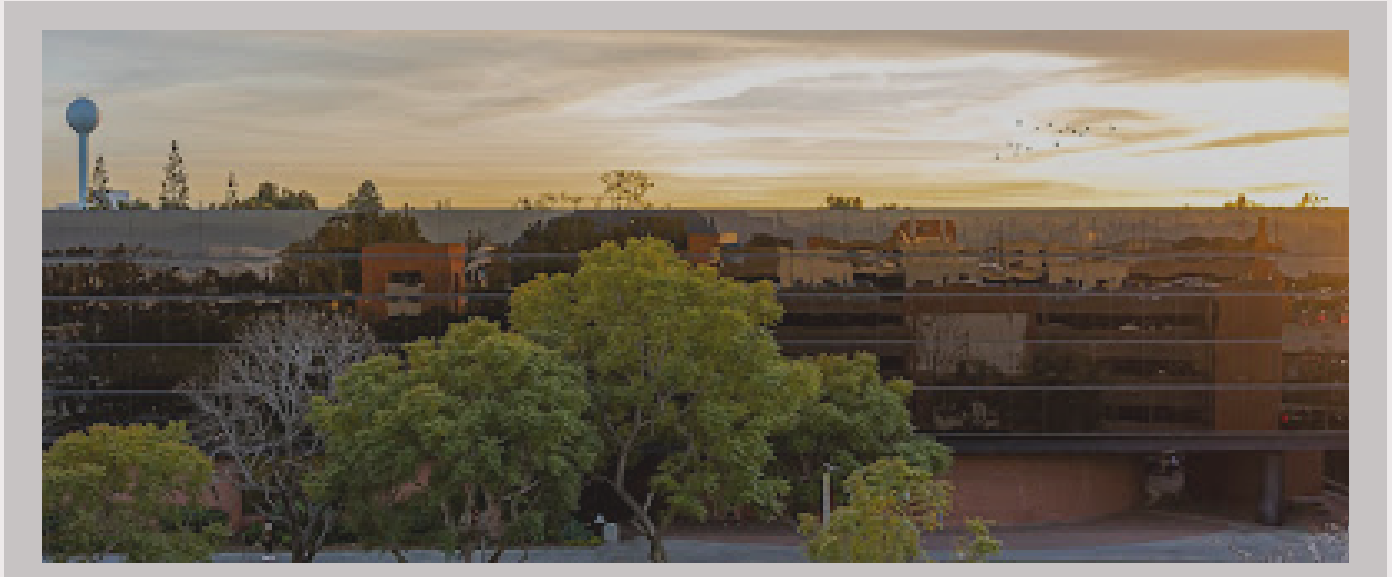


# ALPFA NEWSLETTER



## Our Mission

The Association of Latino Professionals For America (ALPFA) works to empower and develop businessmen and women as leaders of character for the nation in every sector of the global economy. ALPFA has more than 81,000 professional and student members across the country with access to 50,000 paid summer internships through hundreds of Fortune 1000 corporate partners. Our vision is to be the premier business organization for expanding opportunities for leadership in the global market.



# February Overview

- 1/18 Get Down to Business Day
- 2/1 Introduction Meeting
- 2/5 KPMG Speaking Engagement with BAP&AS
- 2/6 Resume Workshop with ALPFA
- 2/7 Deloitte Speaking Engagement with BAP&AS
- 2/8 EY Speaking Engagement with BAP&AS
- 2/10 Deloitte Resume Workshop
- 2/12 Moss Adams Speaking Engagement
- 2/13 HCVT Speaking Engagement
- 2/14 PwC Speaking Engagement with BAP&AS
- 2/15 Meet the Firms
- 2/18 Lunch With Professionals
- 2/20 Grant Thornton Speaking Engagement
- 2/22 PepsiCo Speaking Engagement
- 2/27 RSM Speaking Engagement
- 2/29 Bloomberg Speaking Engagement



# March Preview

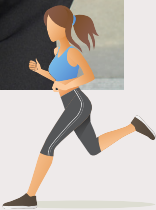
- 3/3 P.E.G. Social
- 3/5 CohnReznick Speaking Engagement
- 3/7 BDO Speaking Engagement
- 3/12 FBI Speaking Engagement
- 3/14 Mock Interview Day
- 3/16 ALPFA Symposium
- 3/19 Microsoft Speaking Engagement
- 3/21 Target Speaking Engagement
- 3/26 Netflix Workshop
- 3/28 Moss Adams Case Study



