



UNITED STATES HISPANIC CHAMBER OF COMMERCE

2023

ANNUAL REPORT

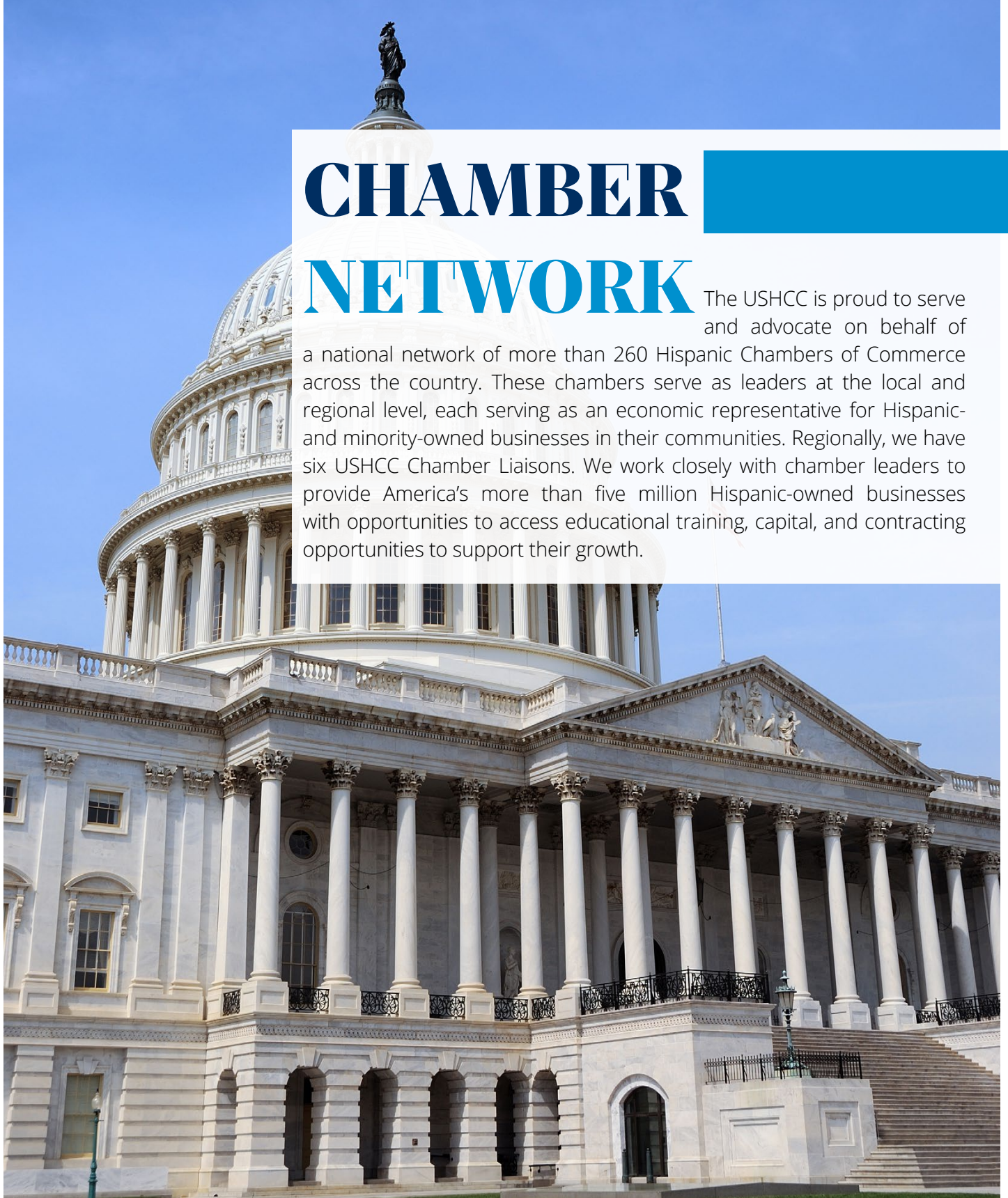




UNITED STATES HISPANIC CHAMBER OF COMMERCE

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CHAMBER NETWORK

The USHCC is proud to serve and advocate on behalf of a national network of more than 260 Hispanic Chambers of Commerce across the country. These chambers serve as leaders at the local and regional level, each serving as an economic representative for Hispanic- and minority-owned businesses in their communities. Regionally, we have six USHCC Chamber Liaisons. We work closely with chamber leaders to provide America's more than five million Hispanic-owned businesses with opportunities to access educational training, capital, and contracting opportunities to support their growth.



