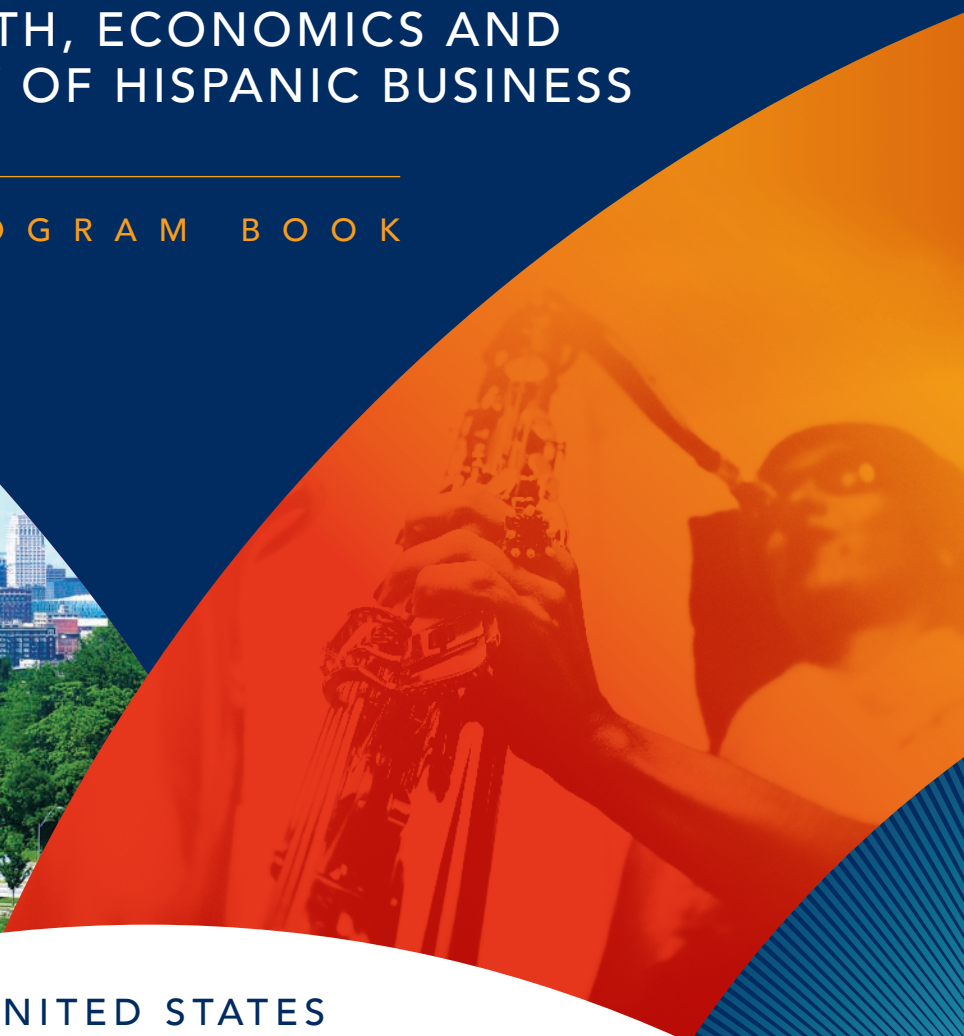


# Game On!

THE HEALTH, ECONOMICS AND  
TRAJECTORY OF HISPANIC BUSINESS

PROGRAM BOOK



UNITED STATES  
HISPANIC CHAMBER  
OF COMMERCE



OCTOBER 6-8, 2024  
KANSAS CITY, MISSOURI

# TABLE OF CONTENTS

03

## WELCOME LETTERS

- 4 **Ramiro A. Cavazos**  
President & CEO,  
United States Hispanic  
Chamber of Commerce
- 5 **Nelson Reyneri, Jr.**  
Outgoing Chair,  
USHCC Board of Directors  
Director of Strategic  
Alliances and Policy  
NRG Energy
- 7 **Jackie Puente**  
Incoming Chair,  
USHCC Board of Directors  
Vice President, External Affairs  
Comcast Corporation
- 9 **Raul Anaya**  
President, Business Banking  
Bank of America
- 11 **J. Reymundo Ocañas**  
Managing Director,  
Community Development  
Banking  
PNC Bank

13

## ABOUT THE USHCC

- 14 **Overview**
- 15 **USHCC Advisory Boards**
- 16 **USHCC Board of Directors**
- 19 **USHCC Educational Fund Board of Directors**
- 21 **USHCC Team Members**

23

## USHCC PROGRAMS

- 24 **Educational Fund Programs**
- 26 **Partner Programs & Initiatives**

29

## CONFERENCE HIGHLIGHTS

- 30 **Schedule at a Glance**
- 33 **Host Committee**

35

## CONFERENCE SPONSORS

- 36 **Corporate Sponsors**

39

## PARTNERS

- 41 **USHCC Corporate Partners**
- 43 **Hispanic Business Enterprises**
- 44 **Thank You to Our Partners**

45

## GALA AWARDEES

- 46 **Gala Awardees**

47

## SAVE THE DATES

- 48 **2025 Signature Events**



# WELCOME TO THE 45<sup>TH</sup> ANNUAL NATIONAL CONFERENCE

Each year, the United States Hispanic Chamber of Commerce (USHCC) proudly hosts the largest assembly of Hispanic business owners, bringing together corporate executives, procurement leaders, entrepreneurs, international trade experts, and champions from more than 260 Hispanic Chambers of Commerce across the country at our National Conference.

For 45 years, our attendees have engaged in policy-driven, interactive discussions with America's business leaders, government officials, and industry trailblazers, as we provide informational sessions on growing and advocating for our nation's more than five million Hispanic-owned businesses. With limitless business matchmaking opportunities, dynamic panels and speakers, an engaging Business Expo, and a celebratory closing gala and awards ceremony, this milestone year reminds us of the powerful impact our community plays in the U.S. economy.

Thank you for joining us in the heart of the Midwest. It's Game On in 2024!

**#USHCC45**





## A happy place to call home

At Bank of America, we are committed to improving financial lives. We focus on issues that fundamentally connect to economic mobility — like workforce training, affordable housing and addressing basic needs. By partnering with organizations that drive local solutions, we can help people build better lives and create strong, sustainable local communities.

Visit us at [bankofamerica.com/about](https://bankofamerica.com/about)

**BANK OF AMERICA** 

**03**  
**WELCOME  
LETTERS**



## GREETINGS: A MESSAGE FROM OUR **PRESIDENT & CEO**



**RAMIRO A. CAVAZOS**  
President & CEO



**¡Saludos y bienvenidos!** As we gather for the 45th Annual USHCC National Conference, my heart swells with pride and excitement. This year's theme, "GAME ON: THE HEALTH, ECONOMICS AND TRAJECTORY OF HISPANIC BUSINESS," is a rallying cry for our community!

