



## ***Texas Exes Hispanic Alumni Network*** NEWS & EVENTS



### **A Message From Our Chair**



Dear Fellow Longhorns,

Spring is in the air, and Austin's beauty is delightedly graced by bluebonnet sightings everywhere. With spring comes the renewed sense of energy, hope, and excitement: energy needed for a busy 2017 with many activities planned; hope for our Longhorn spring graduates as they embark on a new and personal journey; and excitement for a highly anticipated fall season!

The Hispanic Alumni Network's mission is to connect alumni, the Texas Exes and the Hispanic community on campus, and we take this mission seriously. I am happy to report we are seeing an increase in alum engagement across the state, growth in our Texas Exes membership, and a larger amount of scholarship funds raised at our annual FIESTA fundraiser.

Speaking of our annual fundraiser, we are thrilled to announce a new 2017 FIESTA Chair, Araceli "Ara" Wisnoski, R.Ph. BA College of Liberal Arts, BS College of Pharmacy. Ara will be taking on the role of Chair after Erica Saenz. (FIESTA Chair, 2014-2016) A huge thank you is due to Erica who has bravely championed the role as FIESTA Chair these past several years, and has made it a great success as our signature fundraiser for HAN. Erica, we are so grateful for you, your leadership, and your commitment to HAN. Thank you for all you've given us, and we're very lucky to have you stay connected with us. We're not letting you get away!!

Please SAVE THE DATE for our 2017 Texas Exes Fiesta, on Friday, Oct. 20th - the eve of the UT-Oklahoma State home football game. Ara has a fun-filled night planned with a few extra surprises that you won't want to miss! We hope to see you there.

As mentioned, throughout this year, we are actively engaging alums and recent graduates. Activities planned include:

- April 19th 1st Annual Spring HAN Graduation Reception- Etter-Harbin Center;
- Happy Hour- Membership meet 'n greet – wear burnt orange! Stay tuned for date and location **on the website**;
- May 4th- Pre- Cinco de Mayo Networking Reception with other organizations at Casa Chapala Restaurant;
- Affiliate City Receptions – Summer and Fall 2017 receptions planned in Corpus Christi, Dallas/Fort Worth, Houston, and Rio Grande Valley. We are in the process of solidifying dates and will place on website under Events soon;
- August 12th Annual Leadership Retreat;
- October 20th- Fiesta! Signature Annual Fundraiser.

As we approach Graduation, May 2017, let me ask each of you to reach out to those graduates you may know and share with them your support and commitment to the Texas Exes HAN. We would love our graduating students to stay actively involved and connected with this phenomenal educational institution we call The University of Texas, our UT by **becoming Texas Exes members!**



*Hook 'em, Horns!!*  
*Casilda (Casi) Clarich, HAN Chair*  
*Chair, Texas Exes Hispanic Alumni Network*  
[Casi@utexas.edu](mailto:Casi@utexas.edu)

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#### ALUMNI PROFILE

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**Silverio “Silver” Cuellar III**  
**BA Advertising '02**



*Alumni Profiles are presented in the words and voice of the subject.*

*By Silverio "Silver" Cuellar III*

When most kids were off at summer camp in their youth, Silver used to pass the time in his childhood bedroom in San Antonio, Texas. Mr. Belvedere blasting through the speakers of his tiny cathode tube TV. And strangely enough between all the imaginary He Man wars he wildly constructed with his toy collection, you could often hear him humming McDonald's and Coke jingles as he played. So when he discovered the Advertising program at UT, diving full on into it became a natural call to action.

Able to draw practically anything from sight, Silver put those same skills to work thumbnailing concepts in his Texas Creative portfolio classes in the College of Communications. It was this love of creating visual communications that led him to a focus in Art Direction, and every assignment he gets starts with the same blank piece of paper and pencil to this very day.

Silver has spent the past 15 or so years working at McGarrah Jessee, Mullen, The Richards Group and BBDO, on everything from fried chicken to ladies underpants. Some of those aforementioned clients include AT&T, Chick-fil-A, Carnival Cruise Lines, ING, Nationwide Insurance, Fruit of the Loom, XM Satellite Radio, The Four Seasons, Shiner Beer, Taco Cabana, Whataburger, Smoothie King, Arby's and Krystal. Along the

way he's been fortunate enough to gather recognition from CA, The One Show, Archive, Obies, Clios and his parent's refrigerator door.

