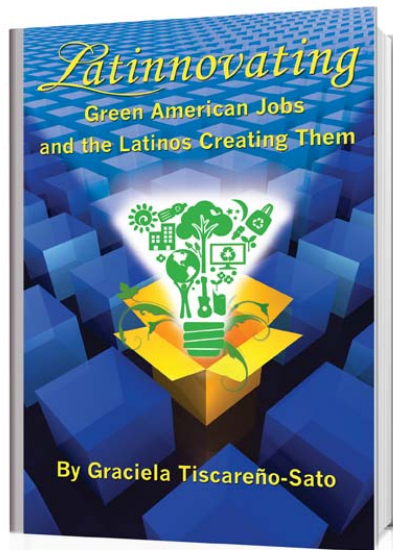


Just in time to celebrate Hispanic Heritage Month in May



The ten environmental entrepreneurs profiled in this book live in the following major metropolitan areas:

- San Francisco Bay Area, California
- Denver, Colorado
- Dallas, Texas
- Miami, Florida
- Los Angeles, California
- Chicago, Illinois
- New York, New York

For students and career changers, *Latininnovating* is the first book to showcase Latino-led innovation and entrepreneurship in the green economy. These ten stories of highly educated leaders, across ten sectors of our economy, will encourage you to emulate their success. You can begin—or continue—your career as if our planet matters. Hopefully, you too will question unsustainable industrial and social practices and be empowered by these courageous examples. Perhaps *you* will become a force of change to benefit the environment *and* the economy. These innovators are Latinos; the opportunities they're creating benefit all.

Advanced Praise for *Latininnovating*

"*Latininnovating* provides rich insight into the exciting possibilities and opportunities that exist within the green economy...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, CEO, *Green For All*

"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... 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*

"*Latininnovating* 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*

About the Author

Graciela Tiscareño-Sato is a graduate of the University of California at Berkeley, School of Environmental Design. Her global sustainability experience began while leading the Green Enterprise Initiative at Munich-headquartered Siemens Enterprise Networks. 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. The author actively mentors students who need education and career roadmaps, which this book provides. Her thought leadership pieces have been published in the U.S. and Europe including *Environmental Leader*, *Hispanic MBA*, *Communications News* and many others. She earned a Masters degree in International Management from Whitworth College in Spokane, Washington while on active duty with the U.S. Air Force. In November 2010, she received "[Entrepreneur of the Year](#)" honors at the *LATINAStyle Magazine* Gala in Washington D.C. She is a key organizer of the [Silicon Valley Latino Leadership Summit](#) and owns her own marketing and communications firm.



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