

# THE SPIRIT of SUCCESS

## CHIVAS REGAL 18: 18 GOLDEN KEYS TO SUCCESS



**Hugo Pérez** may have been destined to own a film company, since age 6 he had a personal newspaper subscription where he would constantly “scan the horizons, trying to know and see the world.” Even his tíos always seemed surprised to find him at home when they visited, often asking “What is Hugo still doing here?” But once he finally left home to attend Yale

University in 1989, he continued moving on, incessantly and passionately pursuing his career in screenwriting and filmmaking. No matter how far he traveled, though, his films always seemed to have a touch of the Cuban influence from home. His award-winning short films, “Betty La Flaca” and “Julietta y Ramón” have been presented on HBO, Showtime and PBS.

Perez, owner of M30A Films, was recently honored with the prestigious 2008 Tribeca Film Institute Emerging Filmmaker Fellowship for his next film project, “Immaculate Conception,” his feature directorial debut. Hugo credits NALIP’s training with allowing him to build upon this honor.

“The Latino Producers Academy was like a turbo-boost for my business, helping me push this feature-length project to the next professional level. It put us in a stronger position to truly compete and sell this film. One day, when we’re toasting the premiere of this film at the Cannes Film Festival, with our glasses of Chivas 18, everyone will know the difference this corporate sponsorship made in the life of one grateful, motivated filmmaker.”

Chivas 18 is proud to provide vital community support through “Espíritu De Progreso Latino,” a national movement highlighting the strong Latino values and work ethic, and their pursuit of progress.

Since 2007, Chivas 18 has partnered with non-profit organizations which help train Hispanic entrepreneurs and advance Hispanic business. From IT and financial management to planning and networking, these training and education programs have helped owners take their businesses to the next professional level. The National Association of Latino Producers (NALIP), for example, has dedicated their grants to presenting the Latino Producers Academy, an intensive training for film and media entrepreneurs. The program has resulted in the advancement of several award-winning Hispanic films currently in development and distribution.

Chivas 18 will feature more stories of success in *Hispanic Magazine* and Univision’s “La Silla Del Poder” highlighting the true “Latino Spirit of Advancement” and culminating in Chivas Regal 18: 18 Golden Keys to Success.

### Hugo’s 3 Keys to Success

1. Follow your dream because life is too hard to do something you don’t love.
2. Stick to your guns. When making decisions follow your own instincts, go with your gut, and don’t listen to all the babble. Listen to your own voice.
3. Follow the samurai code: concentrate, give all your energy to what you’re doing in the moment, without regard to the outcome - that will produce your best work.

For more information about Hugo’s story visit:  
[www.espiritudeprogresolatino.com/profiles/hugoperez](http://www.espiritudeprogresolatino.com/profiles/hugoperez)

Join the hundreds in the “Espíritu de Progreso Latino” movement, presented by Chivas 18. Share your inspiring pictures and stories of progress, and read a complete list of the Chivas Regal 18: 18 Golden Keys to Success at

[www.espiritudeprogresolatino.com](http://www.espiritudeprogresolatino.com)

