino Entrepreneurs,"](#) U.S. Dept of State interview, Aug 20, 2011

["Cautious optimism for Latino Businesses, Entrepreneurs."](#) Northern Colorado Business Report, July 28, 2011

["Where Governments Fail, Private Groups Step In to Bridge Digital Divide."](#) *The Bay Citizen*, June 17, 2011

["A Good Book for the Morning After Earth Day,"](#) *Sustainable is Good* blog, April 20, 2011

[Interview with the Network for Teaching Entrepreneurship](#), with NFTE alumna Maggie Sandoval, March 23, 2011

["Entrepreneur's Book Goes to Press Tomorrow: Latina Mentor Points the Way to Career as 'Green' Economy Innovator,"](#) March 17, 2011, Castro Valley, CA

["Latina businesswoman headlines Business Leadership Week,"](#) February 8, 2011, San Marcos, TX

### Hispanic Media

["Sounding Off: Laura Sonderup ¿Cómo se dice "green" en español?"](#) *Portada*, Oct 21, 2011

["Hispanic college enrollment surges: College completion still a challenge."](#) *Vision Hispana*, Sept 3, 2011

["Incrementa la matrícula de hispanos en el colegio."](#) *Vision Hispana*, Sept 3, 2011

["San Francisco marketer shines light on Latino conservation innovators."](#) *Hispanic MPR.com*, Sept 2, 2011

["The Work of a Lifetime; A Latina's Call to Action,"](#) *LatinaStyle Magazine*, July/Aug 2011

["Living la Vida Verde,"](#) BLOG HispanicMarketInfo.com, May 26, 2011

## Hispanic Media (cont'd)

["Silicon Valley Latino Leadership Summit,"](#) *El Observador*, May 25, 2011

["NSHMBA Profiles,"](#) (author profile) *NSHMBA Magazine*, National Society of Hispanic MBAs, Spring 2011

["Harnessing the Sun's Power,"](#) (feature article spotlighting Luis Rojas, solar developer, from a chapter of *Latinnovating*), *NSHMBA Magazine*, National Society of Hispanic MBAs, Spring 2011

["Gracefully Global,"](#) (feature article), *Latino Leaders Magazine* (the Latina issue), April-May 2011

["Latinos en negocios tan "verdes" como sus ganancias,"](#) *Al Dia News*, Philadelphia, PA, April 22, 2011 (Feature article, profiling six of the ten stars of *Latinnovating*)

["Latinnovating: Latinos and the green innovation movement,"](#) *Wired Latinos*, April 21, 2011

[Review: April 2011 Book Pick,](#) *Powerful Latinas.com*, April 4, 2011

["Highlights and Profiles from the November 2010 Ana Maria Arias Memorial Business Fund Gala Dinner,"](#) *LatinaStyle Magazine*, March 2011 issue

## BlogTalkRadio Interviews

["Latino Women Need More GRACE,"](#) Radio interview, *Only3Degrees* w/Denai Vaughn, [The Networking Queen](#), July 14, 2011

["Find Your Spark,"](#) an interview with Tish Berg of TMedia, May 9, 2011

[BlogTalk Radio Show with Daniel Gutierrez,](#) March 2, 2011

["Storyteller Stars from WIN Without Competing! Propelled by Passion",](#) BlogTalk Radio Show with Dr. Arlene Barro, February 23<sup>rd</sup>, 2011

## Print Magazines

"Resources," (spotlight on book as resource for university career and academic advisors), *The Voice of Hispanic Higher Education*, HACU (Hispanic Association of Colleges and Universities), Spring 2011 issue, p.4

"Making Us Proud," Profile Story, *Latina Magazine*, April 2011

**NOTE: Author is also a regular contributor to the *Huffington Post*. Her articles appear in both the Green section and the Latino Voices section. Here's a partial list of published pieces.**

["Where Sustainability Movement Meets K-12 Education"](#)

["Latino Engineers Selected Among Global Elite Startups"](#)

["Iraq Final March Home: Thoughts From a Latina Vet"](#)

["On Veterans Day - What We Tell Our Children"](#)

["Balancing Heritage and Leadership: A Call to Action"](#)

["A Teaching Moment About the Green Economy"](#)

["The Viral Immigration Meme: Did You See The Success Story?"](#)

**News Releases issued by Speaker's Firm, Gracefully Global Group, LLC**

NEWS RELEASE: ["Latina Author Wins Big at NY City International Book Awards, Announces Plans for 1st Children's Book,"](#) June 2012

