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For Immediate Release

SYLVIA ACEVEDO HONORED FOR PIONEERING WORK IN EDUCATION AND WORKFORCE DEVELOPMENT

AUSTIN, Texas (September 14, 2007) – Engineers are trained to study a situation, identify problems, then provide solutions scenarios. Sylvia Acevedo, a rocket scientist-turned-CEO, is no different -- except her solutions increase education and healthcare opportunities that fuel economic growth.

Acevedo's work is the reason this Stanford engineering alumnus recently earned back-to-back accolades at two major events held in one of the nation's top business hubs. Acevedo was recently presented with the *Austin Business Journal's* 13th Annual "Profile in Power" Award and the Greater Austin Chamber's "Star of Texas" Education Award.

"Receiving the Profile award was such a fulfilling moment as I realized that others are benefiting from the results of this work I'm passionate about," said Acevedo. "As I heard my name called at the Chamber awards, I couldn't help feeling the exhilaration of knowing that we are poised for great things ahead."

Admirers note that few business and community leaders are as effective as Acevedo who created CommuniCard, LLC, a firm that creates breakthrough workforce strategies for clients and designs visual aids that enable employers to speak more effectively with their staff and clients.

"We congratulate Sylvia for taking the lead as one of today's most influential women," said Lynn Chasteen, publisher for the *Austin Business Journal*, the producers of the 13th Annual Profile in Power Awards event. "Sylvia's corporate accomplishments and her enormous public leadership are carving out new opportunities and having a great economic impact for businesses and communities nationwide."

In Austin, Acevedo earned much acclaim for spearheading a first-ever PSA campaign, in which the Austin Independent School District's communications and bilingual departments partnered with Spanish media networks Univision, BMP Radio Network and others to air Spanish-language question-and-answer segments for parents. The live radio program covered more than 100 educational topics, such as attendance, testing, bilingual education, and more.

The campaign's overwhelming success led to Acevedo's creation of the *Feria Para Aprender* (Education Fair), in which community leaders, businesses and more than 70 non-profit organizations collaborated in 2007 to provide a first of its kind education fair, drawing more than 3,500 parents and children to the inaugural event. A second Feria is scheduled for Feb. 16.

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SYLVIA ACEVEDO HONORED WITH TWO PRESTIGIOUS BUSINESS AND EDUCATION AWARDS --- ADD ONE

"Congratulations to Sylvia and the CommuniCard team for earning the Chamber's top education award," said Roger Mitchell, 2007 Chair of the Austin Chamber and President of Texas Gas Services. "Sylvia and her company have done outstanding work in the community implementing programs that shrink the educational gap and provide workforce development advantages for the Central Texas region."

Supporting educational efforts is part of Acevedo's "Piercing the Cultural Bubble" campaign, which focuses on shifting cultural frames of reference and intertwining pro-education messages to parents everywhere they go, whether at work, church, home, or at entertainment venues. The end result, Acevedo said, will be more high school and college graduates that will use their education and talents to fuel the economy.

"Jobs will continue to be outsourced away from the U.S. if businesses can't meet today's fast-growing language requirements," said Acevedo. "We're focused on producing young, educated talent that can thrive in the global economy."

"For every 1000 high school graduates we gain, we pump \$10 million per year into the local economy and the numbers grow even more with college achievement. To hit the goals, though, we have to create a self-reinforcing culture that success in education offers economic prosperity for all individuals and businesses."

Acevedo's educational and economic theories have already produced immediate, tangible results for Central Texas businesses, schools, youths, and parents. As an Advisory Board Member for the new Ann Richard's School for Young Women Leaders, Acevedo helped achieve a 53% Latina enrollment, the highest Latina participation for a first-year magnet school nationwide. Acevedo's idea will be put into greater motion this fiscal year as she begins plans to work with the Austin Community Foundation and the Bill and Melinda Gates Foundation.

Just as Acevedo has made educational strides, she has also led efforts to improve health access for all. In Illinois, she partnered with State Rep. Ruth Munson, schools, churches, non-profits, and hospitals to create language solutions that would increase federal

health care center access for working families and decrease state costs. The project went to higher levels, earning praise by the U.S. Speaker of the House and helping to win the case for increased funding for federal health care centers.

Acevedo is also currently working with the Seton Health Network, which has eight hospitals in the greater Austin area, to assess language solutions that improve access to more efficient healthcare for all. A final report on Acevedo's findings and suggestions will soon be released.

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About Sylvia Acevedo & CommuniCard, LLC

Sylvia Acevedo has a 20-year background in engineering, science and management that includes top positions at some of America's most prestigious organizations, including the Jet Propulsion Laboratory, IBM, Dell Inc. and Apple Computers. She holds engineering degrees from Stanford University and New Mexico State. She was one of the first Hispanics (either gender) to receive a Masters in Engineering from Stanford University. In 2003, Acevedo made the move from corporate America to business owner. The result was CommuniCard, an innovative approach to reducing the language barrier between English and Spanish speakers.

Based in Austin, Texas, CommuniCard creates strategies and produces a range of visual communication tools and curriculum resources designed to improve the level of productivity, understanding, and interactivity for America's 21st Century workforce. CommuniCard's products are now being used within a number of private industries and public sectors, including the construction, healthcare, law enforcement, educational, technology, facilities, and risk management fields. For more information on Acevedo and her company, visit HYPERLINK "http://www.thecommunicard.com" www.theCommunicard.com.

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