

COMERCIANTES
ORGANIZADOS

MEXICO-AMERICANOS myrick bldg., suite 406 1215 avenue j p.o. box 886 lubbock, texas 79408 telephone 806/762-5059 director ejecutivo HECTOR DE LEO

Comerciantes Organizados Mexico Americanos Nominee

COMA



NAME: Ismael Hernandez AGE: 30

ADDRESS: 1018 Broadway, Lubbock
Texas 79401

TYPE OF BUSINESS: Founder and owner of WIG TREND (a chain of Wig Stores): stores located in Amarillo, Houston, Lubbock, Odessa, and Uvalde. His present work force consists of twenty-four employees and a fleet of twelve vehicles.

His venture into this type of business was the result of an accident which left him temporarily partially paralyzed (an injury to the spinal column).

As such, he could not pursue a job requiring overly physical

stress. Therefore, following his wife's advise, he opened up a Beauty Salon. This business undoubtedly led him to an inclination for combing, dressing and styling of numerous hair arrangements. He persued this intrest by enrolling in several courses of cosmotology and partaking in a variety of workshops designed specifically for beauticians as well as hair stylists. Upon completion and certification, he, with the aid of his wife, launched into his present career: that of being owner, manager, promoter, as well as entrepreneur of a variety of products related to his field.

CIVIC ACHIEVEMENTS: Mr. Hernandez is not only the Vice-President of COMA (Comerciantes Organizados Mexico-Americanos), but one of the founders of the organization. In addition, he is very active in the following organizations: The "Los Amigos" Toastmasters International Club, "El Movimiento Cursillista (a Catholic group which has been highly successful in reaching and educating the Mexican-American)", is an officer of the Board of Directors of LOIC (Lubbock Opportunity Industrialization Center, a local group of leaders of the community whose main goal assisting the minorities to become self dependant as well as comunity oriented, by providing them with the tools for such, e.g. education and job-training), is one of the Directors and share-holders of MAS (Mexican-American Services, an organization made-up primarily of businessmen

PRESIDENTE
Gilberto Flores

VICE PRES
Ismael Hernandez

SECRETARIO
Froy Salinas

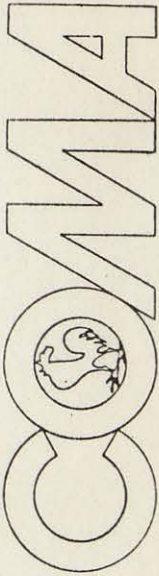
TESORERA
Ida Alfaro

Bidal Aguero
Andres Cruz
Tomas Garza
Jorge Moreno
Roy Montelongo

COMERCIANTES

ORGANIZADOS

MEXICO-AMERICANOS myrick bldg., suite 406 1215 avenue j p.o. box 886 lubbock, texas 79408 telephone 806/762-5059 director ejecutivo HECTOR DE LEO



and professionals whose main objective is the promulgation of the achievements of the Mexican-American and its impact on the community, via the media: one of its assets being the ownership of KWGO-FM Radio Station), and is, of course, a member of the Lubbock Chamber of Commerce.

GENERAL INFORMATION: Mr. Hernandez was born in Lubbock, Texas on March 29, 1946. He, his wife Annie and their family: Deborah (11 yrs), Deneal (5 years), Ismael Jr. (4 years), and Ralph (2 yrs), reside at 1811-28th Street in the city of Lubbock, Texas. He attended Lubbock High School, as well as subsequent Trade and Beauty Schools. His hobbies include carpentry, water-skiing, photography (has done some free-lance), and is an inventor and inovator of sorts (his most recent accomplishment in this field has been the design and construction of a mechanized, revolving display for wigs; which is being patented and expected to be on the market shortly).

Mr. Hernandez, because of his successful career, contribution to the positive image of the Mexican-American, impact and penetration on the economic mainstream and over-all involvement in the City of Lubbock, was recently elected by his peers and fellow-members of COMA (Comerciantes Organizados Mexico-Americanos), as the Businessmen/person of the Year.

PRESIDENTE

Gilberto Flores

VICE PRES

Ismael Hernandez

SECRETARIO

Froy Salinas

TESORERA

Ida Alfaro

Bidal Aguero

Andres Cruz

Tomas Garza

Jorge Moreno

Roy Montelongo