



UNITED STATES  
HISPANIC CHAMBER  
OF COMMERCE

# USHCC20

## ANNUAL REPORT24

# CONTENTS

<b>3</b>	About the USHCC
<b>4</b>	Chamber Network
<b>6</b>	Executive Summary
<b>8</b>	Board of Directors
<b>10</b>	Board of Directors Educational Fund
<b>12</b>	USHCC Team
<b>14</b>	Advisory Boards
<b>16</b>	Hispanic Economic Impact Data
<b>18</b>	USHCC Programs
<b>26</b>	USHCC Community Navigator Pilot Program
<b>28</b>	USHCC Small Business Matchmaking
<b>30</b>	45th Annual USHCC National Conference Impact and Overview
<b>32</b>	2024 USHCC Energy Summit Impact and Overview
<b>34</b>	2024 USHCC Legislative Summit Impact and Overview
<b>36</b>	Corporate Partner Members
<b>37</b>	Hispanic Business Enterprises
<b>38</b>	National Partners
<b>39</b>	Upcoming Events



# ABOUT US

**VISION:** Be the leading voice to advance Hispanic business potential to drive our American economy.

**MISSION:** Build an ecosystem to accelerate Hispanic business growth and prosperity.

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. Representing more than 260 Hispanic chambers of commerce and business associations, we partner with hundreds of national corporations to drive economic progress.

Since 1979, the USHCC has advocated for policies, including supporting federal procurement access, international trade, affordable energy, and comprehensive immigration reform. Through advocacy and educational initiatives, we expand access to capital, build capacity, and establish connections for Hispanic business enterprises, local chambers, and corporate partners.

U.S. Latinos fuel our economy, contributing \$3.6 trillion to GDP through job creation, consumer spending, and investments. As an independent, bipartisan, and largest Hispanic national business association, we promote pro-business policies that sustain this economic influence and free enterprise while advancing prosperity for Hispanic and small businesses nationwide.



