United States Hispanic Chamber of Commerce

2024

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April 22–24, 2024

Ronald Reagan Building and International Trade Center Washington, D.C.

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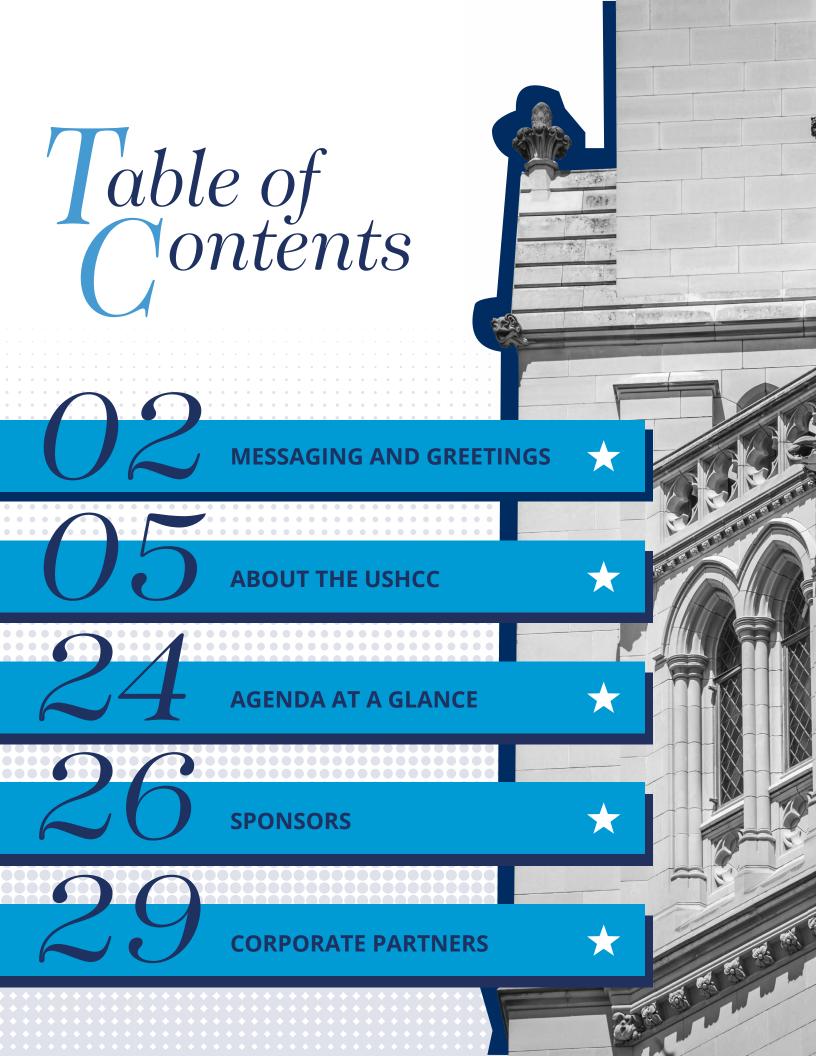
#USHCCLS24

The Hispanic Business Imperative: Driving the 2024 U.S. Policy Agenda

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WASHINGTON, D.C



Welcome to the 2024 USHCC Legislative Summit, our annual convening in Washington D.C. where we develop the advocacy priorities for America's Hispanic business community.

"The Hispanic Business Imperative: Driving the 2024 U.S. Policy Agenda"

This gathering connects America's Hispanic Business leaders with government and elected officials, in a bipartisan effort, to influence the legislative priorities of our country. This Summit creates a platform for ideas that help our economy grow, provide opportunities for our businesses to scale, and move our country towards an equitable and prosperous future.

The Summit culminates the presentation of USHCC's 2024 Policy Platform, outlining our policy priorities for the year. The advocacy and success of these policies will welcome your presence and participation and strategic bipartisan collaboration.

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Messaging and Greetings



A Message from our 2024 Legislative Summit Event Chair



Jacquelyn Puente Vice President External Affairs Comcast NBCUniversal Chair-Elect Board of Directors United States Hispanic Chamber of Commerce

Dear Business Leaders,

On behalf of Comcast NBCUniversal Telemundo and Sky's 200,000 employees, I am honored to welcome you to the 2024 USHCC Legislative Summit. As the Event Chair, I'm thrilled to host this important gathering of Hispanic business and community leaders as we come together to shape the policy agenda and drive positive change.

