

MAYTÉ RECOGNIZED AS

“Business Woman of the Year”TM by: Karin Leperi

CALIFORNIA HISPANIC CHAMBER OF COMMERCE



Mayté Rodríguez Cedillo, CEO and publisher of Traveler Publications, continues to receive awards and accolades for her roles as entrepreneur, accomplished business woman, and for her award-winning family of full-color glossy magazines. Traveler Publications include MexicoTRAVELER and BajaTRAVELER Magazines, and a third – WorldTRAVELER Magazine – which is scheduled for launch in fall of 2010.

Her most recent recognition comes from the California Hispanic Chamber of Commerce where she received the “Business Woman of the Year Award” for her position as editor-in-chief of Traveler Publications. “I am extremely honored to be recognized by such a prestigious organization as the California Hispanic Chamber of Commerce,” says

Mayté, noting that her success is directly attributed to the wonderful group of travel and tourism professionals and amazing destinations she deals with on a regular basis. However, anyone who really knows Mayté is not the least bit surprised at her growing bevy of titles and recognitions. Known for her vision, dedication, and perseverance in making things happen, As a result of BajaTRAVELER Magazine and more recently, the newly launched MexicoTRAVELER Magazine, Mayté has become the premiere ambassador and promoter of Baja California and Mexico as a destination for executives, businessmen, investors, entertainers and savvy travelers.

Other recent awards include:

- 2009 **BajaTRAVELER** gets the GALARDON al Merito Túrístico by the Tijuana Chamber of Commerce
- 2009 **MexicoTRAVELER** gets FIRST PLACE Award by the San Diego Press Club
- 2009 **BajaTRAVELER** gets THIRD PLACE Award by the San Diego Press Club
- 2008 Entrepreneur of the Year Award by the San Diego Hispanic Chamber of Commerce
- 2008 **BajaTRAVELER** gets FIRST PLACE Award by the San Diego Press Club

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Though Mayté admits she doesn’t have much free time due to day-to-day managerial involvement with her publications and a heavy traveling schedule, she still likes to take time for those things that are important in her life. “I love everything about Mexico and it is important to me to reconnect with the people and the land whenever possible,” she says.

“Plus, family is so important to me. I make sure to take time for weekend family trips and celebrating those special occasions and moments with friends and family every chance I get.” A modern-day renaissance woman, Mayté enjoys playing tennis and golf, while managing to find time at home for painting and the on-going upkeep. “I also love going to movies and concerts and especially enjoy wine-tastings,” she adds. An admitted dog-lover, she is particularly devoted to Joey, her 15 year-old miniature pinscher, Chato and Chalito, seven and five year old boxers and Coco, 1 year-old maltese.

Mayté is equally active as a leader and volunteer within her community. As a member of Skat International, she is part of a premiere organization of travel and tourism leaders around the world who promote global friendship and tourism. She is also the only female member of the local chapter - Baja North. In her community, she serves as a committee member on Noche de Niños, Fronteras Unidas ProSalud and Sharp Memorial Hospital. She is also an active member in the San Diego Press Club, the San Diego County Hispanic Chamber of Commerce and the Latin Recording Academy. ✨