

Latina Veteran-Owned Publishing Company Creates Award-Winning Literature

Graciela Tiscareño-Sato is a graduate of the University of California at Berkeley, School of Environmental Design. She earned a degree in Environmental Design/Architecture while also completing the Aerospace Studies program as an AFROTC (Air Force Reserve Officer Training Program) scholarship cadet. She was commissioned as a Distinguished Graduate and second lieutenant, then joined the active duty Air Force. She completed Undergraduate Navigator Training, the only woman in the class and graduated in the top 15 percent. She trained in the KC-135R refueling tanker and was stationed at Fairchild AFB in Spokane, Washington.



"It's imperative to expose diverse, multicultural children to professional possibilities for their lives through stories of the lives of other, highly-educated people from their own communities," said Tiscareño-Sato.

Graciela is a sought-after keynote speaker on entrepreneurship, innovation, leadership and personal branding. Through the firm's unique offering "Targeted Branding via Latino Literature," Graciela is invited to speak at corporate ERG events, webinars, Veterans Day events, Women's History Month celebrations, university or school assemblies; brand lo-

go-sponsored literature goes home with attendees into their homes and communities. "Not only is this a unique way we serve brands wishing to access the many segments of the Latino community, military service members, their families, veterans and others, but this is also the fastest way to get our aspirational literature into the hands of students who will benefit most from the ideas and positives images of educated Latinos found within," said Tiscareño-Sato.

The driving force behind the founder of this SBA-Certified Woman (and veteran) Owned Small Business is Graciela's daughter Milagro, who is blind and hearing impaired. Inspired by the grueling experience of raising her daughter and witnessing her academic and musical achievements (Milagro is the California School for the Blind's Braille Writing Hall of Fame Champion), Tiscareño-Sato says that Milagro shows her at a very deep level what is possible for children when surrounded by high expectations, role models and examples of who they can emulate as adults. On her main inspiration to create literature, Tiscareño-Sato said, "If she [Milagro] can achieve all that without eyesight and with a severe hearing impairment, imagine what little Latinos without those impairments can accomplish, if only all educators, administrators and parents have high expectations of them."

Among her many accolades, Tiscareño-Sato was honored by The White House as a Woman Veteran Leader Champion of Change in March 2014. Her Congressman Eric Swalwell gave a moving tribute to her life, military service and publishing work on the floor of the House of Representatives. In addition, she was honored by the Business and Professional Women's Foundation with a National Business Women's Week award in November 2014, where she met First Lady Michelle Obama.

She lives in the San Francisco Bay Area with her family. For more information, visit www.GracefullyGlobal.com.

During her first deployment (to Riyadh, Saudi Arabia), her crew flew the flying gas station to enforce the southern no-fly zone in southern Iraq at the conclusion of Operation Desert Storm. Flying two or three combat sorties a day over and near Baghdad to prevent Saddam Hussein's air forces from targeting Iraqi civilians earned her crew the prestigious Air Medal.

While on active duty, Graciela earned a master's degree in International Management with emphasis in Global Marketing from the School of Global Commerce at Whitworth University in Washington. the tech sector in various leadership

To publish her first book, Graciela founded niche multicultural publishing and marketing firm, Gracefully Global Group, LLC. The firm's mission is to publish educational literature to showcase the positive contributions of Latino Americans in the USA. *Latinnovating: Green American Jobs and the Latinos Creating Them*, was launched at Stanford University and has won five international literary awards. It's the first in the *Latinnovating* series which highlights extraordinary Latino entrepreneurs innovating in the green economy. Volume two of *Latinnovating* will publish next year. Tiscareño-Sato then decided to share her aviation service story in *Good Night Captain Mama/Buenas Noches Capitán Mamá*, the first bilingual children's picture book about why mommies and women serve in the military. This groundbreaking book was honored at the American Library Association National Convention (2014 International Latino Book Awards) as "Best Educational Children's Book - Bilingual." Additionally, *Writers Digest Magazine* gave it 1st Place honors in the 2014 Children's Picture Book category. Captain Mama and her children will star in the planned bilingual aviation adventure series in the years to come; the second book will be published in 2016.