

U.S. - MEXICO



**MEXICO CITY & GUADALAJARA
NOVEMBER 5 - 10, 2023**

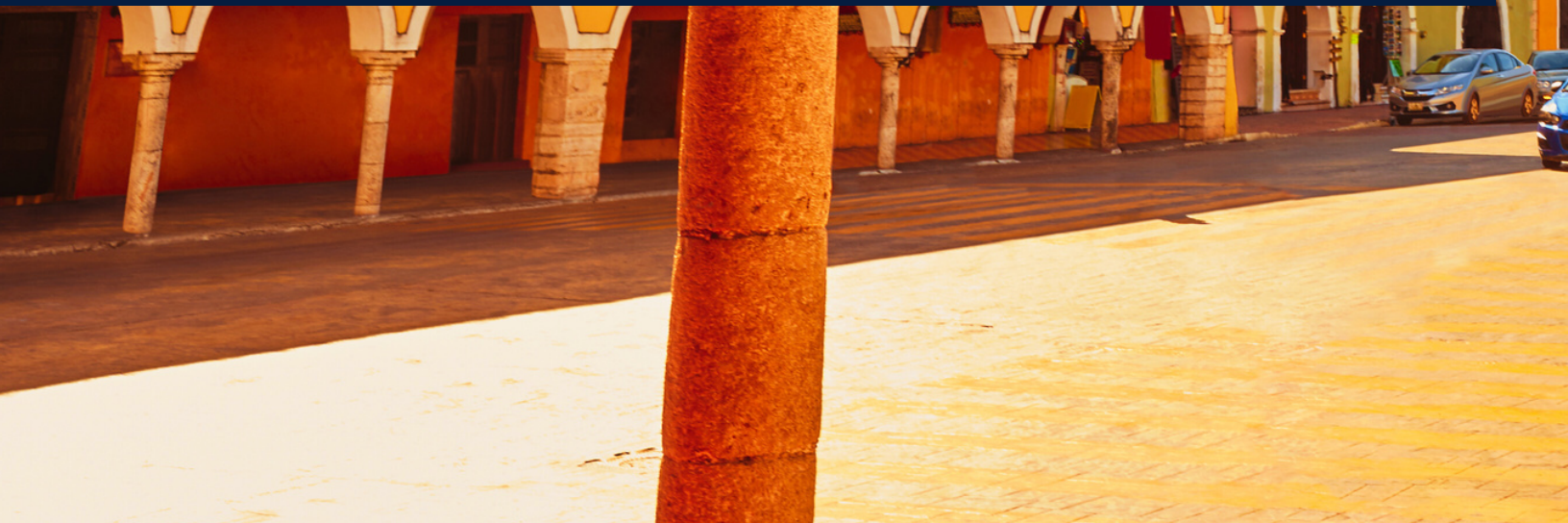


#USMXTRADE23

ABOUT THE TRADE MISSION

The United States Hispanic Chamber of Commerce (USHCC) in collaboration with the **Minority Business Development Agency (MBDA)** at the **U.S. Department of Commerce** will host a business development mission for U.S. minority-owned businesses to Mexico City and Guadalajara, in Mexico, from November 5 - 10, 2023. The trade mission represents a unique opportunity to establish or expand the reach of your business in Mexico, America's current top trading partner.

Attendees of the U.S. - Mexico Trade Mission will include business owners, representatives of chambers of commerce and business associations, and government officials, with a focus on serving American businesses of "underserved communities" as defined by U.S. Executive Order 13985: "...populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life, as exemplified by the list in the preceding definition of equity."



WELCOME LETTER

On behalf of the United States Hispanic Chamber of Commerce (USHCC), it is my pleasure to welcome you on our first international trade mission to Mexico. In partnership with the Minority Business Development Agency (MBDA), this event is designed to showcase the opportunities available to both Mexican and U.S. businesses and empower entrepreneurs and suppliers. Together, we will establish new bridges of commerce between our country and Mexico, our largest trading partner, as well as to strengthen existing bilateral relations and investments.

It is no secret that the growing Mexican economy represents a tremendous opportunity for the United States. For many years, our trade with Mexico has allowed U.S. companies to stay competitive enough to stand out against competitors from outside the region and to grow exports in the face of aggressive global competition. According to the Wilson Center, the United States and Mexico trade over a half-trillion dollars in goods and services each year, which amounts to more than a million dollars in bilateral commerce every minute. Additionally, research by the Mexico Institute shows that nearly five million U.S. jobs depend on trade with Mexico. Finally, according to the U.S. Census Bureau, Mexico officially became the United States' largest trading partner at the start of 2023.

Thank you for your service and support of our dynamic Hispanic and minority-owned businesses across North America and beyond.



Ramiro A. Cavazos

President & CEO

United States Hispanic Chamber of Commerce

A handwritten signature in blue ink that reads "Ramiro Cavazos". The signature is fluid and cursive.



DELEGATION LEADERSHIP



EFRAIN GONZALEZ
TRADE MISSION LEAD DELEGATE
ASSOCIATE DIRECTOR FOR OFFICE OF POLICY ANALYSIS AND DEVELOPMENT
MINORITY BUSINESS DEVELOPMENT AGENCY, U.S. DEPARTMENT OF COMMERCE

EFRAIN GONZALEZ, JR. SERVES AS ASSOCIATE DIRECTOR FOR OFFICE OF POLICY ANALYSIS AND DEVELOPMENT (OPAD) AT THE MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA) AT THE U.S. DEPARTMENT OF COMMERCE. HE ADVISES AND OVERSEES THE AGENCY'S EFFORTS TO ADDRESS BARRIERS AND OPPORTUNITY GAPS FACED BY MINORITY BUSINESSES THROUGH THE DEVELOPMENT OF EVIDENCE-BASED POLICY. EFRAIN PREVIOUSLY SERVED AS THE ASSOCIATE DIRECTOR FOR OFFICE OF BUSINESS DEVELOPMENT AT MBDA. HE WAS RESPONSIBLE FOR CREATING, DEVELOPING AND IMPLEMENTING PROGRAM SOLUTIONS AND PARTNERSHIPS TO ADDRESS THE CHALLENGES FACED BY MINORITY-OWNED BUSINESSES IN THE AREAS OF ACCESS TO CAPITAL, ACCESS TO CONTRACTS, ACCESS INTERNATIONAL MARKETS AND CAPACITY BUILDING. IN ADDITION TO BEING ONE OF MBDA'S LONGSTANDING LEADERS, HE SERVED IN THE OFFICE OF THE SECRETARY AT THE DEPARTMENT OF COMMERCE AS CHIEF FINANCIAL OFFICER/CHIEF ADMINISTRATIVE OFFICER FOR BUSINESSUSA, A SPECIAL FEDERAL GOVERNMENT-WIDE INITIATIVE THAT USED TECHNOLOGY TO MAKE IT EASIER FOR SMALL BUSINESSES TO ACCESS FEDERAL SERVICES. EFRAIN BEGAN HIS CAREER IN ECONOMIC DEVELOPMENT AT THE UNIVERSITY OF SOUTHERN CALIFORNIA'S BUSINESS EXPANSION NETWORK WHERE HE MANAGED THE OPERATIONS OF A BUSINESS DEVELOPMENT CENTER. AS ASSOCIATE DIRECTOR AT USC, EFRAIN WORKED WITH CITY GOVERNMENTS, COMMUNITY DEVELOPMENT BANKS, BUSINESS LEADERS AND ENTREPRENEURS TO INCREASE OPPORTUNITIES FOR BUSINESSES AND FOSTER JOB CREATION.



#USMXTRADE23

DELEGATION LEADERSHIP



RAUL SALINAS
TRADE MISSION CO-CHAIR
LOS ANGELES PARTNER IN CHARGE
FROST BROWN TODD
BOARD OF DIRECTORS, U.S. HISPANIC CHAMBER OF COMMERCE

RAUL SALINAS IS THE PARTNER IN CHARGE OF THE LOS ANGELES OFFICE OF FROST BROWN TODD, A FIRM OF OVER 575 ATTORNEYS IN 16 OFFICE ACROSS NINE STATES AND THE DISTRICT OF COLUMBIA. RAUL IS A LITIGATION ATTORNEY WHOSE PRACTICE AREAS INCLUDE BUSINESS, GOVERNMENT, AND INTERNATIONAL CLIENTS. RAUL SERVES AS THE GENERAL COUNSEL TO THE UNITED STATES HISPANIC CHAMBER OF COMMERCE. HE IS DEEPLY INVOLVED IN THE COMMUNITY AND SITS ON THE BOARDS OF HABITAT FOR HUMANITY OF GREATER LOS ANGELES, ADVENTIST HEALTH WHITE MEMORIAL MEDICAL CENTER, AND AS A REGENT OF LOYOLA MARYMOUNT UNIVERSITY.



VICTOR ARIAS JR.
TRADE MISSION CO-CHAIR
MANAGING DIRECTOR
DIVERSIFIED SEARCH GROUP
BOARD OF DIRECTORS, U.S. HISPANIC CHAMBER OF COMMERCE

VICTOR SERVED 10 YEARS ON THE STANFORD UNIVERSITY BOARD OF TRUSTEES AND IS A CO-FOUNDER AND CURRENT CHAIR OF THE LATINO BUSINESS ACTION NETWORK (LBAN) WHICH IS THE KEY PARTNER WITH STANFORD UNIVERSITY ON THE LATINO ENTREPRENEURSHIP INITIATIVE. VICTOR IS A CO-FOUNDER AND PAST PRESIDENT OF THE NATIONAL SOCIETY OF HISPANIC MBAS (NOW PROSPANICA) AND SERVED AS A MEMBER OF THE NOTRE DAME INSTITUTE OF LATINO STUDIES BOARD. HE PREVIOUSLY SERVED AS A WHITE HOUSE FELLOWS COMMISSIONER APPOINTED BY PRESIDENT GEORGE W. BUSH. PROFESSIONALLY, VICTOR IS A MANAGING DIRECTOR AT THE DIVERSIFIED SEARCH GROUP (THE 8TH LARGEST EXECUTIVE SEARCH FIRM IN THE COUNTRY). HE IS THE LEADER OF THE CONSUMER PRACTICE, CO-LEADER OF THE REAL ESTATE PRACTICE, AND A CORE MEMBER OF THE BOARD OF DIRECTORS PRACTICE. HE HAS BEEN WITH LARGE NATIONAL FIRMS HIS ENTIRE 25+ YEAR CAREER. VICTOR EARNED HIS BBA FROM THE UNIVERSITY OF TEXAS, EL PASO, AND HIS MBA IS FROM STANFORD UNIVERSITY.

WHY MEXICO?