The energy in our Hispanic business community is electric. We're not just playing the game; we're changing it. From the bodega on the corner to the tech startup in Silicon Valley, our *gente* are making waves, and the world is taking notice. Plus, with a U.S. Latino \$3.6 trillion contribution to the national GDP, all eyes are on us.

We are here to remind you where we came from. Our ancestors crossed borders, worked countless hours, and sacrificed everything so we could have a shot at the American Dream. And now, it's our turn to carry that torch and light the way for the next generation.

Here at the USHCC, we're not just talking the talk — we're walking the walk. We're knocking on doors in Washington D.C., shaking hands with CEOs, and making sure that the Hispanic business voice is heard loud and clear.

But we can't do it alone. We need you to be part of this movement. Whether you're a small business owner in El Paso or a corporate executive in New York City, your voice matters. Your story matters. Your success matters.

So, what's next? We're going to network like there's no tomorrow. We're going to learn from the best and brightest in our community. And most importantly, we're going to support each other, because that's what *familia* does.

This conference isn't just about business—it's about building a community. It's about creating opportunities for our children and our children's children. It's about showing the world what Hispanic businesses can do when we come together.

Let's make this conference one for the history books. Let's show the world that when it comes to Hispanic businesses, the game isn't just on—it's ours to win!

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



## GREETINGS: A MESSAGE FROM OUR **OUTGOING CHAIR**



**NELSON REYNERI, JR.**  
Outgoing Chair,  
USHCC Board of Directors  
Director of Strategic  
Alliances and Policy



As I prepare to pass on the honor of leadership for the United States Hispanic Chamber of Commerce, I want to express my deepest gratitude for the opportunity to serve as Chair of the Board of Directors. These past two years have been a period of remarkable growth and achievement for the USHCC, and I am immensely proud of what we have accomplished together.

During my tenure as Board Chair, we have significantly strengthened the USHCC's position as the primary advocate for the more than 5 million Hispanic-owned businesses that contribute over \$800 billion annually to the American economy. We have rebuilt trust and earned the confidence of those we serve by leading with integrity, focus, and good governance.

One of our key accomplishments has been the expansion of our ecosystem of equity and infrastructure, ranging from strategic planning to a new customer relationship management platform and website. We have introduced strategies and programs that increase the ability of Hispanic-owned businesses to work with corporations and government agencies. Our industry-specific gathering, the USHCC Energy Summit, is a testament to our commitment to demonstrating the need for diversity across business segments.

We have also deepened our relationships with our Corporate Partner Members, showcasing the USHCC's ability to serve as a best-in-class partner despite challenges we have faced through the upheaval of diversity, equity and inclusion policies.

The launch of innovative programs like Avanzando Suppliers with Blue Wave, our Educational Fund accelerator program, has helped fuel the growth of Hispanic businesses across America. Additionally, our participation in the Minority Business Development Agency's Capital Readiness Program, with a \$3 million grant over four years, will further our efforts to close the entrepreneurship gap in the Hispanic community.

As I step down, I am confident that the USHCC is well-positioned for continued success. It has been an honor to serve you, and I look forward to witnessing the ongoing achievements of the USHCC.

**Nelson Reyneri, Jr.**  
Outgoing Chair, USHCC Board of Directors  
Director of Strategic Alliances and Policy, NRG Energy

Comcast NBCUniversal is proud to support the United States Hispanic Chamber of Commerce's 45th Annual National Conference.

We are honored to congratulate **Jackie Puente**, Vice President of External Affairs, for being named Chair of the Board of Directors of the USHCC.



COMCASTCORPORATION.COM



## GREETINGS: A MESSAGE FROM OUR **INCOMING CHAIR**



**JACKIE PUENTE**  
Incoming Chair,  
USHCC Board of Directors  
Vice President, External Affairs



It is my pleasure to welcome you to the 45th Annual USHCC National Conference as the incoming Chair of the Board of Directors for the United States Hispanic Chamber of Commerce.

This year's gathering is particularly significant as we celebrate the strength and resilience of Hispanic businesses across America. At Comcast, we recognize the vital role that Hispanic entrepreneurs play in driving innovation and economic growth. As a leader in the telecommunications industry, Comcast understands the importance of connectivity and digital equity for business success. Our commitment to supporting diverse businesses aligns perfectly with USHCC's mission, and I'm excited to bring this perspective to my role as Board Chair.

During this conference, I encourage you to take full advantage of the networking opportunities, educational sessions, and business matchmaking programs. These connections can open doors to new partnerships, procurement opportunities, and growth strategies that are essential for success in today's business environment.

Looking ahead, I am committed to leveraging corporate and federal resources and expertise to enhance USHCC's support for Hispanic businesses. We will focus on expanding digital modernization, increasing access to capital, and fostering innovation through. Your participation in this conference is crucial to our collective success. Together, we can build a stronger, more inclusive business community that reflects the diversity and dynamism of our nation.

Thank you for your continued support of USHCC. I look forward to working with you to elevate Hispanic businesses and drive economic prosperity across America.

**Jackie Puente**  
Incoming Chair, USHCC Board of Directors  
Vice President of External Affairs, Comcast



# GREETINGS: A MESSAGE FROM BANK OF AMERICA



**RAUL ANAYA**  
President, Business Banking

On behalf of Bank of America and our nearly 40,000 Hispanic-Latino teammates, welcome to the 45th Annual USHCC National Conference, the largest gathering of Hispanic business leaders in America. Through our longstanding partnership with the USHCC nationally and in our nearly 100 local markets across the country, we work with many of you to connect our financial solutions to Latino-owned businesses and strengthen our Hispanic-Latino communities. We appreciate your partnership.

I also want to recognize USHCC President & CEO Ramiro Cavazos. Under Ramiro's leadership, the USHCC continues to promote, support and champion the more than five million Hispanic-owned businesses that contribute over \$800 billion to the American economy annually. Ramiro also serves on our National Community Advisory Council and has played an active role in helping guide us in how we deliver our products and services to small business clients and our multicultural suppliers. Ramiro, thank you for your leadership.



