



USHCC LAUNCHES NEW GROWTH ACCELERATOR TO SCALE LATINA BUSINESSES EXCEEDING \$10 MILLION

WASHINGTON, D.C. — **December 9, 2024:** The United States Hispanic Chamber of Commerce Educational Fund has launched the *Latina Growth Accelerator*, the first program available in the U.S. dedicated to driving the economic growth of mid-sized Latina-owned businesses that generate over \$10 million in revenue.

This new landmark program equips Latina entrepreneurs with the education, networks, and resources needed to accelerate their business trajectory. It is supported by The Kroger Co. Foundation and in collaboration with the Women’s Business Enterprise National Council (WBENC), a leader in business development and the largest certifier of women-owned businesses in the U.S.

[Latinas make up over 14% of all women-owned businesses](#) and contribute \$1.3 trillion to the U.S. GDP. Despite their significant economic impact, access to capital remains a barrier for many. The *Latina Growth Accelerator* looks to address this and other scaling barriers by offering:

- **Expert-led educational sessions** on capital readiness to prepare a strategic plan to scale.
- **Small group coaching** with seasoned business experts and advisors.
- **Peer and corporate networking** with Latina entrepreneurs and corporate executives.
- **Capital Connection** with leading mid-market capital providers and Mergers and Acquisitions experts.
- **Exclusive resources** from the USHCC and WBENC networks.

“We created this program to fill a critical gap specifically for Latina entrepreneurs,” said **Evelyn Barahona, Senior Vice President of the USHCC Educational Fund**. “Together with WBENC, we’re building a community of advisors and advocates to help mid-market Latina businesses achieve transformative growth and reach higher levels of success.”

The inaugural six-week cohort, which launches in Q1 2025, will feature 30 business owners selected from the WBENC and USHCC networks.

“Funding and access to resources are key challenges for women-owned businesses,” said **Pamela Prince-Eason, President and CEO of WBENC**. “This partnership provides the USHCC and WBENC network of Latina entrepreneurs with the expertise and resources from the WBENC LIFT Financial Center of Excellence and the WBENC Women of Color UNIDAS Latina Community Resource Group to empower Latina businesses. We know that WBENC Women Business Enterprises and all Latina entrepreneurs selected will gain essential business knowledge that will support their continued success.”

The *Latina Growth Accelerator* will also help participants honor their cultural roots, foster inclusive hiring, and develop diverse strategies to thrive in competitive markets. With investments by The Kroger Co. Foundation, this pivotal program will position Latina business leaders for lasting success and broader market impact.

“At the USHCC, we’re proud that The Kroger Co. Foundation shares in our mission to empower Latina entrepreneurs, the backbone of our Hispanic business community,” said **Ramiro A. Cavazos, President & CEO of USHCC**. “This collaboration with WBENC will accelerate business growth for Latina entrepreneurs, expanding their market reach, and strengthen the entire Hispanic business community.”

Stay Connected!

Learn more about the USHCC's Educational Fund and exciting new initiatives on our newly launched [website](#).

About 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 contribute over \$800 billion annually to the American economy. Now in its 45th year, the USHCC is America's largest Hispanic business advocacy group, representing over 260 local chambers and business associations nationwide and partners with hundreds of major American corporations. Recognizing the more than \$3.6 trillion GDP contribution of U.S. Latinos, a vital economic force, the USHCC is dedicated to supporting their interests nationwide.

About the USHCC Educational Fund

The United States Hispanic Chamber of Commerce Educational Fund is the chamber’s 501(c)(3) arm that amplifies the organization’s mission through various educational programs, research and leadership development access to promote economic equity and

the advancement of Hispanic Business Enterprises and more than 260 local chambers. The Educational Fund delivers this mission with programming focused on access to capital, supplier development and contracting, and capacity building.

About WBENC

WBENC is a national leader in the growth and development of women-owned businesses and entrepreneurs, supported by more than 550 Corporate Members. WBENC is the largest third-party certifier of businesses owned, controlled, and operated by women in the United States. WBENC partners with 14 Regional Partner Organizations (RPOs) to provide its world-class standard of certification to women-owned businesses throughout the country. Throughout the year, WBENC provides professional development, business development, and outreach opportunities for more than 21,000 WBENC-Certified women-owned businesses, Corporate and Government Members, and the national WBENC network. Learn more at www.wbenc.org.