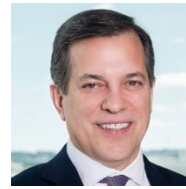
EXECUTIVE SUMMARY

On behalf of the United States Hispanic Chamber of Commerce Board of Directors and staff, thank you for your membership and support of our collective mission to build an ecosystem to accelerate Hispanic business growth and prosperity throughout America. Together with our national network of more than 260 Hispanic Chambers of Commerce, each of which serves as an economic oasis in its community, we have engaged in advocacy, provided small businesses with technical assistance, and utilized technology to address the adverse economic effects of the pandemic on Hispanic-owned businesses.

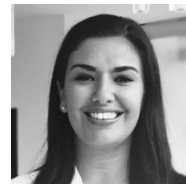
In 2023, we experienced a year of continued growth and increased investments in developing the necessary resources to keep the USHCC focused on small business wealth creation for years to come. This work has furthered our core mission: to add value to the more than 5 million Hispanic-owned businesses in the United States, which collectively contribute more than \$800 billion to the American economy each year. We are proud to support our USHCC Chamber Members through innovative programming and resources for our Hispanic Business Enterprise Members, as well as by creating new partnerships with America's largest corporations that benefit the Hispanic business community.



BOARD OF DIRECTORS



Nelson Reyneri
Chair
Director of Strategic Alliances
and Policy
NRG



Jacquelyn Puente
Chair-Elect, USHCC
Vice President of External Affairs
Comcast



Victor Arias
Managing Director, Partner
in Charge DFW Office
Diversified Search



Carlos A. Becerra
Vice President
Strategy and Operations Support
Toyota Financial Services



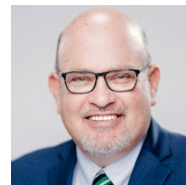
Ramiro A. Cavazos
President & CEO
United States Hispanic
Chamber of Commerce



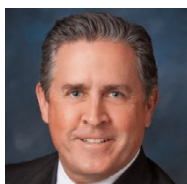
Ernie C. de Baca
President & CEO
Albuquerque Hispano
Chamber of Commerce



Yuri Cunza
President & CEO
Nashville Area Hispanic
Chamber of Commerce



Jaime di Paulo
President & CEO
Illinois Hispanic
Chamber of Commerce



Reuben Franco
President & CEO
Orange County Hispanic
Chamber of Commerce



Sil Gonzales
President
Gresham Auto Group, Inc



BOARD OF DIRECTORS

EDUCATIONAL FUND



Monika Mantilla
Chair
President & CEO
Small Business Community Capital
Altura Capital



Ruben Barrales
Senior Vice President
External Relations
Wells Fargo



Carlos A. Becerra
Vice President
Strategy and Operations Support
Toyota Financial Services

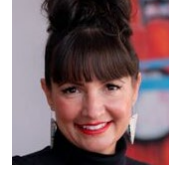


Ramiro A. Cavazos
President & CEO
United States Hispanic
Chamber of Commerce



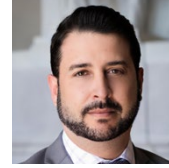
USHCC TEAM

Ramiro A. Cavazos
President & CEO



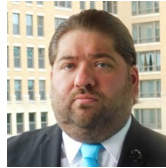
Synthia R. Jaramillo
Senior Vice President
Corporate Relations

Evelyn Barahona
Senior Vice President
Educational Fund



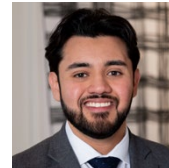
Felipe Ugalde
Chief Operations Officer

Anthony J. Hinojosa
Vice President for Government
& International Affairs



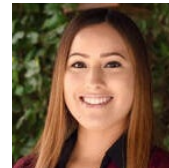
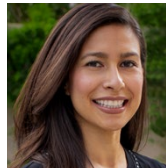
Jessica G. Cavazos
Vice President of Chamber
Relations

