

Sponsorship Opportunity for
the 28th Annual
Student Conference on Latino Affairs
A Conference hosted by MSC CAMAC

March 4th-6th, 2016



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MSC CAMAC

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scola.tamu.edu

msc MEMORIAL STUDENT CENTER
A DEPARTMENT IN THE DIVISION OF STUDENT AFFAIRS



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SCOLA 2016 Staff



Welcome from the Conference Director

Howdy!

As the conference director, it is my pleasure to introduce to you the 28th Annual Student Conference on Latino Affairs (SCOLA), presented by the Memorial Student Center Committee for the Awareness of Mexican-American Culture (MSC CAMAC). The conference staff has worked diligently since the summer to present you an enlightening experience via our keynotes, workshops, performances, professional institute and a resource fair.

This year we have added a professional institute and a resource fair for the first time. The purpose of the professional institute is to prepare delegates for the following day's resource fair. The professional institute will be conducted on the first day of the conference by one of our keynote speakers, Graciela Tiscareño-Sato. The purpose of the institute is for the delegates to develop and rehearse a variety of elevator speeches. Delegates will also be taking home with them Graciela Tiscareño-Sato's book called, "Latinnovating: Green American Jobs and the Latinos Creating Them."

On the second day of the conference, delegates will take what they learned from the professional institute and apply it at the resource fair. The fair will have graduate school programs across the country, organizations searching for interns, Texas A&M University's Career Center, and other resources applicable to undergraduates and their representing organizations. The purpose of the resource fair is to broaden the networking opportunity among delegates and professionals.

Theme for the 28th Annual Student Conference on Latino Affairs

"From the Roots Up: Authenticity and Professionalism" has been selected as the theme for SCOLA 2016. We will explore how one can grow as an individual and a professional while maintaining and fostering one's identity/culture. The conference theme aims to present the delegates with various methods to effectively reflect an authentic image in order to be able to prosper during interviews, the work field, and when networking with professionals and peers while remaining truthful to their roots.

Each year the staff strategizes on improving the conference based on the TAMU Department of Student Life Studies delegate survey assessment, staff, and our advisor's feedback. The staff strongly believes in SCOLA's dual faceted mission impact on the delegates and ourselves. We believe that the Student Conference on Latino Affairs is a form of empowerment that enables and inspires students to reach their potential. On behalf of the conference staff we thank you in advance for your support.

Respectfully,

Jennifer Rangel 2016 Director – 28th Annual Student Conference on Latino Affairs

About MSC CAMAC and SCOLA

In 1987, members of the MSC Committee for the Awareness of Mexican American Culture decided to create a platform where issues facing the Latino Community could be expressed for a new generation of college students and where prominent leaders could be brought to the Texas A&M University campus to speak about these issues. Over the years, the conference has experienced great success, hosting a great number of conference themes, and inviting prominent leaders in the military, government, the non-profit sector, and businesses to speak at the conference. Prominent speakers have included former New Mexico Gov. Toney Anaya, former Secretary of Education Dr. Lauro Cavazos, state senator Gonzalo Barrientos, Ambassador Abelardo Valdez, comedians Carlos Mencia and Elliot Chang, author Victor Villasenor, and Lt. Col. (Ret) Consuelo Castillo Kickbush, and most recently, inaugural poet Richard Blanco.

Conference Objectives

Delegates will develop personal branding and marketing skills through the Professional Development Institute.

Delegates will successfully network with local, state, and national professionals.

Delegates will understand the importance of balancing their authentic self in professional settings.

Delegates will explore the intersectionality between personal and professional values and ethics.