# MEET THE BOARD

Hello ALPFAmila, my name is **Lesly Gallo** and it's truly an honor to be your ALPFA President for the Spring 2024. During my fall semester as a board member, I witnessed the incredible strength and unity within our ALPFAmila community. It fueled my passion to contribute even more to our collective success and growth. I have dedicated my time this winter break to ensuring that all meetings are meticulously planned and aligned with the best interests of our members. My incredible board members and I have been hard at work, to make your ALPFAmila experience outstanding this semester! Outside of CSULB, I love going hiking, running, and being out in nature enjoying the fresh air! I look forward to stepping into the role of President, and I eagerly look forward to working alongside each of you!

## President



## Vice President



Hello ALPFAmilia, my name is **Shelly Fonseca** and I'm excited to be your Vice President for the Spring 2024 semester. I am a second-year accounting major. I have been engaged with ALPFA for two semesters, networking and exploring opportunities to gain insight in the business industry. I hope to encourage the growth of students' interpersonal and professional skills, by providing them with speaking engagements. I continuously collaborate with board members to ensure the ALPFA's success and expand our community. Ultimately, my goal is to encourage long-term commitment among members to receive the most value from their experience.

# MEET THE BOARD

Hello ALPFamilia, my name is **Marvin Madamba**, and I am delighted to be your ALPFA Treasurer for Spring 2024. My involvement with ALPFA began in Fall 2023, and it was one of the first clubs that I have been involved with on campus. Through one semester I benefited, and I ultimately cherished the club, which has led me to take up the position of Treasurer. I hope to grow and improve along with this role throughout the semester. Let's do our best and have a productive semester!

## Treasurer



## Director of Events



Hello ALPFamilia, I'm **Daniel Ngo**, and I'm excited to assume the Director of Events office in Spring 2024. I joined ALPFA in Fall 2023 and collaborated with the boards for one recruiting event. Since then, I have been involved with the club and gained so many skills and memories. ALPFA has given me the opportunity to grow in both my personal and professional life. I commit to enriching the student experiences of ALPFA members with more memorable events and bring them more opportunities like ALPFA did for me. Here's to a great semester!

# MEET THE BOARD

## Director of Development



Greetings ALPFamilia! I'm **Lizeth Magana**, thrilled to serve as your Director of Development in Spring 2024. ALPFA has been a rich source of resources, enabling me to expand my network through engaging speaking events. Over three semesters, I've cherished great experiences and growth alongside wonderful individuals. ALPFA empowered me to delve into recruitment and networking nuances. Outside ALPFA, I relish dog walks and seize every opportunity to play soccer. I eagerly anticipate contributing my knowledge to ALPFA, fostering student engagement in the upcoming Spring 2024 semester.



## Director of Correspondence

Hello ALPFamilia! My name is **Eric Ruloma**, and I am thrilled to be your Director of Correspondence for the Spring 2024 semester. I have been a part of ALPFA since the Fall 2023 semester, and my experience so far has been truly rewarding. Being part of ALPFA has greatly benefited me, as I have been able to expand my network and enhance my professional development. Overall, I look forward to contributing to the team as the Director of Correspondence and making this semester the best that it can be.



TICKET

# MEET THE BOARD

## Director of Data Analytics

Hey ALPFamilia, my name is **Chris Martinez** and I am excited to be your Director of Data Analytics for Spring semester 2024! I am grateful for the opportunity to serve on this board and give back to the ALPFamilia. Since joining ALPFA I've had the opportunity to develop my leadership and technical skills, through hands-on involvement in workshops and speaking engagements, which is a trend I hope to continue for our new and returning members. In addition, by stepping into this role I aim to further develop important hard-skills sought after by major firms and industry-leaders, ensuring that our members are more than ready to handle the software and data-driven challenges prominent in the fields of finance and accounting.



## Director of Marketing

Hello ALPFamilia! I'm **Melanie Gamez**, your newly appointed Director of Marketing. I'm thrilled to lead our marketing efforts in the upcoming semester. Since joining ALPFA Spring 2023, I've built meaningful connections and honed essential professional skills. I'm eager to leverage these experiences to attract new members and keep our ALPFA community engaged. I'm grateful for the opportunity to contribute to this incredible organization, and I can't wait to embark on this journey with all of you. Thank you for your trust and support!



