



LUCY V. CANTÚ

Soul Wake-Up Coach, Speaker, Teacher

Lucy V. Cantú is a “Mom turned Speaker & Coach.” Twenty years ago, she put her career on hold to stay home and raise two daughters full-time. While volunteering at her child’s school, she seized a part-time opportunity to teach English to immigrant parents. In time, she observed a “hunger” in her adult students—a desire to learn all they could to help their children do well in school and succeed. That desire inspired Lucy deeply. She sensed a “calling” to somehow make a difference.

That call led her to integrate her past professional experience, as a Bilingual Health Educator for the City of Dallas and as a Community Liaison for the Dallas School District, and establish a bilingual training company. The goal: to help parents and educators of “at-risk” families grow their capacities to help children rise above limitations and succeed. Ever since, Lucy has been on a mission to awaken, inspire, and teach others to live true to their greater potential and lead lives filled with love, wellbeing, meaning & joy.

Ever the trailblazer, she has presented to school districts, community & business organizations, and at regional, state, and national conferences around the country, which include:

National Title I, National and Texas PTA, Texas Association for Bilingual Education, Grand Prairie ISD, Dallas ISD, Carrollton-Farmer’s Branch ISD, Arlington ISD, Edinburg ISD, Banquete ISD ACE, McAllen Boys & Girls Club ACE, Canadian ISD, Laredo ISD, Ector County ISD, EL Paso ISD, Stratford ISD, Mineral Wells ISD, Eagle Mountain-Saginaw ISD, Perryton ISD, Keller ISD, Dimmitt ISD, Hereford ISD, Brownsville ISD, Weslaco ISD Migrant Education, La Feria ISD, Uvalde CISD, Irving ISD, Austin ISD, Harris County Department of Education, Omaha Public Schools, Santa Fe, New Mexico Public Schools, Washoe County School District in Reno, Nevada; Phoenix, Arizona Elementary ISD, Texas Higher Ed Coordinating Board, ESC Region 10, 16, 19, Texas Higher Ed Coordinating Board, Texas State Parental Involvement Conferences, Texas Association of School Boards, Latino Leadership Conferences in Iowa and Nebraska, Counselor’s Training Institute in New Jersey, HIPPIY, AVANCE.

Additional interesting facts about Lucy:

—Grew up in *La Colonia Guadalupe*, a housing project in a *barrio* of Laredo, Texas with parents and five siblings. Her family surmounted socioeconomic disadvantages and barriers in great part because their parents instilled the value of an education. Four have college degrees (one Ph.D., one Masters, two Bachelors), one has a technical degree, and the other chose the Air Force as his career.

—Lucy almost dropped out in her fourth year at North Texas State University because she lacked clarity regarding her major course of study. With her professors’ support, she persisted, earning a Bachelor’s of Science Degree in five years.

—She married her college sweetheart, Ignacio, at the age of 29. Ignacio is the son of migrant parents and the first on his mother’s side to earn a college degree. This adds to Lucy’s passion for her work. They both highly value education and instilled it in their daughters.

—Celebrating 33 years of marriage in 2018, together they share parental success: their older daughter, Sol, is a 2009 graduate of UT Austin and Luz, their youngest, a 2018 graduate of UNT in Denton, their alma mater!

—She credits a personal wake-up, brought on by demands of marriage, motherhood, and a career in a toxic work environment, for placing her on a profound path of love, wisdom and spirituality. The learning that ensued from her awakening is the driving force behind her work today.

—Lucy’s original work to empower audiences includes a series of workshops called “Leadership of the Heart — *Liderazgo del Corazón*.”

—Past awards & recognition: Excellence in Service Award, City of Dallas; Leadership Award, American Cancer Society; Volunteer Recognition, Jefferson Intermediate School.