At Comcast NBCUniversal, we have a deep and longstanding commitment to the Hispanic community. As one of the largest Hispanic-owned businesses in the country, we understand firsthand the opportunities and challenges facing Latino entrepreneurs and professionals. That's why we are proud to partner with the USHCC to produce this must-attend event.

I want to thank USHCC Board Chair Nelson Reyneri and USHCC President & CEO Ramiro A Cavazos for their leadership in developing this opportunity to connect, collaborate, and drive collective action on behalf of our nation's Hispanic business community. I am proud to serve on the USHCC's Board of Directors and thankful for the opportunity to work with a dedicated team on the issues facing our community.

Over the next two days, you will have the chance to hear from influential policymakers, industry experts, and community advocates about the issues that matter most to your business and your community – especially in this pivotal election year. From access to capital and workforce development to the digital divide and the future of work, this summit will tackle the pressing concerns facing Hispanic-owned enterprises.

But more than that, this is an opportunity to connect, collaborate, and drive collective action. By bringing together the diverse voices and perspectives of the Hispanic business community, we can amplify our influence and shape a more inclusive, equitable, and prosperous future for all.

Your participation and impact will be invaluable as we work to advance the Hispanic business agenda in Washington and beyond.

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A Message from our Chair and President & CEO



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



Nelson Reyneri, Jr. Chair Board of Directors United States Hispanic Chamber of Commerce Director, Strategic Alliances and Policy NRG Energy

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Dear Hispanic Business Leaders,

It is an honor to welcome you to the 2024 USHCC Legislative Summit! Thank you for being a part of America's largest Hispanic business organization. Our theme this year is "The Hispanic Business Imperative: Driving the 2024 U.S. Policy Agenda". We are thrilled to host this important gathering of Hispanic business leaders, policymakers, Chamber leaders, and corporate members to discuss the critical issues facing our community.

Creating wealth and supporting Latino commerce is at the heart of our mission. The USHCC is a pro-business, nonpartisan organization that is dedicated to strengthening America's 5 million Hispanic-owned businesses, that together, contribute more than \$800 billion to the American economy each year. This Summit provides a vital platform to elevate our voice, forge and strengthen partnerships, and shape the policy agenda in our nation's capital.

We are proud to advocate on behalf of America's dynamic Hispanic business community, workforce, and our national network of more than 250 Hispanic Chambers of Commerce. This week, we'll hear from influential leaders in International Trade, procurement opportunities for minority owned-businesses, business impacts of artificial intelligence, and more.

We are guided by our mission to empower our community by providing resources and adding value to our members. Our vision at the USHCC is to be the leading voice of advancing Hispanic business potential to drive our American economy. To this end, we have focused our advocacy on behalf of our Hispanic-owned businesses, Hispanic Chambers of Commerce, and Corporate Partner Members guided by "Three C's":

- Capital Expanding equitable access to capital through traditional and innovative partnerships
- Capacity Building capacity through programming, training, and new grant investments
- Connections Establishing connections through matchmaking, procurement, and advocacy

With these three strong pillars, we will solidify our collective voice as America's largest Hispanic business organization to advocate for more equity and a seat at all decision-making tables in the U.S. Congress, the Administration, and in America's largest corporations on behalf of our Latino community. We believe that as a nation, we must continue to expand access to capital, education, and procurement opportunities to unleash the potential of the \$3.2 trillion GDP contributions Latinos make every year. Together, we will create generational wealth in our Latino community through education and entrepreneurship, and we will work to strengthen America's economic recovery.

About the United States Hispanic Chamber of Commerce

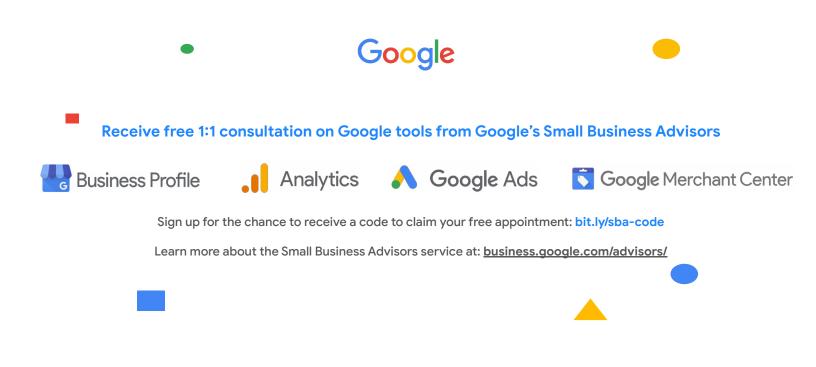


About the United States Hispanic Chamber of Commerce

> The United States Hispanic Chamber of Commerce serves as the national umbrella organization representing more than 260 Hispanic Chambers of Commerce and business associations across the country. By partnering with hundreds of American corporations, we actively promote the economic growth, development, and interests of more than five million Hispanic-owned businesses.