We know that the Hispanic-Latino community is a driving force in the U.S. economy. Bank of America has been commissioning research on this economic impact for years, and we recently partnered with leading researchers to develop a first of its kind report on the economic impact of the nation's Latinas. The report found that Latinas contributed \$1.3 trillion in 2021 to the gross domestic product (GDP). In fact, U.S. Latina GDP grew at 2.7 times the rate of the GDP of Non-Hispanics between 2010 to 2021. Today, the Latina GDP is larger than the entire economy of the state of Florida. This data reaffirms our longstanding support for USHCC's "In Her Footsteps" series, which has shined a spotlight on the remarkable journeys and best practices of Latina business owners for years.

Bank of America is proud to be the bank of choice for 15 million Hispanic-Latino individuals, over 1.2 million of whom are business owners. We understand that entrepreneurship fuels income creation and helps build generational wealth. We recognize that Latino-owned businesses are the fastest growing sector of the U.S. business economy, which is why we've established Hispanic-Latino Business Councils in nearly 30 markets across the country where we have the highest population of Latino clients. Our Hispanic-Latino teammates who serve on these councils are providing entrepreneurs with the tools, knowledge and support needed to thrive in their business endeavors and improve their financial lives. Because when the Hispanic community thrives, our entire economy flourishes.

We look forward to continuing our work with all of you to be catalysts for positive change, advocates for economic empowerment and champions for the advancement of Latinos in this country.

Thank you for joining us at this year's conference.

**Raul Anaya**  
President, Business Banking, Bank of America

## Committed to making a difference

Thank you to the United States Hispanic Chamber of Commerce for your commitment to creating opportunities for the people in our community.

At Bank of America, we're doing our part to help make financial lives better through inclusive and accessible banking. Our innovative digital tools provide a safe, easy and convenient way for people to manage their diverse financial needs. We believe in banking without barriers—for everyone.

To learn more, visit us at [bankofamerica.com/about](https://bankofamerica.com/about)

*What would you like the power to do?®*





## Celebrating the brilliance of Latinos

At PNC, we take a smart and steady approach to helping our communities and customers reach their brilliant goals. That's why we are proud to celebrate Latinos this Hispanic Heritage Month. Your hard work, dedication and commitment help to make our communities more brilliant every day.

Learn more at [pnc.com/hispanicheritage](https://pnc.com/hispanicheritage)



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GREETINGS: A MESSAGE FROM

# PNC BANK



**J. REYMONDO OCAÑAS**  
Managing Director,  
Community Development  
Banking



On behalf of The PNC Financial Services Group, we warmly welcome you to the 45th Annual USHCC National Conference. This year's event reminds us of the collective impact we make when we bring together our unique perspectives and expertise to support and empower entrepreneurial growth and success.

PNC's commitment to improving outcomes for small businesses across the country is reflected in the impactful investments we continue to make with USHCC and other leading organizations dedicated to fostering Hispanic economic growth and prosperity.

Together, we're working to reduce barriers to banking, increase access to credit and to deliver capacity-building opportunities to accelerate Hispanic entrepreneurial growth. One of the ways we are working to strengthen our communities is through our 4-year, \$88 billion Community Benefits Plan initiated in 2022.

Importantly, we are leveraging strategic relationships with local chambers, nonprofits and policy leaders to help catalyze small business development in the communities we serve. Working closely with community partners like you, we've increased investments in small business accelerator and incubator programs and committed more than 26 percent of small business loan volume to businesses with revenues below \$1 million last year.

Building a more financially inclusive financial system is at the core of what we do and it's one reason why we continue to invest in capacity-building resources to advance entrepreneurship and economic opportunity in the diverse communities we serve. It's also why PNC formed a dedicated team of Minority Business Development Officers to help minority-owned businesses in key markets scale and grow.

In 2023, we launched the PNC Center for Financial Education, which provides access to capital and money-management resources to support emerging business owners in low-to moderate-income neighborhoods and from communities of color. Through this pilot, place-based program, we've enabled and empowered community partners nationwide to deliver financial education and technical resources to help accelerate Hispanic entrepreneurial growth.

We know that as impactful as these investments are, we still have work to do together. Thank you to USHCC for inviting PNC as a returning sponsor and we look forward to the continued partnership.

**J. Reymundo Ocañas**  
Managing Director, Community Development Banking  
PNC Bank

## Empowering small businesses with AI and digital skills for the future



### Grow Your Business with AI-powered Tools by Google

AI is a powerful technology that can help simplify business tasks and create new opportunities for small businesses – but knowing how to use it may seem out of reach. In this new training developed with input from Google experts, small businesses will learn the basics of AI and how AI-powered tools by Google can help them be more efficient, enhance customer experiences, and drive growth. Sign up at [g.co/grow/AIforSMBs](https://g.co/grow/AIforSMBs).



### Grow with Google Digital Coaches

The Grow with Google Digital Coaches program empowers small businesses with ongoing digital skills workshops led by local Digital Coaches. Since launch, Digital Coaches have trained over 235,000 business leaders through more than 3,400 workshops. Find a Digital Coach near you at [grow.google/digital-coaches](https://grow.google/digital-coaches).



### Google AI Essentials

Google AI Essentials, a course taught by AI experts at Google, helps people across roles and industries learn AI skills to boost their productivity. In under 10 hours, learners will get practical, hands-on experience augmenting their current and future work tasks with AI, no previous experience required. They'll learn how to use generative AI tools, create effective prompts, use AI responsibly, and stay ahead of the AI learning curve. Sign up at [grow.google/AI](https://grow.google/AI).

Learn more at [grow.google/smallbusiness](https://grow.google/smallbusiness)

13  
ABOUT  
THE  
USHCC





## ABOUT THE USHCC

The United States Hispanic Chamber of Commerce actively promotes the economic growth, development, and interests of more than five million Hispanic-owned businesses that, combined, contribute over \$800 billion to the American economy every year. As the national umbrella organization, we represent more than 260 Hispanic Chambers of Commerce and business associations across the country and partner with hundreds of American corporations.

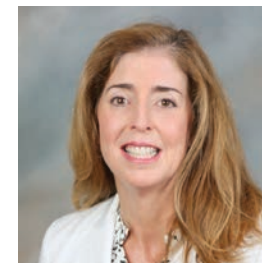
Since 1979, the USHCC has advocated in Washington D.C. for public policies from access to federal procurement and international trade to affordable energy and comprehensive immigration reform. Through our advocacy and professional education programs, we expand access to capital, build capacity and establish connections for our three core constituents: Hispanic business enterprises, local chambers and business associations, and corporate partner members.

Our national economy is fueled by U.S. Latinos generating \$3.6 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 and small businesses, the USHCC continues to positively impact America's Hispanic business ecosystem.

“  
OUR NATIONAL ECONOMY  
IS FUELED BY U.S. LATINOS  
GENERATING \$3.6 TRILLION  
TO OUR GROSS DOMESTIC  
PRODUCT (GDP).”