NEWS RELEASE: [Latininnovating by Graciela Tiscareño-Sato Wins 1st Place at Latino Books to Movies Awards, April 27, 2012](#)

["Bay Area Author and Entrepreneur to Headline at Green Schools National Conference,"](#) AOL Patch.com, Feb 27, 2012 [KEYNOTE with Cabinet Member, Secretary of Education Arne Duncan]

[Latina Social Entrepreneur Initiates Back-to-School Promotion to Benefit Hispanic Scholarship Fund](#)

[DREAM Act call to action by Jose Antonio Vargas adds urgency to wake-up call and "Two by 2020 Mentoring Challenge" issued by Graciela Tiscareño-Sato; San Francisco gets on board, June 24, 2011](#)

[1st Book Showcasing Latino-Led Innovation in Green Economy Launched at Sold-Out Leadership Summit at Stanford University, May 16, 2011](#)

[Latinos as Green Job Creators: Book about Latino-Led Innovation to launch at Stanford, May 14](#)

[Speaker Lineup Announced-2nd Annual Silicon Valley Latino Leadership Summit at Stanford](#)

[First-Ever Panel Titled "Latinos Shaping the Green Economy" Scheduled for Tuesday Night at D.C. Business School; Author of First Book about Latino-Led Innovation in the Green Economy Will Moderate the Discussion, November 15, 2010, Washington D.C](#)

[Latina Author Receives Congressional Recognition in Nation's Capital for Latininnovating Book](#)

## REVIEWS

"Highly recommended for public libraries." [REFORMA book review](#). April 2012. Reviewed by Monica Chapa Domercq, Principal Librarian, Oceanside Public Library, CA

"*Latinnovating* (Lah-TEE-no-vay-ting). If the title doesn't catch your attention, author Graciela Tiscareño-Sato's inspiring stories will. The ten Latinos she profiles are making a significant impact on the growing green economy through culturally inspired innovation and resourcefulness. From the artist who designs with recycled materials to the environmentally conscious venture capitalist, the subjects covered in the book span a wide range of green occupations. Tiscareño-Sato, a graduate of the University of California Berkeley's College of Environmental Design, is well versed in the topic which is evident in the book's clear, thorough and approachable style.

Each chapter provides useful resource lists and primers designed to help students and entrepreneurs make informed decisions about the education and experience that may help them realize green opportunities. Timely and relevant, Tiscareño-Sato's book is a welcome addition to any library collection seeking to inspire Latinos of all ages to exciting career paths."

### [Latinnovating celebrates green Hispanic entrepreneurs](#)

"In recognition of [Earth Day 2012](#), I am proud to present a review of the book [Latinnovating: Green American Jobs and the Latinos Creating Them](#). *Latinnovating*, by author Graciela Tiscareño-Sato, explores the lives, ambitions, and influences of ten Latino business owners who have dedicated their entrepreneurialism to maintaining green business ventures. *Latinnovating* is essentially a series of well-developed case studies of the ten entrepreneurs and uses their stories as inspiration for students and professionals alike. Published last year, *Latinnovating* has already earned many accolades and propelled Tiscareño-Sato as one of the top Latina sustainability leaders. [Read more...](#) Reviewed by Jonathan Mikulich, *Latino Branding Power*

"*Latinnovating* was well written. I was introduced to new concepts: blending environmental values into careers and using childhood lessons of conservation for innovation. It made me think of how I am surrounded by examples of reuse. The phrase "Think globally, Act locally" is also mentioned. It makes me think about not overwhelming myself to help the planet. Frank Ramirez is an inspiration to me. He became an Eagle Scout (leadership), was top of his graduating class in high school (studious), and helped his family (balance). He graduated from Stanford and went into an energy career field. I want to do what he did but in my own version." Navpreet Khabra, *Student, Tennyson High School, Hayward, California*

"It is refreshing to read about Latino innovators in the environmental industry and how many of our cultural values have inspired these leaders to think green! According to Tiscareño-Sato, a UC Berkeley graduate and former military aviator, we do not often hear about successful Latino business people and she decided to help us change the conversation. REAL people, REAL stories."