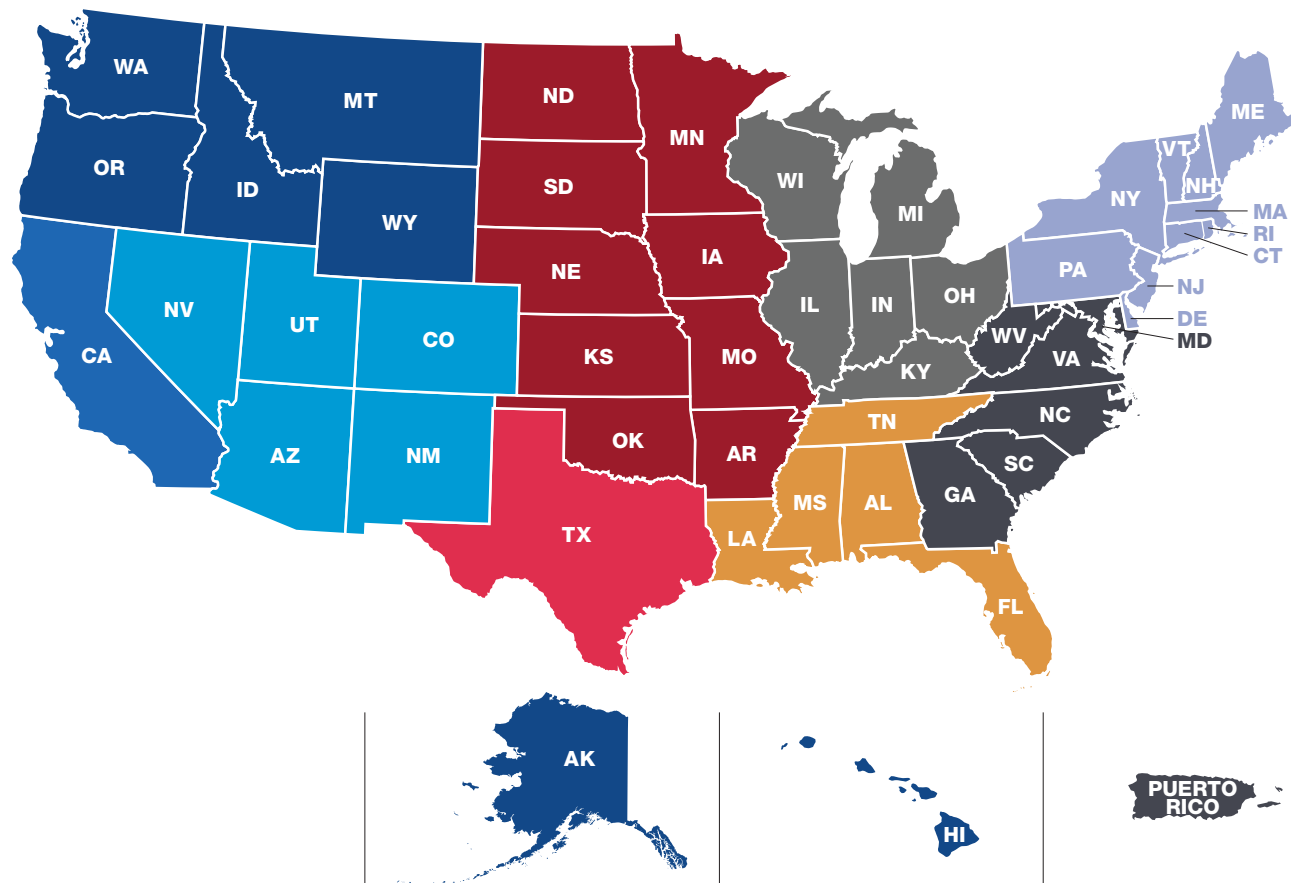
*National Hispanic Chamber Presidents*



# CHAMBER NETWORK

The USHCC is proud to serve and advocate on behalf of a national network of more than 260 affiliated chambers of commerce across the country. At the local and regional level, these organizations provide necessary economic representatives for Hispanic- and minority-owned businesses in their communities. Regionally, we have six USHCC Chamber Liaisons. We work closely with chamber leaders to provide pathways to access capital, educational training, contracting opportunities, and much more. Their input and feedback also help inform our national advocacy.

**260** MEMBERS  
CHAMBERS OF  
COMMERCE



We are thrilled to announce that the USHCC Board of Directors has established new and updated board regions to provide greater representation and advocacy on behalf of America's Hispanic business community.

## NORTHWEST & PACIFIC REGION

### CALIFORNIA REGION

**REUBEN FRANCO** | President & CEO, Orange County Hispanic Chamber of Commerce

### MOUNTAIN & DESERT REGION

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

### HEARTLAND REGION

### TEXAS REGION

### GREAT LAKES REGION

**JAIME DI PAULO** | President & CEO, The Illinois Hispanic Chamber of Commerce

### SOUTHEAST & GULF REGION

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

### NORTHEAST REGION

**JENNIFER RODRIGUEZ** | President & CEO, Philadelphia Hispanic Chamber of Commerce

### ATLANTIC REGION



# EXECUTIVE SUMMARY

In 2024, the United States Hispanic Chamber of Commerce continued to expand upon its impressive achievements significantly expanding its impact on the Hispanic business ecosystem.

Building on the successes of the previous year, we launched the groundbreaking Latina Growth Accelerator in December 2024. This first-of-its-kind program in the U.S. is dedicated to driving the economic growth of mid-sized Latina-owned businesses that generate over \$10 million in revenue. In collaboration with the Women's Business Enterprise National Council (WBENC), and supported by The Kroger Co. Foundation, this initiative addresses critical barriers to capital access and promotes transformative growth within the Latina business community.

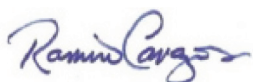
**\$3.6 TRILLION U.S. LATINO GDP**

Through the USHCC's Educational Fund, we furthered our commitment to fostering Hispanic business growth. With programs like **Avanzar**, which has already graduated more than 265 small Hispanic-owned businesses ready to scale, and new initiatives like the **Latina Growth Accelerator**, we continue to provide vital support to our community. Additional key accomplishments include: \$1.5+ million injected into the Hispanic ecosystem through grants, technical resources, and capital; \$1+ million provided in capital, grants, and resources directly to businesses; and \$550,000+ million allocated to Hispanic chambers in grants, strengthening our local partners.