USHCC

# ADVISORY BOARDS

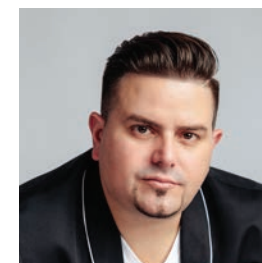


**SECAB Chair**  
**ANGIE LATHROP**  
Community Affairs Executive



### SENIOR EXECUTIVE CORPORATE ADVISORY BOARD (SECAB)

The Senior Executive Corporate Advisory Board 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. 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.



**PCAB Chair**  
**RAUL SUAREZ-RODRIGUEZ**  
Executive Director,  
Global Economic Inclusion  
& Business Diversity



### PROCUREMENT COUNCIL ADVISORY BOARD (PCAB)

The Procurement Council Advisory Board 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 developed by the Council are reflected within their organizations' procurement practices. It's 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 acquisition of major corporations. These corporations are committed to supporting the mission of PCAB and actively engaging in its activities and the constituency of the USHCC.



2024 USHCC

# BOARD OF DIRECTORS



**NELSON REYNERI JR.**  
*USHCC Outgoing Chair  
Director, Strategic Alliances  
and Policy*  
NRG Energy



**JACKIE PUENTE**  
*USHCC Incoming Chair  
Vice President of  
External Affairs*  
Comcast Corporation



**ALICE RODRIGUEZ**  
*USHCC Immediate Past Chair  
Retired Executive*  
JPMorganChase



**RAÚL SALINAS**  
*USHCC General Counsel  
Partner-in-Charge*  
Frost Brown Todd



**SIL GONZALES**  
President  
Ford Gresham Auto  
Group, Inc.



**PATTY JUAREZ**  
Executive Vice President  
and Enterprise Head of  
Hispanic/Latino Affairs  
Wells Fargo



**RACHEL KUTZ**  
Vice President of Consumer  
Supply Chain & Global  
Logistics  
AT&T



**JUAN CARLOS LISCANO**  
Vice President of  
Miami Hub Operations  
American Airlines



**VICTOR ARIAS, JR.**  
Managing Director & Partner-  
in-Charge DFW Office  
Diversified Search Group



**CARLOS A. BECERRA**  
Vice President, Service  
Operations Strategy  
and Support  
Toyota Financial Services



**ERNIE C'DE BACA**  
President & CEO  
Albuquerque Hispano  
Chamber of Commerce



**RAMIRO A. CAVAZOS**  
President & CEO  
United States Hispanic  
Chamber of Commerce



**ROBERT MARTINEZ**  
Founder & CEO  
Braven Agency



**ROSA NAVEJAR**  
President  
The Rios Group, Inc.



**MAYRA PINEDA**  
President & CEO  
Hispanic Chamber of  
Commerce Louisiana



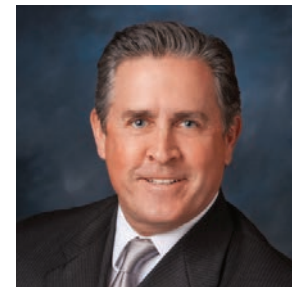
**CHRISTINE RICE**  
Executive Vice President  
VisionIT



**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



**JENNIFER RODRIGUEZ**  
President & CEO  
Greater Philadelphia  
Hispanic Chamber of  
Commerce



**YAMMEL SANCHEZ OCANA**  
Executive Director, Global  
Procurement  
Merck Sharp & Dohme



**CESAR VARGAS**  
U.S. Chief External Affairs Officer  
Anheuser-Busch

American Airlines 



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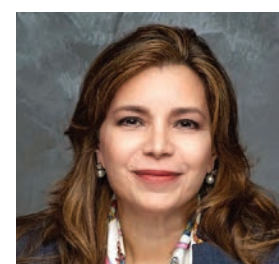
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2024 USHCC

# EDUCATIONAL FUND BOARD OF DIRECTORS

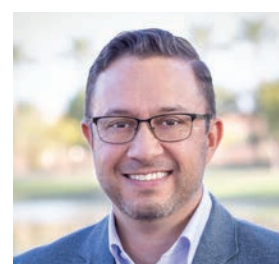
The **USHCC Educational Fund** is USHCC's 501(c)(3) arm that augments the organization's mission through educational programs, research, and leadership development access to promote economic equity and the advancement of our more than 260 local chambers and Hispanic business enterprises. The Educational Fund delivers this mission with programming focused on access to capital, supplier development and contracting, and capacity building.



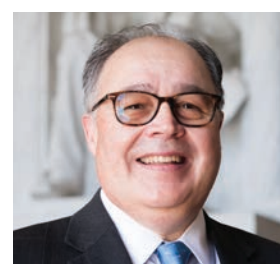
**MONIKA MANTILLA**  
USHCC Educational Fund Chair  
President & CEO  
Altura Capital



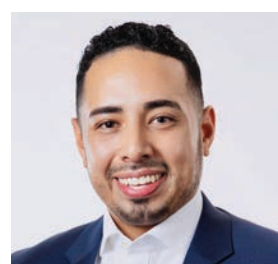
**RAÚL SALINAS**  
USHCC General Counsel  
Partner-in-Charge  
Frost Brown Todd



**CARLOS A. BECERRA**  
Vice President, Service Operations Strategy and Support  
Toyota Financial Services



**RAMIRO A. CAVAZOS**  
President & CEO  
United States Hispanic Chamber of Commerce



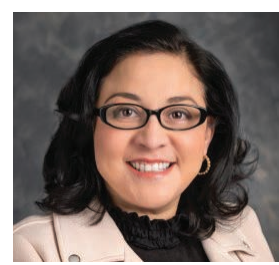
**DANIEL GALINDO**  
Senior Vice President, Community Development & Strategy Director  
Woodforest National Bank



**JUAN CARLOS LISCANO**  
Vice President of Miami Hub Operations  
American Airlines



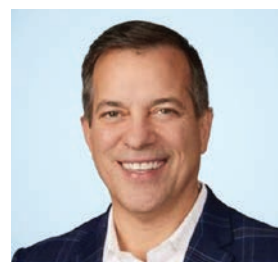
**BETTY MANETTA**  
President & CEO  
Argent Associates



**KATHLEEN MARTINEZ**  
Senior Director National Strategic Relationship  
BP



**JACKIE PUENTE**  
Vice President of External Affairs  
Comcast Corporation



**NELSON REYNERI JR.**  
Director, Strategic Alliances and Policy  
NRG Energy



**ALICE RODRIGUEZ**  
Retired Executive  
JPMorganChase



**ROSA SANTANA**  
Founder & CEO  
The Santana Group



**YAMMEL SANCHEZ OCANA**  
Executive Director, Global Procurement  
Merck Sharp & Dohme

# From community banking to community building

At JPMorganChase we're making a difference in the communities where we live and work by supporting the neighborhoods, businesses, programs and ideas that are moving our communities forward.