Dr. Elsa Murano

Director of the
Norman E. Borlaug Institute for
International Agriculture



THE NORMAN BORLAUG INSTITUTE
FOR INTERNATIONAL AGRICULTURE



Friday Opening Keynote

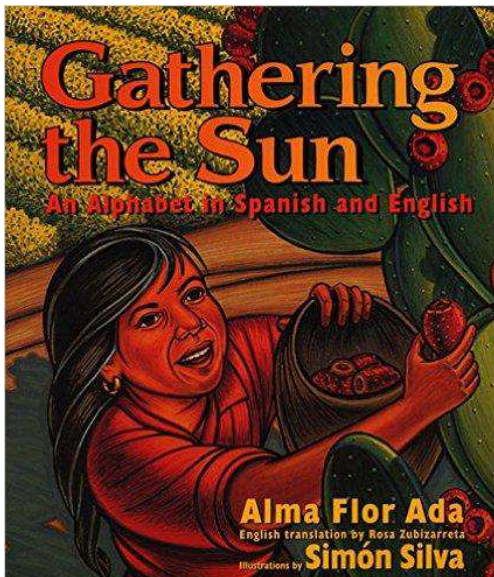
A Cuban refugee, Murano and her family traveled around Latin America before settling in Florida where Dr. Murano eventually attended Miami International University and received a B.S. in Biological Sciences. Followed by a Masters in Anaerobic Microbiology and PhD in Food Science & Technology (both from Virginia Tech). She began her career as a professor in Iowa University, and soon afterwards moved to teach at Texas A&M University. In 2001, she was appointed by George W. Bush as Under Secretary of Food Safety.

In 2008 Murano became the first female and the first Hispanic TAMU President. Her accomplishments in the position include increasing the registration of minority students through programs such as Aggie Assurance. She oversaw the \$100 million renovations of the MSC as well as Military Walk. Additionally, she increased A&M International presence by establishing the Office of Global Initiatives, which increases students' access to study/research abroad often while benefiting those countries. Currently Dr. Murano is the director of the Norman Borlaug Institute at Texas A&M University, as such she leads \$90 Million worth of research across the globe.



Simón Silva

Artist, Author, and Speaker



Friday Lunch Keynote

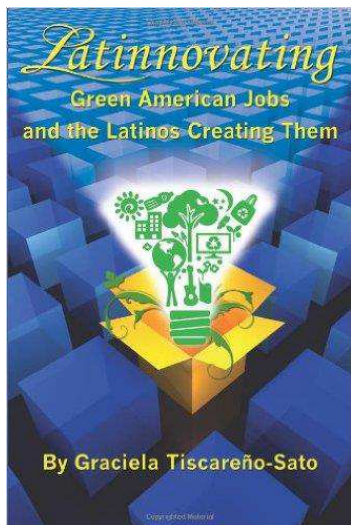
A migrant farm worker, Simón grew up in the Imperial Valley near the Mexico and California border. His family survived by picking fruits and vegetables. However, through this experience with his family he learned lessons of hard work and perseverance. Through his childhood he used art as an escape from his home life, rather it was drawing in school, or in the dirt while at work. Early in high school he realized the importance of obtaining an education. He took a terrifying leap of faith and enrolled in Imperial Valley College. Furthermore, he decided to follow his passion and major in Art. As he read Chicano Literature, he decided to change his style/themes to resemble his own childhood. He has had a successful career as an artist; with exhibitions across the nation and commissions for various organizations, from Time Magazine to the Association of Mexican American Educators.

He believes art and creativity are deeply unappreciated in our culture and educational systems. Using his own story as an example, he works to use it as a medium of empowerment and inspiration. “Employing artistic communication in our daily lives will create better professionals by making them better communicators, by getting them to ask the right questions,” Silva Says.



Graciela Tiscareño-Sato

Veteran, Author, and Speaker



Professional Institute Keynote

Ms. Graciela Tiscareño-Sato is a highly decorated military veteran: In 2014 she was honored by the White House's *Champions of Change* for exemplary leadership in her community. She has combined her military experience, her background, and her education from the University of California at Berkeley, School of Environmental Design, to become a popular leader and speaker on topics of sustainability, leadership, education and branding. At SCOLA 2016 she will be presenting the Professional Institute.

