



Celebrating Food, Art & Culture



El Mundo Nuevo

Celebrating
Hispanic American
Heritage



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A New World

For the first time in modern history, Hispanic people are the largest and fastest growing minority group in the country, and communities and businesses alike are working overtime to greet and embrace this influential group of citizens, and for good reason. Here are a few eye-opening facts you should know about Hispanic Americans.



Hispanics are entrepreneurs and highly likely to start their own business. As a matter of fact, the number of Hispanic-owned businesses will reach nearly 2 million in 2004, producing nearly \$300 billion in combined revenues. These businesses are such a force in the economy that they have their own stock index, the Hispanic 500, which can be viewed at Hispanicbusiness.com.

Spanish-language websites, call centers, and marketing campaigns are growing exponentially in order to meet demand. Office Depot added its Spanish-language site not only because 15% of its workforce is Hispanic, but also because its Fortune 500 customers have requested a Spanish site to facilitate ordering supplies. New media in the form of newspapers, magazines, and television shows are responding quickly to help businesses reach Hispanic buyers. *Adweek* just announced the launch of *Marketing and Medios*, a magazine and website that will cover Hispanic marketing, media, and advertising news. The reason for this new push: While Latinos account for 13% of the population, only 3% of marketing dollars are directed toward them.

Which brings us to *Dora the Explorer*, one of the most popular shows on television for preschoolers. Initially, the star of the show was envisioned as a bunny, which would have made Dora just an ordinary TV show. But when research pointed out the lack of leading Latino characters on children's TV, the choice to make Dora a Latina was easy, and the rest, as they say, is history.

The Most Popular Girl on Children's Television

Like peanut butter and jelly, kids and television are inevitably going to wind up together, probably on the sofa, leaving parents in a constant battle to ensure safe programming is on the tube. For children ages 2 to 5, one show is not only safe, but also one of the most highly educational and multicultural shows in television history. Nickelodeon's *Dora the Explorer* teaches youngsters how to solve problems using the resources they have at hand, as well as Spanish words and phrases, math skills, and music. As one of the show's creators puts it, "Preschoolers are our least powerful citizens. They can't reach the light switch; they have trouble pouring the milk on their cereal. They're faced with obstacles throughout their day, and it can get pretty discouraging. Problem-solving strategies like stopping to think, asking for help, and using what you know are modeled in every Dora show."



Photo courtesy of Nickelodeon

In case you didn't know, Dora is a Latina, which makes the true success of the show its unprecedented, cross-cultural appeal. Jennifer Frey of the *Washington Post* recently wrote, "Dora is watched by 21 million viewers (adults and children) each month ... and, of that total viewership, 3 million are Latino children ages 2 to 11." And there's more: Nickelodeon recently surpassed \$1 billion in merchandising sales of Dora-related products, selling "more footwear than Barbie ... more pajamas than Pooh ... and more Band-Aids than Spider-Man." Little Dora is proving what *Unity* has known all along, that diversity *is* the strength of American culture.



Kraft Foods teamed up with the NLCI to create *Salsa, Sabor, y Salud*, a fun and interactive program to teach kids about nutrition.

The Voice for Young Latinos

American Family, the first drama series in the history of broadcast television to have an all-Latino cast, wanted to ensure children on the show were *real* kids and not merely stereotyped characters, since separating reality from perceptions is one of the first steps in tapping the strength of diversity. The show's producers knew who to call for help, the National Latino Children's Institute (NLCI).

The NLCI is all about children, specifically Latino children, and works with corporations and communities alike to protect and nurture their healthy growth and development. For those seeking ways to reach out to Hispanics, the NLCI is well suited to co-develop local and national programs that provide meaningful help to kids and build a bond of trust.

Aside from consulting the entertainment industry, the NLCI creates child safety, mentoring, and nutrition programs that are available to all communities nationwide. Exemplifying the possibilities is *Salsa, Sabor, y Salud*, a program co-developed with Kraft Foods. Designed to be fun and interactive, the eight-week curriculum teaches participants simple steps to good nutrition and demonstrates how healthy eating habits can provide big benefits to the entire family.

Did You Know ...