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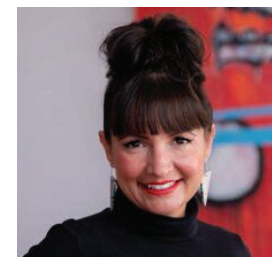


2024 USHCC

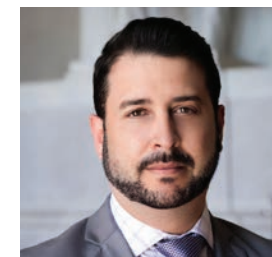
## TEAM MEMBERS



**RAMIRO A. CAVAZOS**  
President & CEO



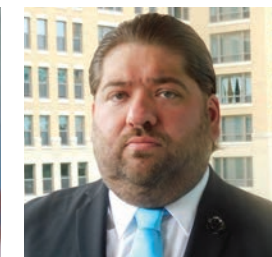
**SYNTHIA R. JARAMILLO**  
Senior Vice President,  
Corporate Relations



**FELIPE E. UGALDE**  
Chief Operations Officer



**EVELYN BARAHONA**  
Senior Vice President,  
Educational Fund



**ANTHONY J. HINOJOSA**  
Vice President, Government  
& International Affairs



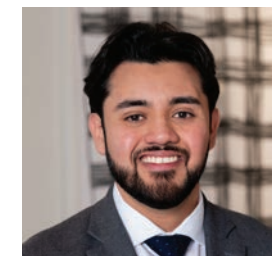
**JESSICA C. CORONADO**  
Director, Operations &  
Board Liaison



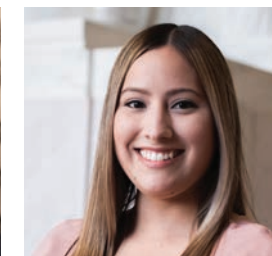
**JESSI C. ACUÑA**  
Director, Communications  
& Marketing



**VERONICA DE LA TORRE**  
Director, Special Events



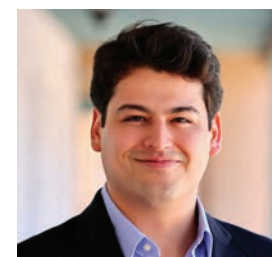
**CRISTIAN CHAPA**  
Director, Corporate Relations



**ERICA SALINAS**  
Senior Manager, Finance  
& Administration



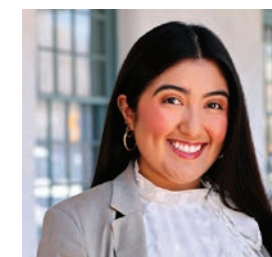
**MONICA A. GARZA**  
Manager, Procurement



**SANTIAGO SALAS-OLIVA**  
Manager, Government  
& International Affairs



**MARIA FERNANDA  
SIERRA**  
Project Manager



**JENNIFER BARILLAS**  
Associate Manager,  
Hispanic Business  
Enterprises



**PAIGE ROBLES**  
Communications  
Associate

**TOYOTA**



Toyota proudly supports the United States Hispanic Chamber of Commerce (USHCC) in its efforts to advance Hispanic economic growth and create lasting prosperity for the betterment of American society.

Toyota wishes you a productive Conference!

*Stay connected  
@ToyotaLatino  
#VayamosJuntos*

**23**  
**USHCC**  
**PROGRAMS**



USHCC

# EDUCATIONAL FUND PROGRAMS

The United States Hispanic Chamber of Commerce Educational Fund, the USHCC's nonprofit and foundation arm, powers the organization's mission with impact-driven programs and initiatives with the following pillars to fuel America's economic growth in the Hispanic business ecosystem: bridging capital gaps with access to opportunities, increasing contract awards, and creating strategic connections with our social capital platform. The USHCC Educational Fund is committed to driving economic growth with one of the largest and growing demographics in the U.S. Here's a look at some of its most recent programs impacting the supply chain, small business and Hispanic enterprise growth as it elevates and amplifies the existing assets and achievements of our Hispanic business community.

## ACCELERATING U.S.-HISPANIC ECONOMIC GROWTH

### USHCC AVANZANDO SUPPLIERS WITH BLUE WAVE

**Accelerating businesses to succeed in the supply chain landscape on purpose**



This is a USHCC signature program in partnership with our Hispanic Business Enterprise member **Blue Wave**, which serves as the program's technical assistance provider. It was piloted in 2022 with immense success. The program aims to provide three to four months of targeted programming on seven key pillars — HSSE

(Health, Safety, Security and Environment), Cybersecurity, Quality, Corporate Policies, Technical Capabilities, Financials and ESG (Environmental, Social, and Governance) — to certified suppliers to meet the most complex supplier requirements through capacity-building workshops, mentorship, assessments and gap-closure plans.

Participants must be certified and ideally at \$5 million dollars or more in revenue to participate in the program. Those selected to participate will receive a full scholarship (valued at over \$5,000) to do the program free of charge. This program saves companies thousands of dollars in compliance documentation costs.

#### Avanzando Suppliers Goals:

- Align compliance readiness of each participant with the most complex supplier standards required by major corporations and government institutions
- Tap into USHCC's network opportunities and membership resources
- Promote business among cohort participants and USHCC members
- Catapult participants to secure competitive contracts upon completion of program
- Leveraging benefits of a personalized plan to understand gaps and areas of improvement for company participants

The 2022 pilot program concluded in the spring of 2023 at our Energy Summit and 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 known as **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.

We are currently recruiting for the next cohort launching this fall:

<https://ushcc.typeform.com/Avanzando4>

## IN HER FOOTSTEPS

**An initiative to uplift Latina leadership and celebrate their achievements through storytelling**



*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 launched in 2024 featuring 10 Latina thought leaders sharing what they have learned running a business, and includes topics such as access to capital, community leadership, and the entrepreneurial mindset. A special thanks to the team at Bank of America for their continued support and advocacy of this vision to continue celebrating Latina leadership through this meaningful initiative at USHCC.

## AVANZAR PROGRAM

**Advancing the growth of Hispanic business enterprises and small businesses ready to Avanzar ("to advance" in Spanish)**



Avanzar is an accelerator program designed to take small Hispanic businesses to the next level of growth with curated skills-building sessions, resources, tools, and turn-key strategies. USHCC

partners with its local Hispanic chamber members to deliver impact driven programs designed to position participants to become scalable and capital ready for loans, contracts, and various forms of capital in the near term.

