



### Ongay family pioneers of Ad Astra

• **Mónica Ongay Director México Development**

I am the Director of Mexico Development and the Regional coordinator for the Yucatan and Quintana Roo States. , My mother, Silvia Esquivel, is a Sales Agent in Merida, and we have successfully worked together for 8 years!

• **Silvia Esquivel de Ongay.**

My daughter Monica and I always support each other and I am proud to see her excellent performance in Ad Astra. During the trips we make for training or to deliver students to Canada as chaperones, we work together; share rooms enjoy events, and travel through parts of Mexico and Canada together.

I consider Ad Astra as part of my family!

### Professional Development Ad Astra.

Many families have developed professionally though their work with the Ad Astra company, and are provided with the incentive to fuel their motivation to continue growing.



The Ad Astra Family in Mexico

# 2010

## AD ASTRA INTERNATIONAL INC



### The Lee family is a clear example. Ad Astra is not only a company, is also a family

William, Xiomara, Bill & Rob

### Education and Family

"Education and family are tied to development of people and society, in Ad Astra we cherish and nourish these two aspects of life and the main reasons why we support the growth of hundreds of kids, youngsters and adults in Mexico, Latin America and China each year. "

### Philosophy

"We absolutely believe and promote the fact that Ad Astra has, as its base, a philosophy of "Families supporting Families". "

Willam Lee

### FAMILIA Y TRABAJO

"Family is a fountain of talent and a work force that provides the company with directors, technicians, agents and loyal workers committed to the enterprise project."

Dr. Thomas Gonzalez Cruz

## The Ad Astra International Inc. Family

Since the beginning, Ad Astra has considered itself a great family, formed by people with values who recognize this integration of human beings as the fundamental base of society. The company looks for people that can understand the students as well as its family, the situation of both in all aspects. Who could be better than someone that comes from a united family with a fraternal culture? The vast majority of company's associates are mothers or fathers of families (some are sons, brothers or sisters) who participate in the Ad Astra group and the rest share this idea. William Lee explains how fundamental it is for him to work with family: "The whole Lee family is involved in Ad Astra. Perhaps the least important is Bill, as President. However, Xiomara is both a very active Vice-President and Director of Student Affairs in Canada, dealing with those personal aspects that make the whole adventure so exciting it is the same function that Shawna Garrett, with the assistance of Rachel Yang, perform the same functions for the China students. The intention is, basically, that the families and students know there is always support in their native language, through a family that understands the multiple aspects of situations that can occur when bridging the cultural and language differences.

My sons, Billy and Rrobin are both Mexicans and Canadians, having been born in DF and able to speak English and Spanish. Billy has been the Canadian link between Mexicans and Canadians at the Chignecto/Truro summer camp and this has developed into a student liaison role, assisting Xiomara in identifying and solving personal problems students may have in preparatory/high school. Robin helps in the same manner. Robin does that same thing in secondary /junior high as well as providing Dad with much needed admin, Facebook, MSN, Twitter and other support on areas of communication used by the youth. As I learned (from Rosamaria) how to take advantage of my own family, I realize how much easier it becomes for me and how much pride my wife and kids take in what they do.

## Results from working with family

Many companies are reluctant to the hire family of its employees within the same area or even within the company, they think this could negatively affect the labor or operation. For those who work at Ad Astra it is the contrary, to have a family member working with or beside our staff, has been of great support and help to their labor development.

"Ad Astra has become a common point for the family; it has, most importantly, changed our lifestyle drastically and for the good!!!! This has generated new and important life expectations to all the family."

Julio Nemer

"Working with my mother and with my aunt has kept us more in contact in the personal aspect, due to the fact that we know each other more for the family factor, it has given us a better comprehension in the work."

Ana Laura Perez Rico

"The three sisters work for Ad Astra; we have become an incredible team, we are supported by our experiences with our clients, and I think that has given more security to our prospects (since Ad Astra is a new company in Aguascalientes), for the upcoming Students' Fair. All of our children have a roll, and at the same time they promote among their friends."

Ana Cristina Lamas

"The Lamas sisters' work in a team now that we are in preparation of the Ad Astra Students' Fair in Aguascalientes, each one of us has an assignment; therefore it is easier and more efficient."

Tessi Lamas

"We find support among the three and participate in everything, counting on the help of Rosi Uribe and Monica Ongay."

Melly Lamas



## The Nemer family, One of the Pillars of Ad Astra

"The commitment and passion of Milagros in Ad Astra inspires her, family to work in the company."