Since the implementation of the North American Free Trade Agreement (NAFTA) in 1994, Mexico has positioned itself as an attractive market for U.S. companies interested in leveraging a competitive manufacturing sector, newly developed roads and ports connecting the country, and 13 free trade agreements with 50 countries, including the European Union, Japan, Israel, and several countries in Latin America. With the ratification of the United States-Mexico-Canada Agreement (USMCA) in 2020, Mexico reinvigorated its trade relationship with the United States, becoming America's largest trading partner as of June 2023, according to the U.S. Census.

In the wake of the COVID-19 pandemic and its disruptions to global supply chains, companies of all sizes have begun to turn to Mexico to nearshore their business operations. This follows today's global economic trends which, rather than focusing on maximizing efficiency and lowering prices, now place greater emphasis on national security and supply-chain resilience.

To this end, Mexico is favored by various economic factors, including:

- **Strong economy:** In June 2023, the World Bank revised Mexico's estimated economic growth for 2023 from 1.5% to 2.5%. Similar international organizations including the International Monetary Fund and the Organization and the Organisation for Economic Co-operation and Development have also positively revised their economic growth estimates.
- **Stable currency:** In July 2023, the Mexican Peso (MXN) reached its strongest level in 8 years and is currently the best performer among emerging market currencies, thanks to a measured increase in interest rates, record remittances from abroad, and nearshoring projects.
- **Foreign Direct Investment Boom:** In 2022, Mexico received US \$36.2 billion in foreign direct investment, the most since 2013. An additional US \$18.6 billion was received in the first quarter of 2023, mostly from companies reinvesting their profits in Mexico.





Both Mexico City and the State of Jalisco (where Guadalajara is located) are currently the leading federal entities in Mexico capturing new foreign direct investment. According to the Secretaría de Economía (Secretariat of the Economy), during the first trimester of 2023, Mexico received US \$931.7 million in new foreign direct investment. From that total, Jalisco received US \$368.9 million, and Mexico City received US \$322.6 million. The state of Baja California Sur followed at US \$81.9 million.

Current foreign direct investment in the State of Jalisco tends to focus on the technology and manufacturing industries, whereas Mexico City is more oriented towards the financial services and telecommunications industries. This provides a unique opportunity to grow U.S. businesses by leveraging a competitive economic environment in Mexico.

ABOUT THE UNITED STATES HISPANIC CHAMBER OF COMMERCE

The **United States Hispanic Chamber of Commerce (USHCC)** actively promotes the economic growth, development, and interests of five million Hispanic-owned businesses that, combined, contribute over \$800 billion to the American economy every year. The USHCC is America's largest small business advocacy group, representing more than 260 local chambers and business associations nationwide, and partners with hundreds of major American corporations. For more information, please visit ushcc.com. Follow us on Twitter @USHCC.

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



ABOUT THE MINORITY BUSINESS DEVELOPMENT AGENCY, U.S. DEPARTMENT OF COMMERCE

The mission of the **Minority Business Development Agency (MBDA)** is to promote the growth of minority owned businesses through the mobilization and advancement of public and private sector programs, policy, and research. MBDA has accomplished this mission by funding a network of centers that provide Minority Business Enterprises (MBEs) a variety of business assistance services.



ACCESS TO CAPITAL

MBDA connects MBEs to private lenders, including banks, mutual funds, and investors.



ACCESS TO CONTRACTS

MBDA prepares and promotes MBEs to public and private sector buyers.



ACCESS TO MARKETS

MBDA positions MBEs to expand their client base and operations markets.

AGENDA

Sunday, November 5, 2023

Travel to Mexico City, Mexico

Attire: Business casual



ALL DAY USHCC/MBDA Delegation travel to Mexico City

3:00 p.m. – 6:30 p.m. Hotel Check-in

Location: Hilton Mexico City Reforma (delegation hotel)

Av. Juárez 70, Colonia Centro, Centro, Cuauhtémoc, 06010

Ciudad de México, CDMX, México

6:30 p.m. – 7:00 p.m. Meet in Lobby and Transit to USHCC/MBDA Delegation Welcome Dinner

7:00 p.m. – 9:00 p.m. USHCC/MBDA Delegation Welcome Dinner to Mexico City

Location: El Bajío Polanco

Calle Alejandro Dumas 7, Colonia Polanco, Alcaldía Miguel Hidalgo,

Ciudad de México 11550

Monday, November 6, 2023

Mexico City, Mexico

Attire: Business

9:00 a.m. – 11:00 a.m. Working Breakfast: Welcome and Country Briefing with U.S. Embassy Mexico City Staff Sponsored by: SuKarne

Location: Salones Doña Sol y Don Julián,

Hilton Mexico City Reforma (delegation hotel)

Avenida Juárez 70, Colonia Centro, Alcaldía Cuauhtémoc,

Ciudad de México 06010

11:00 a.m. – 11:30 a.m. Transfer/Walk from Hotel

11:30 a.m. – 1:15 p.m. Meetings with Secretaría de Relaciones Exteriores (Secretariat of Foreign Affairs)

Location: Secretaría de Relaciones Exteriores,

Avenida Juárez 20, Colonia Centro, Alcaldía Cuauhtémoc,

Ciudad de México 06010

1:15 p.m. – 1:45 p.m. Transit to Lunch

AGENDA

2:00 p.m. – 3:15 p.m. USHCC/MBDA Delegation Lunch

Location: Azul Condesa

Avenida Nuevo León 68, Colonia Condesa, Alcaldía Cuauhtémoc,
Ciudad de México 06100

3:15 p.m. – 3:45 p.m. Transit to Secretaría de Economía

3:45 p.m. – 5:15 p.m. Meetings with Secretaría de Economía (Secretariat of the Economy)

Location: Secretaría de Economía

Calle Pachuca 189, Colonia Condesa, Alcaldía Cuauhtémoc,
Ciudad de México 06140

5:15 p.m. – 6:00 p.m. Transit to U.S. Embassy Mexico City

6:00 p.m. – 8:00 p.m. U.S. Ambassador's Reception in Mexico City, Hosted by: Ambassador Ken Salazar

Location: U.S. Ambassador's Residence, Mexico City

Avenida Paseo de la Reforma 2414, Colonia Lomas Altas, Alcaldía Cuauhtémoc, Ciudad de México 06500

8:00 p.m. Delegates are encouraged to have dinner on their own.

Tuesday, November 7, 2023

Mexico City, Mexico

Attire: Business

6:00 a.m. - 8:00 a.m. Breakfast on your own at delegation hotel, included in delegate's hotel stay

8:00 a.m. – 8:15 a.m. Meet in Hotel Lobby

8:15 a.m. – 9:00 a.m. Transit from Hotel to Hacienda de los Morales

9:00 a.m. – 10:30 a.m. Breakfast with Mexican National Business Leaders

Sponsored by: CEMEX

Location: Hacienda de los Morales,

Calle Juan Vazquez de Mella 525, Colonia Polanco, Alcaldía Miguel Hidalgo, Ciudad de México 11510

10:30 a.m. – 11:00 a.m. Transit to Business Meeting

AGENDA

11:00 a.m. – 12:15 p.m. Business Meeting

12:15 p.m. – 12:45 p.m. Transit from Business Meeting to Delegation Lunch

12:45 p.m. – 2:00 p.m. USHCC/MBDA Delegation Lunch

Location: Blanco Castelar

Avenida Emilio Castelar 163, Colonia Polanco, Alcaldía Miguel Hidalgo,
Ciudad de México 11550

2:00 p.m. – 2:30 p.m. Transit to Hotel

2:30 p.m. – 4:00 p.m. Free Time. Meet at Delegation Hotel Lobby at 4:00 pm for departure to reception.

4:00 p.m. – 5:00 p.m. Transit to Evening Reception

5:00 p.m. – 7:00 p.m. Signing and Opening Ceremony of USHCC Office in Mexico

Sponsored by: Perez Correa Gonzalez and Casa Dragones

Location: Corporativo Citi Center,

Avenida Insurgentes Sur 1602, Piso 11, Oficina 1102, Colonia Crédito Constructor, Alcaldía Benito Juárez, Ciudad de México 03940

7:00 p.m. – 7:30 p.m. Transit to Dinner

7:30 p.m. – 9:30 p.m. USHCC/MBDA Delegation Dinner

Location: Restaurante San Ángel Inn,

Calle Diego Rivera 50, Alcaldía Álvaro Obregón,
Ciudad de México 01060

9:30 p.m. – 10:00 p.m. Transit to Hotel



AGENDA

Wednesday, November 8, 2023

Travel to Guadalajara, Jalisco, Mexico

Attire: Business Casual



6:00 a.m. – 10:00 a.m. Hotel Check-out and Breakfast on your own at the hotel, included in delegate's hotel stay.

10:00 a.m. – 11:00 a.m. Transit to Mexico City Airport (MEX)

11:00 a.m. – 12:15 p.m. Check in for flight

Location: Aeropuerto Internacional de la Ciudad de México Benito Juárez,
Avenida Capitán Carlos León S/N, Colonia Peñón de los Baños, Alcaldía Venustiano Carranza,
Ciudad de México 15620

1:05 p.m. – 2:40 p.m. USHCC/MBDA Delegation flight from Mexico City MEX to Guadalajara GDL Aeromexico (AM) flight 228

Departing Mexico City (MEX) at 1:05 pm CST

Arriving Guadalajara (GDL) at 2:40 pm CST

3:30 p.m. – 4:30 p.m. Transit from Airport to Universidad de Guadalajara (UDG)

4:30 p.m. – 6:30 p.m. Business and Academic Engagement with the Universidad de Guadalajara (UDG)

Location: Centro Universitario De Ciencias Económico Administrativas de la Universidad de Guadalajara

Periférico Norte 799, Núcleo Universitario Los Belenes,

Zapopan, Jalisco 45100

6:30 p.m. – 8:00 p.m. Reception and Local Stakeholders Dinner with the Universidad de Guadalajara Sponsored by: Universidad de Guadalajara

Location: Centro Universitario De Ciencias Económico Administrativas de la Universidad de Guadalajara

Periférico Norte 799, Núcleo Universitario Los Belenes, Zapopan, Jalisco 45100

8:00 p.m. - 8:30 p.m. Transit from Universidad de Guadalajara (UDG)

8:30 p.m. Hotel Check-in

Hilton Guadalajara Midtown

Avenida Adolfo López Mateos Nte 2405-300, Colonia Providencia

Guadalajara, Jalisco 44648

AGENDA

Thursday, November 9, 2023

Guadalajara, Jalisco, Mexico

Attire: Business

6:00 a.m. – 9:00 a.m. Breakfast on your own at the hotel, included in delegate's hotel stay.