- On March 6, 2004 the Girl Scouts of the USA launched a Spanish-language website, www.girlscouts.org/espaol, which provides important Girl Scout programs and opportunities for all girls, including Latinas. "Our number one priority at Girl Scouts of the USA is a full and ongoing commitment to diversity and serving every girl in every community," said Kathy Cloninger, CEO of Girl Scouts of the USA.
- Only thirteen years old, this hardworking performer has landed roles on *Sesame Street* and countless commercials, and done voiceovers for L'Oreal and Safeguard. She sings, dances, and plays piano. Born in New York of Peruvian parents, this young Latina was named to *Hispanic Magazine's* 2004 "Latinas of Excellence" list and certainly has a bright future. Pictured on *Unity's* cover, she is Kathleen Herles and the voice of Dora the Explorer.

A Culture of Warmth and Passion

Dance with Me

Nothing has the potential to separate people, or bring them together, more quickly than a call to the dance floor. Thanks to a new wave of popularity in Latin sounds, grooves, and dances, people of all ages are putting aside their “dance anxiety,” signing up for dance lessons, and learning how fun it is to kick up their heels. Learning to dance can literally change people’s lives, especially those who may be lonely, going through a difficult time, or living a sedentary lifestyle. Within one or two lessons, dance students are meeting interesting people, getting their blood flowing, and having a blast. The transformation can be immediate.

Latin dances are usually at the top of a student’s list. They move to a beat that is hot and passionate, a reflection of the African, Caribbean, and Spanish temperaments that are a part of their roots. Here is a primer on the most popular Latin dances.

Tango. A Hollywood staple, the tango originated with Argentine Gauchos as they danced around the campfire. It is considered one of the most passionate of the ballroom dances, with partners holding each other in close contact. The basics of American tango are fairly easy to learn, and you’ll be dancing like a movie star in no time.

Rumba (Bolero). The rumba originated from Afro-Cuban folk rhythms, with the bolero being a much slower and more dramatic variation. The steps are reminiscent of the waltz, but danced slowly and sensuously in a Latin rhythm. It is a good dance for beginning dancers and serves as an excellent breather between salsa and merengue sets in social dancing. Like the tango, partners dance very closely and can use their body language to express emotion.

Mambo. This dance comes from Cuba and is a favorite of dance enthusiasts. It owes itself in part to Cuban-based, American GIs, who danced swing moves to fast-paced rumba music, so the Cubans said they “danced like Mambo” - never mind what a mambo is. The dance is the predecessor of cha-cha and easily confused with salsa, which is indistinguishable with regard to steps.



Flamenco is both music and dance. It is often accompanied by natural percussive elements such as rapping the guitar, hand clapping, finger snapping, and tongue clicking.

Merengue. This dance originated in the Dominican Republic and is danced with shuffling steps, perhaps a remnant of the times in which slaves were shackled together, thus restricting the movement of the feet. One can incorporate all the arm movements in the swing and salsa.

Salsa. This dance is extremely popular in today’s dance clubs. It was created by Puerto Ricans in New York City in the late 1940s; they modified the timing of mambo steps to occur starting at the first beat of every four counts and fused it with their own ethnic styles.

Of course, reading about Latin dance doesn’t compare to actually getting on the dance floor and doing it yourself. Visit the Thompson website for links to sites that can help you find lessons in your community.

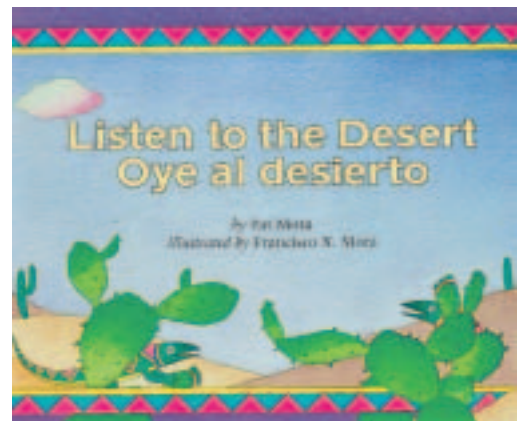


Bookjoy

“Early in my life, books became pleasure places for me. The magic of words sang its song and has been entertaining and comforting and challenging me ever since. Books were always part of our bilingual home in El Paso, Texas, where I was born. When the desert wind howled outside, I felt safe in my bed with a book. Mom was a great reader and was willing to drive us to the library when my siblings and I were ready for a new batch of books.