Jessica Coronado
Director of Operations
& Board Liaison



Cristian Chapa
Director of Corporate
Relations

Jessi Acuña
Director of Communications
and Marketing



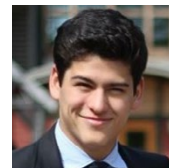
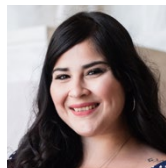
Erica Salinas
Senior Manager of Finance
& Administration

Veronica De La Torre
Senior Manager
of Communications



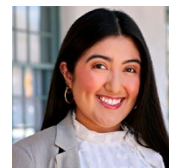
Laura Sosa
Senior Events
Manager

Monica Alyssa Garza
Manager of Procurement



Santiago Salas Oliva
Manager of Government
& International Affairs

Maria Fernanda Sierra
Project Manager



Jennifer Barillas
Associate Manager
of Hispanic Business
Enterprises (HBEs)



- Ecolab
- Edison Electric Institute (EEI)
- Edwards Lifesciences
- Enterprise Holdings, Inc.
- Experian
- FICO
- Fiserv, Inc.
- Frontier Communications
- Google, LLC
- GSK
- Guardian Life Insurance
- Hilton Worldwide Holdings, Inc.
- Home Depot
- Instacart
- Johnson & Johnson
- JPMorgan Chase & Co.
- Kyndryl
- Liberty Mutual
- Lyft, Inc
- Magna International, Inc.
- MassMutual
- Mastercard, Inc.
- McDonald's Corporation
- Medtronic
- Merck Sharp & Dohme
- Meta Platforms, Inc.
- MGM Resorts International
- Microsoft Corporation
- Nasdaq
- Nationwide Mutual Insurance Company
- NCTA – The Internet & Television Association
- Nike, Inc.
- Nissan North America, Inc.
- Organon
- Paychex
- PayPal
- PepsiCo, Inc.
- Philip Morris International (PMI)
- PNC Financial Services Group
- Raytheon Technologies Corporation
- Robinhood
- Service Corporation International (SCI)
- Shell USA, Inc
- Southern California Edison
- State Farm
- Symetra
- Sysco Corporation
- T-Mobile
- TelevisaUnivision
- The Coca-Cola Company
- The Goldman Sachs Group, Inc.
- The Kroger Company
- The Molson Coors Beverage Company
- The United Services Automobile Association (USAA)
- The Walt Disney Company
- TikTok
- Toyota Motor North America, Inc.
- Travel + Leisure (Wyndham Destinations)
- U.S. Bancorp
- Uber Technologies, Inc.
- United Parcel Services (UPS)
- USI
- Verizon Communications, Inc.
- Walmart
- Wells Fargo & Company
- Williams
- Xero



- Edison Electric Institute (EEI)
- Edwards Lifesciences
- Enterprise Holdings, Inc.
- Experian
- Exxon Mobil Corporation
- FICO
- Fiserv, Inc.
- Frontier Communications
- GEICO
- Google, LLC
- GSK
- Guardian Life Insurance
- Hilton Worldwide Holdings, Inc.
- Home Depot
- Instacart
- Johnson & Johnson
- JPMorgan Chase & Co.
- Kyndryl
- Liberty Mutual
- Lyft, Inc.
- Magna International, Inc.
- MassMutual
- Mastercard, Inc.
- McDonald's Corporation
- Medtronic
- Merck & Co., Inc.
- Meta Platforms, Inc.
- MGM Resorts International
- Microsoft Corporation
- Nasdaq
- Nationwide Mutual Insurance Company
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- The Molson Coors Beverage Company
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- Toyota
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- U.S. Bancorp
- Uber Technologies, Inc.
- United Parcel Service (UPS)
- USAA
- USI
- Verizon Communications, Inc.
- Walmart
- Walt Disney Co.
- Wells Fargo & Company
- Williams
- Xero



UNITED STATES HISPANIC CHAMBER OF COMMERCE COMMUNITY NAVIGATOR



2023 marked the conclusion of the United States Hispanic Chamber of Commerce Community Navigator Program, a two-year effort to support Hispanic and minority entrepreneurs in the post-pandemic economy. We are proud that the Small Business Administration selected us among more than 50 applicants nationwide as the only Hispanic hub in the navigator network, providing small businesses with services and support in English and Spanish.