Frances Palacios, *Founder, Palacios Productions, Editor [a TRUE Latina Magazine](#)*

"What wonderful work you did in the book. I recommend *Latinnovating* to Hispanic and non-Hispanic entrepreneurs as an example of how to succeed personally and in business. The book is a great resource for those looking for inspiring and practical stories on how to innovate in the green field. In the examples you give in the book, it is abundantly clear how important is to plant the seeds of reusing, believing in our capacity to go forward with our ideas, and the power of continuously educating ourselves, especially in our youth and in our little Latinos. As a mother of a Latino child, I can see how our culture influences him teaching conservation, re-use, self worth and the value of higher education. Reading this book

brought within me feelings of pride. It gives Hispanics a great resource of role models that can be emulated by our children." *Marcela Hede*, [www.hispanic-culture-online.com](http://www.hispanic-culture-online.com)

### [Reviews from Amazon.com](#)

"If you've ever had doubts about whether you can do good for the planet with your own business, think again. The environmental and green business movements have long been populated by caucasians. However, here are precious insights from Latinos and Latinas who have pushed past obstacles and stereotypes to create new pathways for themselves; as an Asian-American, I can appreciate how difficult it is to find such success stories. In addition, many handy weblinks and resources are sprinkled throughout the book. Finally, Graciela's writing makes for an enjoyable read that is accessible to a wide audience, and I recommend that you hear her in person if you ever have a chance. Muchas gracias, Graciela." *From reader Larry C*

### **Informative and Inspiring**

"I spent a good week reading and reviewing the material provided in this book. The book introduces us to 10 different innovators, shares their background, how they came into their perspective field. The factors and the moments where preparation and opportunity met which enabled them to create jobs. What I also found helpful is the book has wide appeal. It is just as valuable for people in career transition as it is to high school or college students. Lastly as an advocate for education I treasure the role models presented to our community through this stories. The fact that they are all Latinos is a bonus!" *From reader education advocate #1*

### **Revelatory**

"Revelatory and timely, *Latininnovating* is vital reading for job seekers and career changers, as well as entrepreneurs seeking ideas on how to make their own businesses green."

[Marcela Landres "Latinidad"](#)

## **Speaking Topics**

*\*any one of these topics can also be presented in Spanish\**

### **“Grabbing Opportunity in the Green Economy,”**

Audience: corporate or self-employed professionals considering a move to entrepreneurship to benefit the environment

### **“Entrepreneurial Successes in the Green Economy: Role Models and Innovations from the Latino Community,”**

Audience: college students, MBA students, (middle school, high school versions too)

### **“Join the Women Leading the Green Economy,”**

Audience: Businesswomen (owners and aspiring entrepreneurs)

### **“Latino-Led Innovation in the Green Economy,”**

Audience: mostly Latinos in high school, college students, MBA students and professionals

## **On Globalization**

### **“Work and the Global Future,”**

Audience: undergraduate and graduate students

### **“Globalization and Race,”**

Audience: undergraduate and graduate students, corporate professionals

## **On Leadership**

### **“Leadership Concepts You Can Use Now: Military, Corporate, Motherhood, Entrepreneurship”**

Audience: professional working mothers, aspiring and current mom-entrepreneurs running businesses

## **On Personal Branding**

### **“You, the Brand,”**

Audience: undergraduate and graduate students, corporate professionals. This workshop is designed for people who are fabulously interesting and accomplished, but bore others when talking about themselves. Attendees explore WHY they currently do what they do, enjoy several exercises to identify core values of their own personal brand. Result? Take away authentic words to describe your passionate work in a way that makes you memorable and attracts the type of people you want to attract.

## **On STEM, for Middle-to-High School Audiences**

### **“The STEM of Aviation,”**

Audience: middle and high school students – to show how science, engineering, engineering and math come together to make military airplanes fly (utilizes technical knowledge from my military aviation career)

## **Special Education and Advocacy**

Separately, as the mother of a blind child, I am a trained Parent Advocate. I coach educators, parents and school district officials how to advocate effectively so that a child with special needs receives the educational services to which he/she is entitled. Public speaking on these topics for six years.

“You Gotta Know the Rules if You’re Gonna Play the Game,” is my uniquely informative seminar for this audience. Details on my advocacy publications are at <http://www.gracetiscareno-sato.com/index.php?p=page-3>.