#### Avanzar Goals:

- Provide technical assistance programming for businesses ready to grow
- Serve as a bridge and educational resource to key forms of capital opportunities
- Deliver capacity-building programming to position participants to scale in the near term
- Develop a personalized plan to understand areas of improvement and provide a strategic action plan

Avanzar was 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 our mission to advance the growth of our entrepreneur community through intentional resource building.

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.

## USHCC GREEN BUILDS BUSINESS

**Greening the supply chain program with our USHCC Community**



The USHCC Green Builds Business Program seeks to offer Hispanic businesses an opportunity to become green suppliers, joining 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, PayPal, Allivate Impact Capital (subsidiary of Woodforest National Bank) and PNC**

USHCC's Chamber Community Grant Program partners with organizations committed to supporting the Hispanic entrepreneur ecosystem through chamber investments with our local Hispanic chambers. Each year, in partnership with the USHCC, partners provide multiple grants at various ranges to support local chambers. 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.



# PARTNER PROGRAMS & INITIATIVES FOR USHCC MEMBERS

## ELEVATE TOGETHER

With Office Depot, Round It Up America and JPMorganChase



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 and Chambers, the initiative helps support Hispanic- and Black-owned small businesses with five or less employees. This is supported by the ODP Corporation, the parent company to Office Depot.

USHCC is honored to partner with Elevate Together for the fourth consecutive year. Through our partnership, technical assistance support is provided to select USHCC local chamber members, including a small business grant award program. The local chambers deploy cash grants directly to entrepreneurs within specific cities aligned with ODP's geographic footprint. This partnership also includes resources and mentorship to entrepreneurs in 10 different cities across the country: Chicago, Detroit, Miami, Palm Beach, Philadelphia, Dallas, Los Angeles, Minneapolis, and Atlanta. This year, JPMorganChase became a partner of this initiative to support USHCC's Chamber Communities with technical assistance.

## GROW WITH GOOGLE

A Latino-Owned Business Training



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 and digital skills for business efficiency.

## THE CAPITAL READINESS PROGRAM (CRP)

The CRP with the Department of Commerce's, Minority Business Development Agency (MBDA)



The USHCC launched the Capital Readiness Program with the Minority Business Development Agency in partnership with select regional Hispanic chambers. Through the Capital Readiness Program,

USHCC and partners provide targeted technical assistance and programming for Hispanic entrepreneurs seeking to start new businesses or scale businesses with various forms of capital; facilitate introductions with government programs, such as State Small Business Credit Initiative, or 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.

### CRP Pillars:

- **Capacity Building:** Provide technical assistance and curricula to support the launch and development of scalable and investable businesses.
- **Access to Capital:** Offer technical assistance for SSBCI programs and other government initiatives promoting entrepreneurship and broadening access to startup capital. This includes facilitating investor meetings, pitches, demo days, crowdfunding, and other capital introduction events.
- **Access to Networks:** Provide resources and programs to connect underserved entrepreneurs with mentors, coaches, service providers, subject matter experts, and peers who can address specific challenges.

## THE ECONOMIC POWER OF DIVERSITY WITHIN THE HISPANIC COMMUNITY: LGBTQ+ IMPACT

The Gill Foundation provided a grant to the Educational Fund to host and provide the USHCC Community with the following:

- Two DEI interactive and in-depth virtual sessions to our USHCC community that included certification for those that attended both sessions. This included resources, and policy examples of anti-discrimination strategies.
- A bilingual national survey in English and Spanish captured the input and feedback of business owners, employees at Hispanic-owned businesses, representatives of Hispanic Chambers of Commerce and other nonprofit organizations that support Hispanic-owned businesses, and employees at corporations who identify as Hispanic or Latino to assess their opinion on the LGBTQ+ community in the U.S.

## SUPPLIER READINESS BOOTCAMP WITH ANHEUSER-BUSCH FOUNDATION



The USHCC Educational Fund Partnered with Anheuser-Busch Foundation to increase the readiness of Hispanic suppliers through virtual programming focused on supplier development.

In 2023, we 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. This year we are looking to provide programming starting in 2024 to run through 2025.

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.

## 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 discuss 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.

## THANK YOU TO OUR PARTNERS WHO SUPPORT OUR MISSION.

The USHCC is grateful for your leadership and commitment to help Hispanic businesses.



# Committed to *progress.*

Progress is in our name and at the heart of what we do. It requires committing to make things better for ourselves and our families.

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The USHCC is proud to celebrate  
**USHCC Avanzando Suppliers**  
with **Blue Wave Cohort 3**  
on their recent graduation!



SCAN QR CODE  
AND GET TO  
KNOW COHORT 3.

This program is designed to provide underrepresented suppliers with turnkey strategic resources to compete successfully for the most rigorous contracts.

Thank you to JPMorganChase for its investments in this initiative and its graduates!



# 29 CONFERENCE HIGHLIGHTS





45<sup>TH</sup> ANNUAL NATIONAL CONFERENCE

# SCHEDULE AT A GLANCE

## SUNDAY, OCTOBER 6, 2024

TIME	EVENT	LOCATION
12:00PM – 7:00PM	Registration	Lobby 2500B
2:00PM – 3:00PM	Roundtable Discussion: The Economic Resurgence of Puerto Rico's Economy & Future Prospects	3501E
5:00PM – 7:00PM	The Opening Kickoff: USHCC National Conference Welcome Reception	2501D

## MONDAY, OCTOBER 7, 2024

TIME	EVENT	LOCATION
7:00AM – 5:00PM	Registration	Lobby 2500B
8:30AM – 10:00AM	General Session: "Lighting Up the Scoreboard: The Innovation Age of Hispanics" Breakfast	Grand Ballroom 2501BC
10:00AM – 4:00PM	USHCC Business Expo	Expo Hall D
10:30AM – 11:30AM	Procurement Council Advisory Board (PCAB) Meeting	2503AB
10:30AM – 11:30AM	Workshop: Listening & Learning from Small Businesses Across America	2505AB
10:30AM – 11:30AM	Workshop: Standing Out in a Crowded Online World	2504AB
10:30AM – 11:30AM	Workshop: Building a Belonging Workforce	2502AB
12:00PM – 1:30PM	General Session: "Healthy Hustle: The Business of Healthcare and Well-Being" Lunch	Grand Ballroom 2501BC
2:00PM – 3:00PM	Senior Executive Corporate Advisory Board (SECAB) Meeting	2503AB
2:00PM – 3:00PM	Workshop: Unlocking Success: Is Your Product Ready for Walmart? Insights from Walmart	2505AB
2:00PM – 3:30PM	Hispanic Employee Resource Groups (ERG) Challenge	2504AB
2:00PM – 3:00PM	Workshop: Mastering Your Business Pitch with WBENC WOC Unidas	2502AB
2:00PM – 5:00PM	Supplier Marketplace (Meet & Greet)	3501ABCD
5:30PM – 7:30PM	USHCC Networking Reception	Expo Hall D