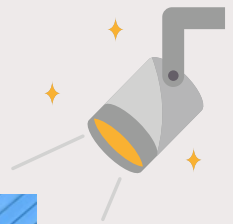
# MEET THE BOARD

## Director of Operations

Hello ALPFamilia! My name is **Gerardo Navarro** and I am excited to be your Director of Operations. I am a junior accounting major. I joined ALPFA starting in Fall 2023 and so far, it has been a wonderful journey and experience. I've been able to expand my network, get to know much more about various companies, and improve my professional development. This has been a great opportunity for me and I would like to give back to the club and contribute as much as I can! Thank you for your trust and have a great semester!



## Spring 2024



# FEBRUARY 2024

On Thursday, January 18th, ALPFA participated in "Get Down to Business Day" at the CSULB College of Business. It was a great event as all of the student organizations of the College of Business got together. Transfer students had the opportunity to engage with various student groups, faculty, and resources available within the College of Business. The event provided a platform for networking, information sharing, and building connections within the academic community. ALPFA and other organizations showcased their initiatives, activities, and opportunities for involvement, welcoming transfer students to become part of the vibrant campus business community.

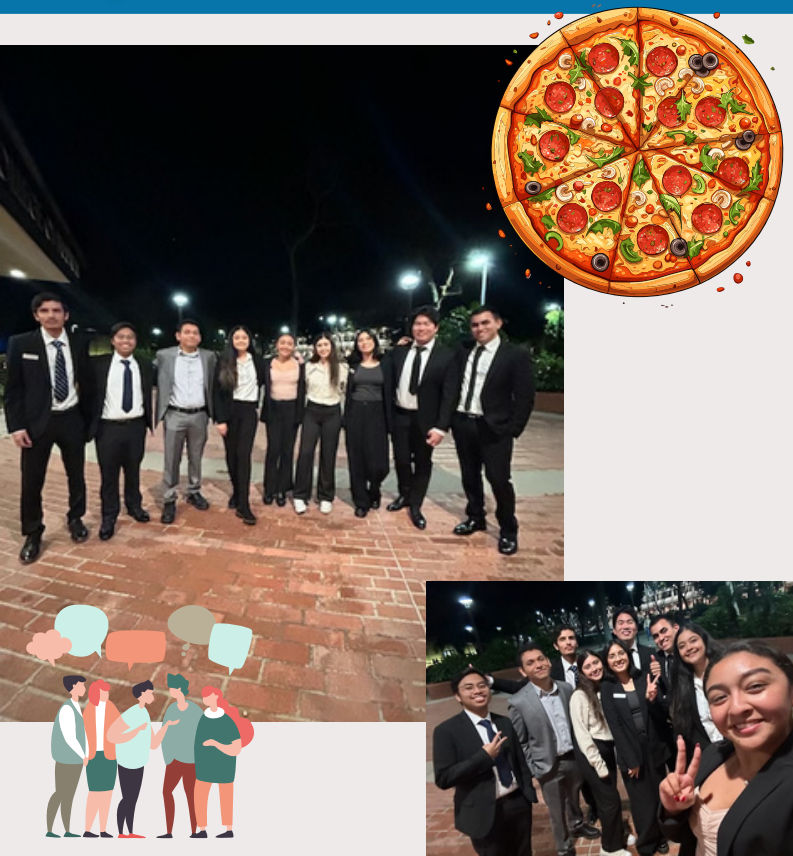
By Eric Ruloma



## 1/18 Get Down to Business Day



## 2/1 Introduction Meeting



On Thursday, February 1st, ALPFA hosted its introduction meeting for the Spring 2024 semester. The board members for this semester briefly introduced themselves, alongside our esteemed advisor Professor Sabrina Landa. Following the introductions, the board provided valuable insights to attendees regarding how ALPFA can assist students in enhancing their networking, resume-building, interview, and recruiting skills. Moreover, we discussed the exciting events and opportunities that the organization has to offer throughout the semester. ALPFA resonates with enthusiasm as we extend a warm welcome to our new members and sincerely look forward to refining the ALPFamilia bond throughout this semester.