The institute is a highly interactive workshop, the delegates will explore personal branding and professional development led by Ms. Graciela Tiscareño-Sato. The workshop is specific for young professional and for college students. Additionally, each conference delegate will be receiving a copy of "Latininnovating: Green American Jobs and the Latinos Creating Them," by Ms. Graciela Tiscareño-Sato. The book details and profiles Latino's emergence and contributions in innovation and entrepreneurship.



Lionel Sosa

Former Texas A&M University
Board of Regents
Hispanic Media Consultant



Saturday Lunch Keynote

Lionel Sosa grew up to an immigrant family in San Antonio Texas. As a young boy he sold newspapers for 1\$ an hour, and later owned a struggling ad and sign-making agency. He took his own leap of faith when senatorial Republican candidate John Tower reached out to him to win the Latino vote, Sosa agreed even though he knew “doodly about politics”. Tower obtained 37% of the Latino vote (compared to 8% republican average). By now, various companies had contacted him for his services to reach the growing Latino Market. Ronald Reagan reached out to for Sosa’s help in the 1981 campaign. Additionally he advised George W. Bush who obtained 41% of the Latino Vote.

Meanwhile his firm has grown to become the largest independent ad agency in the U.S. In 2005 Time Magazine named him amongst the 25 most influential Latinos. Since being semi-retired Sosa has written several SCOLA-Themed books, sat at the Texas A&M University Board of Regents, and enjoys painting portraits.



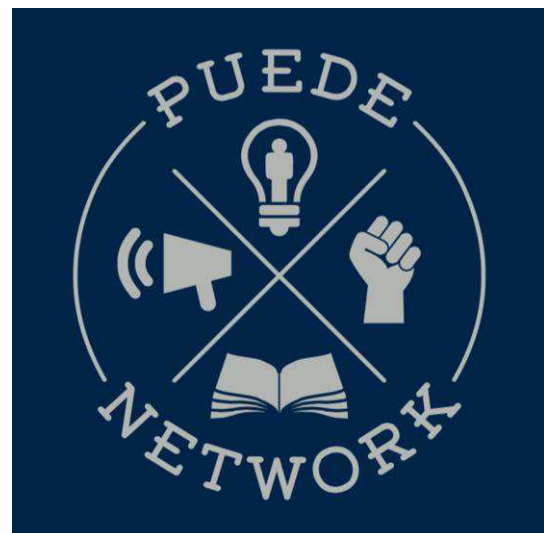
Adan Gonzalez

Federal International Consultant
for Latin America with PwC



Sunday Closing Keynote

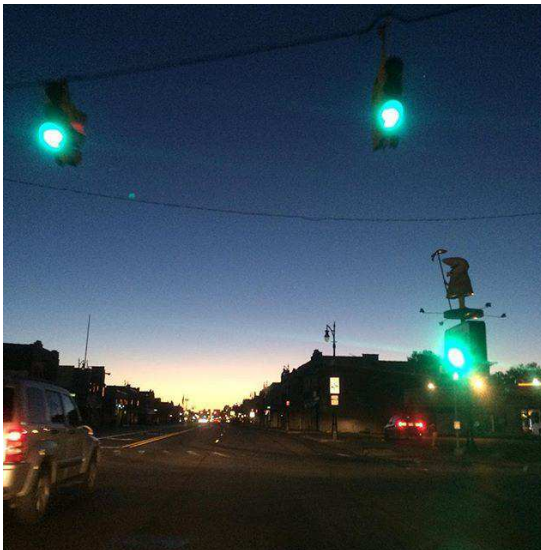
Adan grew up in the underserved, Hispanic Neighborhood of Oak Cliff (Dallas, TX). Both his parents worked long and hard hours. Early on, he noticed a disconnection between his family's conditions, and the American Dream they had believed in. Adan saw a college education as the gateway to a better future for himself and his family. His upbringing and his determination led him to Georgetown University. He recently graduated in 2015 with a Bachelor's in Government and Sociology along with a minor in Education. While in college he founded the Puede Network. His organization promotes equal access to higher education for all by inspiring children, and by encouraging business to give back to their communities.