> Now celebrating 45 years of business advocacy, the USHCC has advocated in Washington D.C. for public policies from access to federal procurement and international trade to affordable energy and comprehensiveimmigration reform. Through our advocacy and professional education programs, we expand access to capital, build capacity and establish connections for our three core constituents: Hispanic Business Enterprises, local chambers and business associations, and Corporate Partner Members.

Our national economy is fueled by Hispanic Americans generating \$3.2 trillion to our GDP through job creation, consumer spending, and annual investments. As an independent, non-partisan national business association, we promote the pro-business policies that contribute to this tremendous economic influence. With our mission to foster the development of and build sustainable prosperity for Hispanic-owned small businesses, the USHCC continues to positively impact America's Hispanic business ecosystem.



UNITED STATES HISPANIC CHAMBER OF COMMERCE Launches New Season Of



Meet 10 inspiring Latina entrepreneurs as they share their stories of triumph, creativity and resilience in our digital series, *In Her Footsteps*, brought to you by our partners at Bank of America.



United States Hispanic Chamber of Commerce Team



Ramiro A. Cavazos President & CEO



Synthia R. Jaramillo Senior Vice President Corporate Relations



Evelyn Barahona Senior Vice President Educational Fund



Felipe E. Ugalde Chief Operations Officer



Anthony J. Hinojosa Vice President Government & International Affairs



Jessica G. Cavazos Vice President of Chamber Relations



Jessica C. Coronado Director Operations & Board Liaison



Jessi Acuña Director of Marketing and Communications

United States Hispanic Chamber of Commerce Team



Cristian Chapa Director of Corporate Relations



Erica Salinas Senior Manager Finance & Administration



Veronica De La Torre Senior Manager Communications



Laura Sosa Senior Events Manager



Monica A. Garza Manager Procurement



Santiago Salas-Oliva Manager Government & International Affairs



Maria Fernanda Sierra Project Manager



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Raul Salinas Partner-in-Charge Frost Brown Todd



Yammel Sanchez-Ocana Executive Director, Global Procurement Merck Sharp & Dohme



Rosa Santana Founder and CEO Santana Group

USHCC Signature Programs and Initiatives

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. NEXTLEVEL



Avanzar

Accelerating business growth for businesses ready to Avanzar

("to advance" in Spanish) Avanzar is a six to eight-month business accelerator program designed to take Hispanic businesses to the next level with curated skills building sessions, resources, tools, and strategies to position participants for success. Avanzar participants will complete an updated business plan, learn how best to access capital for their business, and attend workshops aimed to strengthen operations and marketing capabilities to support their vision of scaling their business.

The program launched in 2019 thanks to the investment and partnership of Wells Fargo. Since 2019, Avanzar has expanded to additional cities and regions thanks to the support of USAA and Philip Morris International who joined Wells Fargo in this missio to advance Hispanic businesses ready to grow with Avanzar.



Blue wave



USHCC Avanzando Suppliers with Blue Wave

Empowering small businesses to succeed.

This pilot program launched in 2022 and concluded in the spring of 2023 at USHCC's Energy Summit with reserve funds from the Educational Fund graduated 23 Hispanic suppliers with Blue Wave's pragmatic and proven methodology to take on competitive and global contracts. The purpose of this program now USHCC Avanzando Suppliers with Blue Wave, is to deepen the core capabilities of certified entrepreneurs to meet the most competitive international standards in procurement. Participants walk away understanding their personalized areas of improvement with a plan to update their procurement profile and compete successfully in the marketplace. This program has expanded to run in 2024 due to investment support of the Kroger Foundation and JP Morgan.

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USHCC Legislative Summit





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

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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.

