



La Gala

Annual Dinner Dance

October 24, 2019

New York Athletic Club
New York City



Program

Cocktail Hour

Welcome Remarks

Ana Campoverde
Executive Director, Joseph A. Unanue Latino Institute

Joseph E. Nyre, Ph.D
President, Seton Hall University

Partner Remarks

Denisse Oller
SOMOS

Blessing of Dinner

Fr. Joseph O'Brien

Dinner

Excelencia Award

Stacie de Armas
Nielsen

Humanitaria Award

Claudia Romo Edelman
We Are All Human Foundation

Magno Award

Jeffrey Martinez
PNC Bank

Joseph A. Unanue Latino Institute Scholar

Gabriela N. Fernandez Velez
School of Diplomacy and International Relations
Class of 2020

Closing Remarks

Masters of Ceremony: Adriana Vargas and Rafael Pacheco
*Silent Auction closes at 9:15PM

Our Mission

The Joseph A. Unanue Latino Institute at Seton Hall University advances, educates, and transforms students into the next generation of servant leaders in our ever-changing global society. The Joseph A. Unanue Latino Institute seeks to develop outstanding leaders in science, business, the arts, and public service through scholarship, mentorship and cultural programs.

The Institute was created through a generous gift from our benefactors, Mr. and Mrs. Joseph and Carmen Ana Unanue. Built on a rich legacy of service to the Seton Hall Latino community, the Joseph A. Unanue Latino Institute had its genesis as the Puerto Rican Institute, founded in the early 1970's. Back then and now, our Catholic faith leads us as we aim to fulfill two intertwined missions, that of service and scholarship. The Institute offers excellent programs, available to all Seton Hall undergraduate and graduate students.



JOSEPH A. UNANUE LATINO INSTITUTE
SETON HALL UNIVERSITY

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Honorees

Excelencia Award

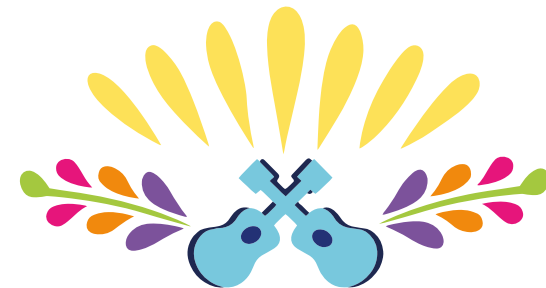
Stacie de Armas
Vice President
Strategic Initiatives and Consumer Engagement
Nielsen

Humanitaria Award

Claudia Romo Edelman
Founder and Diplomat
We Are All Human Foundation

Magno Award

Jeffrey Martinez
Territory Executive, Executive Vice President
PNC Bank



¡Bienvenidos!

It is my sincerest pleasure to welcome you to La Gala, The Joseph A. Unanue Latino Institute's annual event that raises funds for student scholarships. When Joseph and Carmen Ana Unanue founded the Institute, it was their vision that it would become a beacon of excellence within the University.

With the Institute's support and guidance, students can fulfill their potential as servant leaders through cultural programming, designed to build stronger linkages to their heritage but also through education, academic scholarship, mentorship, skill development and critical thinking. The Institute's scholars are leaders on-campus and, with the opportunity, knowledge and experience they gain as scholars, go on to achieve accomplished careers.

I am proud to share that since 2007, the Institute has awarded over **\$1.3-million** in scholarships. As an alumna of Seton Hall University and, recipient of the Institute's scholarship, I understand first-hand how the Institute changes the lives of its students.

I encourage you to learn about our scholars tonight, many who are in-attendance. Their journey to complete their studies is made possible by every single one of you.

Thank you.