“Letting Your Child’s Wild Side Out: Raising the Wild and Confident Blind Child”

## AWARDS and RECOGNITION



["Latina Author Wins Big at NY City International Book Awards, Announces Plans for 1st Children's Book," June 2012](#)



["Entrepreneur of the Year" honors at the Anna Maria Arias Memorial Business Fund Gala in Washington D.C., November 2010](#)



[Latina Author Receives Congressional Recognition in Nation's Capital: \*Latinnovating\*, First Book Showcasing Latino Innovation and Leadership in the Green Economy, Offers Students and Job Seekers Case Studies and Opportunities in 10 Industries.](#) (Event handout is below; photo of two innovators from book, plus author, with Congressman Ben Ray Lujan of NM)

["Congressional Hispanic Caucus Institute Plenary Session: "Green Economy Leading the Way" and Handout of all 2010 Latino Innovators Recognized](#) at this CHCI session. Sept 24, 2010

[San Francisco East Bay Businesswoman and Mother Honored as "Entrepreneur of the Year" by LATINA Style Magazine, May 17, 2010](#)



[HOMETOWN HERO, \*The Daily Review\*, "Hayward mother creates DVD to help those raising blind children"](#)

**\*NOTE: Ms. Tiscareño-Sato's book *Latinnovating* went to print with 22 endorsements from the business, education, environmental and social justice communities.\* Here are a few. Additional endorsements are [here](#).**

“For many years, the Latino entrepreneurial spirit has quietly powered America’s economy. At last, a book has been published that brings these hidden stories of economic contribution out of the darkness. In producing *Latinnovating*, Graciela shines a bright spotlight on Latino entrepreneurs innovating new solutions and playing significant roles in the green economy. Simultaneously, these stories of highly educated Latinos demonstrate the urgent need to improve Latino high school and college graduation rates so that many more environmental entrepreneurs will burst onto the scene to power America through the 21st century.”

—Aida Alvarez, Chair, Latino Community Foundation and former Administrator of the U.S. Small Business Administration

“Finally a book has been written that brings to life the inspiring stories of entrepreneurs building businesses in the right-thing-to-do, yet hard-to-monetize green economy. The stories in this book captivated me. You will quickly realize these are not only stories about the green movement and Latino entrepreneurs, but also of the will of the human spirit to innovate and create. As a Latino, this collection of stories is particularly special to me.”

—Marcos J. Cordero, LEED AP and CEO, Green Business Bureau

"*Latinnovating* provides rich insight into the exciting possibilities and opportunities that exist within the green economy. Graciela Tiscareño-Sato does an outstanding job of chronicling how Latino entrepreneurs are positioning themselves today as leaders across different industries. These stories of success and sustainability will inspire readers and serve as a valuable tool for all those working to build a cleaner, greener future."

—Phaedra Ellis-Lamkins, Chief Executive Officer, Green For All

“*Latinnovating* gives an inspiring look into how Latinos across the country are transforming the business world to be friendlier to our environment and long-term sustainability. This book is a valuable read for business owners, activists, and young people looking to join the growing green economy.”

—Adrianna Quintero, Director of Latino Outreach, Natural Resources Defense Council

“These powerful stories will make a huge impact on many Latinos who today are in the same situation these leaders once were. As educators we need to share these unique and important stories with the young people we serve.”

—Héctor M. González, College and Career Coach, John Hancock High School, Chicago Illinois

“In the midst of a landscape of public opinion that is saturated with weeds—that is, negative stereotypes about Hispanics, this book offers instead radiant flowers: the positive, creative, brilliant and extraordinary contributions that Latinos are making for the improvement of our society as a whole. The innovative entrepreneurs featured in *Latinnovating* are role models for all: Latinos and non-Latinos, young and old.”

—Dr. Federico Subervi, Professor & Director, Center for the Study of Latino Media & Markets, Texas State University—San Marcos

## About the Author

Graciela Tiscareño-Sato is a bilingual sought-after speaker, Founder and Chief Creative Officer of [Gracefully Global Group, LLC](#), the premiere publishing and marketing firm for Latino innovation and entrepreneurship case studies. She is also the bestselling author of [Latinnovating: Green American Jobs and the Latinos Creating Them](#). This is the first book showcasing Latino-led innovation in the green economy. You'll find Graciela speaking at universities and colleges, business schools, industry conferences, education conferences, middle school and high school career events. Most recently she shared the stage with our Secretary of Education Arne Duncan, as keynote speaker at the Green Schools National Conference.



Her ground-breaking book *Latinnovating* represents the convergence of Ms. Tiscareño-Sato's corporate sustainability experience, entrepreneurial drive and her desire to share compelling stories of innovation and leadership from the Latino community.

Graciela's role in the sustainability movement is to inspire a huge wave of environmental entrepreneurs to benefit the planet, by showcasing those doing it today.

Previously she led the global Green Enterprise Initiative at Munich, Germany-headquartered Siemens Enterprise Networks. There she helped enterprises understand the economic and environmental value of collaboration technologies. Once adopted, these solutions dramatically reduced corporations' real estate needs, energy needs, employee commutes and their overall carbon footprints.