Michael Reyes

Motivational Speaker and Poet



Friday Evening Entertainment

A Bryan, Texas native, poetry has taken Michael Reyes all over the world. He has graced, inspired, and stunned audiences with features in HBO's Latino's Habla Series, PBS's Dream Makers. Reyes has performed in universities across the nation and in stages as far as Europe, alongside a wide array of poets and to diverse audiences. Aside from Spoken Word poetry, Reyes is also a rapper and an actor with various features. His books, poems, and raps, focus on the Latino experience both within the United States and globally; he challenges and confronts social ills with lyrical talent and impressive story telling skill.



Conference Projected Costs

Venue and Set Up

MSC	\$2,100.00
ILSB	\$550.00
<u>Equipment</u>	<u>\$600.00</u>
Total	\$3,250.00



Food and Refreshments

Food	\$8,000.00
<u>Drinks</u>	<u>\$800.00</u>
Total	\$8,800.00

Conference Supplies

Gifts for Presenters	\$600.00
Delegate Materials	\$400.00
<u>T-Shirts</u>	<u>\$1,000.00</u>
Total	\$2,000.00



Marketing

Graphics Work	\$150.00
Photocopying/Printing	\$300.00
<u>Marketing Material</u>	<u>\$900.00</u>
Total	\$1,350.00

Keynote Speakers Expenses

Entertainment	\$3,000.00
Speakers	\$12,000.00
<u>Lodging and Travel</u>	<u>\$800.00</u>
Total	\$15,800.00

Sponsorship Tier

Bronze \$200

- Logo placement in conference packet
- Recognition on website

Silver \$500

- Logo placement in conference packet
- Recognition on website
- Logo placement on conference t-shirt

Gold - \$1000

- Logo placement in conference packet
- Recognition on website
- Logo placement on conference t-shirt
- ½ page advertisement space in conference packet
- 3 reserved admissions for preferred keynote presentation

Platinum - \$3000+

- Logo placement in conference packet
- Recognition on website
- Logo placement on conference t-shirt
- Full page advertisement space in conference packet
- 5 reserved admissions for preferred keynote presentation
- Special recognition for preferred keynote presentation

You may also contact our advisor Amanda Flores at aflores@msc.tamu.edu if you wish to make conference specific donations, such as sponsoring a specific keynote speaker, workshop presentation, and/or lunch or dinner.

SCOLA Partnership Form

SCOLA is a student organization at Texas A&M University. The Texas A&M Foundation is a 501 (c)3 Tax-exempt organization of which contributions to are tax deductible to the extent no goods or services are received in return.

Please make all checks payable to MSC CAMAC

Date: _____

Company Name: _____

Contact Person & Title: _____

Mailing Address: _____

E-mail Address: _____

Telephone: _____ Fax: _____

Sponsorship Level (Specify amount):

___ Bronze \$200.00

___ Gold \$1,000.00

___ Silver \$500.00

___ Platinum \$3,000.00+

Specify

Program/Event Sponsorship (Optional)

- ☐ Entertainment
- ☐ Keynote Speakers
 - ☐ Dr. Elsa Murano
 - ☐ Simon Silva
 - ☐ Lionel Sosa
 - ☐ Adan Gonzalez
 - ☐ Graciela Tiscareno-Sato
 - ☐ Michael Reyes

❖ Specify Speaker and Amount:

Other options for Sponsorship

- ☐ We would like to make other monetary donations in the amount of

- ☐ We would like to donate products and/or food. Specify:

Please Return To: Memorial Student Center – Student Programs Office

ATTN: MSC CAMAC

1237 TAMU College Station, TX 77843-1237

Email: scolamanagement@gmail.com ▪ Website: www.scola.tamu.edu