## TUESDAY, OCTOBER 8, 2024

TIME	EVENT	LOCATION
7:30AM – 4:00PM	Registration	Lobby 2500B
8:30AM – 10:00AM	General Session: "Champions of Change: The Latina GDP in Action" Latina's Breakfast	Grand Ballroom 2501BC
10:00AM – 4:00PM	USHCC Business Expo	Expo Hall D
10:30AM – 11:30AM	Workshop: Powering Latino Prosperity: Strategies for Financial Resilience & Growth	2505AB
10:30AM – 11:30AM	Workshop: Strategies for Financial Resilience & Long-Term Small Business Success: Taking Tax Filing from a Burden to an Asset	2504AB
10:30AM – 11:30AM	Workshop: Harnessing Chaos: How to Market Your Business & Reach Your Target Audience. The Power of Pay It Forward: Advertising Grants to Multicultural Small Businesses.	2502AB
12:00PM – 1:30PM	General Session: "Gold Medal Round: The Trajectory of Hispanic Business" Lunch	Grand Ballroom 2501BC
2:00PM – 3:00PM	Workshop: Grow with Google: Grow Your Small Business with AI-Powered Tools	2505AB
2:00PM – 3:00PM	Workshop: Creating the Energy Diverse Supplier of Tomorrow	2504AB
2:00PM – 3:30PM	Chamber Leaders' Roundtable	2503AB
2:00PM – 5:00PM	Supplier Marketplace (One-on-One Meetings & Industry Briefings)	3501ABCD
5:30PM – 7:30PM	Gala Registration	Lobby 2500B
6:00PM – 7:00PM	45th Annual USHCC Closing Awards Gala Pre-Reception	Lobby 2500B
7:15PM – 9:00PM	45th Annual USHCC Closing Awards Gala	Grand Ballroom 2501BC



## Diseñe el siguiente gran paso para su pequeña empresa

Hay muchos pasos que seguir para llevar a su empresa al siguiente nivel: desde financiar la expansión y mejorar el flujo de efectivo, hasta comercializar servicios y aumentar los ingresos. Encuentre ideas y soluciones que le ayuden a hacer crecer su empresa en [smallbusinessresources.wf.com](https://smallbusinessresources.wf.com) (en inglés).



# 45<sup>TH</sup> ANNUAL NATIONAL CONFERENCE HOST COMMITTEE



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President & CEO  
Hispanic Chamber  
Greater KC



**FLOWER CANTU**  
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**SANTOS MADRIGAL**  
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**ESTELLA MORALES**  
Community Advocate  
Hispanic Chamber  
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**YVAN DUIN-OBREGON**  
Co-Owner  
La Mega Spanish Radio



**ANA NUBIA DUIN**  
Co-Owner  
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**ANNA BAZAN-MUNGUIA**  
Director of Community  
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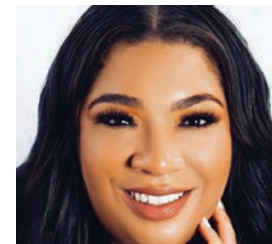
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**NORBERTO AYALA-FLORES**  
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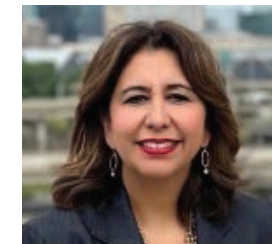
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CHRO & Chief Diversity Officer  
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**CRISTAL UGARTE**  
Business Development  
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**ALEX OLMOS**  
Associate Project Manager  
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Former USHCC Vice Chair of the Board  
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**35**  
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business wins,  
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Mastercard is proud to join the U.S. Hispanic Chamber of Commerce and its member chambers at the 45th annual national conference.



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45<sup>TH</sup> ANNUAL NATIONAL CONFERENCE

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Southwest Airlines is proud to support the United States Hispanic Chamber of Commerce.



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2024 USHCC

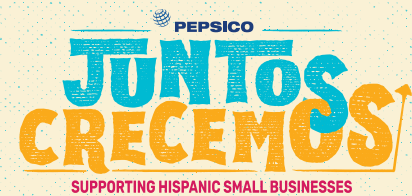
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\*As of September 2024



**Small businesses play an important role in the economic prosperity and cultural preservation of the communities they serve.**



**PepsiCo recognizes and celebrates** the essential role that these businesses play in the fabric of the U.S. **Hispanic community.**

**PepsiCo Juntos Creceemos** is an enterprise-wide initiative to support restaurants, bodegas, and carnicerías across the U.S. to help them grow and scale their businesses while contributing to the economic prosperity of local communities.

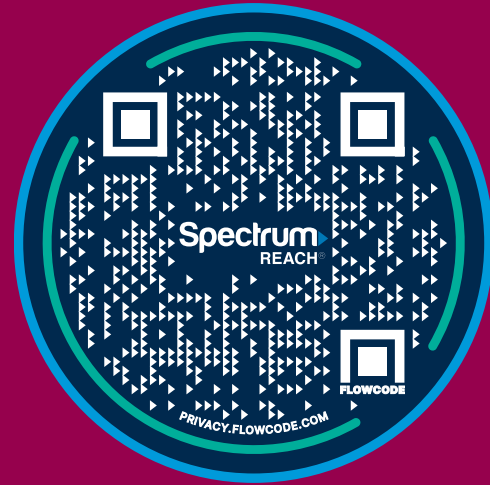


To learn more about the business-building resources available to small business owners, visit [pepsicojuntosceemos.com](https://pepsicojuntosceemos.com), and follow us on Instagram at [@PepsiCoJuntosCreceemos](https://www.instagram.com/PepsiCoJuntosCreceemos).



