

FOR IMMEDIATE RELEASE

**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. A groundbreaking panel discussion will take place tomorrow night from 6 to 8:30 p.m. at John Hopkins Carey Business School. The author of the first book at the intersection of Latino entrepreneurship and the green economy will lead a panel of private and public sector experts in an interactive discussion. The event is hosted by the National Society of Hispanic MBA's (NSHMBA) and sponsored by SunTrust and the Greater Washington Hispanic Chamber of Commerce.

The purpose of the event is to educate the local community about how they can participate in the emerging green economy. The interactive panel discussion will include speakers from the Department of Labor, the Environmental Protection Agency, a small business built on eco-friendly practices (EnviroHomeDesign) and a large enterprise developing technologies enabling large-scale carbon emissions reductions (Microsoft Corporation). The discussion will center on opportunities in various industry sectors and where Latinos are exerting leadership in the new economy.

Graciela Tiscareño-Sato, NSHMBA member and author of *Latininnovating™: Green American Jobs and the Latinos Creating Them*, will moderate the discussion. Tiscareño-Sato's upcoming book (and its featured entrepreneurs) was recently recognized by the Congressional Hispanic Caucus Institute at their Public Policy Conference.

Ms. Tiscareño-Sato is a former U.S. Air Force officer and aircrew member. During her corporate career she led a global green enterprise initiative for a German multinational corporation. She states “Like my book, the Tuesday evening event will provide attendees the information and inspiration they can immediately use to position themselves for the green economy.”

Readers of *Latininnovating* will benefit from:

- Success stories of sustainable businesses in ten different sectors of the economy including our electrical energy grid, industrial lighting systems, commercial printing, packaging, communications, green building techniques, venture capital and much more. You will gain insight into ten different industries in one book.
- Specific educational paths taken by the featured entrepreneurs, leaders, engineers, and business owners.
- Industry-insider perspectives and resource recommendations that readers can act on immediately.

Latininnovating is available for pre-order purchase at www.latininnovating.com. Those buying before December 1st will receive author-signed copies and be listed in the book's pages as charter supporters. Business schools, youth leadership programs, non-profit associations and other groups wishing to invite the author to speak on the green economy and Latino leadership should contact her directly or join the *Latininnovating* community on Facebook.

“I'm providing young people with successful role models that many don't have,” Tiscareño-Sato emphasizes. “These real examples show how the path to success in our new economy, now more than ever, leads through higher education. We're demonstrating that educated Latinos are applying their work ethic, innovative thinking and culturally-engrained environmental advocacy to improve America for all Americans.”

The Tuesday evening event will take place at the business school at 1625 Massachusetts Ave NW Washington DC in rooms 109 and 110. The event is free to the public. Please [register here](#).

Contact about the event:

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Contact the author about the book *Latininnovating*:

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