9:00 a.m. – 9:30 a.m. Transit to meeting with State of Jalisco Economic Development Officials

9:30 a.m. – 11:00 a.m. Meeting with State of Jalisco Economic Development Officials

Location: Palacio de Gobierno,
Avenida Ramón Corona 31, Zona Centro,
Guadalajara, Jalisco 44100

11:00 a.m. – 11:15 a.m. Transit to Congress of Jalisco

11:30 a.m. – 1:00 p.m. Meetings with State of Jalisco Congressional Leaders, led by Diputada Laura Gabriela Cárdenas Rodríguez, Chairperson of the Committee on Competitiveness, Economic Development, Innovation, and Jobs

Location: Salón Legisladoras, Congreso del Estado de Jalisco
Avenida Miguel Hidalgo y Costilla 222, Colonia Centro,
Guadalajara, Jalisco 44100

1:00 p.m. – 1:30 p.m. Transit to lunch and manufacturing tour at La Favorita, Arca Continental

1:30 p.m. – 3:30 p.m. Business to Business Lunch Meeting and Manufacturing Tour of La Favorita Sponsored by: Arca Continental

Location: Embotelladora La Favorita,
Avenida López Mateos Sur 6285, Colonia El Mante,
San Pedro Tlaquepaque, Jalisco 45080

3:30 p.m. – 4:00 p.m. Transit to Ciudad Creativa Digital (Digital Creative City)

4:00 p.m. – 5:30 p.m. Meetings and Tour at Ciudad Creativa Digital

Location: Ciudad Creativa Digital,
Calle Independencia 55, Colonia Centro,
Guadalajara, Jalisco 44100

AGENDA

5:30 p.m. – 6:00 p.m. Transit (walk) to Hospicio Cabañas

6:00 p.m. – 8:00 p.m. Government of Jalisco Delegation Reception hosted by Governor Enrique Alfaro

Location: Hospicio Cabañas, Calle Cabañas 8, Plaza Tapatía Zona Centro, Guadalajara, Jalisco 44360

8:00 p.m. – 8:30 p.m. Transit to USHCC/MBDA Delegation Trade Mission Dinner

8:30 p.m. – 10:00 p.m. USHCC/MBDA Delegation Trade Mission Closing Dinner

Location: Restaurante Santo Coyote,
Calle Miguel Lerdo de Tejada 2379, Colonia Americana,
Guadalajara, Jalisco 44150

10:00 p.m. Transit to Hotel

Friday, November 10, 2023

Guadalajara, Jalisco, Mexico

Attire: Business Casual

6:00 a.m. – 9:00 a.m. Hotel Check-out and Breakfast on your own at the hotel, included in delegate's hotel stay.

9:00 a.m. – 9:30 a.m. Transit to Working Breakfast with the Guadalajara Chamber of Commerce

9:30 a.m. – 11:00 a.m. Working Breakfast with Guadalajara Chamber of Commerce
Sponsored By: Cámara de Comercio de Guadalajara

Location: Cámara de Comercio de Guadalajara,
Avenida Vallarta 4095, Fraccionamiento Camino Real,
Zapopan, Jalisco 45040

11:00 a.m. – 12:00 p.m. Transit to Guadalajara International Airport

DELEGATION



ERNEST C' DE BACA
PRESIDENT/CEO
ALBUQUERQUE HISPANO CHAMBER OF COMMERCE
BOARD OF DIRECTORS, U.S. HISPANIC CHAMBER OF COMMERCE

ERNIE C'DEBACA IS PRESIDENT AND CEO OF THE ALBUQUERQUE HISPANO CHAMBER OF COMMERCE (HISPANO CHAMBER). ERNIE BEGAN IN THAT CAPACITY IN JUNE 2017 HAVING SERVED PRIOR AS THE VICE PRESIDENT OF CONVENTIONS AND TOURISM FOR THE CHAMBER. ERNIE RETIRED FROM PNM RESOURCES IN JANUARY 2016 HAVING WORKED THERE FOR 38 YEARS AND SERVING THE PAST 20 YEARS AS ITS VICE PRESIDENT OF GOVERNMENTAL AFFAIRS. UNDER HIS LEADERSHIP, PNM COLLABORATED WITH VARIOUS ENTITIES, SOME ADVERSARIAL, TO DEVELOP LEGISLATION RESULTING IN THE RENEWABLE PORTFOLIO STANDARD AND ENERGY EFFICIENCY LAWS, AMONG OTHER LEGISLATION, THAT MANY STATES HAVE SINCE ADOPTED. ERNIE WAS ALSO A LONG-SERVING BOARD MEMBER AT THE CHAMBER AND WAS ITS CHAIR IN 2006. IN HIS CURRENT CAPACITY, ERNIE LEADS THE HISPANO CHAMBER WHICH IS ONE OF THE LARGEST CHAMBERS IN NEW MEXICO AND ONE OF THE LARGEST HISPANIC CHAMBERS IN THE UNITED STATES. THE MISSION OF THE CHAMBER IS TO PROMOTE ECONOMIC DEVELOPMENT, TO ENHANCE ECONOMIC OPPORTUNITIES AND TO PROVIDE BUSINESS AND WORKFORCE EDUCATION WITH AN EMPHASIS ON THE HISPANIC AND SMALL BUSINESS COMMUNITY IN ALBUQUERQUE AND NEW MEXICO.



YURI CUNZA
PRESIDENT AND CEO
NASHVILLE AREA HISPANIC CHAMBER OF COMMERCE
BOARD OF DIRECTORS, U.S. HISPANIC CHAMBER OF COMMERCE

YURI CUNZA IS A HISPANIC-AMERICAN MEDIA PROFESSIONAL, SOCIAL ENTREPRENEUR, BUSINESS LEADER AND COMMUNITY ADVOCATE. HE SERVES AS PRESIDENT & CEO OF THE NASHVILLE AREA HISPANIC CHAMBER OF COMMERCE, AND IS THE FOUNDER AND EDITOR-IN-CHIEF OF THE SPANISH LANGUAGE PUBLICATION LA NOTICIA NEWSPAPER (HISPANIC PAPER PUBLISHING). HE IS ALSO OWNER AND FOUNDER OF Y&K, A STRATEGIC MEDIA SOLUTIONS, SUPPORT & CONSULTING SERVICES COMPANY BASED IN NASHVILLE, TENNESSEE. IN 2018 YURI CUNZA WAS SELECTED TO SERVE ON THE BOARD OF DIRECTORS OF THE UNITED STATES HISPANIC CHAMBER OF COMMERCE (USHCC), THE LARGEST HISPANIC BUSINESS ORGANIZATION IN THE U.S, SERVING AS CHAIR OF REGION VI WHICH REPRESENTS ALABAMA, FLORIDA, GEORGIA, MISSISSIPPI, NORTH CAROLINA, PUERTO RICO, SOUTH CAROLINA, AND TENNESSEE. YURI CUNZA IS A BOARD MEMBER OF SEVERAL LOCAL, REGIONAL AND NATIONAL NON-PROFIT ORGANIZATIONS, AND SERVES ON THE TENNESSEE ADVISORY COMMITTEE FOR THE U.S. GLOBAL LEADERSHIP COALITION; THE PARTNERSHIP FOR A NEW AMERICAN ECONOMY; THE STEERING COMMITTEE OF MAIN STREET -TN GROWTH & OPPORTUNITY COALITION AND MOST RECENTLY, HE HAS BEEN APPOINTED TO THE ADVISORY BOARD OF THE TENNESSEE WORLD AFFAIRS COUNCIL.

DELEGATION



DANIEL RODRIGO GALINDO
MANAGING DIRECTOR
ALLIVATE IMPACT CAPITAL
EDUCATIONAL FUND BOARD OF DIRECTORS, U.S. HISPANIC CHAMBER OF COMMERCE

AS MANAGING DIRECTOR FOR ALLIVATE IMPACT CAPITALS, DANIEL GALINDO IS RESPONSIBLE FOR ALIGNING IMPACT-DRIVEN CAPITAL, AND IDENTIFYING, INVESTING, AND MANAGING IMPACT-FIRST ASSETS WITH RISK-ADJUSTED RETURNS FOR THE FIRM AND ITS INVESTORS. IN THIS KEY ROLE, HE LEVERAGES HIS NEARLY 20 YEARS OF BANKING, FUND MANAGEMENT, COMMUNITY- AND ECONOMIC DEVELOPMENT, REGULATORY, PUBLIC POLICY, AND RELATIONSHIP MANAGEMENT EXPERIENCE. AS SENIOR VICE PRESIDENT, DIRECTOR OF COMMUNITY DEVELOPMENT AND STRATEGIC INITIATIVES, DANIEL ALSO LEADS THE DEVELOPMENT, IMPLEMENTATION, EXPANSION, AND DIRECT OVERSIGHT OF GROUNDBREAKING, AWARD-WINNING, STRATEGIC INITIATIVES IN RETAIL BANKING, LENDING, INVESTMENTS, AND CORPORATE RESPONSIBILITY ACROSS WOODFOREST NATIONAL BANK'S® 17 STATE FOOTPRINT. HE ALSO MANAGES REGULATORY, CREDIT RISK, PROFITABILITY, AND IMPACT THROUGH THE COMMUNITY REINVESTMENT IMPACT INVESTING AND LOAN PORTFOLIOS FOR THE BANK. DANIEL IS A SKILLED PROFESSIONAL IN FINANCIAL STRUCTURING THROUGH COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS, PRIVATE EQUITY FUNDS, OPPORTUNITY ZONE FUNDS, SMALL BUSINESS INVESTMENT COMPANIES, RURAL BUSINESS INVESTMENT COMPANIES, AND SPECIAL PURPOSE VEHICLES. DANIEL IS ALSO RESPONSIBLE FOR WOODFOREST'S COMMUNITY DEVELOPMENT, MINORITY DEPOSIT INSTITUTION, AND IMPACT INVESTING STRATEGY TEAMS.



SILVESTRE GONZALES
PRESIDENT
GRESHAM FORD
BOARD OF DIRECTORS, U.S. HISPANIC CHAMBER OF COMMERCE

SIL GONZALES IS THE FOUNDER AND PRINCIPAL OF FORD OF VENTURA, CALIFORNIA. BRINGING MORE THAN 40 YEARS OF EXPERIENCE ACROSS PUBLIC AND PRIVATE SECTORS, SIL IS KNOWN AS AN INNOVATIVE LEADER AND STRONG ADVOCATE FOR THE HISPANIC COMMUNITY. HE HAS SERVED ON THE BOARD OF DIRECTORS FOR THE DAIMLERCHRYSLER MINORITY ASSOCIATION AND THE FORD MINORITY DEALERS ASSOCIATION, ALWAYS ENSURING HISPANIC VOICES ARE AT THE DECISION-MAKING TABLE. HE TRANSFERRED HIS VAST KNOWLEDGE AND EXPERIENCE TO THE OPERATION OF AUTO DEALERSHIPS IN SOUTHERN CALIFORNIA AND OREGON. HIS EXTENSIVE EXPERIENCE IN MANAGING BUSINESSES, BANKS, AND DEVELOPMENT COMPANIES FOR BOTH THE PUBLIC AND PRIVATE SECTORS WILL SURELY BENEFIT THE CHAMBER. SIL GONZALES RECEIVED HIS BACHELOR'S DEGREE IN FINANCE FROM CALIFORNIA STATE UNIVERSITY IN LOS ANGELES IN 1965. HE THEN CONTINUED TO USC AND UCLA GRADUATE SCHOOLS OF BUSINESS FROM 1965 TO 1967. HE ROUNDED OUT HIS FORMAL EDUCATION AT SOUTHWESTERN UNIVERSITY SCHOOL OF LAW FROM 1967 TO 1969.