She's a graduate of the School of Environmental Design, University of California at Berkeley, a former military officer, and an active mentor to Latino youth. She earned a Master degree in International Management from the School of Global Commerce at Whitworth University in Spokane, Washington while on active duty with the U.S. Air Force flying onboard KC-135 refueling jets.

Graciela's thought leadership pieces have published in the U.S. and Europe including *Environmental Leader*, the National Society of Hispanic MBA's national magazine *Hispanic MBA*, *UCStrategies.com*, *Communications News*, *Enterprise Technology Management*, *Internet Telephony Magazine* and many others. She has been quoted in the *New York Times* and several national magazines. Graciela is a contributing blogger for the *Huffington Post*; her articles appear in both the Green section of *HuffPost* and the Latino Voices section.

Graciela was honored by *LATINA Style Magazine* as the San Francisco Bay Area "Entrepreneur of the Year" in May 2010. She also received "[Entrepreneur of the Year](#)" honors at the Anna Maria Arias Memorial Business Fund Gala in Washington D.C. in November. She is a key organizer of the annual [Silicon Valley Latino Leadership Summit](#). Graciela lives in the San Francisco east bay with her husband and 3 eco-conscious children.

## What compelled me to write this book?

Author's statement about writing

*Latininnovating: Green American Jobs and the Latinos Creating Them*

First, I am a military veteran and former aviator. I have seen from the air and from the ground more of this Earth than most people ever will see. I have tremendous and deep appreciation for our planet because I understand the smallness of it. I get the big picture. That's a core value.

Second, I have worked in a global corporate sustainability role, in an industry creating software-based technologies designed to enable brains to collaborate from wherever they may be, *without* commuting and polluting. The technologies we developed were also about significant energy reductions for large global corporations – reducing corporate footprints in multiple ways: less energy to operate, less cars on the road and less planes in the air.

Third, I'm a highly educated Latina and part of a vast network of educated Latinos. I know first-hand the importance of higher education to propel you into leadership positions where you can actually make a difference. I know the difference between talk and action. I share the culture of the Latino innovators of whom I write. I, like them, have always known not to waste, to always reuse and to always conserve. While Americans generally talk about “going green” Latinos have already been living this way. It's who we are. It's only natural to find Latinos innovating and in positions of leadership in our new green economy. I find it sad that mainstream American media does not regularly seek and feature successful Latinos like those in my book. I want positive images of Latinos to become part of our collective consciousness as a nation. **I'm determined to bring these stories into the light and into the mainstream, to change the conversation about Latinos in America.**

Fourth, I'm an insatiable writer. At every stage of my life, regardless of actual career title, I have made time to communicate and publish stories that matter, stories that inform and inspire. It's who I am. People fascinate me. I like to disseminate stories of mentors and their paths to success directly to our youth. As an entrepreneur, I have found a way to take this passion and creativity and turn it into a business that empowers future environmental entrepreneurs while giving young people the all-important long-term view of higher education.

Lastly, I'm a mother of three future global citizens who will inherit the Earth in whatever condition we leave it when my generation passes. That more than anything motivates me to inspire our youth to emulate the environmental entrepreneurs and their leadership which fill the pages of my book. My children's current and future health and lifestyles depends on this.

## Testimonials from Event Organizers

“You were exactly what we were hoping for in a distinguished lecturer and what you shared with the students exceeded our expectations! I know the students learned a lot of valuable lessons through your interactive presentation and remarkable stories about sustainable businesses started by Latinos. It was very special to have you speak about your book, the Latino community and what a difference these business owners have made in our world. It is an area of business that should have more attention. I am glad you could come speak to the students and the San Marcos community to help open their eyes to something new and exciting.”

—*Arin Ely, Student Development Coordinator & Academic Advisor  
McCoy College of Business Administration, Texas State University-San Marcos*

"Your lecture was both inspiring and entertaining. What I loved most about the stories that you chose to share was the incredible breadth of experiences and knowledge of these innovative successes. Frequently, there isn't one set path that an individual can take, and your stories appropriately illustrate different career journeys (including your own). Thank you so much for your work, and I wish you continued success." —

*LaTonya Henry, Assistant Director Career Services, Texas State University-San Marcos*

“Thank you for presenting to our entrepreneurship class. Several students expressed to me that they found your presentation full of not only great information, but very importantly, it was also full of inspiration. I will certainly be recommending to the Dean that we invite you back for our Speaker Series. Thank you so much for a great talk.