“I endeavor to understand this world through words. I’m a writer because I’m a reader. Writing allows me to explore different parts of myself and to play with language(s) in varying forms. How could I not want to share bookjoy with all young people?”

These are the words of Pat Mora, the award-winning and highly acclaimed author of children’s books, poetry, and nonfiction. She shares her love of words and pictures with her young audiences in both Spanish and English, as most all of her books are bilingual. She has three new books due for release soon: *Doña Flor*, *¡Marimba! Animales A-Z*, and *The Song of Francis and the Animals*.



Ms. Mora has nearly 20 children’s books to her credit. Book jacket courtesy of Houghton Mifflin Trade and Reference Division, distinguished book publishing since 1832.

Pat speaks often at conferences, universities, and schools about the writing process, multicultural education, family literacy, and leadership. Committed to fostering bookjoy, she actively promotes El día de los niños/El día de los libros, Children’s Day/Book Day, the April 30 celebration of childhood, books, languages, and cultures.

Want to write children’s books? Link to Pat’s writing and publishing tips from the Thompson Hospitality website.

Did You Know ...

- Alejandro Fernández started painting at age five, but has never had a formal art class. Now thirteen years old, he still has to stand on a box to reach the large canvases on which he paints. What makes Alejandro so special? He is a child prodigy, with two of his recent works fetching \$6,000 each. Alejandro’s paintings explode in rich Caribbean colors and have been compared to those of Henri Matisse, the great 20th-century French artist.
- One of the most popular “Spanish” bands in America isn’t from Spain, but from the Gypsy settlements in Arles and Montpellier in the south of France! If you’ve never heard of the Gipsy Kings, you’re missing out on a treat. The band’s vigorous guitar work and passionate vocals are the trademark of an indigenous musical tradition known as rumba flamenca. The group’s native language is the Gypsy dialect of gitane, but its songs are in Spanish.

Celebración

La Exhibición de B



Country House by the Pond
Rosa Colón, 19" x 25", oil on canvas



Generaciones
Pamela V. Salazar, 8" x 10", photography



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Caribbean Glamour 3

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Juan Diego in December, 2001

Tony de Carlo, 18" x 24",
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Pamela V. Salazar, 8" x 10", photography

Celebración Artística: Our Featured Artists

La Exhibición de Bellas Artes Latinas



Rosa Colón

The oldest of seven children, Rosa Colón was born in Armenia, Colombia and moved to Bogotá at the age of twelve. Her exposure to art came at an early age, as creativity is a family tradition. Surrounded by the embroidery, knitting, sewing, and arts and crafts of her mother and six aunts, Rosa was nurtured by an artistic environment.

A graduate of the Jorge Tadeo Lozano University in 1985, she has a background in interior decoration, design and architectural drawing. She also studied architectural expression at the National University of Colombia and obtained additional expertise in oil painting and textile design via private classes.

Before coming to the United States in 2000, Rosa worked for twelve years as an interior décor consultant for one of the most famous furniture factories in Colombia, during which time she also taught private classes in oil painting and textile design.

Of her work she remarks, " In my artwork I try to reflect my cultural background. I work with oils, but prefer working with pressed flowers and leaves. This medium captured my attention because it provides natural colors, form, and various textures to create uncommon works of art. When I arrived here four years ago I changed my style and started to create unusual designs, inspired mainly by themes of my country." Rosa currently resides in Stamford, Connecticut with her husband and son.



Pamela V. Salazar

Pamela Salazar, a first-generation American whose parents are natives of Colombia, is a professional photographer working with medium format and 35mm Canon equipment to capture the poignant subtleties and nuances of the images she encounters through a lens. With an extensive background in cultural and commercial photography, she specializes in custom black-and-white portraiture for private clients.

Through a lifelong love of photography combined with a natural instinct for dramatic compositions and seasoned technical skills, Pam captures compelling images that occur within the blink of an eye. Perhaps this talent rises out of time well spent photographing the North Carolina Dance Theatre, or the countless weddings, bar mitzvahs, and "people" events that are part of every photographer's background. Regardless, she has mastered capturing people at their very best within the seemingly infinite time span of a mere second.

