

The Center for International Studies and the Albuquerque International Association present

From UNM to the White House and Coca-Cola: Reflections on a New Mexican's Success Story

By Rudy M. Beserra, VP, Coca-Cola

April 11, 2009 Saturday 4pm
National Hispanic Cultural Center, Wells Fargo Auditorium

Enjoy a straightforward, down to earth, non-academic and extremely personal conversation about a life trajectory of a Native New Mexican, a UNM graduate, White House special assistant, and a corporate executive of the famous global company.

This presentation will cover politics, business, corporate strategies, Coca Cola insider stories, feature Hispanics in Business and focus on paths to Hispanic Empowerment.

It will be followed by an old-fashioned "Drink Coca Cola!" reception.

During the past 25 years, political and economic empowerment of Hispanics in the U.S. has grown at a tremendous rate. Hispanics in the U.S. now number over 45 million, and U.S. Hispanic purchasing power surged to nearly \$870 billion. Native New Mexican and national business leader Rudy M. Beserra has been at the forefront in the political and business arenas during this period of phenomenal growth. .

Rudy M. Beserra's family has for many generations been very active in New Mexico politics; Rudy began his career as Director of the LULAC Family Learning Center in New Mexico. He was recruited in 1982 to work for the Campaign Committee to coordinate Hispanic Outreach as Special Assistant to the Chairman of the Republican National Committee (RNC) for Small Business Issues. During President Reagan's second term, Rudy served in the White House as Special Assistant to the President for Public Liaison. In a feature article of *LATINO LEADERS, the National Magazine of the Successful Hispanic American*, Rudy was described as, "He's the Real Thing."

Please mail your check to the Center for International Studies- Albuquerque International Association, PO Box 92995, Albuquerque, NM, 87199 by April 9, 2009. Your tickets will be waiting for you at the "will call" window the day of the lecture. Tickets are also available at Ticketmaster by calling 883.7800 or at Ticketmaster.com. Ticket: \$12.00. Students with ID are free after they register at info@centerforinternationalstudies.net. For more information please visit www.centerforinternationalstudies.net

Co-sponsored by the NM Humanities Council, Intel, NM Tourism Department, National Hispanic Cultural Center, Albuquerque Hispano Chamber of Commerce, Bank of Albuquerque, and UNM