



## Member Profile Questionnaire



**Patricia Alvarez de los Cobos, President**  
**Energy Communications Corp., rep for Televisa XEWT Channel 12 and XHUA Channel 57**

### **Why did you join South County EDC?**

*The South County EDC is an organization that provides up to date, top quality data and information that is essential to keeping my business properly informed on events in all of San Diego County, especially South County. It keeps us aware of changes that may have an effect on our business or other types of businesses that may relate to our industry. By attending monthly meetings, I have the opportunity to network with business owners as well as with government and non-profit organizations that may be interested in our services and thus allow us to create a successful partnership with them.*

### **The best thing that has happened/I have learned, experienced, enjoyed is...**

*It is a wonderful experience to always feel welcome and well accepted as a proud representative of the Hispanic Community. I experienced these feelings as soon as I walked into a SCEDC Meeting. I enjoy having the opportunity to educate the marketplace and community on the importance of having data on Hispanic Demographics as well as their Spending Habits, Values and Education. I also enjoy actively participating and providing SCEDC with great TV coverage of their events and also to be able to share this important information with our viewing public.*

### **Fun fact about you:**

*I am very family oriented and have enjoyed sharing my adoration of Mickey Mouse with my family and friends. I am an avid Mickey Mouse collector and enjoy going to Disneyland frequently. Secretly, I am jealous of Minnie Mouse...*

### **Life goal:**

*My professional goal is to help young people to start a company and take advantage of their heritage within this bi-national Mega region. My goal as a woman is to be able to help my family achieve their dreams.*