DELEGATION



ROBERTO MARTINEZ
CEO
BRAVEN AGENCY
BOARD OF DIRECTORS, U.S. HISPANIC CHAMBER OF COMMERCE

ROBERTO IS THE FOUNDER AND CEO OF BRAVEN AGENCY, A DIGITAL MARKETING AGENCY, AND SMRTS, A SMB SUCCESS TRACKING SOFTWARE COMPANY. HE IS A GOOGLE'S CALIFORNIA DIGITAL COACH TRAINING AND SCALING DIVERSE SMALL BUSINESSES. ROBERTO HAS RUN OVER 1000 MARKETING AND ENTREPRENEURIAL WORKSHOPS, IN ENGLISH AND SPANISH, ON BEHALF OF TECH COMPANIES AND UNIVERSITIES THAT INCLUDE GOOGLE, QUICKBOOKS, FACEBOOK, AMAZON, UNIVISION, STANFORD, UCLA, AND SHOPIFY. ROBERTO'S WORK INCLUDES PARTNERING WITH VARIOUS GOVERNMENTS, CITY OFFICIALS, CHAMBERS, NON-PROFITS, AND ACCELERATORS TO BRIDGE THE DIGITAL DIVIDE. HE IS A VISITING PROFESSOR FOR CSULB SCHOOL OF BUSINESS WHERE HE TEACHES DIGITAL MARKETING AND SOCIAL MEDIA ANALYTICS. HE IS ALSO A BOARD MEMBER OF CSULB'S INSTITUTE FOR INNOVATION AND ENTREPRENEURSHIP. PRIOR TO ENTERING THE PRIVATE SECTOR, ROBERTO WORKED FOR THE CANADIAN FOREIGN SERVICE AS WELL AS THE U.S. STATE DEPARTMENT WHERE HE FOCUSED ON FOREIGN DIRECT INVESTMENT AND POLITICAL ENGAGEMENT. ROBERTO HOLDS A CERTIFICATE IN SCALING BUSINESSES FROM STANFORD SCHOOL OF BUSINESS, A CERTIFICATE IN ENTREPRENEURIS DEVELOPMENT FROM UCLA ANDERSON SCHOOL OF BUSINESS, AN MBA FROM THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT AND A B.A. FROM UCLA.



MAYRA ELIZABETH PINEDA
PRESIDENT AND CEO
HISPANIC CHAMBER OF COMMERCE OF LOUISIANA
BOARD OF DIRECTORS, U.S. HISPANIC CHAMBER OF COMMERCE

MRS. PINEDA IS A LOCAL BUSINESSWOMAN AND THE PRESIDENT & CEO OF THE HISPANIC CHAMBER OF COMMERCE OF LOUISIANA, WHERE OVER THE YEARS, SHE HAS WORKED TIRELESSLY TO DEVELOP STRONG AND LONG-LASTING BUSINESS RELATIONSHIPS BETWEEN LOUISIANA, THE HISPANIC COMMUNITY AND LATIN AMERICA. SHE IS A FORMER CONSUL GENERAL OF HONDURAS IN NEW ORLEANS, ARKANSAS, TENNESSEE, MISSISSIPPI AND ALABAMA. MRS. PINEDA HAS BEEN THE RECIPIENT OF MULTIPLE RECOGNITIONS OVER THE YEARS I.E. THE LEADERSHIP AWARD BY THE NEW ORLEANS HISPANIC HERITAGE FOUNDATION, THE HIGH ACHIEVEMENT IN COMPLIANCE BY SUBWAY CORPORATION, AND HONOREE OF NOBA'S MEN AND WOMEN OF FASHION/PRIX DE ELEGANCE. MOST RECENTLY, MRS. PINEDA WAS RECOGNIZED IN 2022 CITYBUSINESS POWER 50, 2022 CITYBUSINESS WOMEN OF THE YEAR HONOREE, 2021 WITH THE ICON AWARD BY CITYBUSINESS, 2021 AND 2022 NO TOP 500 BY BIZ MAGAZINE, 2020 DIVERSITY IN SCOUTING GALA, "VALE LA PENNA AWARD." MS. PINEDA WAS ALSO RECOGNIZED AS A 2019 ROLE MODEL BY THE YOUNG LEADERSHIP COUNCIL, 2018 TOP FEMALE ACHIEVER BY NEW ORLEANS MAGAZINE, 2018 MINORITY BUSINESS CHAMPION BY THE US SMALL BUSINESS ADMINISTRATION, CITYBUSINESS WOMEN OF THE YEAR HONOREE, 2017 PARTNER OF YEAR OF WBEC SOUTH, AND ACCEPTED THE 2017 AND 2021 UNITED STATES HISPANIC CHAMBER, CHAMBER OF THE YEAR AWARD ON BEHALF OF THE HISPANIC CHAMBER OF COMMERCE OF LOUISIANA.

DELEGATION



EDWIN BOTERO
CEO USA, VIZ CATTLE CORP. DBA SUKARNE

FOR 12 YEARS I HAVE SUPPORTED SUKARNE'S GROWTH IN THE UNITED STATES. WE ARE THE LARGEST IMPORTER AND DISTRIBUTOR OF MEXICAN BEEF. PRIOR TO THAT I WAS THE INTERNATIONAL VICE PRESIDENT FOR JBS USA. OVERALL I HAVE SPENT 25 YEARS IN THE INTERNATIONAL MEAT BUSINESS.



EDGAR BRAHAM
MANAGING PARTNER, ACCESSBRIDGE INTERNATIONAL

EDGAR IS MANAGING PARTNER AT ACCESSBRIDGE INTERNATIONAL. PREVIOUSLY, HE SERVED AS ECONOMIC COUNSELOR AT THE USMCA OFFICE AT THE MEXICAN EMBASSY TO THE U.S. WHERE HE MANAGED MEXICO'S PUBLIC AND PRIVATE SECTOR ENGAGEMENT AND ADVOCACY STRATEGY, LED THE WORK ON SUPPLY CHAIN RESILIENCY AND INVESTMENT ATTRACTION, AND COORDINATED THE STRATEGIES TO PREVENT AND RESOLVE IRRITANTS OF THE U.S. - MEXICO TRADE RELATIONSHIP FOR MEXICO'S MINISTRY OF ECONOMY. HE PARTICIPATED AT THE U.S. - MEXICO HIGH LEVEL ECONOMIC DIALOGUE AND LED INVESTMENT ATTRACTION EFFORTS AND TRADE MISSIONS TO MEXICO IN KEY SECTORS SUCH AS SEMICONDUCTORS, ICT, AND AUTOMOTIVE. EDGAR WORKED AS SENIOR CONSULTANT AT SIE CONSULTORES IN MEXICO CITY, A CONSULTING FIRM SPECIALIZED IN ECONOMICS, INTERNATIONAL TRADE, PUBLIC POLICY AND INFRASTRUCTURE. HE ALSO SERVED AS EXECUTIVE VICEPRESIDENT OF FUNDACIÓN COLOSIO A.C. A NATIONAL POLITICAL PARTY THINK TANK. EDGAR HOLDS A B.S. IN ECONOMICS FROM ITAM AND AN M.P.P. FROM UNIVERSITY OF CHICAGO.

DELEGATION



RHETT BUTTLE
FOUNDER, PUBLIC PRIVATE STRATEGIES

RHETT BUTTLE IS AN ENTREPRENEUR, ADVOCATE, AND ONE OF THE MOST TRUSTED LEADERS AT THE INTERSECTION OF BUSINESS AND POLICY IN WASHINGTON, DC. MOST RECENTLY, RHETT SERVED AS NATIONAL BUSINESS ADVISOR TO PRESIDENT JOE BIDEN'S 2020 CAMPAIGN. HE HAS WORKED FOR PRESIDENT BARACK OBAMA, SECRETARY OF STATE HILLARY CLINTON, AND GOVERNOR ARNOLD SCHWARZENEGGER. RHETT IS THE FOUNDER OF PUBLIC PRIVATE STRATEGIES (PPS) AND PRESIDENT OF THE PUBLIC PRIVATE STRATEGIES INSTITUTE (PPSI), WHICH WORKS TO BRING TOGETHER THE PUBLIC AND PRIVATE SECTORS TO BUILD COALITIONS, ACTIVATE CAMPAIGNS, AND CREATE STRATEGIC PARTNERSHIPS TO DRIVE POLICY AND MARKET OUTCOMES. IN THESE ROLES, HE ADVISES LEADING POLICY MAKERS, FOUNDATIONS, NONPROFITS, AND CORPORATIONS. IN ADDITION TO PPS AND PPSI, HE HAS HELPED FOUND THE SMALL BUSINESS ROUNDTABLE, SMALL BUSINESS FOR AMERICA'S FUTURE, AND THE NEXT GEN CHAMBER OF COMMERCE. HE IS ALSO A SENIOR FELLOW AT THE ASPEN INSTITUTE AND A REGULAR CONTRIBUTOR TO FORBES, WHERE HE WRITES ON THE INTERSECTION OF BUSINESS, POLICY, AND POLITICS. RHETT HAS ALSO BEEN FEATURED IN THE NEW YORK TIMES, CNN, THE WALL STREET JOURNAL, AND SEVERAL OTHER BUSINESS PUBLICATIONS.