The Community Navigator Program relied on strategic regional partners located in areas across the nation with significant concentrations of Hispanic and minority businesses, like the El Paso and Illinois Hispanic Chambers of Commerce. Our partners, Stanford University's Latino Business Action Network and Hello Alice were pivotal given their access to large in-person and digital business audiences in the U.S.





>\$80M

Loans and grants approved

4,700

Clients served

>118M

Financial packages submitted

>156K

Business owners trained

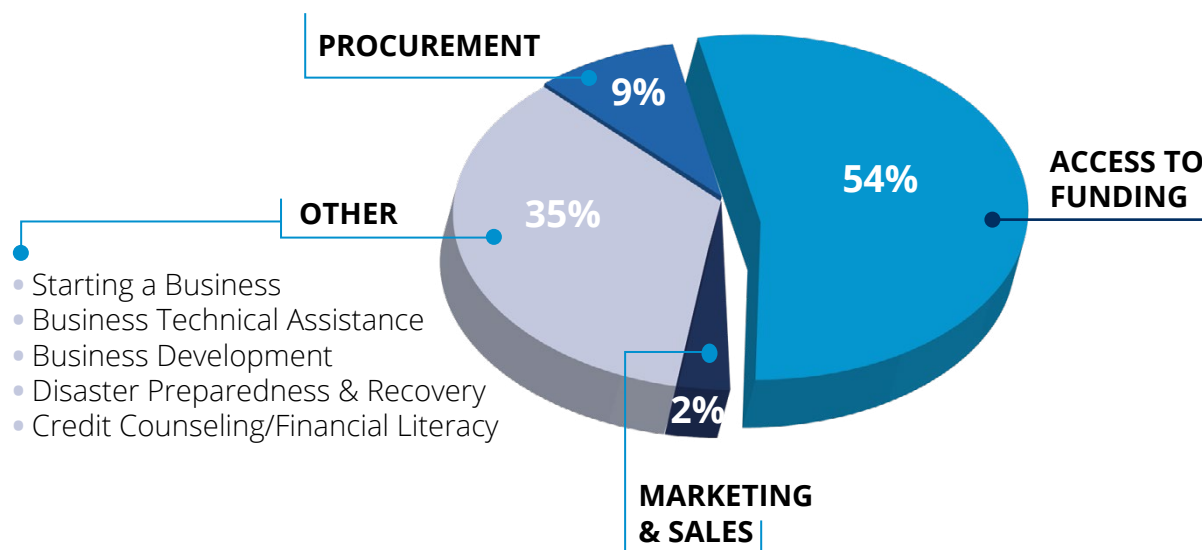
>21K

Counseling hours

NATURE OF ASSISTANCE SOUGHT BY CLIENTS

Type of Assistance Requested

Counseling





USHCC Navigates **Small Business**
UNITED STATES HISPANIC CHAMBER OF COMMERCE PROGRAM BY SBA



The United States Hispanic Chamber of Commerce (USHCC) - Small Business Administration (SBA) Community Navigator Pilot Program provides technical assistance for small, Hispanic and minority companies and entrepreneurs as they navigate through the challenges and opportunities that will make them grow, thrive, and contribute to public and corporate supply chains and the economy at large. Our program resources, affiliated chambers, allies, services and business advisors can help you through your entrepreneurial journey, free of charge.

Program services are for U.S.-based businesses only.

