

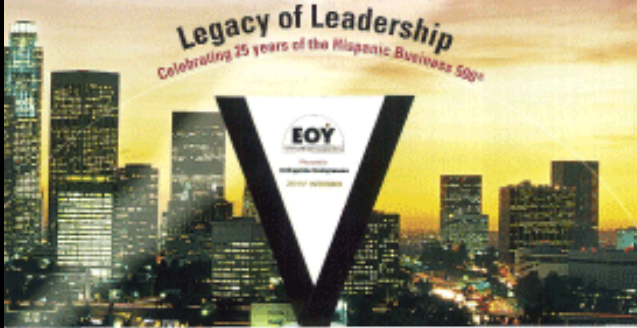


Cadillac  
PROUDLY PRESENTS



# THE 17<sup>th</sup> ANNUAL Hispanic Business Magazine EOY<sup>®</sup> Awards Gala

**Legacy of Leadership**  
Celebrating 25 years of the Hispanic Business SOB<sup>®</sup>



## Legacy of Leadership

A sincere thank you to all of our sponsors, volunteers, and attendees for helping us honor the accomplishments of the top U.S. Hispanic entrepreneurs of the 2007 EOY Awards Gala.

*John*  
Jesus C. Lavarra



Hispanic Business magazine's 17<sup>th</sup> ANNUAL EOY AWARDS GALA

## 2007 EOY FINALISTS

### RIISING STAR



#### Salvador Soto

CEO of DeSoto Translation & Marketing, Inc.

Since DeSoto Translation & Marketing first opened its doors in 2000, the agency, founded by CEO Salvador Soto, has been helping companies get into the Hispanic and other diverse markets by advertising, conducting marketing research, and developing language sensitive material.

DeSoto Translation & Marketing is a full service translation and interpretation agency, focusing on international and multicultural services headquartered in Fort Wayne, Indiana.

Aside from DeSoto Translation & Marketing, Mr. Soto is the founder and coordinator of The Indiana Hispanic Leadership Summit, which is a conference developed to discuss Hispanic leadership issues. Mr. Soto has also served as president of the Fort Wayne Hispanic Chamber of Commerce.



#### Espone De Leon

Owner of MerJon Studios

Mr. De Leon has combined his artistic skills with his business acumen to launch various ventures, including MerJon Studios, Chicano Artworks, and Untouchable Underground Records.

MerJon Studios provides small businesses with advertising services, such as Mr. De Leon's award-winning Web designs, to fit their individual needs. Chicano Artworks specializes in customized airbrushing artwork and his record label showcases his brand of positive Hip-Hop, which offers solutions and productive alternatives to a life of crime.

He has also received numerous community awards and served as program director for Family First Inc., a San Antonio-based nonprofit, for 10 years.



#### Fabian Videla

CEO of Superior Investments Corp

Mr. Videla started with a \$200,000 investment and built a successful \$15 million construction company, but he's not stopping there. He's currently building a national franchise opportunity in home construction.