

## Latinos as Green Job Creators: Latinnovating, First Book Showcasing Latino-Led Innovation in the Green Economy, Now Available for Pre-order Ahead of Launch at Stanford University

Environment - Energy 2011-03-16 07:29:29

San Francisco, CA – Thrive Publishing announces the pre-order availability of the first book about Latino-led innovation and leadership in the green economy. [Latinnovating: Green American Jobs and the Latinos Creating Them](#) is the brainchild of a Latina military officer turned entrepreneur, University of California-Berkeley alumna Graciela Tiscareño-Sato.

The author has received prominent [endorsements](#) from the business, education and environmental communities.

Magda Cardenas, Director of Communications for the Greater Washington D.C. Hispanic Chamber of Commerce states “Graciela highlights incredible success stories of Latino leaders not only participating in but creating business opportunities in the green economy. These stories are a true source for inspiration for young people and for professionals in transition. As Hispanic-owned businesses play an increasingly important role as engines driving economic recovery, *Latinnovating* shows us how this community is also making a difference towards a better planet.”

The video trailer at [www.latinnovating.com](http://www.latinnovating.com) captures the essence of the book's stories and its inspirational messages to students planning their futures.

Ms. Tiscareño-Sato shares, “I have written these 10 case studies to provide our young people and job seekers information and inspiration they can immediately use to position themselves for the green economy. I've chosen innovation leaders, men and women who are Latinos, to demonstrate to mainstream America that educated Latinos are applying their work ethic, talent, innovative thinking, culturally-engrained environmental advocacy, and creative spirit to improve America for all Americans.”

*Latinnovating* was written for high school and college students, plus professionals in transition, who are seeking to make wise choices about future career paths as our American economy undergoes massive transformation. Readers will immediately benefit from the content of the book which includes:

Success stories of sustainable businesses in 10 different sectors of the economy including our energy grid, industrial lighting systems, commercial printing, packaging, communications, green building techniques, venture capital and much more. You will gain insight into 10 different industries in one book. The personal, educational and professional journeys taken by the featured innovators. Insider perspectives and resource recommendations to act on immediately.

Purchase *Latinnovating* now at a significant pre-order discount before March 30<sup>th</sup> [here](#). Individuals or groups pre-ordering ten or more books will also be listed on the *Latinnovating* website as charter supporters. The book will formally launch at the [Silicon Valley Latino Leadership Summit](#) at the Stanford Faculty Club on May 14<sup>th</sup>.

The author recently kicked off Texas State University's [Business Leadership Week](#) as the Distinguished Lecturer in San Marcos. Business schools, youth leadership programs, middle/high schools, non-profit associations and other groups

wishing to [invite Graciela to speak](#) on Latino leadership and entrepreneurship in the emerging green economy and should contact her directly through the book's website. You can also become a fan of *Latinnovating* through [Facebook](#) and follow via Twitter.

"I'm determined to provide young people with successful role models that many do not have. I want to show them real examples of how the path to success in our new economy, now more than ever, leads through higher education. *Latinnovating's* storytellers are Latinos; the opportunities they're creating are for everyone," Tiscareño-Sato states.

### **About the Author of *Latinnovating***

Ms. Tiscareño-Sato led the Green Enterprise Initiative at a Munich-headquartered software communications company before becoming an entrepreneur. There she helped global enterprises understand the economic and sustainability benefits of collaboration technologies. Today she runs her own marketing and communications excellence firm helping organizations to promote people, events and products. She has published extensively in the U.S. and European trade media, including *Environmental Leader*, the National Society of Hispanic MBA's magazine *Hispanic MBA*, *Communications News*, *Enterprise Technology Management* and many others. She was honored by *LATINA Style Magazine* as the San Francisco Bay Area "Entrepreneur of the Year" in May. She is a key organizer of the Silicon Valley Latino Leadership Summit with San Jose-based author friend Frank Carbajal. Graciela is a graduate of UC Berkeley and an active mentor to Latino youth. She completed a master's degree in international management from Whitworth College in Spokane, Washington while serving as an officer and instructor navigator on active duty with the U.S. Air Force. She lives in the San Francisco Bay Area with her family.

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