By Eric Ruloma



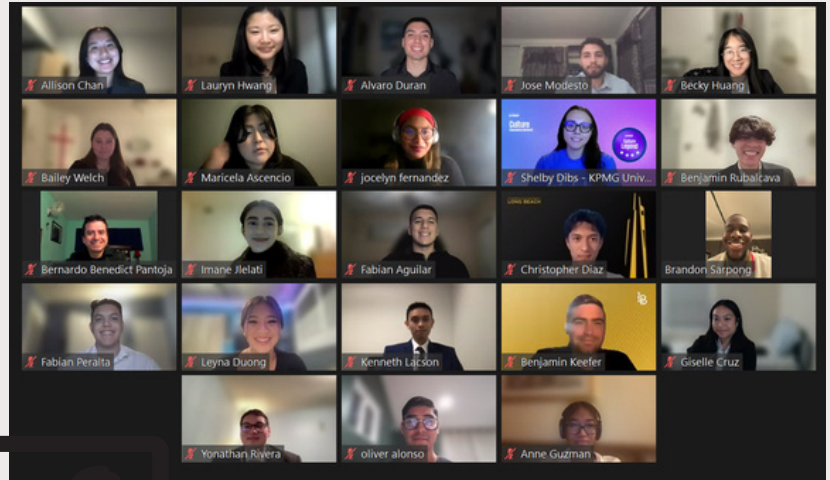
FEBRUARY 2024



## 2/5 KPMG Speaking Engagement

On Monday, February 5th, the recruiter of KPMG highlighted their keen understanding of global dynamics and emphasized the imperative of organizational adaptability and resilience to navigate shifting business landscapes. Central to KPMG's mission is the cultivation of adept leaders capable of effectively meeting the expectations of their customers. Following the presentation, participants engaged in an interactive Q&A session where the professionals offered comprehensive insights into KPMG's recruitment procedures and the varied approaches utilized to identify top-tier candidates.

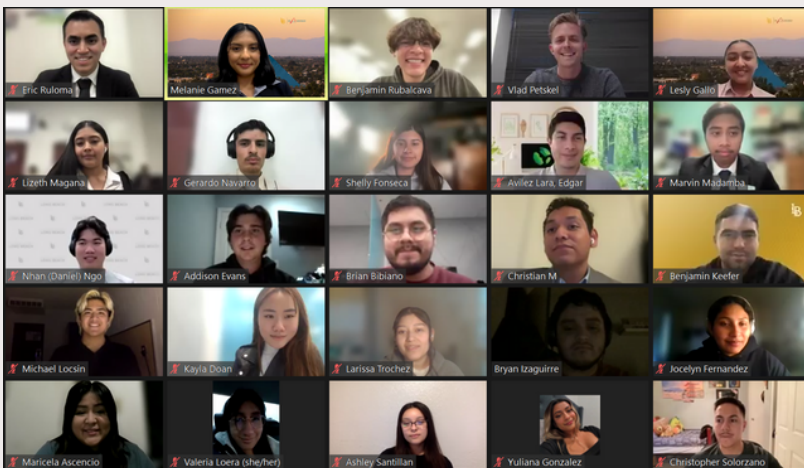
By Eric Ruloma



## 2/6 Resume Workshop

On Tuesday, February 6th, ALPFA hosted a Resume workshop, led by professionals Vlad Petskel and Edgar Avilez, which proved to be an immensely valuable experience for all participants. Their mastery and direction in tailoring impactful resumes were truly outstanding. The session delivered actionable advice on resume composition and refinement, empowering our members to showcase themselves with professionalism and assurance amidst the challenging job landscape.

By Eric Ruloma



# FEBRUARY 2024

On Wednesday, February 7th, the Deloitte Speaking Engagement proved to be an unforgettable experience, leaving a lasting impact on all participants. Deloitte professionals shared invaluable insights into the dynamic landscape of their organization, making the event both informative and uplifting. The presentation not only highlighted Deloitte's vibrant culture but also showcased the abundance of opportunities it presents. Attendees had the privilege of gaining firsthand knowledge from industry experts who are actively shaping the field, underscoring the significance of such engagements in our professional growth journey. We extend our heartfelt appreciation to Deloitte for their ongoing collaboration and for enhancing our ALPFA community with their profound wisdom and expertise.

