



HAPA Rochester Chapter Newsletter

Issue I

March 2017

Welcome Letter from HAPA Chapter President

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Rochester Chapter President

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Greetings!

It gives me great pleasure to share with you our first newsletter of 2017. I have been President of the Rochester HAPA Chapter for one year now and I have thoroughly enjoyed working with and meeting so many wonderful people during this time. Your support has been overwhelming and I want to thank all of you for participating in our events during 2016. Very special thanks to so many members of the Xerox Hispanic community who sponsored 53 children from the Brockport and Sodus migrant communities during the 4th Annual Clothing/Toy Drive and Holiday Party for Migrant Workers' Children. Thanks to you this event was a huge success and put smiles in the children's faces during the holiday season.

2016 was a year of change as Xerox split into two separate companies. In 2017, we need to be well-positioned to take advantage of the many opportunities that will come this year. For that purpose, the Rochester HAPA Board has been busy planning activities for the benefit of all Xerox Hispanics in Monroe County. By the time you read this newsletter, our first Xerox Hispanics Luncheon will have taken place. It was very energizing to meet new people and connect with fellow Xerox Hispanics early in the year. Thanks to all who attended and made this event possible.

In March and April, we'll have several Xerox Senior Managers join us for roundtables and panels. Steve Hoover (Research & Product Development), Mike Feldman (North American Operations) and Andrew Copley (Graphic Communications Offering) will be joining us. I hope you all take time out of your busy schedules to attend these events, benefit from the knowledge shared by these senior executives, and learn more about all the exciting things happening in the New Xerox. We also have several professional development webinars planned for the year as well as social and networking events. Finally, in September, our chapter will be hosting the HAPA National Conference once again at the Strathallan Hotel on September 15. This is another great opportunity for professional development, networking, and learning from our senior leaders. Please read through this newsletter to learn more about these and other activities and make plans to attend.

I look forward to your participation and ongoing support in the coming months. Together, we'll make 2017 another great year for Xerox and HAPA!

Edith Perez

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Looking Back at the 2016 HAPA National Conference



By: Karen Serrano & Yamila Feliz

Karen and I couldn't be more excited to have had the opportunity to host the 2016 HAPA Conference in beautiful Rochester, NY, but we couldn't do it alone. We are so proud and thankful for all the planning committee members that volunteered their time to make this happen.

As we began to plan the 2016 Rochester Conference, it was important to us to make it a different experience for attendees. To change it up - same city, another view.

Change. Now, that's an interesting word as that's how 2016 started off for all of us. 2016 kicked off with the announcement that Xerox was separating into two independent companies. None of us knew what that meant, but one thing we did know was that it was important we help our HAPA members be prepared for that change. The announcement and HAPA's mission to seek to promote professional growth, development and advancement for Xerox Hispanic employees helped us solidify the conference's theme "**Change to Succeed**".

Using that as our back drop, we kicked off the Conference with the opening cocktail reception at the Century Club / Strathallan Hotel providing time for attendees to network and catch up with other members and Xerox Executives. Later that night we got to hear from Andrew Copley (HAPA Corporate Champion) and Mike Feldman on embracing change and the New Xerox. Andrew & Mike were interviewed in an intimate fireside chat by HAPA President, Liz Vega.

Saturday's agenda was jam-packed! After fueling ourselves with a delicious breakfast, we moved on to our Senior Executive panel formed by Andrew Copley, Mike Feldman, Darren Cassidy and Rick Dastin. To change it up a bit, this time four of our own members hosted the session to get insights and notes of wisdom from our executives around how to embrace change and professional / personal development. Diversity and inclusion remain at the

forefront for the HAPA organization. We work with management to create an environment of inclusion for all of us; hence we invited William Castle, Chief Diversity Officer, to talk to us about "**The New Path Forward: Xerox and Diversity**".

Over lunch, we were pleased to host a conversation around "**Life Lessons on Change**" with executives Kathy Bragg, Rita Cortez, Nancy Lopez and Martin Martinez. In the spirit of providing growth opportunities and exposure to our members, once again, this conversation was led by three of our very own members.