Ana Campoverde, B.A '12/ M.P.A '14
Executive Director, Joseph A. Unanue Latino Institute
Seton Hall University



OFFICE OF THE PRESIDENT

SETON HALL UNIVERSITY

October 24, 2019

Dear Friends,


I am pleased to welcome you to the Joseph A. Unanue Latino Institute's 2019 gala. Tonight we gather to celebrate Latino culture, cheer its growing influence in the United States and around the world, and honor three individuals who personify its advancing stature.

Seton Hall is proud of its association with the Unanue Latino Institute. An indispensable center for cultivating the next generation of Latino leaders, it has offered vital programming, transformative scholarships, essential mentorships and worthwhile service opportunities since 2005.

Thanks to your support, the institute will add new dimensions to its time-honored mission, and in so doing, uphold the legacy of its namesake benefactors, Joseph and Carmen Ana Unanue. I am grateful that you share Seton Hall's commitment to the institute and join you in congratulating this year's honorees: Stacie deArmas, Claudia Romo Edelman and Jeffrey Martinez.

You have my best wishes for a joyous La Gala!

Sincerely,



Joseph E. Nyre, Ph.D.
President

What great minds can do.

2019-2020 Scholars

College of Arts & Sciences

Eric Pereira
Carina Castagna
Saúl Martinez
Maylin Rivera
Kayla Rivers
Claudia Romani
Jayson Singletary
Selam Woldegerima
Kimberly Churampi
Jaylen Henderson-Pena
Mariangeli Reyes
Essence Williams
Renee Nunez
Franchesko Anicama
Sara Agudelo
Natalie Rosario

College of Education and Human Services

Carolina Holguin

College of Health and Medical Sciences

Jacqueline Caputo
Juliette Linares

School of Diplomacy and International Relations

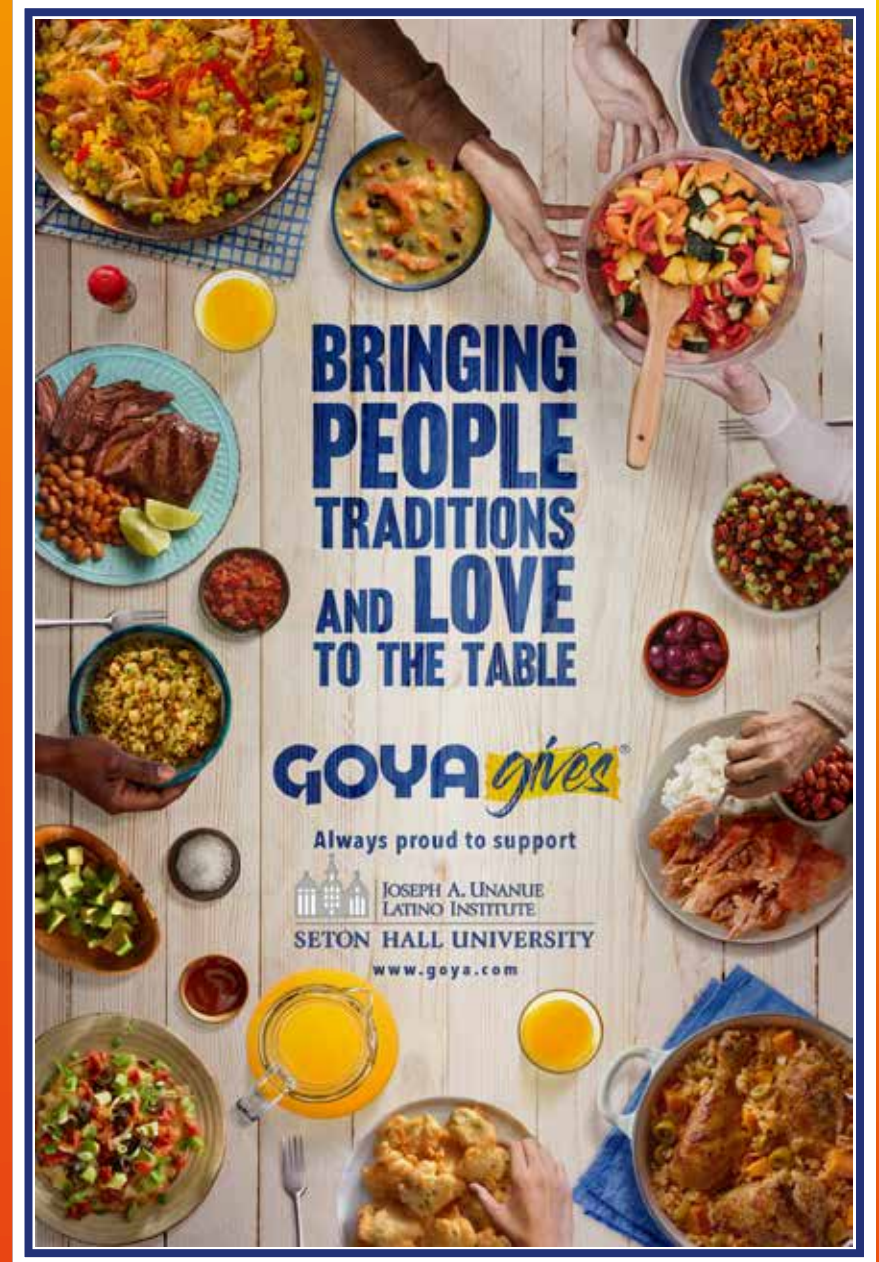
Sophie Thon
Sara Vasquez
Axel Esquivel
Milencia Saintus
Sara Vasquez
Melanie Pacheco
Yessica Leonardo
Milencia Saintus
Brittney Segura
Gabriela Fernandez
Kelsey Harris
Daniela Maquera-Sardon

