



**FOR IMMEDIATE RELEASE:**

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### **Georgia Hispanic Chamber of Commerce Names Tisha Tallman as New President and CEO**

**ATLANTA (June 17, 2008)** – The Georgia Hispanic Chamber of Commerce (GHCC) today named Tisha Tallman as its new President and CEO, effective July 14, succeeding the late Sara González.

In this position, Tallman will be responsible for advancing business growth, partnerships and collaborations within and for Georgia's Latino business community, public sector and corporate America. She will direct and manage all operational aspects of the GHCC.

"I am very pleased that Tisha will be the next GHCC President and CEO, following a thorough search process" said Gabriel Vaca, GHCC Board Chairman. "Her strong background in the private, academic and governmental sectors will provide a foundation for her leadership to our members growing businesses and our supporting organizations." She will head the GHCC to become the Hispanic strategic leader in Georgia's economic development"

Experienced at leading Latino non-profit organizations, Tallman served as Southeast Regional Counsel for the Mexican American Legal Defense & Educational Fund (MALDEF). In this role, she managed day to day operations; oversaw public policy advocacy, fundraising and educational programming; and served as the organization's spokesperson.

For more than 15 years, Tallman has practiced law in both the private and government sectors, including the St. Louis County Attorney's Office and the Minnesota Attorney General's Office where she served as assistant attorney general. Most recently, she served as a partner at Morgan & Morgan, P.A. She has worked in the areas of business, employment, medical malpractice and personal injury law.

During an Institute on Race & Poverty fellowship, she attended the United Nations' World Conference Against Racism as a non-governmental organization (NGO) delegate. She also frequently pens editorial pieces and presents at national and local conferences on Hispanic areas of interest including employment and election topics.

Tallman has been named one of the most influential Hispanics in Georgia by *Nuevo Impacto*, and under her leadership, her office was the recipient of the OHTLI award, which is presented by the Mexican government to individuals championing Mexican nationals living in the U.S.

She received both her bachelor's degree in political science and journalism and a law degree from the University of Iowa.

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The GHCC worked extensively with Aldebaran Associates to select Tallman for this role.

“As a long-time member and supporter of the Georgia Hispanic Chamber of Commerce, I recognize how crucial the President’s role is to the organization and the ongoing development of its vision and mission,” said Lily Z. Winsaft, founder and CEO, Aldebaran Associates. “We unquestionably feel that Tisha will contribute immensely to the continued and successful growth of the Chamber. Her background is extremely well-suited to positively impact and support the Chamber’s commitment to making a difference for the Hispanic entrepreneurial community in Georgia.”

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**About the Georgia Hispanic Chamber of Commerce:**

The Georgia Hispanic Chamber of Commerce promotes domestic and international economic development of Hispanic businesses and Hispanic business people and serves as a link between businesses in Latin America and those in Georgia. The Chamber was formally incorporated in March of 1991, as a nonprofit organization, and received the Internal Revenue designation under section 501(c)(6) in 1993. Afterward, the GHCC was legally recognized as the Georgia Hispanic Chamber of Commerce, Inc. [www.ghcc.org](http://www.ghcc.org)

**About Aldebaran Associates:**

Aldebaran Associates provides state-of-the-art management through executive level corporate and nonprofit professional search services. The specialized boutique search firm provides a portfolio of services that includes the recruitment and permanent placement of executives and senior level managers in Leadership, Business Development, Finance, Marketing and Operations with an emphasis on positions that require multicultural/bilingual capabilities, including select positions in the nonprofit sector.