Martha de la Torre ’78 describes the pull of LMU on her: “My father wanted me to go to UCLA, USC. I just didn’t have that warm feeling. I remember getting lost at UCLA, and no one ever tried to help me.” Her college counselor suggested LMU, “Everybody was so nice. I got a little lost, and people would say, ‘Can I help you?’ I loved it.”

She graduated with a bachelor of science in accounting and went to work at Ernst & Young where she became a CPA and audit manager. Then she accepted the CFO position at La Opinión, the Spanish-language newspaper in Los Ángeles. It was during her time there that she realized the classifieds section was a revenue generator and an idea took hold. With grit, determination and a business plan she started her own business, El Clasificado, a classified advertising newspaper for the Spanish-speaking community. It wasn’t easy, but Martha adapted the business and it grew. Today, El Clasificado is a $22 million multimedia platform, with a weekly circulation of more than 475,000, a readership of more than 1.5 million Latinos across the United States, and an online marketplace that boasts more than 16 million page views.

In 2001, José Legaspi, then the President of the LMU Mexican American Alumni Association, invited Martha de la Torre to join the Board of Directors. She was reluctant at first, she felt the organization didn’t recognize her Ecuadorian roots, but he issued a challenge to change it from within. Since then, she has been a supportive member of the board and, specifically, of its Latino scholars. Most recently, Martha became the first member of the LMU Latino Alumni Association Board to make a planned gift, to establish the de la Torre Family Endowment for Latino Alumni Association Scholars. She had heard about estate planning, but hadn’t acted. “If it wasn’t for Loyola, I would not be where I am today. I was the first in my generation to go to college. I was very fortunate. The endowment is a great way to say thank you to LMU.”

continued on page 3
Thank you to the following corporate sponsors for their support of the LAA Scholarship.

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The Year in Review:

36th Annual LAA Scholarship Awards Dinner, November 2017: A wonderful night to celebrate among the LAA family and recognize the esteemed honorees: Northgate Market, Corporate Honoree for Service in the Community; Consulate General of Mexico in Los Angeles, Community Service Honoree; José de Jesús Legaspi ’74, Alumni Role Model; and Nicolas Breceda ’18, the Donald P. Merrifield, S.J. Scholarship recipient.

LAA Scholarship Selection Committee, March 2018: Thanks to these volunteers, LAA was able to review almost 200 scholarship applications and select the incoming LAA scholars’ cohort.

LAA @ MOLAA, August 2017: Alumni had a wonderful time celebrating the life and music of Juan Gabriel during a tribute at the Museum of Latin American Art last summer.

LAA Margarita Tent @ the 65th Annual Alumni BBQ, September 2017: Latino senior students had the opportunity to recognize and thank family members for support through their educational journey.

LAA Mixer, February 2018: Almost 100 alumni and current students took part in the annual mixer on campus. Students came to network and build connections with our dedicated alums who help them connect with internships or serve as mentors.
Continued from page 1

Martha’s connections to LMU are many and profound. She adds, “My grandmother, Carmen Segovia, was really a pillar in our lives,” and influenced Martha, and four other members of the family, to attend LMU. Martha has followed suit, by encouraging family and friends to consider and attend LMU. Most recently, her niece Alexandra shared her interest in pursuing an MBA at the College of Business Administration. Martha was thrilled and offered her full support. Sadly, Alexandra passed away in 2017 before she was able to enroll in LMU.

It was a devastating loss. “She was a top science student and at the age of 13, won a state championship,” Martha shares. Alexandra also deeply cared for animals and launched “Alexa’s Corner” through El Clasificado. She wrote articles, a social blog, and printed advertisements to find homes for sheltered pets.

“...What I’m grateful for is that every time I was with Alexa, I would hug and kiss her. I’d tell her, I love you unconditionally. When she passed away, it just made remembering her more important.” Wanting to honor Alexandra in a positive way, Martha thought an annual scholarship to help LMU LAA scholars was the ideal vehicle: “The scholarship opportunity came up, and I thought, perfect, my niece would be so proud.” The Alexandra Marie de la Torre/El Clasificado Annual Scholarship through LAA helps two qualifying students majoring in STEM or marketing fields.

Inspired by her family and her alma mater to reach higher and achieve, Martha, is ensuring the next generation of Latino leaders have access to an enriching and meaningful Jesuit education at LMU.

Learn more about how you can leave your legacy at LMU Latino Alumni Association by contacting our office at 310-338-5878.

