



2011 DON QUIJOTE AWARDS FINALISTS AND LIFETIME ACHIEVEMENT AWARD RECIPIENT

Hispanic Business of the Year (Five Years or Less)	Melao Bakery	Mr. and Mrs. Eduardo and Yanira Colon	Owners	Serving traditional foods of Puerto Rico is the passion of Eduardo and Yanira Colón. It is the kind of passion that has more than doubled sales in three years.
	Headquarter Honda	Mr. Jeronimo Jose Esteve IV	General Manager	Headquarter Honda is the first commercial building in Florida to achieve the highest certification of the U.S. Green Building Council. It is a genuine commitment made by the Jeronimo Estéve family. Built by local contractors with 100% local materials, Headquarter Honda also employs a 100% local workforce.
	Kings Service Solutions	Mr. and Mrs. Arnaldo and Yanet Herrero	Owners	Kings Service Solutions has experienced a 30-fold increase in revenues in three years. Together, Yanet and Arnaldo Herrero have created a custodial company that cleans over 1 million square feet of office space every night.

Hispanic Business of the Year (More than Five Years)	RMI (Resource Management, Inc.)	Mr. Reinaldo "Rey" Lopez	President, CEO	Resource Management, Inc. is a privately owned Professional Employer Organization (PEO) that provides a comprehensive human resource service. In 2006, RMI opened its first office in Florida. It soon added four more office including Orlando. RMI is one of only 31 companies in Florida to earn ESAC accreditation for its financial, ethical and operational standards.
	Resource Employment Solutions	Mr. Moises Llubes and Mr. Louis Llubes	Owners	In 1995, Resource Employment Solutions was started by two brothers who knew that hard-working employees are a company's best asset. Today, Resource Employment Solutions is on track to exceed \$50 million in annual revenues. The company provides targeted recruitment, on-site management, and staffing services that dramatically reduce turnover.
	Pet Paradise Animal Hospital	Dr. Ana Ortiz & Jose Berrios	Owners	Pet Paradise is a family-owned business that provides comprehensive services ranging from diet counseling to dentistry, from intensive care to bathing and boarding. Dr. Ana Doris Ortiz is skilled pet surgeon, diagnostician and dermatologist.

Professional of the Year	Mr. Jose Costa	Nodarse, A Terracon Company	Vice President and Department Manager - Construction Services	José Costa's department at Nodarse, A Terracon Company, accounts for annual revenues of more than \$4 million. José's involvement in the community is vast and includes serving it as a member of the YMCA Blanchard Park Board, the HCCMO ambassador group and the HBIF Technical Assistance Committee.
	Ms. Yvonne Chang	Walt Disney World Parks & Resorts	Director, Disney Vacation Club, Operations Integration	A native of Cuba, Yvonne Chang began her career as an electrical engineer working on missile guidance systems. Today, she is the director of Operations Integration for Disney Vacation Club, serving 500,000 members in nearly 100 countries.
	Mr. Jaime Piñero	CenturyLink	Director - Inside Sales	Director of Inside Sales for CenturyLink, Jaime Piñero provides Internet solutions to business clients in 33 states. Jaime's connections with his clients enabled him to increase revenue by 50 percent in just two years. Jaime also serves as the current Chair of the Hispanic Heritage Scholarship Fund of Metro Orlando and as a Board member on the Early Learning Coalition of Orange County.

Excellence Award	Lt. Col. Wilson Ariza	PEO STRI U.S. ARMY	LTC/Program Manager Medical Simulation	At 23 Medical Simulation Training Centers around the world, military personnel are learning to save lives. Credited with saving more than 1,000 lives in Iraq and Afghanistan, this simulation training is supported by Lieutenant Colonel Wilson Ariza's planning and managerial skills.
	Mr. Antonio 'Toni' Guernica	Guernica Marketing	CEO	For 30 years, Antonio "Toni" Guernica has guided the growth of Spanish-language media in some of this country's largest markets. He also wrote the landmark book on attracting Hispanic audiences, entitled <i>Reaching the Hispanic Market Effectively</i> .
	Mr. Guillermo 'Bill' Hansen	El Osceola Star Newspaper	Owner/Editor	Twenty years ago, Guillermo Hansen saw a need for a fully bilingual newspaper in Osceola County, so he started El Osceola Star. He also saw that there should be more opportunities for Hispanic businesses, so he founded the Hispanic Business Council and has since championed the cause of the Hispanic Business community in Central Florida.

Hispanic Community Champion	Mr. Eugene Campbell	Walt Disney Company	Vice President, Domestic Minority Business Development	Eugene Campbell does relationship building on a national scale. As the Vice President of Domestic Minority Business Development for Disney, Eugene sets the vision for his company's supplier diversity programs. In addition to ensuring that Hispanic small businesses are able to do business with Disney, Eugene also champions the Hispanic business community as Board Chair of the National Entrepreneur Center.
	Mr. Keith Landry	FOX 35 News	News Anchor and Reporter	Keith Landry anchors FOX 35 Weekend News at 5 p.m. and 10 p.m. and also reports. Keith anchored coverage of Central Florida's three hurricanes in 2004, as well as the Columbia shuttle tragedy. For years, Keith has made a concerted effort to educate the public about the Central Florida Hispanic community by way of his community program Orlando Matters.
	Mr. Tony Jenkins	Blue Cross and Blue Shield of Florida	Market President - Central and Northwest Florida	Tony Jenkins has championed diversity at three of the region's largest employers, and most recently as market president for Blue Cross and Blue Shield of Florida. For each employer, Tony helped incorporate diversity goals into strategic business plans.

Lifetime Achievement Award	Dr. Antonia Coello Novello, M.D.	Florida Hospital	Executive Director of Public Health Policy and Implementation	Dr. Antonia Coello Novello was appointed fourteenth surgeon general of the United States by President George H.W. Bush. She was the first woman and the first Hispanic ever to hold that office. She has also held roles at the National Institutes of Health, UNICEF, Johns Hopkins University and as Commissioner of Health of the State of New York.
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