In 2023, we celebrated a major milestone when we were selected for the **Minority Business Development Agency Capital Readiness Program**. This prestigious four-year, \$3 million grant aims to enhance skills needed for launching and scaling investable businesses capable of accessing capital through the State Small Business Credit Initiative, government programs or other funding sources. The USHCC was one of only 43 selected applicants out of more than 1,000 that applied, underscoring our organization's credibility and capacity. In 2024, we continued our participation in the program and strengthened our partnerships with active Hispanic chambers of commerce, setting the stage for further growth and impact in 2025.

We were excited to officially welcome Jackie Puente as the new Board Chair at the 45th Annual National Conference held in Kansas City, MO, in October 2024. Her leadership is bringing fresh perspectives and innovative strategies that will further enhance our mission and strengthen Hispanic businesses. In a strategic move to amplify our governance and resource allocation, the USHCC Board of Directors voted to expand to 30 members. This growth aims to increase the pipeline of resources available and sustain member support, ensuring that we can effectively address the needs of our community.

As we look to the future, the USHCC remains dedicated to our core mission of adding value to the more than five million Hispanic-owned businesses in the U.S. We will continue to advocate for expanded access to capital, education, and procurement opportunities, unlocking the full potential of our \$3.6 trillion U.S. Latino GDP. Together, we are creating generational wealth within our Hispanic community through education, entrepreneurship, and solidarity. America's promising economic future will be led by Hispanic businesses—and the USHCC will be there to support them every step of the way.