LMU Lion and LAA Scholar, Athena Martinez

Discovering Her Passion and a Familia

I will never forget the day my high school principal called me into his office to share the news that I had received a scholarship from the Loyola Marymount University Latino Alumni Association. This marked the day that my dream of attending LMU became a reality.

While at LMU, I discovered my life’s passion in being able to promote higher education for first-generation students and students of color. I have also been able to explore my leadership potential, not only serving as the External Chair for MEChA and as a student programmer for First To Go, but through my most cherished position as the President for Grupo Folklorico de LMU.

I have accomplished every goal I set for myself at LMU. This would not have been possible without the incredible support system and network that LAA provided me. My amazing donors have become like a second family to me, and I think this is what makes LAA so special. It doesn’t just help students financially; it truly helps us feel as though we are part of a familia that’s much greater than ourselves.

Know that your generosity helps shape the lives of many students like me, for generations to come. My greatest hope is to one day be able to do the same.

Athena Martinez graduated in May and is working in her dream job with the Los Angeles Dodgers Foundation.
2017-2018 NAMED SCHOLARSHIPS

- Alexandra Marie de la Torre – El Clasificado Annual Scholarship
- Anatolia Etcheverry de Gaviña Annual Scholarship
- Archbishop José H. Gomez-Catholic Association of Latino Leaders Annual Scholarship
- Argelia Atláno Annual Scholarship
- Celia Margaret Gonzales Torres Memorial Endowed Scholarship
- David and Christina Moreno Family Annual Scholarship
- Donald and Michele Alvarado Family Annual Scholarship
- Dr. Graciela Limón Annual Scholarship
- Flores-Watase Family Annual Scholarship
- Professor Jesús L. Legaspi Annual Scholarship
- Lynda Hernández and Elisa Vásquez Annual Scholarship
- Escobar-Alava Family Annual Scholarship
- Rose Acosta Yonai and John Yonai Annual Scholarship
- Saliñas Family Annual Scholarship
- Sara Mijares Del Fium Annual Scholarship
- SOL Annual Scholarship
- Society for American Military Engineers – Los Angeles Post Annual Scholarship

LAA SCHOLARSHIP RECIPIENTS 2017-18 ACCOMPLISHMENTS

Academic Awards
- Josh Ocana ’18
- Program Scholar for Mathematics & Secondary Ed.
- School of Education Scholar
- Pi Mu Epsilon
- Christopher Reynoso ’18
- Program Scholar for Chicana/o and Latina/o Studies
- Presidential Citation for outstanding academic record, leadership and service

Renee L. Harrangue, Ph.D. Award
- Alejandra Vasquez ’20

Raymund McKay, R.S.H.M. Award
- Jelani Bramble-Manning ’18
- Antonia Garcia ’18
- Marjiaose Gomez ’18
- Athena Martinez ’18
- Christopher Reynoso ’18

LMU EXP Awards – Arete Award
- Jelani Bramble-Manning ’18

Honor Societies
- Alanna Granados ’18, Kappa Delta Pi
- Marjiaose Gomez ’18, Kappa Delta Pi
- Nicolas Breceda ’18, Sigma Xi

Honors at Graduation

Summa Cum Laude
- Katherine Jimenez ’18
- Joshua Ocana Mercado ’18

Magna Cum Laude
- Alicia M. Esquivel ’18
- Antonia Garcia ’18
- Alanna Granados ’18
- Carlyn Morones ’18
- Christopher Reynoso ’18

Cum Laude
- Citlali Arroyo ’18
- Nicolas Breceda ’18
- Emmely Canela ’18
- Sebastian Castillo ’18
- Patricia Gutierrez ’18
- Taylor Mercado ’18
LAA Update: Let’s Talk Numbers

