

# Anna Maria Arias

## MEMORIAL BUSINESS FUND



### Dedicated to the Memory of Anna Maria Arias (1960-2001)

Anna Maria Arias was a visionary and a champion of Latina empowerment.

In 1994, she launched *LATINAStyle* Magazine. It was the first national magazine dedicated to the needs and concerns of contemporary Latina professionals. *LATINAStyle* focuses on the needs of business owners, professionals, and college students, showcasing achievements by Latinas in business, science, civic affairs, education, sports, the arts and features on cultural traditions.

In 1998, Anna Maria created the *LATINAStyle* Business Series. The Business Series presents resources, relevant information, and tips to assist Latina entrepreneurs in starting, growing and managing their business. The Business Series also provides education for young Latinas about how to start a business.

According to Anna Maria, it was "time that the Latino community—and especially the Latina—be recognized as successful people in the business environment."

For more information on Anna Maria Arias visit:  
[www.annamariaarias.com](http://www.annamariaarias.com)  
[www.latinastyle.com](http://www.latinastyle.com)  
[www.usfcc.com](http://www.usfcc.com)  
[www.wellsfargo.com/latino](http://www.wellsfargo.com/latino)

## Award for Outstanding Latina Entrepreneurs – Ten winners will each receive a grant of \$5,000

### Award Background and Purpose

Wells Fargo, *LATINAStyle* Magazine, and the United States Hispanic Chamber of Commerce all share a commitment to support the needs of Latina business owners. Anna Maria Arias was a role model for Latina business owners. She was a pioneer as a publisher, business woman and champion of Latina entrepreneurship. In recognition of Anna Maria Arias's mission to promote Latina entrepreneurship, Wells Fargo, *LATINAStyle* Magazine and the United States Hispanic Chamber of Commerce collaborated in 2002 to establish the Anna Maria Arias Memorial Business Fund. The Fund is a tribute to Anna Maria's dedication and commitment. The Fund will grant cash awards of \$5,000 to selected Latina business owners across the nation who exemplify those business practices and support principles which Anna Maria championed. Awards will be presented at the United States Hispanic Chamber of Commerce Annual National Convention in Philadelphia, PA on September 20-24, 2006.

### Evaluation Criteria

Responses to the following questions must be completed for the applicant to be considered for the award. Please limit your responses to three (3) pages, complete all of the questions below and attach them to the application form.

- 1) Describe your company and its products/services. Why did you start your company? What obstacles did you have to overcome?
- 2) What is your basic philosophy in conducting your business? Include your mission statement, if available.
- 3) What new innovations and/or competitive advantages has distinguished your company or industry? What sets your company, products, or services apart from others?
- 4) How do you think this innovation will impact your business and the market in the future?
- 5) Describe the benefits your company provides to your: a) Community, b) Employees, c) Family. Do you consider yourself a role model in your industry and/or community? Why?
- 6) Provide a summary of why you should be selected to receive the Anna Maria Arias Memorial Business Fund, including what you intend to do with the funds.

# ANNA MARIA ARIAS MEMORIAL BUSINESS FUND

## APPLICANT INFORMATION

*Applicants must attach this cover sheet to their responses*

**Deadline**  
**Monday, July 17, 2006**

### Selection Criteria

#### Nominee must:

- Be at least 18 years of age
- Be a Latina who owns at least 51% of the business and is an active principal
- Be in business prior to July 17, 2004
- Be a legal resident of the United States or its territories
- Be in compliance with all applicable laws and regulations

### How to Apply

All applications become the property of Wells Fargo and will not be returned.

1. Complete and sign the application form.
2. Prepare responses to the evaluation criteria questions in order, with the total not to exceed three (3) pages and cover all of the questions.
3. Prepare five (5) complete packets each to include a copy of the completed application form. Faxed applications will not be accepted.
4. Prepare bio(s) of business owner(s), 500 words or less with key highlights for an introduction or press release.
5. Submit all materials BEFORE or postmarked ON Monday, July 17, 2006 to:  
  
Anna Maria Arias Memorial Business Fund  
Attn: Latino Business Services  
P.O. Box 7402  
San Francisco, CA 94120-7402  
email: LBS@wellsfargo.com
6. The Anna Maria Arias Memorial Business Fund award winners will be announced and the awards presented during the USHCC Annual National Convention, September 20-24, 2006 in Philadelphia, PA. Note that it is preferred to have award winners present at the event in order to receive their awards. Travel, lodging and expenses are the sole responsibility of the award winners.
7. Awardees will be notified by August 21, 2006. At that time, a 3" x 5" color photograph of each of the awardee will be requested for promotional purposes. Photo must be submitted within 5 days of request and be of professional quality, jpeg version preferred. Photos will not be returned.

### BUSINESS INFORMATION

Owner's Legal Name (under which tax returns are filed) \_\_\_\_\_  
% of Ownership (must be at least 51% Latina to be eligible) \_\_\_\_\_ Number of Owners \_\_\_\_\_  
Company Name \_\_\_\_\_ Year Established (MM/YY) \_\_\_\_\_  
Business Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Business E-mail \_\_\_\_\_  
Annual Sales (2005): \_\_\_\_\_ (2004) \_\_\_\_\_ (2003) \_\_\_\_\_  
Type of Ownership (Sole Proprietor/Corporation/Other) \_\_\_\_\_ Number of Employees \_\_\_\_\_

### PERSONAL INFORMATION

Home Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Home Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
USHCC Chapter (Hispanic Chamber of Commerce) or other business organization and year joined (if applicable) \_\_\_\_\_

### REFERENCES

Please provide TWO (2) letters of recommendation that verify your operation in business. Letters should be from any of the following: banker, local Hispanic Chamber, local Chamber of Commerce, city/state representative, supply vendors (e.g. printer, utility), neighbors and/or customers. Each letter of recommendation must include contact information of the author.

### DISCLOSURE

Applications become the property of Wells Fargo and cannot be returned. Each application will be verified for accuracy of information. The information contained in the application, in whole or in part, may be used by Wells Fargo, LATINAStyle, or the USHCC for media informational purposes, however, all financial information will be held strictly confidential. The applicant authorizes Wells Fargo, LATINAStyle and the USHCC to use the awarded pictures, likeness, name and all other information set forth in the application and personal interviews in articles, third party publications (such as magazines, newspapers, and electronic media), and for advertising or promotional purposes. All financial information will be specifically excluded from publication.

The applicant also authorizes Wells Fargo, LATINAStyle and the USHCC, through a qualified third party, to conduct a business/personal credit check through standard channels, and to run a check to ensure the winner or her business has no prior or outstanding human or civil rights complaints or violations against her or her business. Failure to sign this form will disqualify your application.

Applicant Signature \_\_\_\_\_

Date \_\_\_\_\_

### 2005 ANNA MARIA ARIAS MEMORIAL BUSINESS FUND AWARDEES