C. LEROY CAVAZOS-REYNA
FOUNDER AND CEO, LOCALISM, INC.

C. LEROY CAVAZOS-REYNA IS A TEXAS NATIVE OF THE UNITED STATES (U.S.) BORDER CITY OF MISSION. THROUGHOUT HIS ACADEMIC AND PROFESSIONAL CAREERS, HE HAS BEEN STRONGLY COMMITTED TO SERVICE, COMMUNITY DEVELOPMENT, DIPLOMACY, ENTREPRENEURSHIP, AND POLITICAL ACTIVISM BY WORKING WITH ORGANIZATIONS AND GOVERNMENT ENTITIES DEDICATED TO THOSE VERY ENDEAVORS. IN AUGUST 2022, HE FOUNDED LOCALISM, INC. A PREMIERE CONSULTING FIRM TO HELP MINORITY BUSINESSES, CORPORATIONS, AND NONPROFITS TO ACHIEVE THEIR GOVERNMENT AFFAIRS, INTERNATIONAL RELATIONS, PROCUREMENT, AND DIVERSITY, EQUITY AND INCLUSION, GOALS. LOCALISM, INC. IS A PROUDLY CERTIFIED HISPANIC, LGBTQ+, AND DISABLED-OWNED BUSINESS HEADQUARTERED IN SAN ANTONIO, TEXAS. IN ADDITION TO STRATEGICALLY LEADING AND GROWING LOCALISM, INC., C. LEROY SERVES AS SENIOR ADVISOR FOR PUBLIC PRIVATE STRATEGIES FOCUSING ON NATIONAL AND GLOBAL WORK TO DEVELOP INNOVATIVE STRATEGIES TO SUPPORT MINORITY-OWNED BUSINESSES AND IMPACT THE CONVERSATION AROUND EQUITABLE ECONOMIC GROWTH.

DELEGATION



LAUREN CORTINAS
SENIOR VICE PRESIDENT, CHEMISTRY CULTURA

LAUREN'S ROLE AT THE AGENCY INCLUDES FACILITATING AND COORDINATING THE OVERALL STRATEGY OF OUR COMMUNICATIONS EFFORTS WITH AN EMPHASIS ON CLIENTS BASED IN THE WESTERN U.S. PREVIOUSLY, SHE WORKED IN A VARIETY OF FIELDS WITH A FOCUS ON NONPROFIT MANAGEMENT, GOVERNMENT, AND EDUCATION. SHE GRADUATED FROM FLORIDA INTERNATIONAL UNIVERSITY WITH A MASTER'S DEGREE IN PUBLIC ADMINISTRATION AND A CERTIFICATE IN HUMAN RESOURCES MANAGEMENT IN 2009, AND HOLDS A BACHELOR'S DEGREE IN COMMUNICATIONS AND HISPANIC STUDIES FROM BOSTON COLLEGE. LAUREN HAS A PASSION FOR VOLUNTEERING AND SERVICE-LEARNING, IS FLUENT IN SPANISH AND ENJOYS TRAVELING ALONG WITH HER TWO CHILDREN.



JOSEPH DE LA ROSA
SENIOR ADVISOR, STATE OF NEW MEXICO

JOSEPH J. DE LA ROSA IS THE SENIOR ADVISOR FOR GLOBAL TRADE & INFRASTRUCTURE INVESTMENTS FOR THE STATE OF NEW MEXICO, WORKING FOR BOTH THE TRANSPORTATION AND ECONOMIC DEVELOPMENT DEPARTMENTS. MR. DE LA ROSA BEGAN HIS CAREER IN PUBLIC SERVICE AT THE TRAFFIC SAFETY BUREAU IN 2003. SUBSEQUENTLY, MR. DE LA ROSA WORKED IN THE TRANSIT & RAIL BUREAU AS THE COMMUTE OPTIONS MANAGER, AS THE PLANNING AND PROGRAMS MANAGER FOR SOUTHERN NEW MEXICO, WITH DUTIES THAT INCLUDED DIRECTING MATTERS RELATED TO US-MEXICO BORDER TRANSPORTATION. MR. DE LA ROSA LEFT STATE GOVERNMENT TO WORK FOR THE UNITED STATES COMMERCE DEPARTMENT IN 2010 AND SUBSEQUENTLY DECIDED TO PURSUE GRADUATE STUDIES. LATER, HE CO-FOUNDED A CONSULTING BUSINESS FOCUSED ON TRANSPORTATION POLICY AND PLANNING, BEFORE RETURNING TO STATE GOVERNMENT IN 2019. AFTER SERVING AS THE SPECIAL PROJECTS CHIEF FOR THE DEPARTMENT OF TRANSPORTATION, MR. DE LA ROSA WAS ANNOUNCED AS SENIOR ADVISOR IN FEBRUARY 2023 AND HAS ALSO BEEN DESIGNATED AS THE CHAIRMAN OF THE NEW MEXICO BORDER AUTHORITY BOARD OF DIRECTORS. JOSEPH J. DE LA ROSA HOLDS A BACHELOR OF ARTS DEGREE FROM THE UNIVERSITY OF ARIZONA AND A JURIS DOCTOR DEGREE FROM THE UNIVERSITY OF SOUTH DAKOTA.

DELEGATION



ALMA DELIA DEL TORO
CO PRESIDENT, BLUE WAVE INTERNATIONAL SDP

ALMA DEL TORO: FOUNDER & PRESIDENT OF BLUE BULL ENERGY (BBE) AND CO-FOUNDER AND CO-PRESIDENT OF BLUE WAVE SUPPLIER DEVELOPMENT PROGRAM (BLUE WAVE). ALMA HAS +25 YEARS OF EXPERIENCE IN THE INTERNATIONAL ENERGY SECTOR INCLUDING 17 YEARS WITH BP IN GLOBAL COMMERCIAL LEADERSHIP POSITIONS. AWARDED IN 2022 "DISTINGUISHED NEGOTIATOR" BY THE ASSOCIATION OF INTERNATIONAL ENERGY NEGOTIATORS. BBE DESIGNS WIN-WIN ALLIANCES TO MAKE A DIFFERENCE BUILDING BUSINESS AND COMMUNITIES. BBE HAS FACILITATED OVER 15 JOINT OPERATING AGREEMENT COMMERCIAL OPTIMIZATION TRAINING SESSIONS FOR SOME OF THE LARGEST NATIONAL OIL COMPANIES. BBE'S PORTFOLIO ALSO INCLUDES ENVIRONMENTAL PROJECTS WITH PETRONAS PROTECTING ENDANGERED SEA TURTLES IN CAMPECHE, MEXICO. BLUE WAVE BUILDS SUSTAINABLE ECONOMIC DEVELOPMENT ACROSS ALL COMMUNITIES OFFERING A SCALABLE AND ACCESSIBLE SOLUTION CLOSING THE CURRENT GAP FOR LOCAL AND DIVERSE CAPABLE SUPPLY CHAIN. BLUE WAVE'S COLLABORATIVE MODEL ENGAGES WITH MAJOR CORPORATIONS GLOBALLY FORMING STRATEGIC ALLIANCES WITH GOVERNMENTS, AND ASSOCIATIONS.



CARLOS DANILO DOUBLEDAY
SPECIAL PROJECTS, CRC GLOBAL SOLUTIONS

CARLOS DOUBLEDAY SERVED THE WALMART CORPORATION FOR 35 YEARS. DURING THIS TIME HE HELD VARIOUS LEADERSHIP POSITIONS. HE SERVED AS SVP WALMART STORES WEST. RESPONSIBLE FOR TOTAL STORE OPERATION IN 23 STATES WITH 1000 STORES UNDER HIS LEADERSHIP.

SVP AND PRESIDENT SAM'S CLUB MEXICO LED THE BUSINESS BASED IN MEXICO CITY.
SVP - STRATEGY, INTEGRATION AND STORE EXECUTION SAM'S CLUB US.
VP STORE OPERATIONS SAM'S CLUB US.
FOUNDING PARTNER PRIVATE CONSULTING FIRM.
ADVISORY BOARD MEMBER CRC GLOBAL SOLUTIONS INC.
RESIDES IN FLORIDA.

DELEGATION



ROBERT DZUR
SR. VICE PRESIDENT, BOHANNAN HUSTON, INC.

ROBERT DZUR JOINED BOHANNAN HUSTON, INC. (BHI) IN 2004 AND SERVES THE COMPANY AS A PROJECT MANAGER RESPONSIBLE FOR THE EXECUTION OF A WIDE VARIETY OF GIS, REMOTE SENSING, AND PHOTOGRAMMETRIC MAPPING PROJECTS. PRIOR TO COMING TO ALBUQUERQUE, NM, MR. DZUR STARTED HIS CAREER WORKING AT THE UNIVERSITY OF ARKANSAS CENTER FOR ADVANCED SPATIAL TECHNOLOGIES AND SUBSEQUENTLY HE SPENT NEARLY 4 YEARS WORKING IN BOLIVIA AS AN INTERNATIONAL TECHNICAL CONSULTANT MANAGING CADASTRAL MAPPING PROJECTS FOR THE WORLD BANK. MR. DZUR HAS A BACHELOR'S AND MASTER'S DEGREE FROM THE UNIVERSITY OF ARKANSAS AND IS A CERTIFIED GIS PROFESSIONAL.



KELSEY FLITTER
ACCOUNT MANAGER, CHEMISTRY CULTURA

KELSEY HAS MORE THAN TEN YEARS OF EXPERIENCE WORKING WITH LEADING BRANDS AND COMPANIES THROUGHOUT THE AMERICAS. AS A TRILINGUAL COMMUNICATIONS PROFESSIONAL, HER EXPERIENCE STRETCHES ACROSS CONSUMER, CORPORATE, AND GOVERNMENTAL CLIENTS, TOUCHING ON TRAVEL & TOURISM, SUSTAINABILITY & ESG, AND TECHNOLOGY & INNOVATION SECTORS. IN JUNE 2021, KELSEY FOUNDED RUBI GROUP, A BOUTIQUE CONSULTING FIRM SPECIALIZING IN PAN-REGIONAL STRATEGIC COMMUNICATION FOR PURPOSE-DRIVEN CLIENTS THAT WORK BETWEEN THE U.S. AND LATIN AMERICA. TODAY, SHE LEADS MULTI-MARKET REGIONAL COMMUNICATIONS & PR, BRANDING, AND SOCIAL MEDIA CAMPAIGNS THROUGHOUT THE AMERICAS, ACTING AS THE CULTURAL CONNECTOR FOR CLIENTS TRYING TO UNDERSTAND THE NUANCE OF EACH MARKET. CURRENTLY, RUBI GROUP HAS STAFF IN MIAMI, SÃO PAULO, QUITO, AND MEXICO CITY. KELSEY IS BASED IN MIAMI AND TRAVELS OFTEN BETWEEN THE U.S. AND LATIN AMERICA. SHE'S MOTIVATED BY CAUSES RELATED TO THE ENVIRONMENT, HUMAN RIGHTS, AND CLIMATE CHANGE. SHE HAS A MASTERS OF ARTS AND BACHELORS OF ARTS FROM THE UNIVERSITY OF MIAMI IN LATIN AMERICAN STUDIES AND COMMUNICATIONS.