—*Jordan Holtzman, Director of Graduate Programs, SBM, Notre Dame de Namur University, Belmont, California*

### **Green Science Academy/DeVry Sustainability Symposium and Job Fair**

DeVry University, Oakland, CA

"Graciela's contribution at the Green Science Academy/DeVry Sustainability Symposium added tremendous value. Her workshop was highly interactive, sharing case studies of real entrepreneurs succeeding in running new, innovative, sustainable businesses. By showcasing actual innovations and the principles behind them, the attendees were able to understand the steps needed to create real change in the green economy. Very importantly, Graciela inspired the audience with the economic opportunities being created by these courageous change agents, and also provided to them resources they can act on today. I highly recommend Graciela as a speaker for any event where participants want to learn how environmental entrepreneurship and innovation is happening. She is a true example of an entrepreneur who is leading in the green economy and one who can be emulated by her peers!"

—*Christopher Scott, MBA, Graduate Admissions Senior Advisor, DeVry University*

### **Making Waves Academy** \*read post at *Latinnovating* blog [here](#)\*

“The pictures are great, the students are beaming with joy. Your presentation was awesome. You succeeded in weaving the details of your personal and professional life into a story which was both inspiring and motivational. You demonstrated for students and their teachers that whatever is needed to fulfill their dreams is within their grasps. Your encouraging message opened their minds, planted seeds of hope in their hearts and showed them that their aspirations are worthy goals. I look forward to having an opportunity to work with you again in the future.”

—*Dr. Evelyn C. Wesley, President, Emeritus, Merritt College*

### **Ellen Glasgow Middle School** \*read post at *Latinnovating* blog [here](#)\*

Alexandria, Virginia

"Graciela, the kids are still talking about your visit. One student went home with her book and made her

mom sit down to look at it with her as soon as she walked in the door. We really appreciate the time you took to meet and talk to our students."

—Ray Leonard, science teacher, Glasgow Middle School

### California State University – Monterey Bay

#### [Featured Earth Week speaker](#)

"Entrepreneurial Successes in the Green Economy," April 18th, 2011

Faculty attendees:

"Graciela Tiscareño-Sato is an interdisciplinary thinker marrying green innovations to environmental issues of the day. While she provides important and real life examples in those she has interviewed, she is also a living example of innovation herself. Graciela's overarching theme is based on the importance of the social network, how it contributes to the historical biography of individual development and the shaping of the Self (in a social psychological sense)."

—Armando Arias, Founding Director, Street Smart Think Tank a Division of Solution Strategies, Inc.

"Graciela came to CSU-Monterey Bay to speak during Earth Week. She is an outstanding, knowledgeable and highly motivational speaker. She engaged and motivated many of the students in the audience, and the faculty members as well. She affected this response by the power of her speaking, attention, open-mindedness and energetic presence. After hearing the case studies she shared, I purchased several copies of *Latininnovating*. I will share with people for whom I know it will make a difference. One of the many things that I appreciated about her presentation was her demonstration of how she herself 'walks the talk' by taking a huge financial and marketing risk in publishing her book in a manner that will reduce its carbon footprint. She is a perfect example of those innovators of whom she writes and of whom many people will look to as a role model."

—Dr. Daniel Fernandez, Professor and Chair, Division of Science and Environmental Policy, CSU Monterey Bay

**John Hopkins Carey Business School** November 2010 \*read post at *Latininnovating* blog [here](#)\*

Hosted by National Society of Hispanic MBAs, Washington D.C. chapter; sponsored by SunTrust and the Greater Washington Hispanic Chamber of Commerce

Moderated a panel entitled "[Latinos Shaping the Green Economy](#)"

**From Event Organizer:** "Moderating a panel means knowing how to keep the attendees' interest, excitement, and expectations of the event, as well as enabling the panelists to share their knowledge. You can only do this by being knowledgeable of the topic and taking the time to know each of the panelists. Doing all of this is challenging given the time constraints and the breadth of area to be covered. At the National Society of Hispanic MBAs Washington D.C. chapter event called "Latinos Shaping the Green Economy," Graciela Tiscareño-Sato was able to wonderfully meet everybody's expectations. The attendees, panelists, sponsors and our chapter board were very pleased at the end of the event. I want to thank Graciela for doing an excellent job of moderating. I highly recommend her to be in future events and look forward to working with her again."

—Mauricio Leyva, Junior Professional Associate, the World Bank and

Vice President of Small Business Development, National Society of Hispanic MBAs D.C. chapter