



# HAPA Rochester Chapter Newsletter

Q1 / Issue

March 2012

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## Message from Rochester Chapter president

As quoted in some published reports, Hispanics are the nation's largest and fastest growing ethnic group. They represent 14 percent of the U.S. population, and if current trends continue, that number will grow to nearly 25 percent within two decades. This rapid increase, anticipated across many parts of the United States, will be one of the most important demographic stories of the early 21st century.

It is because of HAPA and other caucus groups within Xerox that we have been able to transform the company into a leader in diversity. HAPA was formed in 1977 with a vision to achieve a substantially higher Hispanic representation at all ranks of Xerox Corporation by promoting intake, retention, professional development & training and career advancement of HAPA members. This professional organization allows you to interact with others who have the same professional goals, and face same professional hurdles with a common culture. It is a tool for idea sharing, mentoring and education. The key of the success of our organization is a vibrant and active



membership dedicated to these goals. With that in mind it is important for current members to reach out to other potential members within the Xerox Community. It's free to join and this is a great place for you to connect with new people.

In 2011 we had several successful events, such as our Career Session which featured several accomplished speakers. We also held our National Conference. In the upcoming year we look forward to offering professional development opportunities as well as social events. I personally look forward to meeting more of you, the HAPA members and future members.

HAPA needs leaders and supporters at every level of the organization. We all must do our part to help Hispanics at Xerox achieve their personal and professional development needs through networking, mentoring and other events and programs.





Pictures from our last career Development seminar in conjunction with YP@X

## Career advancement

### Lessons from Experience.

At our November Career Development Seminar, Eduardo Bascaran covered some perspectives on career growth and development. He started by acknowledging that it is very difficult to lay out a career path today given the rapid pace of change. It is estimated that current job entrants will change more than 10 times in their companies/jobs/positions during their professional career. We cannot predict the future but we can certainly increase our probability of professional success by understanding how Xerox views talent. To this purpose, Eduardo discussed the concepts of long term performance, potential, and readiness as the common language that is being used to identify and determine the right development needs for our talent. Potential refers to demonstrated ability to learn fast and be successful under first time conditions. It is by exposing ourselves to multiple experiences and learning from them that we can increase our potential to grow outside of our current area. It is also important to realize that 70% of development is done through experience, 20% comes from coaching and mentorship while only 10% takes place through traditional learning. But we do not need to wait for a new job to grow, Eduardo shared the following experiences that we all can pursue to increase our career potential:

- Change line jobs in a different lines of business, functions, divisions, etc.
- Take a leadership role in a Caucus Group or community activity.
- Take on a Staff job.
- Make a lateral move if you will learn new skills.
- Volunteer to work on a task force (in addition to your job!).
- Accept new responsibilities of increased size and complexity.
- Move to a new location or country if the opportunity arises.
- Work for someone that you do not like.
- Work with people who are different.
- Learn another language.
- Present in front of large audiences.

During the second part of the seminar, Nancy Lopez (Vice President, Human Resources for Graphic Communications) and Alicia Fernandez Campfield (VP, XPS Delivery,) shared their stories on the various experiences that made an impact on their development and career success, confirming the importance of embracing experiential challenges as the key to having a successful career under any circumstances!



**“Xerox has done a great job over time of thinking about how we manage diversity,” said John McDermott, chief information officer and corporate champion of HAPA (Hispanic Association for Professional Advancement). “Many companies pursue diversity because it’s good social policy, but at Xerox, we see it as good business.”**





# Lesson from Experience

## How do we position ourselves for success in the new Xerox?

### Guest Speaker Biographies

Alicia Fernandez-Campfield



Alicia VP, XPS Delivery, she is responsible for all aspects of USCO's XPS Delivery including operational excellence, value chain partner management, customer experience and continuous improvement. Alicia brings a wealth of knowledge and global experience to the role. She was Vice President of National Operations within GDO's North American Delivery Operations, where she was responsible for deploying Traditional ABC, supplies/help desk/3<sup>rd</sup> party break fix initiatives, global service delivery initiatives, Lean Six Sigma, and new offerings into GDO's national delivery organization. She joined Xerox in 1998. She holds a Bachelor of Science degree in mechanical engineering from Texas A&M University, an MBA from Marquette University and a Master's Degree in Information Technology from Rochester Institute of Technology.

Nancy Lopez



Nancy Lopez is VP HPR for Graphic Communications. Nancy joined Xerox in 1990 and has held a variety of human resources roles in the areas of work and family, selection testing, employee satisfaction, employee relations, compensation, diversity, communications, succession planning, learning & development, performance management and HR operations.

Nancy holds a Master of Science in Business Administration degree from Penn State University and a Bachelor of Business Administration from Stetson University. She serves on the Board of Directors for WXXI Public Broadcasting and enjoys teaching Kindergarten age Sunday school.

