Board of Directors
Executive Board

President
Sergio Mendia
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Vice President of Operations
Esmeralda Peralta-Aroz
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Executive Assistant
Marisol Ruiz
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Treasurer
Azucena Beltran
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Past President
Alberto Pino
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Directors at Large

Anna Tanori
Daniela Virani
Bertha Tapia
Érick Torres
Francisco Isaula
Griselda Chacon
Javier Lagarda
Jose Guzman
Michelle Vallarta
Omar Madrigal
Raul Martinez
Rebeca Lopez

Committees
Membership Engagement Committee
Chair: Javier Lagarda — javier.lagarda@asuhba.org

Organizes and promotes various networking and professional development activities for HBA members and supporters. These include general meetings, receptions, and community
service projects. This committee also explores ways to increase membership and maintains the HBA membership database.

**Marketing & Communications Committee**

Primary function is to promote HBA and its activities. Improves HBA brand while collaborating with membership committee to engage, recruit, and maintain HBA members. Among the committee’s responsibilities are maintaining social media, as well as updating the HBA website in conjunction with the W. P. Carey School of Business.

**Fundraising Committee**

Chair: Alberto Pino — alberto.pino@asuhba.org

Responsible for creating a strategy and sourcing funds for HBA's contribution to the Una Promesa Community Scholars Endowment at ASU Foundation. Among many responsibilities this committee submits and follows up on proposals to various corporations and individuals, with the objective of gaining new funding sources while maintaining and fostering current donors. The committee also works closely with the ASU Foundation to ensure donation solicitations, fundraising events, and scholarship disbursements are conducted according to ASU’s policies and procedures.

**Golf Tournament Committee**

Chair: Gladys Trevino – gladystrevino11@gmail.com

This subset fundraising group organizes the scholarship golf tournament each fall to raise money for scholarship assistance to business students. Responsibilities include acquiring corporate sponsors, promoting the event, obtaining prizes for the tournament participants, and making the necessary accommodations for the tournament. Proceeds from this tournament will support the ASU Latino Partnership Scholars Program at Arizona State University. Funds will benefit the Una Promesa Community Scholars Endowment at ASU Foundation.

**Noche De Loteria Committee**

Co-chairs: Griselda Chacon and Michelle Vallarta - griselda.chacon@asuhba.org, michelle.vallarta@asuhba.org

Subset fundraising group that organizes our spring signature event to raise money for scholarship assistance to business students. Responsibilities include acquiring corporate sponsors, promoting the event, and obtaining prizes and silent auction items. Proceeds from this fundraiser will support the ASU Latino Partnership Scholars Program at Arizona State University. Funds will benefit the Una Promesa Community Scholars Endowment at ASU Foundation.

**Student Initiatives Committee**

Co-chairs: Michelle Vallarta — michelle.vallarta@asuhba.org

Oversees the HBA Scholarship Program. Functions of the committee include promoting the program to prospective applicants, reviewing applications submitted, and selecting
candidates for scholarships based on their merits. Additionally, the student initiatives committee and the W. P. Carey School of Business recognize the scholarship recipients and our major sponsors and donors at the annual HBA Scholarship Recognition event each spring. This committee is also responsible for "mentoring and communicating" with the Hispanic Business Students Association (HBSA). This committee further supports HBSA with professional development, networking, and mentorship programs, in order to promote a strong relationship between current students and alumni.