

Woman with a Heart for Bakersfield

Irma Cervantes



Irma Cervantes has a heart to empower others to grow, thrive, and succeed. Irma's ardent passion for the advancement of all people permeates her expressions of service and leadership. A much admired, dedicated and enthusiastic leader, Irma brings a caring and humble spirit to a vast array of charitable undertakings in our community.

As an avid believer in the importance of education, Irma seeks to raise awareness of available resources for higher education. She frequently appears as a keynote speaker, workshop presenter, and guest at Kern County schools—encouraging students to pursue a college education. Irma delights in inspiring and developing future leaders in our community. She also finds joy in carrying a message of hope through preventive health care.

Irma translates her passion for educational attainment, leadership development, and health through her service on the boards of CSUB Alumni Association, Latina Leaders of Kern County (public relations committee co-chair), Kern County Hispanic Chamber of Commerce (government relations committee), Bakersfield Women's Business Conference (executive board), Links for Life (public relations committee chair), and Hispanic Excellence Scholarship Fund. Irma's volunteer efforts reflect her enormous heart for our community. She volunteers as a mentor at Garden Pathways, an event planning committee member for the American Heart Association Go Red Por Tu Corazón conference, an angel at League of Dreams, and a walker/fashion show participant at Links for Life.

As multicultural communications manager at Bright House Networks, Irma oversees public, government, community, and media relations. She also teaches communications at the University of Phoenix. A multi-award winning journalist, who worked as a producer/news reporter for Univision for over thirteen years, and as the first bilingual public affairs representative at California State University, Bakersfield, Irma now brings her communications experience to benefit local charitable causes.

Irma has garnered notable accolades for her numerous professional and community contributions. In 2014, Irma was named by *Bakersfield Life Magazine* as one of Bakersfield's "20 Under 40 People to Watch," and also was named the National Association of Professional Women's "Woman of the Year." She has won two Emmy Awards, two Edward R. Murrow Awards, and one Golden Mike Award for her work covering human interest stories in Kern County while at Univision. Irma also has won two Marcom Gold awards and a Gold AVA Digital Award from the International Association of Marketing and Communications Professionals for her public relations work at CSUB.

Born and raised in Delano by immigrant parents, Irma worked in the grape vineyards with her mother every summer during her high school years, while her father worked as a car salesman. Irma graduated from Delano High School. She received her bachelor of arts degree in communications and her master of public administration from California State University, Bakersfield. Irma was crowned Delano High "Cinco de Mayo Queen" and CSUB "Homecoming Queen" her senior year.

Irma lives in Bakersfield with her husband, Adam Lancaster, Director of Engineering at KERO-23. Her parents and most of her family still reside in Delano, and she visits them every Sunday. Irma enjoys writing and trap/target shooting.

Irma loves to see people flourish. She serves to make a difference. "What really inspires me is when I see that I can truly make a difference."