Eduardo Bascaran



Eduardo Bascaran is a member of the Xerox Organizational Effectiveness group in Corporate HR, responsible for coordination of global Leadership and Management development as well as Executive Talent Management across Xerox. Before this role, Eduardo served as VP HR for the Xerox Innovation Group. Since joining Xerox in 2002 as Manager for Engineering Learning, he has also held positions in GDO Global Learning, and served as Lean Six Sigma Deployment Manager for the Xerox Innovation group.

Eduardo early career started in technology. He graduated with a Ph.D. in Mechanical Engineering from the University of Houston which led him to teach Engineering at ITESM, Monterrey and then manage product development teams at UTC Carrier. He is a certified Black Belt in Design for Lean Six Sigma as well as recipient of the 2005 Joseph P. Wilson Award.

## Spotlight on HAPA

"As a first generation college student coming from a poor background, I chose to fight for my future and not guide myself by the lights of other ships but by the stars in the sky.

I met many wonderful people at Xerox and HAPA through my undergraduate internship. When I went for my master's degree HAPA did not just morally support me but also by giving me a 2500 dollar scholarship.

I am glad to say I graduated in 2003 with an MBA and current am a Market HR Manager. I believe we must thank those that have helped us along the way and I wanted to say HAPA made the difference for me, thank you for believing in me so I could accomplish my dreams. Although I am not at Xerox it has influenced tremendously my career and I am now and will always be an advocate for Xerox and HAPA.

Thank you for all your help and feel free to look me up on LinkedIn. Your organization taught me to reach for the moon because if you miss you will find yourself among the stars."

Regards,  
Erick Torres  
[Ericktorres@comcast.net](mailto:Ericktorres@comcast.net)





## Why join HAPA

Here are Five Key reasons for being a member:

1. Become part of an organized group of people that share common cultures, and unmatched passion, generosity and caring.
2. Participate in professional development activities to help develop skills and advance your career.
3. Take an active role in mentoring activities to help achieve your goals (mentee) as well the goals of others (mentor).
4. Participate in community outreach activities to help young Latino students be successful contributors of our society.
5. Join a strong professional network that facilitates meeting, networking, and building relationships with senior managers across the company.

Contact: [Evelyn.cassano@xerox.com](mailto:Evelyn.cassano@xerox.com) for membership and newsletter information

## Calendar of events

**HAPA Event—April 18th at 4:00 pm**  
**Lean Six Sigma 2.0: The Next Steps**  
**on Our Quality Journey at Xerox**  
 Bldg. 105 Auditorium  
 RSVP to [maria.nicolay@xerox.com](mailto:maria.nicolay@xerox.com)

### Xerox Event

**Xerox Rochester International Jazz**  
**Festival - June 22-30**

Celebrating its 11th edition, 1200 musicians gather from around the world. Downtown Rochester  
[www.rochesterjazz.com](http://www.rochesterjazz.com)

### Local Calendar of Events

**Lilac Festival - May 11-20**

Don't miss the "Latino day", thousands of fragrance lilac, craft, shows, children's activities, entertainment and more Highland Park  
[www.lilacfestival.com](http://www.lilacfestival.com)



**2012 Eyes in the Future Economic Summit - May 23**

Co-hosted by Greater Rochester Enterprise and the Small Business Council of Rochester, the event is free and open to the public.

St John Fisher

To register for this event visit:

[www.eyesonthefuture.biz](http://www.eyesonthefuture.biz)

**2012 Ibero American Action League Annual Gala and Scholarship Awards June 9**

The Hispanic Scholarship Endowment Fund was created in 1985 to provide financial support for the educational endeavors of Hispanic youth in the Rochester area.  
[www.iaal.org](http://www.iaal.org)

**For more information about our community activities visit:**

<http://blogs.democratandchronicle.com/conxion/>

## WHAT IS HAPA?

The Hispanic Association for Professional Advancement (HAPA) was first established in Los Angeles, CA in 1977 by a group of seven Hispanic Xerox employees (our Founding Fathers), who saw a need for a single unified voice of Hispanic representation within the Xerox community. Xerox has long recognized HAPA as the Hispanic voice within Xerox and as an organization of highly skilled professionals working in partnership with Xerox management.

## MISSION

1. Promote the professional growth, development and advancement of Hispanics at Xerox, resulting in increased representation at all levels.
2. Establish and maintain a growing partnership with Xerox Upper Leadership while maintaining a strong connection to the Hispanic local communities.
3. Communicate a positive image and build upon our proud Hispanic heritage and values
4. Foster mentorship and development in the areas of education, networking and career advancements.
5. Contribute to Xerox's Workforce Diversity Strategy with our unique and valuable culture, made up of outstanding, results-driven, optimistic people who are committed and dedicated to the achievement of Xerox goals and objectives.

## VISION

Achieve a substantially higher Hispanic representation at all ranks of Xerox Corporation. To see many more Latinos in key decision making positions contributing to the success of our Company in a market place with rapidly changing demographics.

