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## Honoring San Antonio's 'MADrinas'



Javier A. Flores - Conexión

Television has its 'Mad Men' and San Antonio has its 'MADrinas.'

Since 2006 SAVisión, the Hispanic marketing arm of the American Marketing Association's local chapter, has honored the Hispanic marketing industry's pioneers, first with the Godfathers of Hispanic Marketing and then the Godfathers of Hispanic Media.

On Thursday, Feb. 4, SAVisión hosts a tribute luncheon to honor four of San Antonio's leading ladies of the Hispanic marketing industry.

Yvonne "Bonnie" Garcia, Gisela Girard, Victoria Varela Negrete and Jessica Pantanini will be inducted into the Godfathers of Hispanic Marketing Hall of Fame for their contributions to Hispanic marketing. They join industry pioneers Lionel Sosa, Ernest Bromley, Al Aguilar, Emilio Nicolás Sr., Tino Durán, and Eduardo Caballero in the hall of fame.



COURTESY MARKET VISION

Yvonne 'Bonnie' Garcia is CEO of Market Vision

"These four women are, by far, true leaders in the Hispanic marketing field in San Antonio," said Diane Huth, chair of SAVisión.

San Antonio is considered to be the birthplace of Spanish-language media. It comes as no surprise, then, that the city is home to many nationally-recognized industry leaders as well as more than a dozen agencies specializing in Hispanic marketing.

"Since beginning my career in the industry, I've had the pleasure and honor to see San Antonio earn the respect of the rest of the nation through its agencies," said Negrete, CEO of Impacto.

Not only has the visibility of the Hispanic market grown since it began gaining prominence in the early 1980s, but the visibility of women in the industry has also flourished.

"The more women at a higher level that have exposure, the more we can inspire younger women to also realize their own potential," said Pantanini, Bromley Communications COO.

With the 2010 census already underway, marketers await the results as a means to further develop marketing strategies for their target audiences. But some outcomes already seem inevitable.

"We're going to continue to see the power of the Hispanic consumer grow and Hispanic marketing will continue to be a strong part of corporate America," said Girard, COO at Creative Civilization, who referred to the four honorees as 'MADrinas,' in the spirit of the popular AMC show 'Mad Men.'

The tribute luncheon is also a celebration of the prominence that the Hispanic community has gained, due in part to the efforts of Hispanic marketing professionals.

"The Hispanic community, unlike many other subcultures in the U.S., has managed to become a big part of the fabric of this country, while still maintaining its own identity. It really is an honor to celebrate that," said Garcia, CEO of Market Vision.