

Hello everyone!

I hope your summer is off to a great start and that you've had a chance to enjoy the beautiful weather. It's incredible how quickly this year has progressed – I can't believe it's almost the middle of June! Even so, the first half of 2012 brought great opportunities for Pulido Sanchez Communications and I look forward to what the next six months will bring.

In fact, we've already hit the ground running with two new clients. I'm excited to share that PSC recently secured LATINA Style magazine as a new client. Our team will help the magazine to once again bring its signature event, the LATINA Style Business Series, to Chicago. This year's event will be held on June 26 at Macy's on State Street and is part of the largest and most successful business development program for Latina entrepreneurs in the nation. Since its launch in 1998, the program has visited 85 cities across the nation with over 28,000 participating Latina entrepreneurs.

Additionally, PSC also just signed GEMS Education as a new client. Designed to meet the education needs of communities around the world, GEMS Education provides parents with schools that match their ambitions and the aspirations of their children. Historically, GEMS Schools have been located in Europe, Africa, Asia and the Middle East, but will open a school in Lincoln Park this summer – its first in North America. PSC has been tapped to market the school and its programs to the Chicago community – we're thrilled to welcome them to PSC and Chicago! This is an extremely exciting time for GEMS Education, and I will be sure to keep you updated on the school's progress.

2012 has turned out to be a year of opportunity for PSC and I invite you to learn more about the LATINA Style Business Series and GEMS Education and the wonderful work they're both doing. Please don't hesitate to send me a note for more information and I'd be happy to share ways you can engage with either of these two fantastic organizations.

Happy Summer!

Pat Pulido Sanchez

President and CEO

Pulido Sanchez Communications, LLC

+ PSC In The News

“Upping the Corporate Ante”

On April 30, *Crain's Chicago Business* recognized Pat's fundraising efforts for the National Museum of Mexican Art's 25th Anniversary Gala, held on May 4. The gala was brought back to the museum for the historic celebration and guests were treated to fine wines and spirits courtesy of Moët Hennessey and a traditional Mexican dinner prepared by Chicago's very own George Jewell. With help from the museum's staff and the PSC team, Pat raised over \$600,000 for the museum and brought a handful of new corporate sponsors to the table.

To read the full *Crain's Chicago Business* article, please follow this [link](#).



Courtesy of *Crain's Chicago Business*

“Does Flex Time Really Work?”

Last month, Pat contributed an article in *Today's Chicago Woman* around a topic that has gained a tremendous amount of momentum over the past decade. “Flex Time,” refers to having a variable work schedule outside the traditional 9-5 hours. With more and more professionals choosing careers that offer flexibility between work and home, flex time has become one of the most popular professional trends for men and women.

For the full *TCW* article, click [here](#).



CARRIE HIGHTMAN JENNIFER KENEDY STACY JANIAK

Courtesy of *Today's Chicago Woman*

+ PR in Latin America

Social Media

Social networking is booming and nowhere is that rise becoming more prevalent than in Latin America. A new report from comScore Inc. entitled “2012 Latin America Digital Future in Focus,” examines growing trends in social media, online video, mobile and search in the region. For businesses, the rapid adoption of social networking makes it crucial for understanding key trends in order to position their brands within the growing digital economy. Here are some fast facts:

- Latin America's online population grew faster than any other global region in 2011, rising 15 percent to 129.3 million.
- Social networking accounted for nearly 30 percent of online minutes, an increase of 9.5 percent over the past year. Chile has the largest number of social media users in the region.
- Facebook accounts for 25 percent of all time spent online. In fact, even though the U.S. has the highest number of Facebook accounts, Latin America ranks highest among Facebook users. Mexico has the largest number of Facebook users in the region.
- Google Sites was the most-visited property by the end of December 2011, reaching 123.4 million visitors.
- Online video viewing grew by double digits across Brazil, Mexico, Argentina and Chile.
- Mobile phones and tablets continue to account for a growing amount of digital traffic, with Puerto Rico leading the region with 7.7 percent of all digital traffic consumed away from a personal computer.

