

Most Influential Hispanics

*Heaven's Door: Immigration Policy and the American Economy* (Princeton University Press, 1999) and *Labor Economics* (McGraw-Hill, 1996; 2nd edition, 2000).

**Louis Caldera**

**Vice-Chancellor for University Advancement California State University**

Mr. Caldera's responsibilities at CSU, the largest four-year university system in the country, include fundraising, alumni affairs, public affairs, communications, publications, and community relations for the 23 CSU campuses. Mr. Caldera formerly served as Secretary of the Army, where he developed the Army University Access Online distance education program to enable soldiers to earn college and graduate degrees.

**Rebecca O. Campoverde**

**Assistant Secretary for Legislation & Congressional Affairs Department of Education**

President George W. Bush named Ms. Campoverde to her position in May. Prior to her appointment she was deputy chief of staff for the House Committee on Education and the Workforce, where she served since 1999. From 1993 to 1998, she worked as a private lobbyist and government relations consultant.

**Maria Cardona**

**Director of Communications Democratic Party**

Ms. Cardona works as the top communications officer for the Democratic Party. Before assuming her current position, she was director of communications for the U.S. Immigration and Naturalization Service in Washington, D.C. Ms. Cardona also has worked as an assistant communications director for the Democratic Party and press director at the Commerce Department.



Jovita Carranza

**Jovita Carranza**

**President, Latin America & Caribbean Region United Parcel Service**

Ms. Carranza is the highest-ranking Hispanic female and the first woman to head an international region at UPS. She began her UPS career in 1976 as a hub clerk, and today she manages all of the delivery service's operations in Latin America and the Caribbean. She is also a member of the Latin American and Caribbean

Center at Florida International University and the National Council of La Raza.

**Francisco Codina**

**General Marketing Manager Ford Motor Co.**

Formerly president of Ford Argentina, Mr. Codina is now responsible for development and implementation of marketing strategies and programs for all Ford brand cars, trucks, sport utility vehicles, and minivans sold in the United States. Before his assignment in Argentina, Mr. Codina was marketing director at Ford Mexico. Previously, he led the Ford Customer Service Division's "Fix It Right" campaign to improve customer service at dealerships.

**Miguel Contreras**

**Executive Secretary-Treasurer Los Angeles County Federation of Labor**

In 1996, Mr. Contreras became the first Hispanic elected to lead the 107-year-old "County Fed," which comprises nearly



Miguel Contreras

400 local unions and represents more than 800,000 members. He is also a vice-president of the California Labor Federation, AFL-CIO.

Mr. Contreras sits on many boards, including United Way and the Los Angeles Convention and Visitors Bureau.



Sonia Marie De Leon de Vega

**Sonia Marie De Leon de Vega**

**Executive Director/Conductor Santa Cecilia Orchestra**

As founder of the Santa Cecilia Orchestra and developer of the Discovering Music program, which introduces inner-city Hispanic children to classical music and instruments, Ms. De Leon de Vega has established a new vision of classical music for young people in Los Angeles. She is the producer and music director for Opera Under the Stars, an annual concert showcasing young operatic vocalists. Last year she won "Outstanding Latina Woman of the Year" awards from Univision, Mervyn's California, and Target.