Currently, Silver is the Executive Creative Director of Van Winkle + Associates in Atlanta, Georgia. He's super duper proud to be the agency's first Hispanic Creative Director in the 30+ year history of the company. At present there is a huge lack of diversity in the Advertising Industry as a whole, and VWA does its best to reverse that trend. Currently VWA's associates are 66% females, 22% Hispanics, and 22% African Americans. Each day Silver's focus is to make work his Abuela wouldn't throw a chancla at angrily, and the richness of background found in the team at VWA makes it easy to do just that.

Outside of work you can find Silver teaching a Creative Concepts & Teams Class to the fine young lads and lasses at The Creative Circus and poking around various local barbecue establishments as he is also a self taught Meat Whisperer.

Silver calls Roswell, Georgia his home, sharing it with his high school sweetheart Susan, their daughter and future stunt woman Sophia, almost 3-year old Silver the 4th, 15 month-old baby Simon Bear, as well as 56 collective pounds of dog fur known as Lilly Von Pants.

Silver has a Bachelor of Science in Advertising from The University of Texas at Austin, with a minor in queso.

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## STUDENT PROFILE

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**Brandy Peña**

**Hometown: La Joya, TX**

**Subiendo Alumna '12, Executive Team Leader '17**

**MIS Major, McCombs School of Business, May 2017**



In 2012, Brandy Peña stepped foot on The University of Texas campus for the first time. She was one of 80 high school students selected to participate in Subiendo: The Academy for Rising Leaders hosted by the McCombs School of Business. Little did she know that those steps would lead her to an incredible journey as a Longhorn who graduates in May.

Subiendo opened her eyes to a campus she didn't believe she could get into, and in a city she had never visited. During Subiendo, Brandy was introverted, and quietly observed the other students who demonstrated such natural ability in handing out their business cards. In recalling how the Academy impacted her these five years later, she says, "Subiendo helped me decide that I needed to be more comfortable in having conversations with new people. I couldn't just absorb what was around me, I needed to be engaged in that world."

Brandy left Subiendo determined to go to UT Austin. She got into A&M on a full ride and honors at UT San Antonio, but she waited for UT. When she finally got her letter, she received scholarships to cover tuition but not housing. Her mom told her not to go, but she accepted anyway. It was the alumni and speakers she heard from at Subiendo that motivated her in believing that if they could do it, she could too. Her mother came around, and actually moved to Austin with her to cover living expenses.

Brandy has not shied away from leadership on campus. Her favorite college experience has been serving in board positions with ALPFA, a premier Latino professional organization, and helping the younger generation find their place on campus and hone their own leadership style. She said, "I've really enjoyed seeing students come in shy but then thrive under the right environment. It's what Subiendo did for me."

No longer is Brandy the shy girl in the corner afraid to talk to anyone. After graduation, she will start a job in Seattle working for Microsoft, but not before returning to the

academy for one last time to serve as an executive team leader. Instead of Brandy being on the receiving end of the leadership advice, she'll be the one impacting these high school seniors and motivating them to believe in their potential. When thinking about what graduation means, Brandy says, "I think about the friends I made in Subiendo when we were 17 years old and how we'll be graduating together next month. We started out together but soon we'll be separated across the country doing different things. I will miss them, but I know we'll stay connected. That's what Subiendo has done for us."

If you would like to make an impact on students like Brandy, consider **volunteering** this summer at the 2017 Academy held June 11-15, 2017. You may just be the inspiration our students receive in believing they can do it too.



*Photo L-R (Gabriela Estrada, Paulina Lerma, Zachary Doty, Brandy Peña, and Zade Llamas). Taken at 2013 Academy when they returned on staff to mentor the next cohort. All are graduating in May from UT Austin.*

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#### **TEXAS EXES MEMBERSHIP**

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## **DID YOU KNOW - Texas Exes is a Membership Based organization?**

At last count, there are a reported 43,739 University of Texas Alumni that identify as Hispanic, and 8,649 are members of the Texas Exes organization, or roughly 20%. Let's increase that number and share the community we love to support by being a **Texas Exes member!**

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## FIESTA!

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### Save the Date for Fiesta 2017!

The Fiesta Committee is the part of the Texas Exes Hispanic Alumni Network that is responsible for raising money for scholarships. It does this with our annual Fiesta celebration held at the Etter-Harbin Alumni Center on the eve of a UT home game and features dinner and drinks, auction and raffle items, UT's Mariachi Ensemble and Longhorn Band, and the traditional Loteria. SAVE THE DATE for our 2017 Texas Exes Fiesta! On Friday, Oct. 20th, the eve of the UT-Oklahoma State home football game. 2017 is our 16th year and will feature a "Sweet 16" candy theme. Funds raised during this celebration provide financial assistance to deserving Hispanic students with the rising costs of tuition and books. Without these efforts, these students might struggle to complete their college education. Interested in helping plan this event? Contact **Ara Wisnoski**, 2017 Fiesta Committee Chair, at [ahw213@sbcglobal.net](mailto:ahw213@sbcglobal.net).