By Eric Ruloma

## 2/7 Deloitte Speaking Engagement



On Thursday, February 8th, ALPFA, in collaboration with BAP&AS, hosted a speaking engagement with Ernst & Young (EY). Delving deep into EY's corporate culture and its diverse array of opportunities, the event sparked an ardent recruitment drive among students. As professionals of EY eagerly delved into discussions, sharing personal experiences and uncovering the wealth of employee resource groups, both ALPFA and BAP&AS members found themselves captivated by the dynamic presentation. This engagement proved immensely successful, leaving a lasting impression on all involved.

By Eric Ruloma



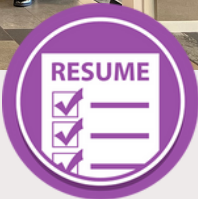
FEBRUARY 2024



## 2/10 Deloitte Resume Workshop

On Saturday, February 10th, Deloitte hosted a resume workshop, aligning with the ALPFA Los Angeles Chapter objectives in preparation for the West Regional Student Symposium. This event served as a pivotal opportunity to empower students from Cal State University Northridge, Long Beach, and Los Angeles, as well as attendees from diverse community colleges. With a focus on essential career-building skills, the workshop engaged 30 students in refining their resumes and enhancing their professional profiles. The collaboration between Deloitte and ALPFA Los Angeles underscores the significance of partnerships in advancing educational and professional opportunities. Overall, the workshop exemplified a proactive approach to equip students with the tools and knowledge necessary for success in their future careers.

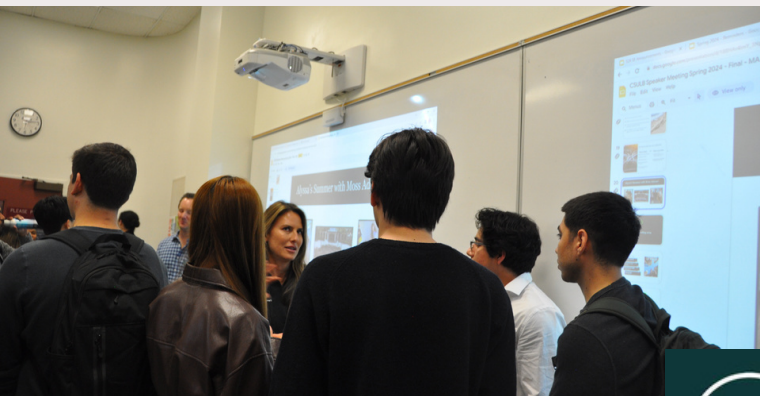
By Eric Ruloma



## 2/12 Moss Adams Speaking Engagement

On Monday, February 12th, Moss Adams extended a warm invitation to both ALPFA and BAP&AS members for an enriching night filled with learning, networking, and food. At the outset, Moss Adams professionals shed light on their diverse array of work, offering valuable insights into the various careers and service lines within the firm. Throughout the session, students engaged with the professionals, posing questions that led to comprehensive discussions on career opportunities and the qualities sought in prospective candidates across all firms. As the event drew to a close, students seized the opportunity to network with Moss Adams professionals, who represented a spectrum of experience levels and service offerings.

By Eric Ruloma



# FEBRUARY 2024



On Tuesday, February 13th, ALPFA, in collaboration with BAP&AS hosted a speaking engagement with HCVT. Professionals of HCVT stepped forward to shed light on their company's vibrant culture and the array of opportunities it presents. As the recruitment season progressed, students eagerly delved into the intricacies of life at HCVT. Through an interactive Q&A session, HCVT experts enthusiastically recounted their personal experiences and offered invaluable perspectives. ALPFA members departed the gathering with a richer comprehension of HCVT, along with some memorable takes, marking this event as a resounding success!



By Eric Ruloma

## 2/13 HCVT Speaking Engagement



## 2/14 PwC Speaking Engagement



On Wednesday, February 14th, we were delighted to have PwC professionals, in partnership with BAP&AS, who graciously offered insights into their dynamic corporate culture and the myriad opportunities within their organization. As the recruitment season gathered pace, students eagerly delved into the PwC experience. The interactive Q&A session proved both engaging and enlightening, with PwC experts sharing their journeys with genuine enthusiasm. Their generosity in sharing time and knowledge left us profoundly grateful. Members of ALPFA and BAP&AS departed the event with a deeper understanding of PwC, marking it as a highlight of our time on campus.