Often forgoing the popularity of color photography, Pam opts for the inherent drama available through simple black-and-white prints. "Black-and-white photography brings to life that element of our vision that is often taken for granted, the ability to perceive light values. We are so inundated with color. After years of shooting full-color, corporate glamour shots of products and food, it's wonderful to fall back on the simplicity of black and white to capture challenging and emotional portraits of people."



Tony de Carlo

Tony de Carlo is a native of California, residing in Echo Park near downtown Los Angeles. At the age of eight, his family relocated from Southern California to Kaneohe, Hawaii where he remained until 1985 before returning to his native state at the age of twenty-nine.

The son of an artist mother, Tony is a self-taught artist who has been creating art since early childhood. Painting on a daily basis, his uninhibited use and command of color is further enhanced through a mixture of mediums such as acrylics, oils, silver, gold, and copper leaf on surfaces that range from canvas to wood, metal to tin, and cut wood figures to fur-



niture. Through his work, Tony explores diverse subject matter and confronts issues relevant to the world community head on. His intricate designs not only provoke emotion and ignite the imagination, but entice viewers to delve deep within, taking a closer look at themselves and, in turn, others.

As an exhibiting artist, Tony's work has been shown at various museums throughout the United States such as The Frye Art Museum (Seattle, Washington), South Texas Art Museum (Corpus Christi), The Mexican Museum (San Francisco), and the Downey Museum of Art (California), just to name a few. Additionally, his work has been exhibited in galleries throughout the United States as well as in collections around the world. A gifted artist of extraordinary and natural born talent, Tony de Carlo is indeed a master of his craft.

Promoting Cultural Awareness and Diversity Through the Arts

Diversity, as it is represented through fine art, provides a unique, personal, and visual expression of our valuable, cultural differences. Our art collection attempts to mirror the diverse cultures of employees, students, clients, shareholders, and local communities. *Unity* and the artwork it showcases can be used to supplement your existing diversity communication program or be used as a stand-alone diversity publication. It is the perfect way to demonstrate a commitment to diversity and discover the vibrancy of new cultures and lifestyles.

For more information on our cultural art collection, please visit



www.picture-that.com

In the Kitchen with Chef Ramin Ganeshram

Watercress Salad

Watercress is popular in the Caribbean because it is so refreshing. Ramin likes to pair it with Bermuda onion, jicama, and spicy cilantro vinaigrette.

For the salad:

- 1 bunch of watercress, washed and dried
- 1 medium jicama, peeled and sliced into fine matchsticks
- 1 small Bermuda (red) onion, sliced thinly
- 12 grape tomatoes sliced in half

For vinaigrette:

- 1 teaspoon finely chopped fresh cilantro
- 1/4 cup freshly squeezed lime juice
- 1/8 teaspoon chili powder
- Salt and pepper to taste

In a large bowl, toss together salad ingredients. In a small bowl whisk together vinaigrette ingredients. Pour over salad and serve chilled with grilled clams.



All photos this page by Jean Paul Vellotti



Spicy Grilled Clams

Grilled clams are a wonderful summer treat. Ramin's version has a bit of a smoky kick from chipotle powder. This recipe serves 4.

- 2 dozen little neck or mahogany clams
- 1/2 stick unsalted butter
- 1 small shallot, minced
- 1 garlic clove, minced
- 1/2 teaspoon chipotle powder
- Dash of Worcestershire sauce

Place clams in a stock pot and cover with cold water. Rinse and change water every 10 minutes or so — this will reduce saltiness.

Preheat a barbecue grill to about 400 degrees. Place clams on the grill and close lid. While clams are cooking, melt butter in a small saucepan and add shallot and cook for 1 minute until translucent. Add garlic and cook 1 minute more. Add chipotle and Worcestershire sauce. Stir well and remove from heat. Using sturdy tongs, remove the top half of the now-opened clams. Discard any clams which have not opened in the grill's heat. Using a pastry brush, gently brush butter mixture on clam halves, continuing until all the mixture is used. Place clams on a serving platter. Serve with Watercress Salad.