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## HAN AFFILIATE CITIES

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### HAN Receptions

Know any Texas Exes in these regions of our great state: Corpus Christi, Dallas, Houston, and the Rio Grande Valley?

**Corpus Christi** - *"Sparkling City by the Bay"*



**Houston** - *"Space City"*



**Dallas** - *"Big D"*





**McAllen** - Rio Grande Valley



Stay tuned for upcoming summer and fall 2017 receptions as we embark on spreading our mission of connecting Hispanic alumni throughout the state! We are dedicated to helping the lives of our Hispanic students by providing assistance through outreach, fellowship, and raising funds for student scholarships.

We are currently looking for event sponsors in each of these locations. If interested in sponsoring the Corpus Christi or Houston events please contact **Casilda (Casi) Clarich** at [casi@utexas.net](mailto:casi@utexas.net) or if interested in sponsoring the Dallas or Rio Grande Valley events please contact **Cynthia Ramos** at [TexasExes\\_HAN@yahoo.com](mailto:TexasExes_HAN@yahoo.com).

We hope to see you at one of the events and bring your friends. Check out our events on our website for forthcoming details.

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## HAN EVENTS

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# First Annual Spring Graduation Reception



On Wednesday April 19 we officially welcomed the graduating class of 2017 into the Hispanic Alumni Network with an exclusive reception at the Etter-Harbin Alumni Center. Graduating students took advantage of this unique opportunity to mix and mingle with leaders of HAN and learned how they too can make a difference and stay involved with UT as a Texas Ex.



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## HAN SCHOLARSHIPS

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### Texas Exes Hispanic Alumni Endowment

**As a member of the Texas Exes Hispanic Alumni Network, you know the powerful impact your financial support can provide to our students.** Please consider a donation or contribution to the Texas Exes Hispanic Alumni Network and/or to our

Scholarship Endowment, the Texas Exes Hispanic Alumni Challenge Grant Scholarship. Our scholarship is designed to award deserving Hispanic students who are incoming freshmen at the University of Texas at Austin and demonstrate academic excellence and financial need. Recipients are eligible to receive the scholarship for four years of undergraduate work while maintaining a minimum grade point average.

[Click here to donate!](#)

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## NEWSLETTER SUBMISSIONS

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### Submit yourself for a HAN Profile

We want to feature you in our next newsletter! Did you get promoted, receive an award/recognition, retire, get engaged, married, have a baby, randomly met a fellow HAN member? We want to hear your stories and share your pictures! The Alumni Outreach Committee is always looking for amazing Hispanic alumni to feature in future newsletters or articles of interest to our members. For submissions please contact **Cynthia Ramos**, Alumni Outreach Chair, at [TexasExes\\_HAN@yahoo.com](mailto:TexasExes_HAN@yahoo.com).

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## VOLUNTEER CALL-OUT

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### Help out the HAN!

See the list below of Committees and their respective Chairs. If you're interested in volunteering, contact the Chair directly. We're always looking for new, innovative ideas and welcome your time and commitment. We hope you do get involved! We also have two Chair Positions open. If you're interested or know someone who would be interested in serving, please contact **Casilda (Casi) Clarich** at [casi@utexas.net](mailto:casi@utexas.net).

- Alumni Outreach - Cynthia Ramos ([TexasExes\\_HAN@yahoo.com](mailto:TexasExes_HAN@yahoo.com))
  - Fiesta Committee – Ara Wisnoski ([ahw213@sbcglobal.net](mailto:ahw213@sbcglobal.net))
  - **Fundraising – OPEN**
  - Membership - Amalia Rodriguez-Mendoza ([siempreamalia@gmail.com](mailto:siempreamalia@gmail.com))
  - Scholarships – Mark Trevino ([mtrevino57@yahoo.com](mailto:mtrevino57@yahoo.com))
  - **Service Project Outreach - OPEN**
  - Student Outreach - Leticia Acosta ([leticia.acosta@mcombs.utexas.edu](mailto:leticia.acosta@mcombs.utexas.edu))
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## FOLLOW US

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- **Facebook**
- **LinkedIn**
- **Twitter**

If you wish to get involved with the network, please contact Casilda (Casi) Clarich, HAN Chair, at [Casi@utexas.edu](mailto:Casi@utexas.edu).