



Mentor **Joe Aguilar**
Mentee **Carson Shade**

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ACHIEVING DREAMS

by Carson Shade

In October 2024, I accepted a mentorship opportunity with a multi media entrepreneur. His focus and fierce determination enabled him to own and publish two community newspapers and host his own weekly sports radio show.

My mentor is Joe Aguilar, CEO and owner of both Sol Newspapers and Overtime Sports Radio. He fundamentally changed my perspective, teaching me to be open to opportunities and always embody a positive outlook.



Fortified with a media studies degree from the University of the Incarnate Word, Aguilar envisioned his future in the radio broadcast industry.

As fate happens, career journeys rarely proceed directly. Aguilar began his career in the high quality, collaborative world of commercial printing.

This experience eventually led him to the sales department. Prospecting, account management and solution presentation honed the exact skills required for his next career advancement.

In 2002, Joe Aguilar launched Sol's newspapers, creating a vital community cornerstone for both the medical and Hispanic communities. After establishing his publishing business, Aguilar extended his reach and realized his dream of being on the radio, talking sports

The highlight of our mentorship was being invited to Over Time Sports. I expected to sit on the sidelines and watch everything unfold. Instead, I was given a seat at the table with a microphone.

"Wow! I am going to be on live radio!" The thought electrified me. I kept repeating, *"This is it, the ideal chance to learn."* As a future sports broadcaster, I am deeply grateful for this experience and the many invaluable lessons Aguilar imparted. In particular,

“ Career paths are rarely direct; keep expanding your skill set.