Part of our support includes free dedicated bilingual business advice on critical topics:

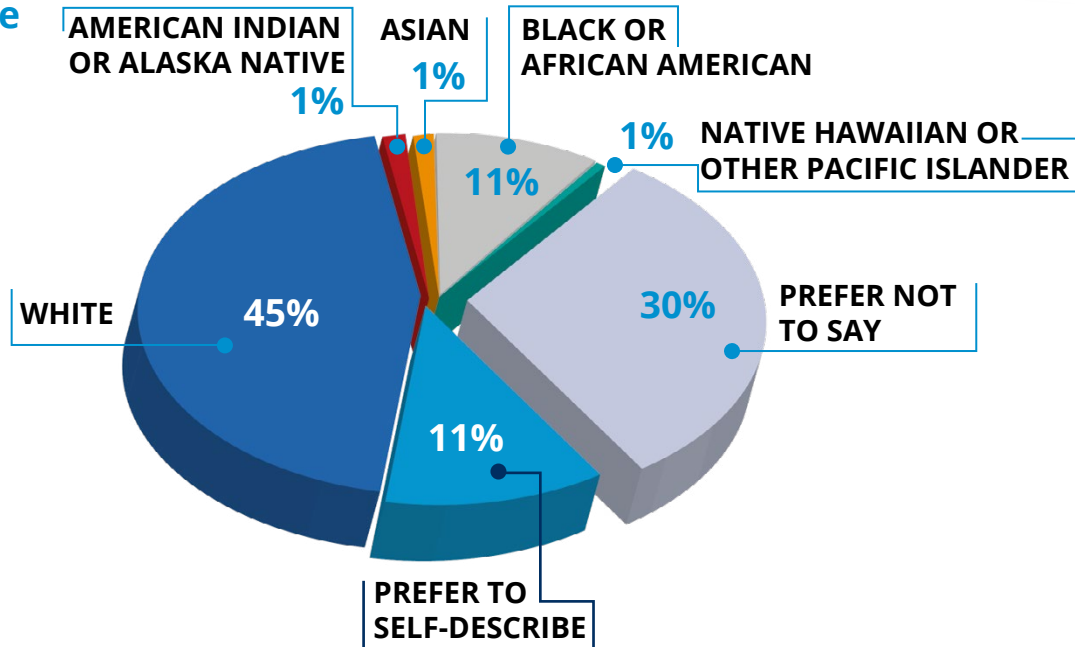
- Establishing a Business
- Business Finances
- Funding and Access to Capital
- Marketing and Branding
- Growing a Team
- Government Contracting, Public and Corporate Supply Chains and Procurement
- Minority Certification

Scan to make an appointment today with a business advisor, for free:

Learn more about the Program:

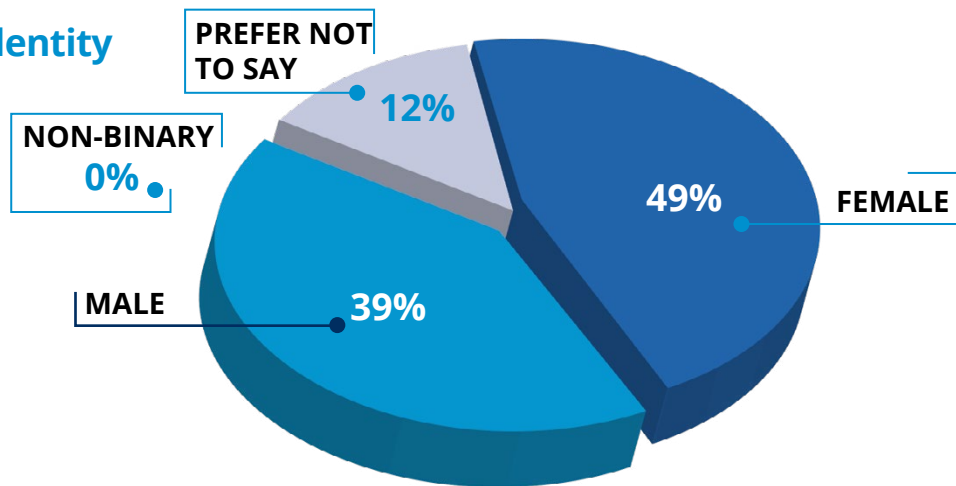


Race

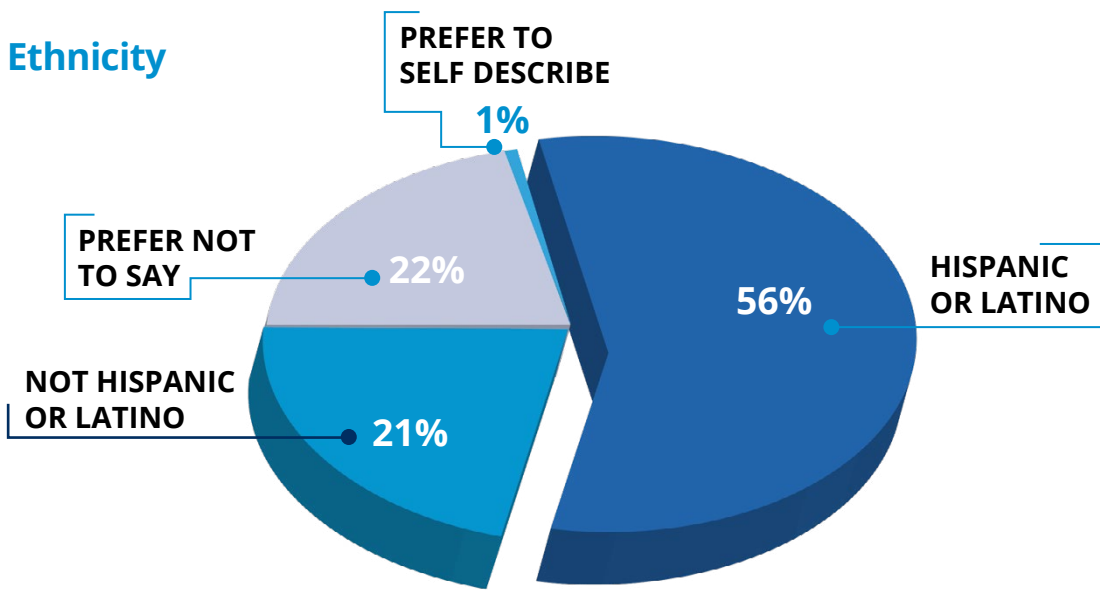




Gender Identity

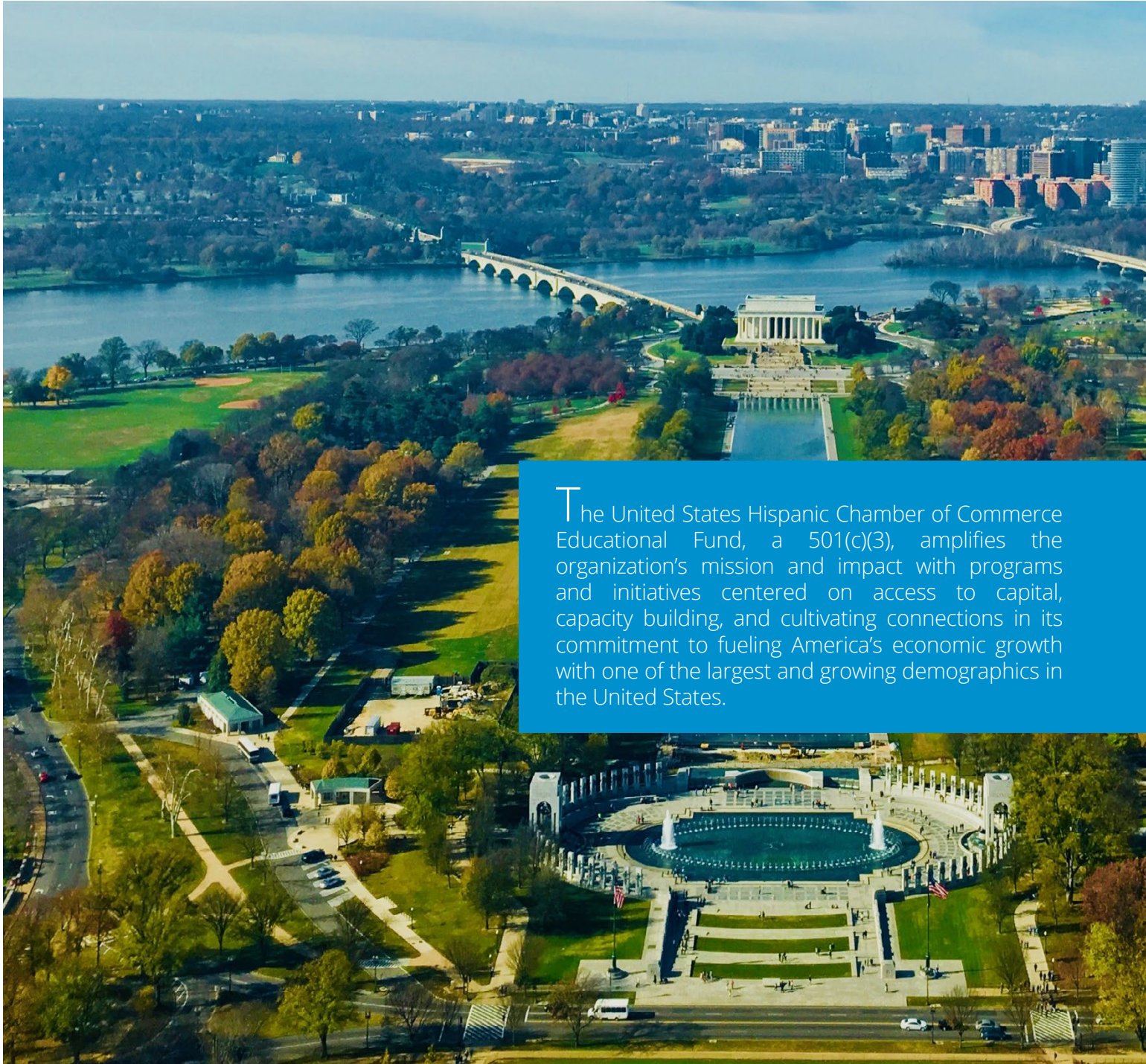


Ethnicity





EDUCATIONAL FUND PROGRAMS



The United States Hispanic Chamber of Commerce Educational Fund, a 501(c)(3), amplifies the organization's mission and impact with programs and initiatives centered on access to capital, capacity building, and cultivating connections in its commitment to fueling America's economic growth with one of the largest and growing demographics in the United States.



In Her Footsteps

An initiative to uplift Latina leadership stories across the United States

In Her Footsteps is a movement to highlight Latina leadership through personal stories of triumph, inspiration, and resilience. This initiative looks to provide the community with helpful information, resources, and strategies to support entrepreneurs and executives through the contributions of Latina leaders across all sectors.

The idea was initially launched in 2018, thanks to the partnership and community investments of Bank of America to develop a podcast featuring Latina executives sharing what it is like to follow in their footsteps. The podcast has since become a digital series set to launch in 2024 and features 10 Latina thought leaders on what they have learned running a business, including topics such as access to capital, family and business, and the entrepreneurial mindset.



USHCC Green Builds Business

Greening the supply chain program with USHCC members

The USHCC Green Builds Business Program seeks to offer Hispanic businesses to become green suppliers, becoming part of the solution to transform the supply chain with proven best practices. Program participants receive business coaching on identifying, designing, and implementing projects aiming to achieve a triple bottom line of results that lower costs, reduce environmental impacts, and support the well-being of communities.

This program was launched with the support of Toyota—a committed leader in greening the supply chain in-house and beyond. We are grateful for their commitment to share their framework with our USHCC suppliers interested in learning how to integrate these practical solutions into their business operations.



USHCC Chamber Community Grants Program

Powered by Wells Fargo, Google, PayPal, and Allivate Impact Capital (subsidiary of Woodforest National Bank).

USHCC's Chamber Community Grant Program partners with organizations committed to supporting the Hispanic entrepreneur ecosystem through Chamber investments with local USHCC Hispanic Chambers with multiple grants at various ranges supporting a variety of topics including empowering Latina entrepreneurs, promoting green energy and Diversity, Equity and Inclusion. At National Conference in Orlando, close to \$100,000 was presented to 12 USHCC Chambers to support their infrastructure and capacity building."