DELEGATION



FRANK SEAN GARCIA
CHIEF EXECUTIVE OFFICER, PERIKIN ENTERPRISES

MR. FRANK GARCIA, CHIEF EXECUTIVE OFFICER (CEO) FOR PERIKIN ENTERPRISES, BRINGS YEARS OF SUCCESSFUL EXPERIENCE IN BUSINESS DEVELOPMENT, PROFIT AND REVENUE GENERATION, RELATIONSHIP MANAGEMENT, PERSONNEL MANAGEMENT, LONG-TERM FINANCE, CORPORATE INSURANCE, AND COMMERCIAL LENDING. THIS EXPERIENCE HAS GIVEN HIM THE KNOWLEDGE TO CONTINUE TO GROW AND MANAGE THE ORGANIZATION. HE HOLDS A B.A. IN POLITICAL SCIENCE WITH AN EMPHASIS ON AMERICAN FOREIGN POLICY AND PUBLIC ADMINISTRATION FROM TEXAS STATE UNIVERSITY. AS THE CEO HE IS RESPONSIBLE FOR LEADING THE DEVELOPMENT AND EXECUTION OF THE CORPORATION'S STRATEGIC PLAN THAT ALIGNS WITH PERIKIN'S MISSION, VALUES, AND VISION. ADDITIONALLY, AS THE CEO HE COMMUNICATES ON BEHALF OF THE CORPORATION TO SHAREHOLDERS, EMPLOYEES, JOINT VENTURE PARTNERS OR OTHER AFFILIATED COMPANIES, GOVERNMENT AGENCIES, EXTERNAL ORGANIZATIONS, OTHER STAKEHOLDERS, AND THE PUBLIC. MR. GARCIA HAS RECEIVED NUMEROUS AWARDS AND COMMENDATIONS, SUCH AS BEING RECENTLY SELECTED BY THE SMALL BUSINESS ADMINISTRATION (SBA) AS THE NEW MEXICO YOUNG ENTREPRENEUR OF THE YEAR.



RICHARD ARTURO GARCIA-GUERRERO
SENIOR ADVISOR, LOCALISM, INC.

RICHARD GARCIA IS A SENIOR ADVISOR AT LOCALISM, INC. PREVIOUSLY, HE SERVED AS CHIEF OF STAFF AT THE UNITED STATES HISPANIC CHAMBER OF COMMERCE (USHCC). IN HIS ROLE, HE WORKED WITH THE USHCC TEAM BY PROVIDING SUPPORT ON A BROAD SCOPE OF AREAS, INCLUDING ADVOCACY, EXTERNAL AFFAIRS, AND ADMINISTRATION ON BEHALF OF A NATIONAL NETWORK OF MORE THAN 4.7 MILLION HISPANIC-OWNED BUSINESSES, AND MORE THAN 250 AFFILIATED HISPANIC CHAMBERS OF COMMERCE ACROSS THE COUNTRY. RICHARD HAS A BACHELOR OF THE ARTS DEGREE IN INTERNATIONAL STUDIES AND IN ECONOMICS FROM CALIFORNIA STATE UNIVERSITY, LONG BEACH. HE IS CURRENTLY A GRADUATE STUDENT AT GEORGETOWN UNIVERSITY'S DUAL MASTER OF SCIENCE IN FOREIGN SERVICE AND MASTER IN PUBLIC POLICY PROGRAM AT THE WALSH SCHOOL OF FOREIGN SERVICE AND MCCOURT SCHOOL OF PUBLIC POLICY IN WASHINGTON, DC.

DELEGATION



MARTIN GUERRERO
POLICY PARTNERSHIPS & COMMUNITY IMPACT LEAD, BLOCK, INC

MARTIN GUERRERO IS A MEMBER OF THE GLOBAL POLICY PARTNERSHIPS AND COMMUNITY IMPACT TEAM AT BLOCK. BLOCK, INC IS A GLOBAL TECHNOLOGY COMPANY WITH A FOCUS ON FINANCIAL SERVICES. MADE UP OF SQUARE, CASH APP, SPIRAL, TIDAL, AND TBD, WE BUILD TOOLS TO HELP MORE PEOPLE ACCESS THE ECONOMY. AS AN E-COMMERCE SPECIALIST WITH 15 YEARS IN THE WEBSITE AND DOMAIN NAME INDUSTRY HE HAS BEEN HELPING SQUARE SELLERS BROADEN THEIR CUSTOMER BASE BY PROVIDING BOTH ONSITE AND ONLINE EDUCATIONAL PROGRAMS CENTERED AROUND THE SQUARE ECOSYSTEM. MARTIN ALSO HEADS UP CROSS-FUNCTIONAL PROJECTS SUPPORTING SPANISH-SPEAKING AND INDIGENOUS SMALL BUSINESSES AND OTHER COMMUNITY AND THIRD PARTY PARTNERS AROUND THE GLOBE.



DENISE HERNANDEZ
CEO, THE EATERY CULINARY GROUP

DENISE RODRIGUEZ-HERNANDEZ IS THE OWNER OF THE EATERY CULINARY GROUP AND M-PRESSED COMMERCIAL LAUNDRY SERVICE. WITH OVER 25 YEARS OF EXPERIENCE IN THE RETAIL, FOOD, BEVERAGE AND HOSPITALITY INDUSTRY SHE'S A PROVEN ENTREPRENEUR, BUSINESS OWNER AND LEADER. DENISE HAS WORKED WITH A WIDE RANGE OF COMPANIES, MARKETING PRIVATE-LABEL BRANDS, DEVELOPING, AND IMPLEMENTING STRATEGIC BUSINESS PLANS, MANUFACTURING. DENISE IS COMMITTED TO HELPING HER COMMUNITY AND TO DO SO SHE SERVES ON THE BOARD OF DIRECTORS FOR THE SAN ANTONIO HISPANIC CHAMBER OF COMMERCE AND SERVED AS THE BOARD CHAIRWOMAN FOR 2022. IN 2014, SHE WAS A FOUNDING MEMBER OF THE VERY FIRST LATINA LEADERSHIP INSTITUTE PROGRAM AND WAS CO-CHAIR FOR THE 2017 LEADERSHIP COMMITTEE. SHE SERVED AS A BOARD MEMBER FOR THE GUADALUPE CULTURAL ARTS CENTER, WAS APPOINTED BY MAYOR IVY TAYLOR TO THE CITY'S CVB TASK FORCE AND RECENTLY COMPLETED HER APPOINTED TERM ON THE VISIT SAN ANTONIO BOARD. MOST RECENTLY, DENISE WAS APPOINTED BY THE FEDERAL RESERVE BANK OF DALLAS TO THE SAN ANTONIO BRANCH OF THE BOARD OF DIRECTORS WITH HER TERM BEGINNING IN JANUARY 2023. DENISE EARNED HER BBA WITH A CONCENTRATION IN INTERNATIONAL BUSINESS FROM THE UNIVERSITY OF THE INCARNATE WORD IN SAN ANTONIO, TEXAS.

DELEGATION



MARK (MOSES) HERNANDEZ
PRESIDENT, TRUE FLAVORS LLC

MARK HERNANDEZ IS A VISIONARY LEADER AND THE DRIVING FORCE BEHIND TRUE FLAVORS LLC, A RENOWNED OFF-PREMISE CATERING COMPANY THAT HE CO-FOUNDED THREE DECADES AGO ALONGSIDE HIS SIBLINGS, JOHNNY AND LETTY HERNANDEZ. WITH AN IMPRESSIVE 30-YEAR TENURE IN THE FOOD SERVICE INDUSTRY, MARK'S DEDICATION AND PASSION HAVE TRANSFORMED TRUE FLAVORS INTO THE ESTEEMED AND THRIVING COMPANY IT IS TODAY. UNDER HIS GUIDANCE, THE HERNANDEZ FAMILY HAS SUCCESSFULLY VENTURED INTO VARIOUS ENTERPRISES, INCLUDING THE ACCLAIMED RESTAURANTS LA GLORIA, THE FRUTERIA, AND BURGERTECA, AS WELL AS THE FLOURISHING CORPORATE DINING GROUP, THE EATERY CULINARY GROUP, AND THE EFFICIENT COMMERCIAL LAUNDRY SERVICE, M-PRESSED. AS THE PRESIDENT OF TRUE FLAVORS, MARK IS DEEPLY INVOLVED IN ALL ASPECTS OF THE CATERING BUSINESS, OVERSEEING NOT ONLY THE PLANNING AND EXECUTION OF EVENTS, RANGING FROM INTIMATE GATHERINGS TO LARGE-SCALE AFFAIRS WITH OVER 10,000 GUESTS, BUT ALSO ASSUMING RESPONSIBILITY FOR ALL DEPARTMENTS, FROM CULINARY TO ADMINISTRATION. FURTHERMORE, HE AND HIS WIFE DENISE EFFECTIVELY MANAGE THE CORPORATE DINING AND COMMERCIAL LAUNDRY DIVISIONS OF THE COMPANY, ENSURING ITS CONTINUED SUCCESS AND EXPANSION.



JENNY MAINS
CHIEF COMMERCIAL OFFICER, CRC GLOBAL SOLUTIONS

DR JENNY MAINS IS A HONDURAN-AMERICAN WHO HAS FOCUSED HER ENTIRE CAREER ON HELPING OTHERS. SHE ATTENDED UNO (UNIVERSITY OF NEW ORLEANS) FOR PRE-MED AND OBTAINED AN MD FROM UNIVERSIDAD CATOLICA DE HONDURAS. AFTER BECOMING A DOCTOR, SHE FOUND HER TRUE CALLING IN LIFE WHICH IS SERVING THE DISADVANTAGED IN SOCIETY. SHE STARTED WORKING TO SUPPORT LESS FORTUNATE COMMUNITIES IN HONDURAS AND CONTINUES THIS ETHOS, NOW ALONGSIDE HER HUSBAND RONNIE MAINS, TO DELIVER IMPACTFUL AND LIFE CHANGING PHILANTHROPIC SUPPORT TO PEOPLE IN NEED. CRC GLOBAL'S NGO "WE CARE WE SHARE" SUPPORTS MULTIPLE DISADVANTAGED COMMUNITIES BOTH IN NORTH AND CENTRAL AMERICA. IN PARALLEL, DR MAINS SERVES AS CEO FOR CRC GLOBAL SOLUTIONS, A FULLY COMPREHENSIVE AND TECHNOLOGICALLY INNOVATIVE WAREHOUSE, TRANSPORTATION, SUPPLY CHAIN AND LOGISTICS PARTNER. SHE ALSO PROVIDES LEADERSHIP WITH CDM, A WOMEN/MINORITY OWNED COMPANY THAT OFFERS LOGISTICS SERVICES, BROKERAGE, CONSTRUCTION, AND BRANDING. DR MAINS HAS LIVED BOTH IN THE NORTH OF THE US, NEW JERSEY, AND THE SOUTH, LOUISIANA. SHE IS PROUD TO CALL NEW ORLEANS HOME, WHERE SHE HAS LIVED FOR THE PAST TWENTY YEARS.

