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Sylvia Acevedo of CommuniCard™ Receives Two Major Awards

The Aguila Awards Foundation (AAF), a non-profit organization established to create awareness and provide visibility of positive role models in the Texas Hispanic community, named Sylvia Acevedo, president and CEO of CommuniCard™ LLC, the Aguila Award Recipient for the Business Category. Business Investment Growth (BiGAUSTIN) also announced the winners of the 2005 *BiG Idea Awards – where small businesses shine* – and Acevedo was the winner of the 2005 BiG Idea Award in the Creative category.

CommuniCards™ are visual communication aids that include illustrations for those who don't read or speak both Spanish and English. The laminated passport-sized guides unfold accordion-style revealing step-by-step illustrations of tasks and tools specific to common tasks in a number of industries. Currently, CommuniCards™ are available for construction, lawn care, and housekeeping tasks. CommuniCards™ have also been developed for police departments to use in traffic stops.

The nominees for the Aguila Awards are individuals who are influencers among the Hispanic community and have achieved extraordinary success in their respective arenas. The Aguila Awards Foundation was established to create awareness of — and provide visibility for — positive examples and role models throughout the Central Texas Hispanic community. The foundation allows the public to cast votes online for their favorite candidates in several award categories.

To qualify for consideration in the BiGAUSTIN Creative category, a business must be financially successful in creating an innovative business practice, product or service. The BiG Idea Awards honored small businesses in four categories, including Acevedo's Creative category award. Other categories included: the "Rookie of the Year" award, "Best Transition" award, and "BiG Alumnus" award.

"These exceptional small businesses deserve proper recognition because they continue to be vital to Austin's economy and employ more than 13 percent of our local workforce," said Paul Saldana, chair of the BiGAUSTIN board of directors.

BiGAUSTIN, a non-profit organization founded in 1995, is Central Texas' single-source solution for entrepreneurial education, tailored business counseling and flexible

loans. BiGAUSTIN has helped create or sustain more than 1,700 jobs over its 10 year history and has loaned more than \$2.5 million in capital since 2000.

Recently, Acevedo also was selected as the Hispanic Business Woman of the Year for the 2004 Hispanic Leadership and Business Excellence Awards by the United States Hispanic Chamber of Commerce (USHCC) for Region III and Small Business Owner of the Year by the Greater Austin Hispanic Chamber of Commerce.

About Sylvia Acevedo

Before starting her most recent business, CommuniCard™ LLC, Acevedo was a founder and vice president of sales and marketing of REBA Technologies. She has also been an executive at top Fortune 500 companies including IBM, Dell Computer, Apple Computers and Autodesk Inc., where she had a track record of success in creating high growth in both domestic and international markets. For example at Dell Computer, she led the creation of the first Pan-American e-commerce website for Latin America. Acevedo has a Master's engineering degree from Stanford University and a Bachelor's degree from New Mexico State where she graduated with Honors and served on the Board of Regents. Her business is headquartered in Austin, TX.

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