



\*Formerly HENAAC

## Great Minds in STEM™ Partners with Ibarra Strategy Group to Expand National Profile

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**Los Angeles, CA** - Great Minds in STEM™ proudly announces a strategic partnership with Ibarra Strategy Group (ISG). Under this partnership, ISG will assist Great Minds in STEM™ to build strong and enduring relationships with elected officials, government entities and other national organizations to create an enduring national profile.

Great Minds in STEM™ has a 22-year history of keeping America technologically strong by promoting Science, Technology, Engineering and Math (STEM) careers especially in underserved communities. Great Minds in STEM™ is a leader in STEM Education Awareness programs, provides scholarships, honors and recognizes outstanding Hispanics in STEM professions through the HENAAC Conference. This partnership will showcase these programs that have long been regarded to be of the highest quality standard. This partnership helps Great Minds in STEM™ extend its scope of STEM Education Awareness programs while maintaining a presence in Washington, D.C. to shape public policy that aligns with the vision of the organization. Great Minds in STEM™ Chair and CEO, Ray Mellado said, "It is imperative that we continue to invest in STEM education awareness in order to prepare our students for the jobs and careers of the future. This partnership with ISG will strengthen our dialogue in Washington, D.C. to move forward on a national priority for STEM Education Awareness."

ISG's a leading government relations and public affairs firm in Washington, DC. Mickey Ibarra, ISG President and Founder said, "Great Minds in STEM is the foremost organization in STEM Education Awareness programs and we look forward to raising their profile in our nation's capitol and across the country." This partnership will promote the Great Minds in STEM™ brand name as a means to position the organization as an expert as it relates to STEM education and on the importance of preparing more students from all socio-economic sectors to pursue the growing opportunities in the technical fields.

As a first step to increase its presence in Washington, D.C., Great Minds in STEM™ will host the Hispanic STEM Legacy Luncheon on September 16, 2010 at the Hyatt Regency Washington on Capitol Hill. It will be the first of its kind to bring the importance of STEM to the limelight of Capitol Hill during Hispanic Heritage Month. The Luncheon will honor outstanding individuals in our nation's capitol who have dedicated part of their professional career to promote the importance of STEM careers through their involvement and support of Great Minds in STEM™ Education Awareness programs. The Luncheon will convene Federal government STEM leaders, United States Members of Congress, along with sponsoring corporations and partners.

For more information on Great Minds in STEM™, please visit, [www.greatmindsinstem.org](http://www.greatmindsinstem.org)  
For more information on Ibarra Strategy Group, please visit, [www.ibarrastrategy.com](http://www.ibarrastrategy.com)

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