Capital Readiness Program with the Department of Commerce's Minority Business Development Agency

The USHCC is launching the Capital Readiness Program (CRP) with the *Minority Business Development Agency* in partnership with select regional Hispanic chambers. The selected chamber partners for this initiative have a track record of running accelerator programs, managing public and private partnerships, and aligning with the MBDA and USHCC capital priorities. Through the Capital Readiness Program, USHCC and partners will provide targeted technical assistance and programming for Hispanic entrepreneurs seeking to scale their businesses with various forms of capital, facilitate introductions with government programs, such as State Small Business Credit Initiative (SSBCI), and accelerate the capacity and growth of Hispanic businesses in line with the mission of our organization and that of the Capital Readiness Program.

The USHCC's Educational Fund is one of 43 organizations in the country to be a recipient of the MBDA's largest initiative to date—\$125 million. Over the next four years, the USHCC and its regional Chamber partners will work toward closing the capital gap using the framework of our accelerator program Avanzar, launched in 2019 thanks to the support of Wells Fargo and resources provided by the MBDA.



Supplier Readiness Bootcamp with the Anheuser-Busch Foundation

The USHCC Educational Fund partnered with Anheuser-Busch Foundation to provide a program specifically to increase the readiness of Hispanic suppliers. This year, together, they launched a two-day virtual summit to provide a comprehensive overview of the procurement process Anheuser-Busch utilizes to engage suppliers across various categories at its company. These informative sessions covered a range of topics from the best forms of communication to how to assess a procurement opportunity to ensure there is alignment.

Navigating the procurement and contracting process successfully is a core tenet of USHCC's focus areas to provide supplier development learning to our network. Data shows that diverse suppliers receive less than 2% of all contracting dollars from corporate and federal procurement opportunities.



An Upskilling Initiative with AARP Foundation

Older workers who are living with a low income and looking for greater financial security must be prepared to develop new skills or improve the skills they already have. This Upskilling Initiative was specifically designed as a way for AARP Foundation to work with industry associations like the USHCC whose member businesses are owned or managed by people who have faced challenges growing their business—and may have less access to resources to upskill their workforce. The initiative provides new benefits for business members, such as a retention tool to support their workforce, and pathways to economic security and mobility for low-income workers over the age of 50.





HISPANIC BUSINESS ENTERPRISES as of March 2024

- 1790 Coffee
- 3 Lopez Media
- 5 Star Global Recruitment Partners
- AIM Global Logistics LLC
- Akorbi
- Altura Capital
- Ancor Automotive
- AnyPlace MD
- Aparicio Publishing LLC
- Argent Associates
- Atento
- Ayoroa Simmons
- Avanzar Interior Technologies
- BlueGrace Logistics LLC
- BlueWave International SDP
- Bold Digital Marketing Studio
- Bore Tech, Inc
- Braven Agency
- Brothers Building Blocks
- Carrasquillo Law Group PC
- CBQA Solutions
- CIEN+
- Colonial Press International
- Color&Culture
- Comatli
- Communicate 360
- Corus Consulting
- CTS Logistic Group
- Culture Shift Team
- Datamemory Americas
- Delta Personnel Services
- Diversified Search Group
- DLP Services
- DreamOn Group
- EAPHOTO
- El Tiempo Latino
- Elite Online Media
- Emerging Airport Ventures, LLC.
- Everybody Water
- Evolving Solutions Services
- Factory360
- Forma
- Global Containers & Custom Packaging Inc.
- Glocal Translators
- Gresham Ford
- Group O
- Grupo La Gloria
- Haven Foods
- Healthbird
- Hispanic Market Solutions
- ICG Cloud Automation LLC
- iIDENTITY
- Inland Logistics
- Integrity General Contractors
- Inter-Con Security
- IOI Construction Corp
- JAX Construction Co.
- Lopez De Gull Inc.



UPCOMING EVENTS

2024

Register Now

HUSHCC ENERGY SUMMIT 2024
UNITED STATES HISpanic CHAMBER OF COMMERCE

United States Hispanic Chamber of Commerce

ENERGY SUMMIT

Empowering Hispanic Businesses in the Evolving Energy Landscape

JUNE 25-26, 2024
ELDORADO HOTEL & SPA
SANTA FE, NEW MEXICO
WWW.USHCCENERGYSUMMIT.COM





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