Ponche Crema

Ponche Crema is an eggnog that is delicious served over ice as a creamy summer cocktail. Ramin has a special recipe handed down to her from her father and is a combination of the ponche crema served both in Venezuela and Trinidad — two countries he once called home.

Visit the Thompson Hospitality website to download all of Ramin's recipes, including this frothy delight. The address is www.thompsonhospitality.com.



Ramin Ganeshram

Chef Ramin Ganeshram studied at the Institute of Culinary Education in New York City and is also an award-winning journalist with a Master's degree in journalism from Columbia University in New York. She is Food Editor at *Catalina Magazine*, taking traditional Latino foods and Latino-influenced foods and adapting them to the magazine's modern, cuisine-savvy audience.



Drawing on her own diverse Trinidadian and Persian heritage, Ramin works much in the Nuevo Latino style of Douglas Rodriguez and Aaron Sanchez. She has explored new ways to use the ancient Andean corn *choclo*, new twists on empanadas and tamales, and the truth behind Hispanic food legends such as "nachos."

In addition to writing for *The New York Times*, Ramin is a regular contributor to *Newsday's* food pages as both a feature writer and one of two regular columnists for "Losing It," a food-based diet and weight loss column. She is the sole writer for the food portion of *Newsday's* "Newcomers Series," which explores the culinary heritage of the different ethnic groups in the New York area - including Dominican, El Salvadoran, Mexican, Colombian, and others.

Her other food writing contributions include *Saveur*, *Gourmet*, *Cooking Light*, *Shape*, *Delicious Living*, *New York Post*, and *Kitchen & Cook* to name a few, and Ramin is often interviewed on television, radio, and in print regarding her work. She has been a regular guest on *Good Day New York* (Fox 5). She was also featured on Oxygen Television for Women, News 12, and the College Broadcasting Network. Ramin is also a member of Women Chefs and Restaurateurs.

Currently, Ramin is working on her new cookbook, (Hippocrene, 2005), which explores Trinidadian foods and draws on her Trinidadian heritage. She is also at work on a book about the foods of the Mississippi River states.

Did You Know ...

- There are six major gastronomic zones in mainland Spain. **The North** is one of the richest culinary areas and known for world-famous Basque cooking, codfish recipes, "fabada" (a magnificent bean stew), and excellent regional cheeses. **The Pyrenees** specializes in marinade sauces known as "chilindrones." **Cataluña** is the land of casseroles, fine sausages, and regional sauces, some of them world famous, such as "ali-oli," made with garlic and olive oil. **Valencia** specializes in rice dishes; ever heard of "paella"? **Andalucía** is the land of fried food and gazpacho, the exquisite cold vegetable soup. **Central Spain** is known for its roasts. Meats are slowly roasted in wood ovens to give them an especially delicious texture and taste.
- According to the USDA, salsa outranks ketchup as the number one condiment in the U.S., racking up sales of more than \$700 million per year.

Play Ball!

The transformation of professional sports into powerhouses of financial strength and popularity is a testament to the strength of diversity in the American workplace. Today's athletes are from every corner of the globe and speak any number of languages, yet on the field they exhibit world-class teamwork. They are also earning more money, gaining more recognition, and transitioning into sports retirement easier than at any time in history.

Hispanics are playing a significant role in this transformation, most notably in the sport simply known as America's National Pastime. Did you know Latinos won three of Major League Baseball's highest honors last year?

- Alex Rodriguez won the American League's Most Valuable Player Award for the first time in his career, capping a season in which he led the league in home runs with 47, runs with 124, and slugging percentage at .600.
- Kansas City's Angel Berroa won the American League Rookie of the Year Award with his .287 batting mark, 17 homers, and 21 steals.
- Royals skipper Tony Peña, who improved his team by 21 games over last season, won the 2003 American League Manager of the Year Award in a landslide vote.



Vladimir Guerrero is one of the American League's brightest young stars. The Angels' outfielder was born in Nizao, Dominican Republic. Photo by Fernando Escovar.