+ Around Town with PSC

Skinny Socials Launch Party

...On March 8, the PSC team celebrated the launch of [Skinny Socials](#), which re-imagines our favorite foods into yummy, slimmed-down appetizers. The Chicago Illuminating Company was the scene for the company's official debut, which featured such "skinny" hors d'oeuvres as caprese skewers, turkey club sliders and endive scoops. Low-calorie cocktails made with vodka, tequila and whiskey were also on tap for the nearly 200 guests along with a thumping D.J. a raffle and gift bags jam-packed with all sorts of goodies. A portion of the event's proceeds were donated to CCARE, an organization dedicated to Lymph Syndrome research and education...



(L-R) Liz Kwarta, Karen Bobos (Skinny Socials Owner), Lauren Florian, Lindsay Stroman & Megan Shincarick



Turkey Club Sliders by Skinny Socials

NMMA Receives Mayoral Resolution

...The [National Museum of Mexican Art](#) recognized a major milestone, celebrating 25 years as a Chicago tradition and the country's only fully accredited Latino cultural institution. In honor of this feat, the City of Chicago passed a '25th Anniversary Resolution' during the March 27 City Council meeting. Pat Pulido Sanchez, chair of the Museum's highly-anticipated Gala de Plata, its 25th Anniversary Gala, along with 25th Ward Alderman Danny Solis, Julie Chavez, Board Chair of the National Museum of Mexican Art and the Museum's Founder and President, Carlos Tortolero, were on hand to accept the resolution, presented by Mayor Rahm Emanuel. The resolution was sponsored by Alderman Solis, who praised the Museum as a "cultural and community jewel...showcasing the rich diversity of the Mexican culture."



(L-R) Alderman Danny Solis, Pat Pulido Sanchez, Mayor Rahm Emanuel, Julie Chavez & Carlos Tortolero

+ Around Town with PSC

NMMA Celebrates 25th Anniversary

...Gala de Plata, held May 5 at the National Museum of Mexican Art, was a major success! Former CBS 2 anchor, Giselle Fernandez came back to Chicago to serve as emcee, welcoming over 600 guests to the festivities. Attendees had the opportunity to tour the Museum and later, dined on fresh crab ceviche, stuffed chicken with a Mexican Mole sauce and creamy chipotle polenta. Alejandro Silva, president and CEO of Evans Foods received the 2012 Arthur R. Velazquez Award, while Clare Muñana graciously accepted the 2012 Sor Juana Woman of Achievement Award. This year's Gala was sold out and smashed its fundraising goal, bringing in over \$600,000, a new record...



National Museum of Mexican Art's
Gala de Plata



Gala chair Pat Pulido Sanchez



Guests enjoy a Mexican dinner prepared by
George Jewell

Expo México Emprende Chicago 2012

...The PSC team had the honor of being chosen to promote [Expo Mexico Emprende 2012](#), an initiative of the Mexican government that aimed to ignite the entrepreneurial spark in Mexicans living abroad and in their country of origin. This free, three-day interactive conference, which took place over Memorial Day weekend, brought together in one place and at one time, a plethora of government programs designed to help Mexicans start and grow businesses.

During the opening ceremony, the Consul General of Mexico in Chicago, Eduardo Arnal Palomera, welcomed Mexico's visiting dignitaries to the city, including Secretary of Economy, Bruno Ferrari García de Alba and Undersecretary Miguel Marón Manzur. The opening ceremony was followed by an official ribbon-cutting and VIP tour of the Expo by visiting dignitaries and Chicago-area business and community leaders.

Over 9,000 people visited the Expo over three days, resulting in over 4,400 pending business negotiations!



(L-R) Maria del Sol Rumayor, Consul General Arnal Palomera, Eduardo Seldner, Undersecretary Miguel Marón



Expo Mexico Emprende Chicago at McCormick Place