DELEGATION



RONALD H. MAINS JR.
CEO, CRC GLOBAL SOLUTIONS

RONNIE MAINS, JR. STANDS AT THE HELM OF CRC GLOBAL SOLUTIONS, A CONSORTIUM OF DYNAMIC BUSINESS ENTERPRISES WITH ITS INTERNATIONAL HEADQUARTERS MAJESTICALLY LOCATED IN KENNER, ADJACENT TO THE LOUIS ARMSTRONG AIRPORT. HOLDING THE DUAL ROLES OF PRESIDENT AND CEO, RONNIE'S LEADERSHIP IS CHARACTERIZED BY INNOVATION - A DEFINING TRAIT OF THE CRC BRAND THAT NOW RESONATES GLOBALLY WHEREVER CRC HAS MADE ITS MARK. IN 2003, RONNIE CHARTED A NEW COURSE WITH THE INCEPTION OF CRC TRANSPORTATION AND WAREHOUSING. THIS BURGEONING ENTERPRISE, BOASTING 48 FACILITIES WITHIN THE U.S. AND SEVERAL MORE ON AN INTERNATIONAL SCALE, STANDS TESTAMENT TO RONNIE'S VISIONARY LEADERSHIP. UNDER HIS WATCH, CRC HAS BECOME SYNONYMOUS WITH RELIABILITY, ESPECIALLY IN LOGISTICS. THE COMPANY'S AGILITY IN MEETING THE UNIQUE DEMANDS OF FORTUNE 500 COMPANIES AND LOCAL ENTERPRISES ALIKE SHOWCASES ITS UNPARALLELED COMMITMENT TO EXCELLENCE. BOTH RONNIE AND DR. JENNY MAINS ARE NOT JUST BUSINESS PARTNERS BUT LIFE PARTNERS, FINDING JOY IN WORKING SIDE BY SIDE AT CRC. BEYOND BUSINESS, RONNIE IS A NATURE ENTHUSIAST WITH A PROFOUND LOVE FOR THE OUTDOORS. LOUISIANA'S COASTAL WETLANDS OFFER HIM SOLACE AND INSPIRATION. WHETHER HE'S FISHING OR DUCK HUNTING, THESE MOMENTS IN "GOD'S COUNTRY" ARE HIS CHERISHED RESPITES. BUT ABOVE ALL, THE TIME SPENT WITH HIS LOVED ONES, ESPECIALLY ALONGSIDE DR. JENNY MAINS, IN THEIR SHARED JOURNEY OF LOVE, WORK, AND PHILANTHROPY, IS WHAT TRULY DEFINES HIM.



YURIRIA MORALES SANCHEZ
REGIONAL REPRESENTATIVE FOR CENTRAL NEW MEXICO, NMEDD

YURI WAS BORN AND RAISED IN CUERNAVACA, MORELOS, MEXICO AND HAS LIVED IN ALBUQUERQUE SINCE 2006. YURI EARNED A BACHELOR'S DEGREE FOCUSING IN INTERNATIONAL AFFAIRS FROM THE UNIVERSIDAD INTERNACIONAL (UNINTER) LOCATED IN CUERNAVACA, MORELOS, MEXICO. SHE ARRIVED TO ALBUQUERQUE AS AN INTERNATIONAL STUDENT AND EARNED HER MASTER'S DEGREE IN PUBLIC ADMINISTRATION FROM THE UNIVERSITY OF NEW MEXICO. MORALES HAS SPENT THE PAST 10 YEARS PROMOTING ECONOMIC DEVELOPMENT AND TOURISM DOMESTICALLY AND INTERNATIONALLY.

DELEGATION



MIGUEL NARVAEZ
CEO, GDL CONNECT

MIGUEL NARVAEZ IS THE CEO OF GDL CONNECT AND AND CO-FOUNDER FOR PANORAMA MORTGAGE GROUP. HIS RESPONSIBILITY IS TO OVERSEE THE GROWTH OF THE DIFFERENT BRANDS, CRESTING AFFINITY PROGRAMS, PRODUCTS AND DRIVING GROWTH THRU RECURRING ACROSS THE DIFFERENT BRANDS AT PMG IN 42 STATES . HE WORKED FOR MERIDIAS CAPITAL AN COUNTRYWIDE WHERE HE CLOSED OVER 2,000 MORTGAGE TRANSACTIONS IN 4 YEARS; BASED ON MORTGAGE ORIGINATOR MAGAZINE, HE WAS IN THE TOP 40 IN THE NATION IN 2006 AND 2007. MIGUEL WORKED IN THE NETWORK MARKETING INDUSTRY FOR 15 YEARS WHERE HE WAS THE CEO FROM 1997-2005 FOR ARDYSS INTERNATIONAL AND CREATED AN ORGANIZATION OF OVER 60,000 DISTRIBUTORS ACROSS THE USA. MIGUEL'S PASSION FOR THE HISPANIC COMMUNITY IS VERY OBVIOUS AND APPARENT. ALWAYS CONCERNED ABOUT HISPANICS, IN 2005 HE FOUNDED ALIANZA HISPANA WHERE HE PARTNERED WITH WELL RESPECTED REALTORS TO EDUCATE THE HISPANIC COMMUNITY ABOUT REAL ESTATE AND MORTGAGE THRU MEDIA IN BOTH TV AND RADIO SHOWS IN DIFFERENT CITIES ACROSS THE USA. HIS DEDICATION TO THE NAHREP MISSION SHOWS HIS PASSION AND COMMITMENT FOR THE NEEDS OF THE HISPANIC COMMUNITY WHERE HE SERVES AS PART OF THE CORPORATE BOARD OF GOVERNORS FOR NAHREP FOR THE LAST 10 YEARS AND HAS BEING PRESIDENT FOR NAHREP NEW JERSEY CHAPTER AND BOD FOR THE LAS VEGAS CHAPTER. ASLO SERVINH IN THE MCHACC AS BOARD OF DIRECTORS SINCE 2023.



RUBEN SMITH
ORANGE COUNTY PARTNER-IN-CHARGE, FROST BROWN TODD LLP

RUBEN SMITH, PARTNER-IN-CHARGE OF THE FIRM'S ORANGE COUNTY OFFICE, HELPS HIS CORPORATE, PRIVATE COMPANY, AND PUBLIC ENTITY CLIENTS—INCLUDING VARIOUS GROUPS IN THE EDUCATION SECTOR—DEVELOP CREATIVE AND EFFICIENT SOLUTIONS TO MEET THEIR OBJECTIVES. CLIENTS RELY ON HIS ADVICE AND GUIDANCE TO STRUCTURE TRANSACTIONS AND SOLVE BUSINESS AND LEGAL PROBLEMS THEY ENCOUNTER IN A VARIETY OF REDEVELOPMENT, TRANSPORTATION PROJECTS, AFFORDABLE HOUSING, WATER, SCHOOL, AND BUSINESS AND PUBLIC DISPUTE RESOLUTION STRATEGIES. AS PARTNER-IN-CHARGE, RUBEN LEADS A DIVERSE, MULTICULTURAL GROUP OF ATTORNEYS DEDICATED TO PARTNERING WITH THEIR CLIENTS TO HELP THEM ACHIEVE BUSINESS AND STRATEGIC SUCCESS, AS EFFICIENTLY AND COST-EFFECTIVELY AS POSSIBLE. RUBEN IS A FOUNDING MEMBER OF THE HISPANIC EDUCATION ENDOWMENT FUND, AND IS CURRENTLY A BOARD MEMBER OF THE LATINO FOODS INDUSTRY ASSOCIATION. HE HAS ACTED AS GENERAL COUNSEL FOR SEVERAL PUBLIC EDUCATION ENTITIES, AS AN ASSISTANT CITY ATTORNEY, AND REGULARLY SERVES ON BOARDS OF VARIOUS NON-PROFIT ORGANIZATIONS, INCLUDING ST. JOSEPH'S HOSPITAL IN ORANGE. IN ADDITION, HE IS ACTIVE IN LOCAL AND REGIONAL BUSINESS ORGANIZATIONS, INCLUDING IN PARTICULAR IN LEADERSHIP ROLES AS A CURRENT OR PAST BOARD MEMBER OF THE ORANGE COUNTY BUSINESS COUNCIL AND THE ORANGE COUNTY HISPANIC CHAMBER.

DELEGATION



MONICA VILLALOBOS
PRESIDENT & CEO, ARIZONA HISPANIC CHAMBER OF COMMERCE

MS. VILLALOBOS WAS NAMED PRESIDENT & CEO OF THE ARIZONA HISPANIC CHAMBER IN LATE 2019 AFTER SERVING AS THE VICE-PRESIDENT AND FOUNDATION EXECUTIVE DIRECTOR FOR SEVEN YEARS. IN THIS ROLE, SHE IS RESPONSIBLE FOR THE STRATEGIC GROWTH INITIATIVES OF THE CHAMBER. SHE IS ALSO THE OPERATOR OF THE ARIZONA MINORITY BUSINESS DEVELOPMENT AGENCY (MBDA) BUSINESS CENTER, THE NATIVE AMERICAN BUSINESS AND ECONOMIC DEVELOPMENT CENTER (NABEDC), AND ASCEND PHOENIX FUNDED BY JP MORGAN CHASE FOUNDATION. HER BACKGROUND AND EXPERIENCE AS A CORPORATE MARKETING EXECUTIVE AND AS AN ENTREPRENEUR RESULT IN A UNIQUE COMBINATION OF SKILL AND TALENT. SHE IS ALSO EDITOR-IN-CHIEF OF 23 RESEARCH PUBLICATIONS OVER THE LAST TEN YEARS INCLUDING THE ANNUAL DATOS: STATE OF ARIZONA'S HISPANIC MARKET (2012-2023), DATOS TUCSON (2012- 2015), MINORITY-, WOMEN-, HISPANIC-, FAMILY-OWNED BUSINESS ENTERPRISE REPORTS (2012- 2013, 2022) AND THE AZ SUPPLIER DIVERSITY (2012), EMPLOYEE RESOURCE GROUP (2013), SUSTAINABILITY (2014), GLOBAL TRADE (2015), MINORITY BUSINESS ECONOMIC INDICATOR (2017-18) AND DIVERSITY & INCLUSION (2021) BEST PRACTICES WHITE PAPER SERIES.