Later on, we kicked off the workshop "**Adjusting to Change: Workforce & Career Readiness**" presented by Tana Session, former human resources leader with three large companies and certified career and executive coach. This workshop aimed at providing our members the training and tools they will need to be successful in today's job market.

Change was also in the air when it came to having fun. Last year's "Wine and Chocolate Tasting" was such a huge success, and this year we brought "**Craft Beer Tasting for Change**". In this entertaining and educational session, members learned a little more about the brewing process while tasting different types of craft beers.

To close up the conference, we all gathered at our Gala Dinner where we got to hear from Xceed Financial Expert, David Limerick, on "**Paying for College: Before, During & After**". We also had the opportunity to present scholarships to two well deserving RIT students pursuing STEM majors.

Finally, a huge THANK YOU to the planning committees, sponsors and HAPA members for making this conference a success! We can't wait to see you again in 2017!



Would you like to be part of the 2017 HAPA National Conference? Please e-mail: Jazmin.Ruiz2@xerox.com



HAPA Rochester Chapter Professional Development Events

By Jazmin Ruiz

In order to stay competitive in a rapidly evolving Xerox, HAPA seeks to provide its members with opportunities to foster the development of the talent pool within HAPA. The first in a duo of career development events in 2016 was a workshop focused on how to better use the existing Global Talent@Xerox Tool in order to accomplish the following:

- Create an effective talent profile
- Meet the objectives of our current role and development needs, and
- Establish challenging goals that leverage your strengths and abilities.

In preparation for executive interviews (EI's) at the National Conference, our second event was an informative session featuring a live, interactive panel discussion revealing the perspective at both ends of the table during an EI - the executive and the interviewee. Executive panelists included Rafael Figueroa and Flor Colon. Interviewee panelists included HAPA members who had gone through EI's in previous years including Maria Nicolay, Edith Perez and Liz Vega. Panelists on both sides shared useful tips such as:

- Do's and don'ts before and after the interview,
- Expectations from the interview,
- Past experiences of the executives and the interviewee, and
- Tips for an effective interview.

If you missed any of these events, you can still view them on our Xstream Channel: <https://xerox.ravnur.com/employee/group/20571.aspx>

And in 2017... we seek to continue supporting our members' personal and professional development. Upcoming events include: 1.) Effective business networking goals and skills that can be used at any social event as well as the National Conference, and 2.) Financial planning for all stages of life – early career, starting a family, college savings and retirement. Any other suggestions for future events are welcome and can be emailed to the Rochester Chapter's Professional Development Committee Jazmin Ruiz or Indira Dalel-Rodriguez.

HAPA (Hispanic Association for Professional Advancement) is a non-profit organization founded in 1977 in Los Angeles, CA. Its mission is to promote the professional growth, development and career advancement of Hispanics at Xerox in the USA. For more information, please visit us at www.hapa.org

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.

2017

HAPA Rochester Chapter Board



Edith Perez
Rochester Chapter
President



Jazmin Ruiz
Professional Development



Indira Dalel-Rodriguez
Professional Development



Evelyn D'Agostino
Communications



Yesenia Albino
Special Events



Greg Sanchez
Treasurer





Daniel Hormaza



Where are you from – Born and raised in Puerto Rico. I'm the 3rd of 4 children. My Parents are still in Puerto Rico, but have siblings in Idaho, Pennsylvania and Massachusetts.

Xerox is for Daniel... – I started working at Xerox in August 2004 as a Product Cost Engineer, where I did cost estimates on Xerox printers to benchmark the manufacturing cost compared to competitors' printers. I learned the actual cost of mechanical pieces in a printer, which made me think of how much markup there is on most things we buy in life. I joined HAPA in the first few years of my career, where I clearly remember helping with a Holiday Party by finding a magician for the event. I also joined the Hispanic College Liaison Program (HCLP) team and took over as the liaison manager for Cornell University during this time.

In 2008, I wanted to try something new, so I took the Fuser Module as a Remanufacturing Project Manager job. In my previous job, I did most of the fusers cost estimates, so with that experience it helped me ramp up fairly quickly. Also, the remanufacturing job was done in Aguascalientes, Mexico (Flextronics), so speaking fluent Spanish was very helpful. I learned/worked with the TTM (now TFE) process, prepared-analyzed-presented business cases, did some in-house testing, reduced cost by domesticating parts, etc. In this job, I helped Xerox save millions of dollars throughout the years. In the time here, I completed my LSS Green Belt, Shainin Red X Apprentice, MTM certification and many other learning opportunities.