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2024 USHCC

# HISPANIC BUSINESS ENTERPRISES (HBE)\*

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| 1st SOS Staffing, Inc.             | Factory360                                  | Pinnacle Group                        |
| 3 Lopez Media                      | Fontes Law Group                            | Precedent Management                  |
| 5 Star Global Recruitment Partners | FPO Marketing                               | Premier Innovations                   |
| Alterna Card Services, Inc.        | Frost Brown Todd                            | QnA Tech                              |
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| America Roof Solutions             | Gabriel Cosmetics                           | S&A Auto center                       |
| AMR US, Inc.                       | GHN Communications                          | Sacramento Eco Fitness                |
| Ancor Automotive                   | Global Containers & Custom Packaging, Inc.  | SBC Interiors                         |
| Aparicio Publishing                | GreenTek Solutions                          | Schabel Solutions                     |
| Argent Associates                  | Gresham Ford                                | SDI International                     |
| Atento                             | Group O                                     | Segura Marketing & Media Solutions    |
| BenjiLock                          | Haven Foods                                 | Sonic Delivery                        |
| BlueGrace Logistics                | Healthbird                                  | Strong Tower Carpentry                |
| Blue Wave International SDP        | Hispanic Market Solution                    | Sustainable Exhibits Management Group |
| Bold Hispanic Marketing Agency     | iIDENTITY                                   | Synergy Design Group                  |
| Braven Agency                      | Inter-Con Security                          | TACFI Consulting                      |
| Brothers Building Blocks           | JZ Global Solutions                         | The Queer Gym                         |
| Carrasquillo Law Group PC          | MCR Packaging & Printing                    | The Rios Group                        |
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| Communicate 360                    | Moira Studio                                | Varro Media                           |
| Compass Constructors               | Mr. Tortilla                                | Velez Engineering                     |
| Culture Shift Team                 | MyBusinessMatches                           | View Imaging                          |
| Diversified Search Group           | Ochoa Enterprises                           | VisionIT                              |
| DLP Services                       | OneEthos                                    | Way2Protect                           |
| DreamOn Group                      | P&P Cleaning Services                       | WelcomeTech                           |
| EAPHOTO                            | PACO Collective                             | Y-Not Design & Mfg., Inc.             |
| El Tiempo Latino                   | Parra & Co.                                 |                                       |
| Elite Online Media                 |   |                                       |

\*As of September 2024



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Hispanic National Bar Association (HNBA)  
Hispanic Technology & Telecommunication Partnership (HTTP)  
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iHeart Media  
Impacto Latino  
Intercultural Development Research Association (IDRA)  
International Trade Administration

L'Attitude  
Latina Golfers Association  
Latina Style Magazine  
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Latino Corporate Directors Association (LCDA)  
Latino Donor Collaborative (LDC)  
Latino Hotel Association  
Latino Jewish Leadership Council  
Latino Justice  
Latino Leaders Magazine  
LATINO Magazine  
Latino Restaurants Association  
Latino Victory Fund  
Latinx Startup Alliance  
MANA, A National Latina Organization  
Mexican American Legal Defense and Education Fund (MALDEF)  
Mi Familia Vota  
NALEO Educational Fund (NALEO)  
National Association of Hispanic Federal Executives (NAHFE)  
National Association of Hispanic Journalists (NAHJ)  
National Association of Hispanic Publications (NAHP)  
National Association of Hispanic Real Estate Professionals  
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 Latin@ Network  
National Latina Institute for Reproductive Health (NLIRH)  
National Latinx Psychological Association  
National Minority Supplier Development Council (NMSDC)  
National Puerto Rican Chamber of Commerce  
Negocios Now  
New America Alliance  
Orlando Business Journal  
Presente.org  
Prospanica  
Revista Binacional  
Saber Es Poder  
SCORE  
SER - Jobs for Progress National, Inc.  
Small Business Administration  
Small Business Majority  
Society of Hispanic Professional Engineers  
Southwest Voter Registration Education Project (SVREP)  
Spanish Broadcasting System (SBS)  
Telemundo 31 Orlando  
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)  
Univision Orlando  
US-Mexico Foundation  
VotoLatino  
We Are All Human Foundation  
Women Economic Forum NY  
Women's Business Enterprise National Council (WBENC)

**45**  
**GALA**  
**AWARDEES**



45<sup>TH</sup> ANNUAL NATIONAL CONFERENCE

# GALA AWARDEES

**Congratulations to the 2024  
USHCC Award Winners!**



## CHAMBERS OF THE YEAR

**SMALL CATEGORY:**



**MEDIUM CATEGORY:**



**LARGE CATEGORY:**



**CORPORATION OF THE YEAR  
TOYOTA**

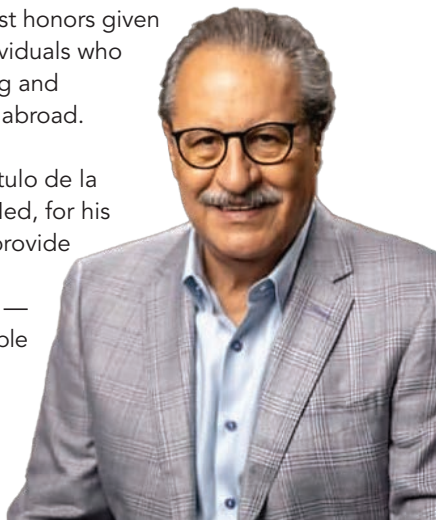
## THE OHTLI AWARD

**CÁSTULO DE LA ROCHA**

AltaMed President and CEO

The Ohtli Award is one of the highest honors given by the Mexican government to individuals who have dedicated their lives to helping and empowering Mexican communities abroad.

The honor is being awarded to Cástulo de la Rocha, President and CEO of AltaMed, for his lifelong commitment to serve and provide essential health services to the most vulnerable communities in California — undocumented immigrants and people with no ability to pay for healthcare.



## INDIVIDUAL CATEGORIES



**Hispanic Businessperson  
of the Year:**

**MERCEDES ENRIQUE**  
CMS Corporation



**Hispanic Veteran-Owned  
Business of the Year:**

**RICHARD FIERRO**  
Atrevida Beer Co.



**2024 LGBTQ+  
Advocate of the Year**

**DANEYA LEIGH ESGAR**  
Board of Pueblo County Commissioner  
Colorado



**2024 "Con Ganas" Award**

**JEANETTE PRENGER**  
Ecco Select



**2024 Educational Fund  
Advocate of the Year**

**SHARU GOODWYN**  
ODP Corporation

**47**  
**SAVE  
THE DATES**



# SAVE THE DATES

## 2025 SIGNATURE EVENTS



**USHCC LEGISLATIVE SUMMIT**  
SPRING 2025  
WASHINGTON, D.C.

**4TH ANNUAL USHCC ENERGY SUMMIT**  
SUMMER 2025  
SANTA FE, NEW MEXICO

**2025 USHCC NATIONAL CONFERENCE**  
FALL 2025

[WWW.USHCC.COM](http://WWW.USHCC.COM)



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