

**CATHY AREU**  
**PUBLISHER & OWNER, CATALINA MAGAZINE**

Cathy Areu is the founder of the national magazine, *Catalina*, created in 2001 to break stereotypes and show a positive side of the US Hispanic community.

In 2005, *Catalina*, became the largest Hispanic magazine targeting US Latinas, with a circulation of over 500,000. In 2006, Areu's first non-fiction inspirational book, *Latino Wisdom*, sprinkled with life lessons she gathered from one-on-one interviews with famous Hispanic celebrities and politicians, was published by Barricade Books.

Over the years, the national attention Areu and her magazine have garnered for Hispanic women have helped her rise quickly through the ranks to become one of the most recognizable Latina journalists and entrepreneurs in the country. As testament to her influence, she received the “Business Leadership Award” from the Association of Young Latino Entrepreneurs in 2004.

Areu's expertise in the Hispanic community, business, women's rights, and DC politics stems from more than a decade of interviewing celebrities, authors, politicians, celebrities, and notable “movers and shakers” for award-winning publications.

Since 2000, Areu has been a regular contributing editor for *The Washington Post Magazine*. Her bi-weekly “First Person Singular” pieces have included one-on-one talks with First Lady Laura Bush, Attorney General Alberto Gonzales, Congresswoman Loretta Sanchez, Senator Mel Martinez, political comedian Al Franken, Larry King, Tim Russert from *Meet the Press*, Civil Rights leader Dorothy Height, and countless others.

Today, Areu brings her no-nonsense approach to business, media, politics, and current affairs to the Oxygen Network as its newest “vlogger” (video blogger). Every day, the tell-it-like-it-is Latina journalist can be found online “ranting” about the day's hottest headlines on the network's web site. She's been called “the younger, female Andy Rooney” by Oxygen founder CEO Geraldine Laybourne.

Areu has a Masters degree in English education and is a former journalism high school teacher and college professor, having taught for Palm Beach county schools and the University of Utrecht, Holland. She currently sits on the board of the ¡Adelante! US Education Leadership Fund and the National Association of Latina Leaders. For more information please visit [www.apbspeakers.com](http://www.apbspeakers.com).

**TOPICS INCLUDE:**

- *Catalina*: The Voice of the Latina Community
- Outpacing the Competition: Becoming the Top Dog in An Emerging Market
- Hands On Success: The Entrepreneurial Element
- A Girl and Her Magazine