By Eric Ruloma

# FEBRUARY 2024

## 2/15 Meet the Firms

On Thursday, February 15th, our biannual Meet the Firms gathering alongside BAP&AS proved to be an absolute triumph, serving as a vibrant platform for our members to interface with potential employers and glean valuable insights into the professional sphere. Distinguished representatives from several esteemed firms graced the occasion, offering a glimpse into their organizational ideology, career expeditions, and professional expectations. The event resonated with lively discourse, robust networking, and the spirited exchange of ideas. It allowed our members to showcase their skills and engage with industry professionals who are actively shaping the landscape we aspire to inhabit. We extend our heartfelt appreciation to all participating firms for their unwavering support and commend our members for their proactive involvement. This event stands as a pivotal milestone in our professional journey, cultivating meaningful connections as we prepare to embark on our respective career paths.

By Eric Ruloma



## 2/18 Lunch With Professionals

On Sunday, February 18th, ALPFA's recent Lunch with Professionals event, featuring distinguished speakers, Norma Gomez, Brian Zepeda, and Jacqueline Campos, was truly inspiring. Their stories shed light on their impactful journeys within ALPFA, leaving a lasting impression on everyone present. All three of their narratives were particularly compelling, offering valuable insights into the diverse avenues for personal and professional growth within our organization. Their wisdom served as a guiding light for our members, motivating them to drive positive change within ALPFA and the wider community. Furthermore, the event provided an excellent networking opportunity, allowing participants to connect with ALPFA alumni while enjoying delicious food.

By Eric Ruloma



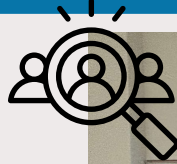
# FEBRUARY 2024



## Grant Thornton

# 2/20 Grant Thornton Speaking Engagement

On Tuesday, February 20th, ALPFA hosted a speaking engagement with one of the biggest public accounting firms in Grant Thornton. The engagement provided exceptional insights, featuring a Partner and a Campus Recruiter who shared valuable expertise within their respective service areas. ALPFA members gained valuable knowledge about the firm's ongoing community involvement and current opportunities for students. The event culminated in an engaging Q&A session where ALPFA members interacted with the professionals, posing their questions and furthering the discussion.



By Eric Ruloma

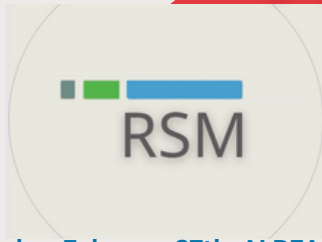
# 2/22 PepsiCo Speaking Engagement

On Thursday, February 22nd, ALPFA welcomed representatives from multinational food and beverage corporation PepsiCo. Erika Berning, David Barbosa, and Fernando Pineda spoke a little bit about themselves, their positions at PepsiCo, and what their day-to-day looks like. Attendees learned about the history of PepsiCo, their PepsiCo positive initiative, and PepsiCo's legacy of leading diversity through their employee resource groups (ERGs). The presentation concluded with how to pursue opportunities at PepsiCo and be the ideal candidate. Additionally, the representatives stayed to engage with ALPFA members and answer any questions that attendees had while offering samples of their products.



By Lucas Calderon

# FEBRUARY 2024



## 2/27 RSM Speaking Engagement

On Tuesday, February 27th, ALPFA alumni professionals from RSM—Daisy Delgado, Mario Ruiz, Joel Izaguirre, Luis Larios, and Michelle Dyb—presented valuable insights to ALPFA members about RSM and offered students valuable advice. The professionals emphasized the importance of personal branding, cultivating a passion for networking, and forming strong relationships throughout one's career journey. They provided crucial guidance on making connections and maintaining a positive image during the recruiting process to enhance career success. They also showcased RSM's commitment to leading ESG practices encompassing environmental, social, and governance aspects. With a focus on the middle market, RSM embodies the "Power of Being Understood." Furthermore, the company fosters a culture of diversity, equity, and inclusion. A heartfelt thank you to RSM for sharing these invaluable insights!



By Lizeth Magana

## 2/29 Bloomberg Speaking Engagement

On Thursday, February 29th, ALPFA hosted a speaking engagement with Bloomberg. The presentation provided members with an insightful exploration of Bloomberg as a firm. Attendees actively engaged with the content, gaining valuable knowledge about Bloomberg's operations, values, and contributions to the financial landscape.