<table>
<thead>
<tr>
<th>95</th>
<th>NUMBER OF LAA SCHOLARSHIP RECIPIENTS IN 2017–18</th>
</tr>
</thead>
<tbody>
<tr>
<td>2:1</td>
<td>UNIVERSITY MATCH ON LAA SCHOLARSHIPS AWARDED</td>
</tr>
<tr>
<td>69%</td>
<td>LAA SCHOLARS WHO ARE FIRST GENERATION COLLEGE STUDENTS</td>
</tr>
<tr>
<td>22%</td>
<td>freshmen</td>
</tr>
<tr>
<td>19%</td>
<td>sophomores</td>
</tr>
<tr>
<td>32%</td>
<td>juniors</td>
</tr>
<tr>
<td>28%</td>
<td>seniors</td>
</tr>
</tbody>
</table>

| 10% | LEGACY STUDENTS |

| 42% | MALE |
| 58% | FEMALE |

OVER $6 MILLION AWARDED IN LAA SCHOLARSHIPS SINCE 1981

LAA SCHOLARS BY COLLEGE/SCHOOL

| BELLARMINE COLLEGE OF LIBERAL ARTS | 44% |
| FRANK R. SEAVER COLLEGE OF SCIENCE AND ENGINEERING | 35% |
| COLLEGE OF BUSINESS ADMINISTRATION | 13% |
| COLLEGE OF COMMUNICATION AND FINE ARTS | 5% |
| SCHOOL OF FILM AND TELEVISION | 3% |

$46,372 UNDERGRADUATE TUITION AND FEES, 2017–18

$7,500 PER YEAR LAA SCHOLARSHIP, RENEWABLE FOR UP TO FOUR YEARS

$712,000 TOTAL LAA SCHOLARSHIP FUNDING AWARDED, 2017-18

Lift As You Climb

At a recent panel for Latinas in business, a speaker shared that we must “Lift as you climb.” She was citing Mary Church Terrell, a civil rights and suffrage activist, journalist, and one of the first African-American women to earn a college degree. The metaphor resonated because it acknowledged that hard work does not end, and in that moment of dealing with adversity on our own path, we need to help others on theirs.

Over the last thirty-seven years, LMU Latino Alumni Association, comprised of LMU alumni, parents and friends, has done exactly that. LMU LAA lifts Latino students through need-based scholarship assistance to make an LMU education accessible. The university is committed to increasing diversity on campus and offers LAA supporters a 2:1 match on awarded funds. When you sponsor a scholarship or donate a planned gift to the LAA Scholarship Program, you are helping the next generation of Latino innovators, educators, scientists, and artists.

Please consider including the LMU Latino Alumni Association in your estate or financial plans. With your Planned Gift, you may enjoy financial or tax benefits while also helping ensure that the work LAA does will endure and help many generations of Latino leaders to come. To discuss your Planned Gift or for additional information, please contact the Latino Alumni Association at (310)338-5878. Please let us know if you already have included LMU LAA in your estate or financial plans. All requests for information will remain confidential.

Your gift to the Latino Alumni Association—no matter the size—makes a huge difference in the lives of our students. LAA scholars benefit every year from the generosity of our donors.

There are many ways to give:
- Check or credit card
- Gift of Stock
- Wire Transfer
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Stay Connected

Phone: 310.338.7529
Email: laa@lmu.edu
Web: www.lmu.edu/laa
Facebook: LMU Latino Alumni Association
Instagram: LMU Latino Alumni Association

Elizabeth Gomez
Director of Development
Latino Alumni Association
310.338.5878
elizabeth.gomez@lmu.edu

Elizabeth Gomez
Director of Development
Latino Alumni Association
310.338.5878
elizabeth.gomez@lmu.edu
A special thank you to the LMU Latino Alumni Association Board of Directors for their commitment and advocacy.

Alex Martin Chaves ’86, Parent ’13, President
Sara Mijares Del Fium ’03, Vice President
Marcela Escobar-Alava ’02
Martha de la Torre ’78
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David Moreno ’88
Steven Navarro ’84
Felix Nuñez ’91 M.D., M.P.H.
Armando Sosa ’88, Parent ’18, ’21
Cesar Trelles
Sylvia Flores Watase ’83

LAA Scholars at 2017 LAA Scholarship Awards Dinner

Save the Date for the 37th Annual Latino Alumni Association Scholarship Awards Dinner

THURSDAY, NOV. 1, 2018
THE CENTER AT CATHEDRAL PLAZA, CATHEDRAL OF OUR LADY OF THE ANGELS

PROGRAM EMCEES:
RAUL ’82 AND MARIA ’87 SALINAS

Among the 2018 LMU LAA Esteemed Honorees Are:

ALUMNI ROLE MODEL AWARD
MARTHA DE LA TORRE ’78 CEO & PUBLISHER, EL CLASIFICADO

DONALD P. MERRIFIELD, S.J. SCHOLAR
ANDREA MONTEZ DE OCA ’19 MECHANICAL ENGINEERING

COMMUNITY SERVICE AWARD
CHILD 360