

MAYTÉ RODRÍGUEZ CEDILLO CHOSEN AS

Entrepreneur of the year!

by Karin Leperi



"I'm extremely honored for having been invited here tonight to receive this award – Entrepreneur of the Year," said Mayté upon receiving the award. "I thank all those involved in the voting process... and all of you present for supporting my publications and my mission – to impart the best of Mexico and Baja California to the world as both a travel destination and a total experience that celebrates Hispanic culture, heritage, cuisine and life."

As CEO, Publisher and Editor-in-Chief for the past 12 years of the widely successful **BajaTRAVELER**® and more recently, the newly launched **MexicoTraveler**™, Mayté has be-

come the premiere ambassador and promoter of Baja California and Mexico as a choice destination for executives, businessmen, investors, entertainers and savvy travelers.

most influential media women on the Baja Peninsula today. Her publications are admired and read by a global audience of countries and native language speakers that mirror the six translations of destination pieces in her magazines: English, Spanish, German, French, Italian, and Japanese.

Last year, Mayté was also honored as one of "Baja's Successful Women," an award sponsored by the Governor of Baja California Sur.

She also received an award by the San Diego Press Club for both of her publications where she received first place for editorial

"It doesn't get better than that. However, I fully intend to continue raising the bar of excellence for my readers and subscribers."

content and third place in design. She's also been a winner of the Tijuana San Diego 20/20 Regional Leaders Award in the past.

And as if this wasn't enough, this past November, she was selected as "Mujer Internacional del 2008," (International Woman for 2008) by the Regional Hispanic Institute.

Her contributions both north and south of the border are consistently focused on all things positive as she nurtures a deep appreciation for Hispanic culture, heritage and art. Mayté serves to unite where differences separate and to celebrate diversity where homogenization threatens to turn extraordinary things to the ordinary. In short, she is a role-model and leader who leads with her passion and lives life with her heart. ✨

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OUR VERY OWN AND BELOVED Mayté Rodríguez Cedillo, CEO and Publisher of Traveler Publications, received the coveted "Entrepreneur of the Year" award at the recent 2008 Illuminada Annual Gala. Sponsored by the San Diego County Hispanic Chamber of Commerce, the award was one of three categories given for Entrepreneur of the Year. The ceremony took place at the Hard Rock Hotel in downtown San Diego.