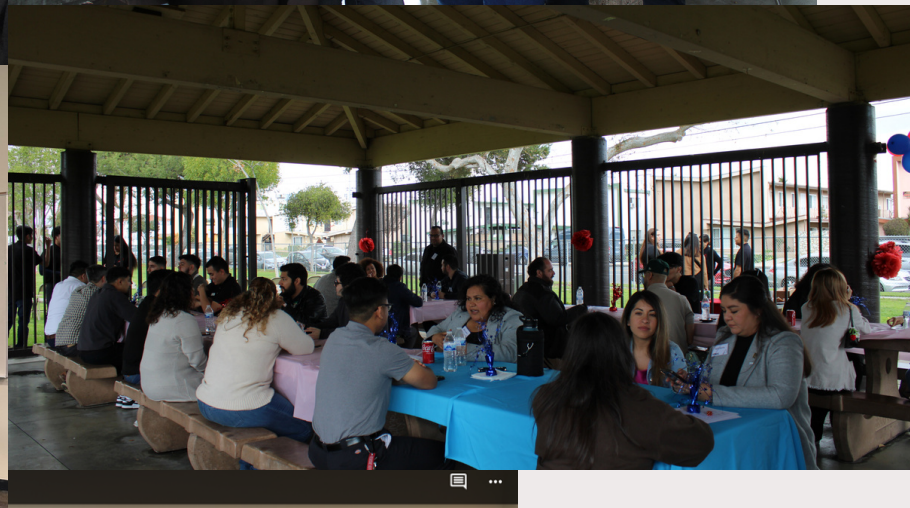
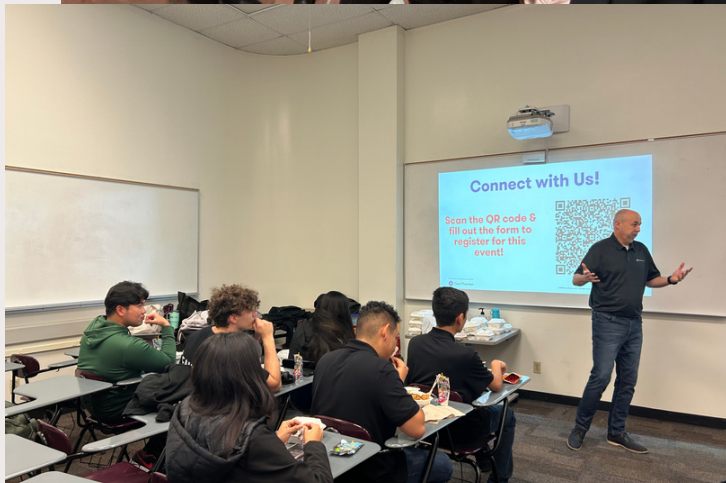
Through interactive elements such as discussions and a Q&A, participants were able to deepen their understanding of Bloomberg's role in the industry. The speaker highlighted multimedia tools to offer a dynamic and immersive learning experience, ensuring that members remained engaged throughout the session. Overall, the engagement served as an effective platform for fostering connections and expanding awareness of Bloomberg's significance within the financial sector.



By Eric Ruloma

# Bloomberg

# FEBRUARY Behind the Scenes...





# Alumni Spotlight!



**Peter Velez**

## What is your fondest memory of ALPFA?

My fondest memory was serving as the founding president of the CSULB Chapter back in 2015. Every ALPFA event I attend continues to kindle that memory and fills me with joy as I've watched the chapter grow and develop over the years. It also reminds me that having a career is much more than building financial stability, it also is working with others to make a difference for the community.

## How do you stay connected with ALPFA and contribute to the community as an alumni?

I suppose I've bothered a great number of ALPFA boards over the years with my questions on how the chapter is going and if they can update me on the events! I also have a supporting wife who understands when I tell her I have to head to CSULB again over the weekend.

## What advice would you give current ALPFA members based on your experience?

Over the years I've learned the importance of developing passions and interests outside of work. Today, I have more hobbies than I can keep track of! Ultimately, use your college years to explore and find out what interests you have; perhaps take a random class and learn something new. Once you start working, build on those interests. I understand the great difficulty this can be in our busy world but do your best in putting the effort into it. You will be surprised how much you will grow in your hobbies/interests as you get older and how much richness it will add to your life.