Signature Programs and Initiatives

WELLS FARGO

USHCC Chamber Community Grants Program

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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. Each year, partners provide multiple grants at various ranges to support local chambers in partnership with USHCC. This program supports a variety of topics, including empowering Latina entrepreneurs, promoting green energy, and Diversity, Equity, and Inclusion. Past grant allocations have ranged from \$2,500 to \$15,000.

United States Hispanic Chamber of Commerce Educational Fund Partner Programs

Robinhood 🌶

An Educational Series on Financial Markets and Cryptocurrency with Robinhood

In partnership with the USHCC, Robinhood hosts "Lunch and Learns" with local Hispanic chambers to enrich the business community's resources. During these events, subject matter experts are featured to provide a financial education overview and how Cryptocurrency fits into the financial markets. This forum is for USHCC businesses to learn more about the benefits and emerging power of alternate financial instruments.

AARP[®]

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.

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USHCC Legislative Summit



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NBCUNIVERSA

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

Comcast Universal

Universal Telemundo Enterprises in partnership with the USHCC launched the Nuestros Negocios ("Our Businesses" in Spanish) nationwide campaign under the umbrella of Telemundo's award-winning platform El Poder En Ti ("The Power in You"). The multiplatform campaign taps into Telemundo's network, local stations, and digital and social platforms to spotlight small- and medium-sized Hispanic-owned businesses impacted by the COVID-19 pandemic. It also promotes their services to help these businesses sustain through these challenging times.

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Educational Fund Partner Programs & Initiatives

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Elevate Together with Office Depot and Round It Up America

Elevate Together powered by **Round It Up America** is a nonprofit initiative designed to address systemic discrimination and racial disparities in business growth and profitability for Hispanic and Black communities. Through a partnership with the USHCC and the National Urban League's Entrepreneurship Centers, the initiative helps support Hispanic- and Black-owned small businesses with five or less employees. The ODP Corporation—parent company to **Office Depot** and CompuCom—is the initiative's founding partner. USHCC is honored to partner with Elevate Together for a third year in a row. Through our partnership, technical assistance support is provided to select USHCC chamber members, including a program for chambers to deploy cash grants directly to entrepreneurs within specific cities aligned with ODP's geographic locations.

Grow with Google

Grow with Google: A Latino-owned business training

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In partnership with the USHCC, the Grow with Google program offers free training and tools to help our members and entrepreneurs grow their skills, careers, and businesses. Participants can earn Google Career Certificates and learn job-ready skills in fast growing fields like IT, project management, data analytics, and UX design. No experience is necessary to enroll. In 2023, **Grow with Google** was featured at our USHCC National Conference during a two-hour summit focused on cybersecurity best practices to protect companies and Artificial Intelligence (AI) and digital skills for business efficiency.

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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.

verizon /

Verizon Small Business Digital Ready

The USHCC partnered with the Verizon Small Business Digital Ready program. In partnership with Next Street and Local Initiatives Support Corp, the Verizon Small Business Digital Ready online curriculum is designed to give small businesses the tools they need to thrive in today's digital economy, including access to personalized learning plans, coaching from experts and networking opportunities with diverse, industry-specific businesses.

More than 100,000 small businesses closed due to the pandemic, with a disproportionate impact on Latino and Black-owned small businesses. Verizon Small Business Digital Ready offered businesses support, aiming to enable digital readiness and drive digital transformation through a customized curriculum that accounts for industry, size, and interests. The USHCC was proud to work with Verizon to reach those businesses most in need of support.

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Thank you to our partners

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USHCC Advisory Boards



Angie Garcia-Lathrop Community Affairs Executive Bank of America

Chair



Raul Suarez Rodriguez

Associate Director, Global Economic Inclusion & Supplier Diversity Processes, Operations & Strategy Merck Sharp & Dohme

Chair

SENIOR EXECUTIVE CORPORATE ADVISORY BOARD (SECAB)

The Senior Executive Corporate Advisory Board (SECAB) of the United States Hispanic Chamber of Commerce is composed of a diverse ensemble of the nation's most respected, experienced, and effective senior level executives who are active members of the USHCC through our Corporate Partner Membership Program (CPM). This advisory board assists in implementing best practices for promoting diversity and inclusion, both within a company's structure and its auxiliary supply chains, helps raise awareness on issues impacting American businesses, assists in fundraising activities, and informs members on public policy and other issues affecting business interests in both the Hispanic Business community and Corporate America.

