

A Little History, and the Rewards of Hard Work

By Susan Stiger

Of the Journal

ACCOLADES FOR JACKIE: Jackie Baca, president of Bueno Foods, earned accolades as one of the first Hispanic women company presidents. Now, about two decades later, she's been named Regional Hispanic Business Woman of the Year by the United States Hispanic Chamber of Commerce.

Baca thinks it's because she has been active as a board member of New Mexico Community Capital, a community development investment fund. But clearly it stems from her first official job at Bueno, making tamales from 6 a.m. to 2 p.m. when she was 16.

"I would go to sleep and dream about making tamales," she said. But she managed to impress her dad, one of Bueno's founders. "I didn't miss one day of work that summer."

Baca will receive her award at the United States Hispanic Chamber of Commerce annual convention in Puerto Rico.

Founded in 1951 as Ace Grocery Store in the South Valley off Bridge, Bueno has grown into a Mexican food manufacturing company with nationwide distribution. Baca's dad and uncles launched it doing most of the work themselves. Now Bueno employs 300 people.

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