

## NEWS from:



DFW International Community Alliance



Uniting over 1,600 Internationally-Focused Cultural, Educational and Community Organizations

[www.dfwinternational.org](http://www.dfwinternational.org)

6310 LBJ, Suite 203, Dallas, TX 75240

40% of the residents of North Texas are immigrants-foreign born and their children

**LATINO  
Cultural Calendar**

**November 16, 2006**



### **Real Girls. Real Women. 2006 Benefit Luncheon**

**Elvia Wallace-Martinez of DCET was honored by the Girl Scouts of Texas Council with their REAL GIRLS – REAL WOMEN Award at a luncheon Tuesday, November 14, 2006 at the Westin Park Central Hotel in Dallas, Texas**



*Courage. Confidence. Character.*



*A message from 2006-2007 Council Chair Debra Leven...*

*This annual event that salutes girls and women whose lives reflect the ideals of Girl Scouting... who consistently demonstrate courage, confidence and character in all that they do.*



**Real Women Recipient  
Elvia Wallace-Martinez**

From Peruvian parents, she was born in Acapulco, Mexico. She immigrated to Dallas, Texas in 1977. She pioneered the first Hispanic Marketing Agency in the Dallas/Fort Worth area from 1983 until 1995. She is married to Manuel A. Martinez and has a 20-year-old son: Alejandro Manuel.

Utilizing her expertise in the Spanish Communications and Marketing fields, she designed a radio talk show called in Spanish "Believe in Yourself", "Debes Creer en Ti" broadcasted in major local Dallas/Fort Worth Spanish radio stations. The rate of success and outreach of this talk show expanded the outreach toward Hispanic/Latino families through local TV, and newspapers columns.

Presently she is the Executive Director and Founder of DCET/Believe in Yourself, Inc. (a SER-Jobs for Progress, Inc, national affiliate.) DCET is an educational, cultural and charitable 501(c)(3) non-profit organization that assists the Hispanic/Latino immigrants in providing mentoring programs for youth, children and their families promoting, Leadership, virtues, and family values. Under her direction DCET offers various literacy programs, which include ESOL, Spanish Literacy, Computer classes, etc. Also FAMA (Folkloric Arts Mentoring Amigos), the approach of this youth mentoring program is to guide children and youth and their families to become productive members of society. The same is tied into DCET's a third initiative: Valores Familiares (Spanish parenting skills workshops and mentoring sessions), both lead to I&R the most extended available Information and Referral system in Spanish.

Honesty, Integrity and Sincerity are some of the accolades attributed to Wallace-Martinez and her delivery of a caring message to help non-assimilated, non-aculturated Hispanics. With 25 years' experience in the field of communications, and listed in the 96-97 edition of Gale Research's "Who is Who among Hispanic Americans" she has been featured on English and Spanish TV networks and various local Dallas English and Spanish mediums.

*2006 Sponsors:*



Elaine Huckleberry

Debra and Steve Leven

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