Julio Nemer a successful entrepreneur of SLP and Milagros' husband tells his life experience in the company:

"Our family is composed of 10 children 5 boys and 5 girls, my wife and I, We both studied the same professional career, Biochemical Engineer in Food Technology and Sciences of the Sea, we've lived in San Luis Potosi for 28 years, my wife was born in Puebla and I was born in Toluca. About 5 years ago we decided to send our son Julio to study abroad. From the beginning we thought about Canada, we did not want our children to go to the USA, since in Canada, contrary to other countries, they preserve the moral values and are very nice people, Canada's educational level is very high and most importantly, they provide a very warm welcome to foreigners especially from Mexico. In the search to find school for Julio, Milagros found Ad Astra through the internet, calling her attention to what the company does well as the fact that it operates from Mexico, she

sent an email requesting information and questioning if there was an opportunity to collaborate with Ad Astra. When she completed her application, some people thought that Mili could not have any success in this new labor experience with so many children speaking essential English language, and would face, limitations when encountering people in courses, seminars, That is how she undertook this new adventure which, from the moment she was accepted by

Astra group radically changed her way of being and she concentrated on her new job in a thorough and professional way. In our home, Ad Astra became an everyday subject, in our social meetings, lunches, dinners, vacations days, etc... Involuntarily all of the family started to know the organization, the persons that worked there, the programs that it offers and if that was not enough in Milli's region a great number of student fairs have been conducted

In which all the family has participated directly or indirectly (translating, delivering advertising door to door, in supermarkets and in many activities that surround a fair.) We have evolved so much, in the past we had sometimes criticized Mili for her great commitment and passion for her work, These values transmitted to all of us and this has encouraged working for Ad Astra several members of the family to become involved in working for Ad Astra. Since then we came to recognized it's

### "The Good Work In The Family"



## Other families that have supported the growth of Ad Astra:

The Uribe family, have been active participants with the company. Eight years ago Rosamaria, successful Sales Agent and Coordinator, became conjoined with Ad Astra and gradually other members of her family integrated also.

Several members of Rosamaria's family have provided excellent support to this organization, including her sister Claudia, in the administrative area together with her husband Kirk, in the systems area.

It's a great job in the Mexico City office. Claudia says: "I have more than 5 years working for Ad Astra and I love it, it's a very special company for me. We collaborate in different ways in this great family doing what we like to do"

Laura another of the Uribe sisters, represents the sales area in Michoacán. For Rosamaria her 2 daughters have been of great help and support with her activities and work performance. Both have participated in a variety of Ad Astra programs which has given them first hand experience to support the

Student sent to Canada. In addition to being collaborators in sales, on of them, Nicole being the youngest agent has had important contributions in the promotion of the company. Like this family, there are many other families in this organization that, even though they are not mentioned, have done a great job within the company.

## A LOOK

### The González Family

ANA LAURA ALANIS DE G.

"The elements that compose the Ad Astra family are many and varied. but within the same family of Ad Astra Mexico there are families that work together so that other families, either one or several of its components have an opportunity to study in Canada and add tools to defend themselves in the personal and professional world".

In the case of my family, we initiated the relationship with Ad Astra for the first time in 2003 when my brother Franco decided to go to study his last year of preparatory school in St. John's Newfoundland. A few months after he left my mother began to work for Ad Astra and continues to do so. With regards to myself, I joined the team officially in this past month of May but within this last six years I have participated in different ways as well as has my brother.

I have assisted and supported in a number of student fairs as translator and provided testimony of one of the programs, I've written and translated letters delivered flyers, etc. I am very happy to be part of this great family, Ad Astra ¡Thank you! "

ROSA ELENA GONZALEZ

"I joined Ad Astra 5 years ago thanks to my cousin Ana Laura González. who encouraged me to do so for a long time ago which I greatly appreciate, this has been one of the best experiences in my life. I have met a great many people and it's given us an opportunity to become more united. My coordinator and I share excellent communication; I have found in her a person willing to provide me all the help that I need, in addition to being of great support, giving me confidence to close my sales."

## The Gregg family in Guatemala

Peter Gregg & Patricia Cintora, have consolidated to Ad Astra in Guatemala.

Patricia and Peter Gregg are married they have done an excellent job in Guatemala and Latin America, Peter says: "Ad Astra as family business applies to us as well here.

Patita (Patricia) is my partner in the business and deals with the students and parents from the time they first meet until the children return from Canada. My job is to handle



administration and to coordinate the relationship with Ad Astra in Halifax. We work well together and build on each others strengths."