Stillman School of Business

Jasmin Moreno-Monsalve
Diamond Vasquez
Jimmy Bedoya
Isac Barbosa
Jimmy Bedoya
Santiago Cabrera

College of Nursing

Kristel Domingo
Feven Kebede



Masters of Ceremony



RAFAEL A. PACHECO

Rafael Antonio Pacheco is a first generation American from Cuban decent. He was born and raised in Union City, NJ and eventually left for college where he graduated from La Salle University in Philadelphia, PA with a degree in Biology & Psychology.

His artistic career began as a young teenager at one of North Jersey's most prestigious dance academies: Oneida's Dance Studio

in Guttenberg, NJ. It was there that he was exposed to different styles of dance, which included Salsa, Tango, Hip-hop, Tap, Flamenco and Afro-Cuban. He spent over 10 years developing his dance skills and competing on a national level earning him numerous awards, medals and a dance scholarship from Dance Educators of America. His most celebrated work with ODS was in 2004 with his portrayal of "El Santero" in El Solar de Caramelo. In 2013 he danced his way onto the hit HBO show Boardwalk Empire, then continued making television appearances on Scorned: Love Kills, True Crimes with Aphrodite Jones and The Perfect Murder. In 2014 he got a taste of New York theater when he landed a lead role playing "Antonio" in Michelangelo Alasa's Adrift. In 2015 Rafael was casted in his first film role as "Lee" in Joshua Nelson's short film Amidst The Wolves. He has worked diligently in the television and radio commercial world starring in a series of projects most notably for T Mobile, Food Network, Gillette, Mercedes Benz, Stanley Steamer and PC Richard & Sons.

In 2017 Rafael joined Telemundo 47 as a presenter doing field coverage for various events, and recording Goya segments for Acceso Total. He is currently preparing his return to the NY stage, starring in My Fidel, an original musical based on a true story which is set to premiere in the spring of 2020.

Masters of Ceremony



ADRIANA VARGAS

Adriana Vargas is an Emmy award-winning Colombian journalist and news anchor for New York's WXTV Univision 41 Nueva York with over 20 years of experience covering major worldwide events and breaking news stories.