PROCUREMENT COUNCIL ADVISORY BOARD (PCAB)

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The Procurement Council Advisory Board (PCAB) works with the United States Hispanic Chamber of Commerce, local chamber affiliates and Hispanic businesses to educate, provide guidance, and develop strategies that will advance the level of procurement opportunities for Hispanic businesses within corporations, government, prime contractors and suppliers. It ensures that best practices, policies, and programs that are developed by the Council are reflected within their organizations' procurement practices. The Procurement Council Advisory Board is composed of members of major corporations from different industry sectors and the USHCC President and CEO. Members are individuals that have decision- making authority or can influence the buy of major corporations. These corporations are committed to support the mission of PCAB and actively engage in its activities and the constituency of the USHCC.

Agenda at a Glance





TUESDAY, APRIL 23, 2024

8:30 AM - 10:00 AM	General Session Breakfast Economic Innovations: The Impacts of Artificial Intelligence on the Latino Community Atrium Ballroom (Concourse Level)
10:30 AM - 11:30 AM	Workshop 1 Accelerating Business Success with E-Commerce Horizon Ballroom (Ground level)
12:00 PM – 1:30 PM	General Session Luncheon Upward Expansion: The Global Impact of Latino Businesses on International Trade Atrium Ballroom (Concourse Level)
2:00 PM - 3:00 PM	Workshop 2 Navigating Legal Landscapes: Implications of the U.S. District Court Ruling on the Minority Business Development Agency and Business Diversity Horizon Ballroom (Ground level)
2:00 PM - 4:00 PM	2024 USHCC Legislative Summit Supplier Marketplace (Business Matchmaking) Rotunda (8th Floor)
2:00 PM - 4:00 PM	Special Session Building Bridges to Global Markets Pavilion (2nd Floor)
3:30 PM – 5:00 PM	Amplifying Chamber Leadership: The Presidents' Roundtable (Exclusive for Chamber Presidents) Horizon Ballroom (Ground level)
5:30 PM - 7:30 PM	Networking Reception Rotunda (8th Floor)

WEDNESDAY, APRIL 24, 2024

9:00 AM – 10:00 AM	Capitol Hill Day Chamber Leader Advocacy Training Capitol Hill, Hart Senate Office Building (SH-902)
10:00 AM – 5:00 PM	Capitol Hill Day Meetings (Exclusive to Chamber Presidents) Capitol Hill
12:00 PM – 1:30 PM	Capitol Hill Day Luncheon Capitol Hill, Russell Senate Office Building - Kennedy Caucus Room (SR-325)

Sponsors

Legislative Summit Sponsors

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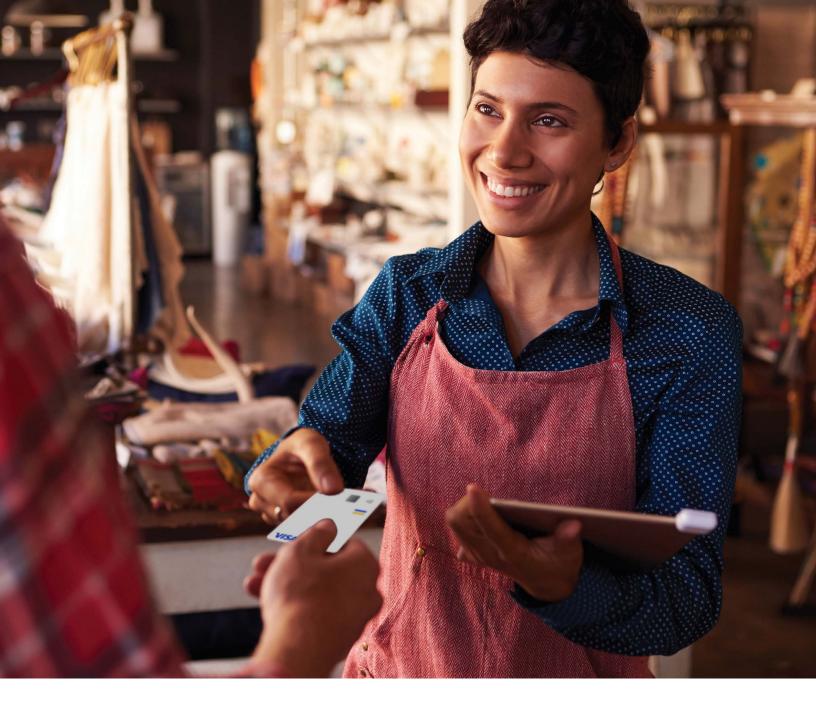
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Corporate Gold







PROTECTING SMALL BUSINESSES FROM GLOBAL FRAUDSTERS.

