

FOR IMMEDIATE RELEASE

Contact:

Stephen J. Smith

Melissa Brown Publicity

714.453.9186

(FAX) 309.214.5187

sjsmith@melissabrownpublicity.com

www.MelissaBrownPublicity.com

**Cuban American Author / Thought-Leader Glenn Llopis to Launch
The Center for Hispanic Leadership – Institute for Business Development**



(November 19, 2008 Irvine, CA) Cuban-American Author, Business/Motivational Speaker, Radio Host and international Entrepreneur Glenn Llopis has announced the formation of The Center for Hispanic Leadership (CHL), to be launched on February 1, 2009. This announcement comes on the heels of his highly anticipated new book, *Earning Serendipity: Four Skills for Creating and Sustaining Good Fortune in Your Work*, from Greenleaf Book Group Press, due in stores in May 2009.

CHL is founded in dedication to Frank Llopis, Glenn's father and the inspiration for his *Earning Serendipity* methodology. "It was my father who taught me the principles of leadership as a young man," opened Llopis. "CHL is my way of 'sharing the harvest' with other Hispanic men and women; boys and girls who dream big and work hard. One of the things my father always told me was that truly talented leaders 'see what others don't, do what others won't and keep pushing when prudence says quit.' I have lived my life through his word and the result has been a blossoming yet hard-fought career. I wish the same for all Hispanics that want to make a difference in society and create a legacy for themselves in this country."

According to Llopis, "With over two and a half million Hispanic owned businesses in the US today, this is one of the fastest growing business demographics in the country but they are remarkably underserved." CHL will offer Hispanic leaders and business owners three core business development services, both onsite and online: training and education through HispanicCertifications.com, consulting through HispanicManagement.com, and a professional mentor program through HispanicMentoring.com.

Frank Llopis was almost speechless when he learned of his son's gesture. "I have always tried to impress upon Glenn the importance of his Hispanic heritage. Hispanics are naturally gifted with entrepreneurial skills and tremendous leadership disposition and desires. I am honored to have received CHL's dedication and hope that Hispanics take the time to avail themselves of its services for the betterment of the Hispanic heritage, their families and society at-large – for generations to come."

Glenn Llopis is The President/CEO of Glenn Llopis Group, LLC; Chairman of the E2E Mentor Program at UC-Irvine's Executive MBA Programs; Faculty Lecturer at Vanguard University; Keynote Speaker at the 2008 United States Hispanic Chamber of Commerce Convention. Interested parties may learn more about The Center for Hispanic Leadership at CenterforHispanicLeadership.org or contact Miguel Sanchez at 949-699-0846.