From a young age, while still studying Social Communication and Journalism at the Universidad Javeriana in Bogotá (Colombia), she started her career as a journalist and presenter of short news sections for regional channels in Colombia. Adriana's career would go onto include roles at Señal Colombia, Caracol TV news magazine Séptimo Día, RCN TV, Noticias RCN, and opinion news magazine La noche.

After briefly serving as spokeswoman and International Media Director for Colombian President Juan Manuel Santos, Vargas joined the Univision station. Today she continues to be one of the most recognized and celebrated news anchors in the New York Tri-State area for her nightly role on Noticias Univision 41 at 6pm and 11pm.



Excelencia Award



STACIE M. DE ARMAS

Stacie M. de Armas is Vice President Strategic Initiatives and a Leader within Nielsen's Diversity & Inclusion practice. She is a researcher, consumer behaviorist, thought leader and subject matter expert on the U.S. Hispanic market. Stacie is responsible for researching, uncovering and sharing insights on the power of the Hispanic consumer with brands, media companies, advocacy groups and policy makers.

She joined Nielsen in 1998 and has served in many roles related to multicultural marketing, but Hispanic market intelligence is her passion.

Stacie sits on the Cultural Marketing Council Board of Directors and has been the recipient of industry honors; most recently named among the most powerful and influential Latinos in entertainment by Imagen Foundation in 2019.

Stacie is an adjunct professor of qualitative research at California State University Los Angeles and, when forced to make a decision, she will always choose tostones over maduros as long as it is served with a Materva. She received her Masters degree in Business Administration with a focus on marketing from Texas A & M.

Stacie is first generation Cubana and lives in Los Angeles with her two children, where Cubans represent less than 1/2 of one percent (.38%) of the population! Most of her family resides in Miami, her second home, where Cubans make up about 19% of the population #Adelante!

Humanitaria Award



CLAUDIA ROMO EDELMAN

Claudia Romo Edelman is a social entrepreneur, an advocate and a catalyst for change. A frequent public speaker and media contributor, Claudia is a leader for diversity, inclusion and equity, focused on unifying the U.S. Hispanic community and promoting sustainability and purpose-driven activities.

Claudia is the Founder of the We Are All Human Foundation, a New York-based non-profit foundation, dedicated to advancing the agenda of diversity, inclusion and equity through developing and hosting global, national and regional events, conducting research and developing research pieces/publications, creating content and corporate activation.

A Mexican-Swiss Diplomat, Claudia is also a Founder and Co-Host of 'Global GoalsCast', a podcast distributed by CBS News Digital, which highlights global progress through the stories of champions making a difference.

With an extraordinary background with global organizations, including the United Nations and the World Economic Forum, she has worked on humanitarian causes for 25 years with organizations such as UNICEF, the UN Refugee Agency (UNHCR) and the Global Fund to fight AIDS, Tuberculosis and Malaria.

She is a marketer for social causes, a journalist and a diplomat with a track record on shaping public opinion, building the narrative on perception change, creating global campaigns and mobilization efforts, while leading partnership activation.

Prior to her role at We Are All Human, she was seconded to the Executive Office of the Secretary-General of the United Nations to lead communications and advocacy for the Sustainable Development Goals (SDGs).

She is the recipient of numerous awards, including recently receiving the Ellis Island Medal of Honor, the multicultural award from Rev. Jesse Jackson's Rainbow PUSH Coalition and Women's Batsheva Leadership Award 2019.

She holds degrees in Communications, Philosophy and Photography, as well as, a Master's of Political Communications from the London School of Economics.

Magno Award



JEFFREY MARTINEZ

Jeffrey Martinez is Territory Executive, Executive Vice President at PNC Bank. Martinez joined PNC in 2014 and adds more than 17 years of retail banking experience to the New Jersey leadership team.

In his current role, Martinez manages 140 branches throughout Central New Jersey.

