

Selected 2008 Pensacola Business Journal
 "12 Young Professionals Under 40"



Grace Resendez McCaffery, 38, is the founder of La Costa Latina, a newspaper translated into Spanish that is distributed from Alabama to Ft. Walton. She is one of 12 selected as a top business person under 40 in our area. (Gary McCracken/gmcracken@pnj.com)

"Just looking into people's eyes and realizing that you've made a difference for them ... is a blessing."

Grace Resendez McCaffery
 President, La Costa Latina

Selected to represent alumni of University of West Florida in UWF's
Creating Great Futures Campaign

See:
<http://uwf.edu/impact/profiles/index.cfm>



About the President/Editor:

Grace Resendez McCaffery was born and raised in El Paso, TX. A resident of Pensacola since 1993,



McCaffery earned her BA in Communications with a specialization in Public Relations from the University of West Florida.

After Hurricane Ivan struck the Gulf Coast, McCaffery founded the Language Bank of Northwest Florida, recruiting nearly 100 volunteer interpreters of about 25 different languages. With Spanish speakers in high demand, McCaffery established an informational publication to bridge the communication gap on the Gulf Coast.

McCaffery has formerly served the Gulf Coast community as the Public Relations Director of the American Red Cross of Northwest Florida and the Director of Development and Public Relations for Independence for the Blind of West Florida.

Like its readers, La Costa Latina is a vital part of the community of the Gulf Coast.



Ballet Folklorico de Mexico performs at Pensacola Junior College

Cinco de Mayo Festival



... and we are there for important events!



La Costa Latina joins the Pensacola Bay Area Chamber of Commerce

US Postal Service Hispanic Heritage Month Celebration



Immigrants march in Downtown Pensacola

Facts about the Latino Community According to the Selig Center . . .

Latino-owned businesses continue to be the largest category of minority-owned firms in America. The number of Hispanic-owned businesses grew by 31% between 1997 and 2002, triple the 10 % rate of growth for all U.S. businesses.

Latinos surpassed blacks as the nation's largest minority group five years ago, based on population counts. But, in terms of spending power, 2007 will mark the first year that Hispanics control more disposable personal income than any other U.S. minority group.

Even before the creation of La Costa Latina, the publishers have been very involved with the Latino community participating and/or leading in events and services that help to stabilize a stronger and more diverse local Latino community.



Hosted by Latino Media, Expo Latino is an opportunity for businesses to speak one-on-one with the Latino market to introduce services, products and job availabilities. The event is held annually in Pensacola. For more information, please go to www.LatinoMediaInc.com



Food, Live Music & Performances, Kids Activities & Information about Jobs, Services and Businesses are all part of

EXPO LATINO

La
Costa Latina
 Latino Media Gulf Coast, Inc.
 P.O. Box 284
 Pensacola, FL 32591-0284

La Costa Latina is your link to the Latino community.
 Let us help your business make the connection!

Call us today **(850) 494-7899**
 or info@latinomediainc.com