In 2022, Visa helped prevent an estimated \$27B in fraud. We analyze up to 500 factors in real-time to detect fraud, making paying and getting paid secure, fast, and efficient. So, small businesses can have better piece of mind.





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ASPIRA

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AVANCE

BeSe

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CAMACOL

Casa de Esperanza

Casa Esperanza: National Latin@ Nework

Colonial Print

Concordia

Congressional Hispanic Caucus (CHC)

Congressional Hispanic Caucus Institute (CHCI)

Congressional Hispanic Leadership Institute

Cuban National Council (CNC)

Delaware Hispanic Commission

Farmworker Justice

Friends of the American Latino Museum (FRIENDS)

GreenLatinos

Hello Alice

Hispanic Association for Career Enhancement

Hispanic Association of Colleges and Universities

Hispanic Association of Coorporate Responsibility

Hispanic Federation (HF)

Hispanic Heritage Foundation

Hispanic IT Executive Council (HITEC)

Hispanic Marketing Council

Hispanic National Bar Association (HNBA)

Hispanic Technology &Telecommunication Partnership (HTTP)

Hispanics in Energy

Hispanics in Philanthropy

Intercultural Development Research Association (IDRA)

International Trade Administration

Latina Golfers Association

Latina Style Magazine

Latino Business Action Network (LBAN)

Latino Corporate Directors Association (LCDA)

Latino Donor Collaborative (LDC)

Latino Hotel Association

Latino Jewish Leadership Council

Latino Justice PRLDEF

Latino Restaurants Association

Latino Victory Fund

Latinx Startup Alliance

L'Attitude

MANA, A National Latina Organiztion

Mexican American Legal Defense and Education Fund (MALDEF)

Mi Familia Vota

NAHP

NALEO Educational Fund (NALEO)

National Association of Hispanic Federal Executives (NAHFE)

National Association of Hispanic Journalists (NAHJ)

National Association of Hispanic Real Estate Professionals

National Partners

National Association of Latino Arts and Cultures (NALAC)

National Association of Latino Community Asset Builders

National Association of Latino Elected Officials (NALEO)

National Association of Latino Independent Producers (NALIP)

National Conference of Puerto Rican Women (NACOPRW)

National Day Laborer Organizing Network (NDLON)

National Gay & Lesbian Chamber of Commerce (NGLCC)

National Hispanic Caucus of State Legislators (NHCSL)

National Hispanic Corporate Council

National Hispanic Council on Aging (NHCOA)

National Hispanic Environmental Council (NHEC)

National Hispanic Foundation for the Arts (NHFA)

National Hispanic Media Coalition (NHMC)

National Hispanic Medical Association (NHMA)

National Latina Institute for Reproductive Health (NLIRH) National Latinx Psychological Association

National Museum of the American Latino

National Puerto Rican Chamber of Commerce

New America Alliance

NMSDC

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Prospanica

Prospera

Saber Es Poder

SCORE

SER - Jobs for Progress National, Inc.

Small Business Administration

Society of Hispanic Professional Engineers

Southwest Voter Registration Education Project (SVREP)

The Gill Foundation

The Hispanic Star

The Latino Coalition

UnidosUS

United States Black Chambers Inc. (USBC) United States Hispanic Leadership Institute

United States Pan Asian American Chamber of Commerce (USPAACC)

United States-Mexico Chamber of Commerce (USMCOC)

US-Mexico Foundation

VotoLatino

We Are All Human Foundation

Women's Business Enterprise National Council (WBENC)

Register Now



United States Hispanic Chamber of Commerce



Empowering Hispanic Businesses in the Evolving Energy Landscape

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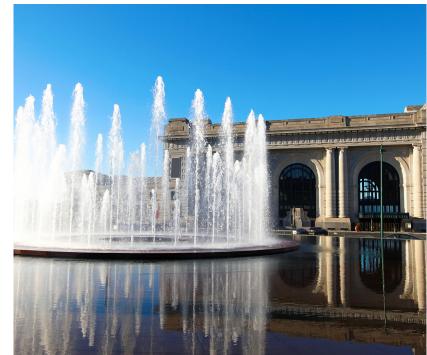


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