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For immediate release

## Hill Library and Aguilar Productions Present Awards at the 13th Annual Hispanic Marketing Midwest Conference

**June 15, 2009 (St. Paul)** - The James J. Hill Reference Library and Aguilar Productions will honor three organizations with the Hispanic Marketing Awards at the 13th Annual Hispanic Marketing Midwest Conference held on June 17, 2009 in Minneapolis, MN. Past award recipients include Dr. Felipe Korzenny, Carlos Santiago, Carlos Garcia, and Sonya Suarez Hammond.

This first award, the Hispanic Marketing Corporate Award, will be presented to **Adolfo R. Cardona, Latino Midwest News**, in recognition of his leadership in promoting the Hispanic community in the Midwest, as well as his involvement and commitment to the many Hispanic organizations. Latino Midwest News is a bilingual publication reaching the Midwest Hispanic community with meaningful news and information. Learn more at [www.latinomidwestnews.com](http://www.latinomidwestnews.com).

The second award, the Hispanic Marketing Achievement Award, will be presented to **Carl Kravetz, VidaySalud.com**, in recognition of his leadership in the development of the Hispanic marketing industry in the United States. **VidaySalud.com** is a portal that provides the Hispanic community with the insightful information and advice on health-related issues. Learn more at [www.vidasalud.com](http://www.vidasalud.com).

The third award, the HispanSource Award for Hispanic Marketing Research, will be presented to **David Morse, New American Dimensions**, in recognition of his leadership in developing disciplines in Hispanic marketing research in the United States. New American Dimensions is a multicultural marketing consulting and research company based in Los Angeles, California. Its aim is to generate actionable marketing intelligence for its clients-helping them shape effective strategies leading to greater success by capturing the rapidly expanding markets of U.S. ethnic consumers and emerging youth markets. Learn more at [www.newamericandimensions.com](http://www.newamericandimensions.com).

The Hispanic Marketing Awards were first presented in 2004 at the 8th Annual Hispanic Marketing Midwest Conference in St. Paul, MN. The Hill Library and Aguilar Productions partnered to create HispanSource.org, a one-stop source for credible, objective, and relevant information on the U.S. Hispanic/Latino market. Top experts in Hispanic marketing research selected the information sources featured in HispanSource. From Hispanic consumer behavior to demographic information, from Hispanic media to community events, HispanSource provides companies with the essential data for successful plans and strategies. Learn more at [www.hispansource.org](http://www.hispansource.org).

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*The James J. Hill Reference Library is a private, non-profit library located in St. Paul, Minnesota. The Library houses a world-class collection of resources and is considered the most comprehensive publicly accessible practical business library in America. The mission of the Hill Library is to provide access to and assistance in finding the practical business information clients need to succeed. The Hill Library was founded in 1921 by one of the nation's true business pioneers, James J. Hill.*

More information at [www.jjhill.org](http://www.jjhill.org).

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