Prior to PNC he held various roles at JPMorgan Chase for more than 10 years, including responsibilities as a First Vice President, District Manager. Martinez served the nation country for nine years in the U.S. Army National Guard. He deployed twice in support of Operation Iraqi Freedom and has been awarded three Army Commendation Medals, as well as New Jersey's Distinguished Service Medal.

Martinez's commitment to giving back to the community has benefitted multiple non-profit organizations. He serves as Treasurer for Together 1 Heart, a global non-profit focused on fighting human trafficking, as well as partnering with ALPFA to educate students and professionals through informative presentations hosted at New York City universities. Martinez is also an Executive Advisor to CAALE, whose mission is centered on supporting education within our community.

At PNC, Martinez is a member of the Corporate Diversity Council and leads the New Jersey Diversity & Inclusion Council. He is also the executive sponsor for NJ's Military Employee Business Resource Group.

Martinez earned a B.S. degree in Business Management from Rutgers University and completed the CBA Executive Banking School Program at Furman University, SC.

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YOU MATTER

That is why Nielsen is proud to celebrate with the [Joseph A. Unanue Latino Institute](#) as both organizations, together, strive to empower the Latinx community.

As a leading global, independent measurement company that's focused on providing the most trusted view of consumers and markets worldwide, Nielsen helps top brands and businesses understand what you watch, listen to, and buy to ensure your diverse perspective is considered.

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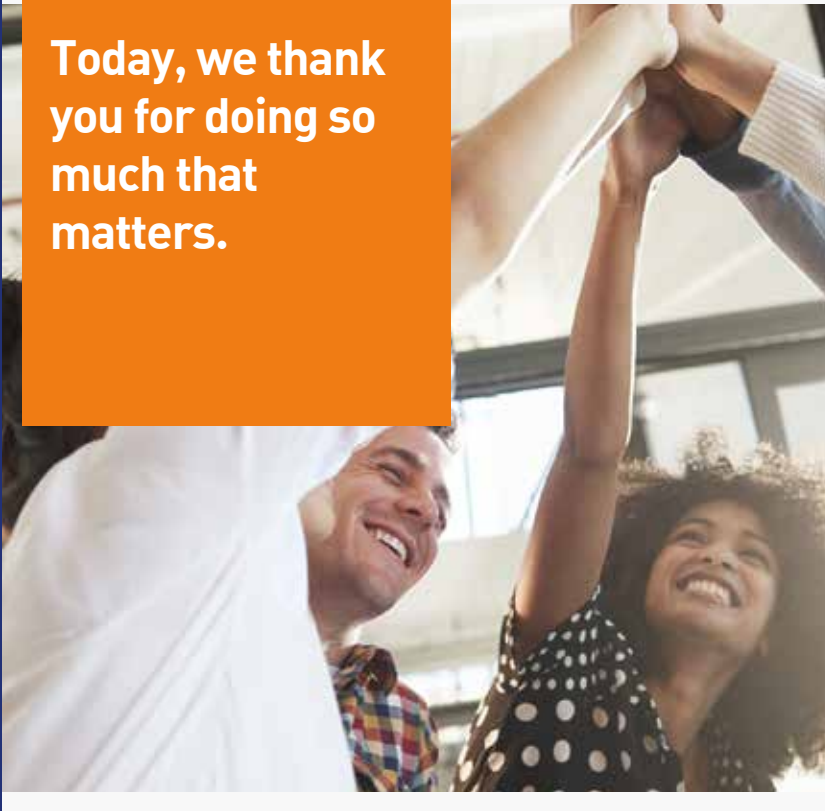
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Today, we thank
you for doing so
much that
matters.



PNC is proud to support La Gala 2019 of The Joseph A. Unanue Latino Institute at Seton Hall University. Congratulations to tonight's honorees: Stacie deArmas, Claudia Romo Edelman and our own Jeff Martinez.

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continuing to intertwine the Catholic
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Thank you!

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Executive Director
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