During my first five years, it was difficult making new friends of my age at Xerox, so in 2010, I was one of four founding members for the Young Professionals (YP) group at Xerox known as: YP NeXus. Our purpose is for future YP's to be able to connect with other YP's through social and professional activities. Two years later, we started to receive funds from Xerox and I have been the Treasurer of the YP group ever since.

As the next progression, I leveraged my forecasting knowledge for the remanufactured fusers and in 2013, I took an opportunity as a PSG Equipment Forecaster from a HAPA friend, who was taking another opportunity elsewhere. Here, I learned about all PSG products and expanded my knowledge more towards the business world, which interested me. I also worked with Finance, Marketing and Program Teams as I learned about new products and developed a new forecast for these. This was not an easy move and did push my limits to try something different and challenging. After two years, I switched to managing the forecast for all products: A4, A3 and PSG (both 110V and 220V) for DMOW (Developing Markets Operations Western Hemisphere – basically Central and South America). Also, at the end of 2015, I took over as the Chair of HCLP, managing about 10 liaison managers. We work with about 20 colleges and give out approximately \$280,000+ yearly to Hispanic students (~90% for scholarships) studying any of the STEM (Science, Technology, Engineering, Mathematics) fields.

I believe in jumping into new opportunities when you get a chance. Not only with what you do, but also what your coworkers and others do, as you never know where you will end up. Xerox has plenty of opportunities for you to learn and expand. We just can't be afraid and need to be proactive.

Career advancement advice - Learn from everyone and everything you do, as much as you can, because you never know what will come useful in the future. Try new things and expand your knowledge in different areas of the business. And don't forget that usually high risks equal high returns, so be sure to step outside of your comfort zone. Also, don't give up and keep trying and learning, as there will always be people ahead of you and behind you, so just focus on yourself and be the best you can be.

Daniel's bio – I have lived in Rochester since 2004, when I started working for Xerox.. I play indoor soccer throughout the year and travel anytime I get a chance. I am married to Leire Bascaran and we are expecting a boy in March.. I have a degree in BS Mechanical Engineer from Cornell University. Founding member and currently Treasurer for Young Professionals NeXus. Chair of HCLP (Hispanic College Liaison Program) and part of HAPA National Board as VP of Scholarships.

THANK YOU!

To our 2016 Annual Clothing/Toy Drive Sponsors

On behalf of the GRAHAPA board, we would like to thank all our Sponsors very much for the funding provided to our Christmas celebration. Your sponsorship helped us accomplish a very successful "GRAHAPA 4th Annual Clothing/Toy Drive" for 53 Kids and families.



We were able to reach out to 53 kids and families!





UPCOMING Exciting EVENTS

March

Roundtable with Steve Hoover (3/24)

April

Joint event with The Women's Alliance.
Speakers: Andrew Copley and Mike Feldman (4/27)

May

Professional Development Webinar (Networking)

June/July

Summer Event

September

HAPA Conference in Rochester (9/15)

October

Hispanic Heritage Month

November

Professional Development Webinar (Financial Planning)

December

Holiday Party for migrant workers' children

GRAHAPA is looking for new Members

We are committed to create a space in which Hispanic professionals can get together . We are reaching out to you to invite you to be a part of our growing organization. Together we can promote the career advancement of our individual members and highlight the many accomplishments and contributions of our community to the Xerox organization, and the community at large.

If there are any success stories, anniversaries and other notable events about Hispanics at Xerox, please let us know to include in the next newsletter.

Also, please go to the HAPA website for the registration form.

For membership visit
WWW.HAPA.ORG



The Xerox Community Involvement Program

The Xerox Community Involvement Program (XCIP), our company's biggest and longest-running program, marries the voluntary spirit of our people with funding from the Xerox Foundation to make our hometowns and neighborhoods a better place. XCIP provides the means to channel funds to local teams of employees to select and work on specific community projects that they identify in their communities.