According to baseball pundit César Brioso, Latinos such as Manny Ramirez, Albert Pujols, Javy Lopez, Eric Chavez, and countless others in fact dominated the 2004 preseason baseball news. And where would America's pastime be without Sammy Sosa, the home run maestro; Roberto Clemente, the first player of Latin American descent to be inducted into the Hall of Fame; José Conseco; Rod Carew, who won seven batting titles; or Juan González?



Arturo Moreno made American history when he purchased the Anaheim Angels in May 2003. He is the first Hispanic majority stake owner of any major sports franchise.

Photo by Fernando Escovar.

And of course there is Arturo Moreno. Not sure you know which team he plays for? Mr. Moreno became the first American of Hispanic heritage to own the majority stake in a major U.S. sports franchise when he bought controlling interest in the Anaheim Angels in May of 2003. His story is not just for baseball fans; Mr. Moreno is a war veteran and self-made American success story who earned a spot in *Forbes'* 400 Richest Americans list through hard work and dedication in the billboard industry. Even though nearly a billionaire, he is described by those close to him as a down-to-earth, all-American guy with strong family values.

And to the delight of fans, Arturo is proactive in making baseball affordable to the entire Anaheim community by lowering beverage prices and personally giving away free tickets. He is also making the stadium more kid friendly and reaching out to those who have never experienced a baseball game.

Ole! Ole!

Vibrant dancers in smashing colors "whip up" the merengue with rhythms that inspire hand clapping and hipswaying. If the jalepeño eating contest leaves you with a visceral fire in your belly, you can douse it with every conceivable version of the margarita. So where's the fiesta? All over the country! It's Cinco de Mayo, and having fun is the rule of the day.

Cinco de Mayo marks Mexico's stunning and unexpected victory over colonial forces in 1862. It was then that about 5,000 peasants, farmers, Indians, and soldiers, seeing their culture threatened, united in support of Mexican nationalism to defeat 10,000 enemy soldiers, who were completely surprised by the tenacity and passion of the Mexican people.



Mexico is a country rife with food festivals and with good reason: It is blessed with a rich bounty of local produce, herbs, and spices.

A joyous sense of pride marks Cinco de Mayo and festivities are authentic displays of Mexican heritage, music, dance, customs, and particularly food. Standouts include many varieties of guacamole and salsa - a favorite with roots in Ancient Aztec customs and now encompassing a wide array of ingredients.

The most vibrant and boisterous Cinco de Mayo celebration is in Puebla, Mexico, where the battle was won. In Puebla, the cuisine is heavily corn based, so you'll find this popular ingredient in everything from breads to desserts. Cactus salad is also popular in Puebla, but the two celebration standouts are moles and sweets. Although varied in their ingredients, moles (the national dish of Mexico) can have a wide variety of chilies in a single sauce, as well as chocolate, tomatoes, raisins, nuts, herbs, and spices. Puebla is also the candy capital of Mexico - and what would a party be without dessert? You can finish your meal with nut shortbreads, fudge, or a sweet-potato pudding called camotes.

Send Us Your Stories

Diversity is a core value of Thompson Hospitality and Compass Group. In order to serve you better, visit us at www.thompsonhospitality.com to give us your comments and suggestions for future stories.

Visit www.thompsonhospitality.com for information on our many diversity initiatives.

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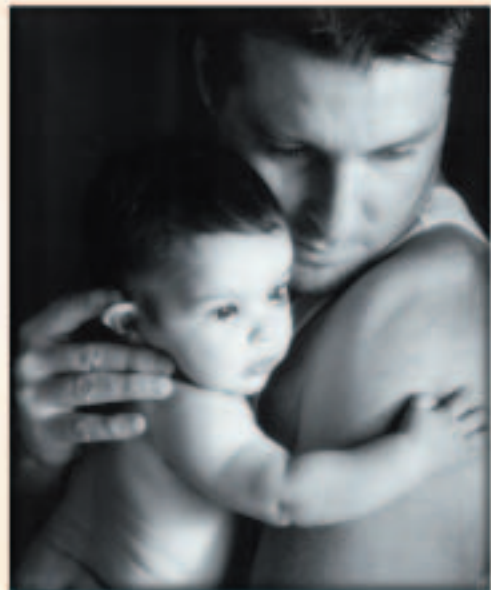


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