USHCC U.S. - MEXICO TRADE MISSION TEAM



EVELYN BARAHONA
SENIOR VICE PRESIDENT, EDUCATIONAL FUND
U.S. HISPANIC CHAMBER OF COMMERCE

EVELYN BARAHONA SERVES THE MISSION OF THE UNITED STATES HISPANIC CHAMBER OF COMMERCE (USHCC) AS THE SENIOR VICE PRESIDENT OF THE EDUCATIONAL FUND. IN HER CAPACITY, EVELYN OVERSEES THE 501(C)(3) PART OF USHCC AUGMENTING MISSION OF THE WORK THROUGH PROGRAMS, RESOURCES, RESEARCH, AND LEADERSHIP DEVELOPMENT. PREVIOUSLY, EVELYN WAS THE DIRECTOR OF THE LATINO EQUITY FUND AT THE BOSTON FOUNDATION (ONE OF THE LARGEST COMMUNITY FOUNDATIONS IN THE COUNTRY), AND THE ONLY LATINO PHILANTHROPIC FUND IN MASSACHUSETTS FOCUSED ON ADVANCING AND ELEVATING THE ASSETS OF THE LATINO COMMUNITY. PRIOR TO HER WORK WITH THE LATINO EQUITY FUND, EVELYN WORKED IN THE PHILANTHROPY GROUP AT THE BOSTON FOUNDATION PROVIDING STRATEGIC GUIDANCE TO COMMITTED PHILANTHROPISTS STEWARDING AND ALLOCATING THEIR RESPECTIVE DONOR ADVISED FUNDS (DAFS) TOWARD COMMUNITY ALIGNED OPPORTUNITIES. EVELYN ALSO WORKED IN HEALTH EQUITY WITH QUALITY INTERACTIONS PROVIDING CULTURAL COMPETENCY PATIENT CENTERED CARE EDUCATION FOR THE HEALTHCARE SYSTEM FOR 5 YEARS WITH A MISSION TO TRANSFORM PATIENT OUTCOMES FOR DIVERSE COMMUNITIES. PRIOR TO PHILANTHROPY, EVELYN HELD LEADERSHIP ROLES AT THE GREATER BOSTON CHAMBER OF COMMERCE, QUALITY INTERACTIONS AND BARING ASSET MANAGEMENT AND WORKED AT PUTNAM INVESTMENTS. EVELYN IS SALVADORAN AND ORIGINALLY FROM SAN FRANCISCO, CALIFORNIA. EVELYN IS A GRADUATE OF NORTHEASTERN UNIVERSITY WITH A DEGREE IN INTERNATIONAL BUSINESS AND NEOMA BUSINESS SCHOOL IN REIMS, FRANCE.



ANTHONY J. HINOJOSA
VICE PRESIDENT, GOVERNMENT AND INTERNATIONAL AFFAIRS
U.S. HISPANIC CHAMBER OF COMMERCE

ANTHONY J. HINOJOSA SERVES AS VICE PRESIDENT OF GOVERNMENT AND INTERNATIONAL AFFAIRS AT THE UNITED STATES HISPANIC CHAMBER OF COMMERCE (USHCC). THE USHCC IS THE NATION'S LARGEST LATINO BUSINESS ADVOCACY ORGANIZATION AND WORKS TO ACTIVELY PROMOTE THE ECONOMIC GROWTH, DEVELOPMENT, AND INTERESTS OF MORE THAN FIVE MILLION HISPANIC-OWNED BUSINESSES. IN HIS CURRENT ROLE, ANTHONY DRIVES THE USHCC'S POLICY AGENDA, ENGAGES STAKEHOLDERS, LEADS EFFORTS WITH THE ADMINISTRATION AND CONGRESS. ANTHONY PREVIOUSLY SERVED AS THE DIRECTOR OF FEDERAL AFFAIRS FOR COMPASSION & CHOICES, A NON-PROFIT ORGANIZATION FOCUSED ON END-OF-LIFE CARE, WHERE HE LED A ROBUST FEDERAL AGENDA, DEVELOPED WORKING RELATIONSHIPS WITH CONGRESS AND ADMINISTRATION OFFICIALS, AND OVERSAW THE FIRST ORGANIZATION-LED FEDERAL LEGISLATION. NOW A SENIOR GOVERNMENT RELATIONS PROFESSIONAL, WITH OVER 18 YEARS OF EXPERIENCE IN WASHINGTON, DC, ANTHONY HAS WORKED IN THE PRIVATE, AND NONPROFIT SECTORS, IN ADDITION TO OVER 6 YEARS ON CAPITOL HILL IN VARIOUS ROLES FOR FORMER CONGRESSMAN GENE GREEN, WORKING TIRELESSLY FOR THE 29TH DISTRICT OF TEXAS, WHICH INCLUDED HIS HOMETOWN OF BAYTOWN. ANTHONY RECEIVED HIS BACHELOR OF SCIENCE DEGREE FROM THE UNIVERSITY OF HOUSTON - DOWNTOWN.

USHCC U.S. - MEXICO TRADE MISSION TEAM



SYNTHIA JARAMILLO
SENIOR VICE PRESIDENT, U.S. HISPANIC CHAMBER OF COMMERCE

AS A DEDICATED ADVOCATE FOR HISPANIC BUSINESS ENTERPRISES, SYNTHIA HOLDS THE POSITION OF SENIOR VICE PRESIDENT OF CORPORATE RELATIONS AT THE UNITED STATES HISPANIC CHAMBER OF COMMERCE (USHCC), THE NATION'S LARGEST ADVOCACY ORGANIZATION FOR HISPANIC BUSINESSES. PRIOR TO JOINING THE USHCC, SYNTHIA SERVED AS THE DIRECTOR OF ECONOMIC DEVELOPMENT FOR THE CITY OF ALBUQUERQUE, WHERE SHE MADE HISTORY AS THE FIRST WOMAN TO HOLD THE POSITION. DURING HER TENURE, SHE PLAYED A CRITICAL ROLE IN ATTRACTING AND RETAINING COMPANIES, PROMOTING INTERNATIONAL TRADE, ADVOCATING FOR SMALL BUSINESSES, AND BOOSTING THE CITY'S FILM AND TOURISM INDUSTRIES. BEFORE HER ROLE IN ECONOMIC DEVELOPMENT, SHE DEDICATED HER CAREER TO THE ALBUQUERQUE HISPANO CHAMBER OF COMMERCE, WHERE SHE OVERSAW ITS TRANSFORMATION INTO THE LARGEST HISPANIC CHAMBER OF COMMERCE IN THE NATION, BOASTING OVER 1,400 MEMBERS. ADDITIONALLY, SHE INTRODUCED THE COUNTRY'S FIRST BILINGUAL ENTREPRENEURSHIP ACCELERATOR, FOCUSING ON HELPING IMMIGRANTS LAUNCH BUSINESSES AND ACQUIRE ESSENTIAL BUSINESS SKILLS. SYNTHIA IS A RECOGNIZED THOUGHT LEADER IN ENTREPRENEURSHIP, FUNDRAISING, SMALL BUSINESS GROWTH, AND COMMUNITY EMPOWERMENT. HER EXPERTISE EXTENDS TO ECONOMIC DEVELOPMENT, AND SHE IS A STAUNCH ADVOCATE FOR BIPARTISAN SOLUTIONS BENEFITING THE HISPANIC BUSINESS COMMUNITY. BEYOND HER PROFESSIONAL ACCOMPLISHMENTS, SYNTHIA TAKES IMMENSE PRIDE IN MOTHERING TWO REMARKABLE DAUGHTERS, JASMINE AND GENESIS.



SANTIAGO SALAS-OLIVA
MANAGER, GOVERNMENT AND INTERNATIONAL AFFAIRS
U.S. HISPANIC CHAMBER OF COMMERCE

SANTIAGO STARTED HIS PROFESSIONAL TRAJECTORY IN MEXICO, DOING POLITICAL CONSULTING AND LOBBYING FOR CONSUMER PRODUCT COMPANIES. IN 2020, SANTIAGO ARRIVED AT THE USHCC AND HAS FOCUSED ON FEDERAL AFFAIRS, ADVOCATING ON BEHALF OF THE HISPANIC BUSINESS COMMUNITY, AND THE SMALL BUSINESS COMMUNITY AT LARGE.



USHCC U.S. - MEXICO TRADE MISSION TEAM



MARÍA FERNANDA SIERRA IRIGOYEN
PROJECT MANAGER, U.S. HISPANIC CHAMBER OF COMMERCE

MARÍA FERNANDA SIERRA IS THE PROJECT MANAGER FOR THE UNITED STATES HISPANIC CHAMBER OF COMMERCE (USHCC) - SMALL BUSINESS ADMINISTRATION (SBA) COMMUNITY NAVIGATOR PILOT PROGRAM, A TECHNICAL ASSISTANCE INITIATIVE THAT SUPPORTS MINORITY BUSINESS DEVELOPMENT THROUGH THE POST-PANDEMIC ECONOMY. THE USHCC IS THE ONLY HISPANIC HUB IN THE NAVIGATOR NETWORK, SELECTED FROM MORE THAN 50 APPLICANTS NATIONWIDE. IN HER ROLE, MARÍA FERNANDA MANAGES THE PROGRAM'S OPERATION, COLLABORATING WITH THE REGIONAL SPOKES, ALLIES AND VENDORS THAT DRIVE THE PROGRAM'S GOAL TO PROVIDE READINESS, OUTREACH, TRAINING AND DEDICATED BUSINESS COUNSELING TO SMALL, HISPANIC AND MINORITY BUSINESSES IN UNDERSERVED COMMUNITIES THROUGHOUT THE COUNTRY. MARÍA FERNANDA HAS WORKED WITH SOCIAL IMPACT AND INTERNATIONAL RELIEF AND DEVELOPMENT ORGANIZATIONS LIKE ME&A FOR USAID CONTRACTS, AS WELL AS UNIAQUATECH AND PUEBLA FOOD BANK IN MEXICO, AND SHE HOLDS A B.S. IN INDUSTRIAL ENGINEERING FROM INSTITUTO TECNOLÓGICO DE MONTERREY, IN MEXICO CITY. SHE IS FLUENT IN ENGLISH AND SPANISH AND HAS A WORKING KNOWLEDGE OF FRENCH.

QUESTIONS? CONTACT THE USHCC TEAM

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2024 LEGISLATIVE SUMMIT

APRIL 22 - 24, 2024

RONALD REAGAN BUILDING AND INTERNATIONAL TRADE CENTER

1300 PENNSYLVANIA AVENUE NW, WASHINGTON, DC 20004



SAVE THE DATE

2024 ENERGY SUMMIT



JUNE 26, 2024
SANTA FE, NEW MEXICO

REGISTRATION OPENING SOON!



SAVE THE DATE



45TH ANNUAL USHCC NATIONAL CONFERENCE

OCTOBER 6 - 8, 2024
KANSAS CITY, MISSOURI
KANSAS CITY CONVENTION CENTER

301 W 13TH ST #100, KANSAS CITY, MO 64105



REGISTRATION OPENING SOON!