

1 HOUSE RESOLUTION

2 WHEREAS, LaRaza Newspaper was established in 1970 as an
3 8-page tabloid with a weekly circulation of 5,000 subscribers
4 to serve the West Town and Humboldt communities of Chicago;
5 and

6 WHEREAS, Under the newly formed banner of Rossi
7 Publications, Inc. (RPI), Mr. Rossi acquired LaRaza Newspaper
8 in December of 1983; and

9 WHEREAS, With the intention of broadening its circulation
10 base in both coverage area and subscription totals, Mr. Rossi
11 changed the format of LaRaza Newspaper into a citywide
12 tabloid with new distribution routes in the city and suburbs;
13 and

14 WHEREAS, Mr. Rossi's vision of a revitalized paper was
15 aided by his experience as the owner of a progressive
16 advertising agency that specializes in targeting the growing
17 Hispanic population in Chicago; and

18 WHEREAS, In 1990, under Mr. Rossi's direction, LaRaza was
19 recognized as one of the nation's leading Hispanic newspapers
20 by the National Association of Hispanic Publications and
21 secured a total of 10 publishing awards; and

22 WHEREAS, As a result of his new partnership with Robert
23 J. Armband in 1991, Mr. Rossi repositioned LaRaza Newspaper
24 to dominate the local market by implementing strategic
25 promotional tactics; and

26 WHEREAS, LaRaza was honored as the Outstanding U.S.
27 Spanish Language Weekly by the National Association of
28 Hispanic Publications in 1991, 1992, and 1993; and

29 WHEREAS, LaRaza Newspaper currently boasts a total
30 circulation of over 190,000 paid subscribers and continues to

1 receive many publishing awards; and

2 WHEREAS, As a naturalized U.S. citizen of Uruguayan
3 descent, Mr. Rossi serves as a role model to the Hispanic
4 community, an inspired leader that has realized the American
5 Dream; and

6 WHEREAS, Mr. Rossi's ventures into ethnic-based
7 businesses, including Rossi Enterprises, Inc. and LaRaza
8 Newspaper, have established him as an insightful expert in
9 the area of marketing to the Hispanic community in both the
10 local and national media; therefore, be it

11 RESOLVED, BY THE HOUSE OF REPRESENTATIVES OF THE
12 NINETY-THIRD GENERAL ASSEMBLY OF THE STATE OF ILLINOIS, that
13 we do hereby recognize Luis H. Rossi for 2 decades of
14 distinguished service as the publisher of LaRaza Newspaper
15 and congratulate him for his impressive dedication to
16 publishing a Spanish language paper on behalf of Chicago
17 residents of Hispanic descent on the occasion of its 33rd
18 anniversary; and be it further

19 RESOLVED, That a suitable copy of this resolution be
20 presented to Luis H. Rossi as a declaration of our admiration
21 and appreciation.