Ramiro A. Cavazos  
USHCC President & CEO



Jackie Puente  
USHCC Board Chair



RAMIRO A. CAVAZOS



JACKIE PUENTE

# BOARD OF DIRECTORS

## USHCC



**JACKIE PUENTE**  
**CHAIRWOMAN**

Vice President, External Affairs  
**Comcast Corporation**



**VICTOR ARIAS JR.**  
**CHAIR-ELECT**

CEO  
**Encantado Advisors**



**RAÚL SALINAS**  
**GENERAL COUNSEL**

Partner-in-Charge of  
Los Angeles Office  
**Frost Brown Todd**



**ROSA NAVEJAR**  
**BOARD SECRETARY**

President  
**The Rios Group, Inc. (TRG)**



**NELSON REYNERI JR.**  
**IMMEDIATE PAST CHAIR**

Director, Strategic  
Alliances & Policy  
**NRG**



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



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



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





**YURI CUNZA**  
President & CEO  
Nashville Area Hispanic  
Chamber of Commerce



**JAIME DI PAULO**  
President & CEO  
Illinois Hispanic  
Chamber of Commerce



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



**PATTY JUAREZ**  
Head of Hispanic/Latino  
Affairs Diverse Segments,  
Representation &  
Inclusion Team  
Wells Fargo



**RACHEL KUTZ**  
Vice President &  
General Manager  
AT&T Mobility



**ROBERTO MARTINEZ**  
Founder & CEO  
Braven Agency



**CHRISTINE RICE**  
President  
Aximas AI



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



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

# BOARD OF DIRECTORS

## EDUCATIONAL FUND



**MONIKA MANTILLA**  
CHAIR  
President & CEO  
Altura Capital



**RAÚL SALINAS**  
GENERAL COUNSEL  
Partner-in-Charge of  
Los Angeles Office  
Frost Brown Todd



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



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



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



**JUAN CARLOS LISCANO**  
Vice President, Miami Hub  
American Airlines



**BETTY MANETTA**  
President & CEO  
**Argent Associates**



**KATHLEEN MARTINEZ**  
Senior Director of National  
Strategic Relationships  
**BP**



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



**NELSON REYNERI JR.**  
Director, Strategic  
Alliances & Policy  
**NRG**



**ALICE RODRIGUEZ**  
Retired Executive Leader  
**JPMorganChase**



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



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



# USHCC TEAM



**RAMIRO A. CAVAZOS**  
President & CEO



**SYNTHIA R. JARAMILLO**  
Chief Growth &  
Partnerships Officer



**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 &  
Supplier Engagement



**SANTIAGO SALAS-OLIVA**

Manager,  
Government &  
International Affairs



**MARIA FERNANDA SIERRA**

Senior Programs Manager



**JENNIFER BARILLAS**

Manager,  
Small Business Enterprises

# ADVISORY BOARDS

## SUPPORTING THE USHCC MISSION

The Senior Executive Council Advisory Board and Procurement Council Advisory Board are critical to the mission of the USHCC. Supported by our corporate partners representing diverse industries, including finance, technology, energy, healthcare, manufacturing, telecommunications, and retail, these advisory boards are composed of senior leaders who provide essential guidance and insights that shape USHCC's policies and initiatives, ensuring the organization effectively supports Hispanic and small businesses across the nation.



**ANGIE LATHROP**  
CHAIR

### SENIOR EXECUTIVE COUNCIL ADVISORY BOARD

Led by Chair Angie Lathrop, Community Affairs Executive at Bank of America, SECAB offers strategic counsel on the challenges and opportunities facing Hispanic and small businesses.

#### KEY SECAB MILESTONES IN 2024:

- **Informed the 2024 Policy Platform**, ensuring it addresses critical issues and aligns with the needs of Hispanic and small businesses.
- **Offered valuable guidance** on key policy matters, strengthening USHCC's advocacy efforts.



**RAUL SUAREZ-RODRIGUEZ**  
CHAIR

### PROCUREMENT COUNCIL ADVISORY BOARD

Under the leadership of Chair Raul Suarez-Rodriguez, Executive Director of Global Economic Inclusion and Business Diversity at Merck, PCAB focuses on expanding supplier opportunities and enhancing procurement for Hispanic and small businesses.

#### KEY PCAB MILESTONES IN 2024:

- **Supported the implementation of USHCC's new supplier database**, a tool designed to connect business-ready suppliers with buyers.
- **Provided critical feedback on supplier opportunities**, shaping USHCC's programs to meet evolving market needs.
- **Participated in multiple supplier engagement events**, fostering opportunities and connections for Hispanic and small businesses.

**Through the leadership of these boards and the active participation of nearly 200 corporations, SECAB and PCAB ensure that USHCC remains a vital advocate for economic growth and procurement opportunities.**





# HISPANIC ECONOMIC IMPACT DATA

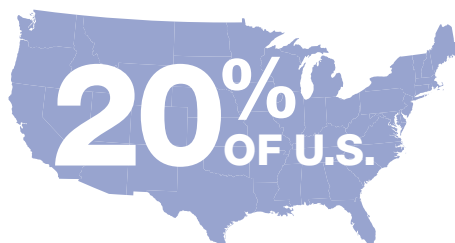
The U.S. Latino cohort continues its rapid growth, now contributing an impressive \$3.6 trillion to the GDP. If it were a standalone entity, the U.S. Latino economy would be the fifth largest in the world, surpassing the economies of India, Russia, the United Kingdom and France.

The 2024 Official LDC U.S. Latino GDP Report 7th Annual Edition

**LATINO  
BUSINESS  
OWNERSHIP  
IS UP 40%  
GROWING AT  
THE FASTEST  
RATE IN  
30 YEARS**

U.S. Department of the Treasury,  
October 2024 Investments in the Latino  
Community

**As of October 2024,  
Latinos make up  
approximately 20% of the  
total U.S. population, with  
around 65 million Latinos  
currently living in the  
United States.**



U.S. Department of the Treasury, Fact  
Sheet Detailing Investments in the Latino  
Community

**LATINAS  
CREATE  
BUSINESSES  
SIX  
TIMES FASTER  
THAN ANY  
OTHER GROUP  
IN THE U.S.**

Latino Community Foundation

# HISPANIC ECONOMIC IMPACT DATA

Latino-owned businesses continue to grow faster than White-owned businesses—and American businesses in general—in terms of revenue, number of businesses, employees, and payroll.

[Stanford University Graduate School of Business 2023 State of Latino Entrepreneurship \(SOLE\)](#)

Latino-owned businesses have experienced an impressive median compound annual growth rate of 8.7%, outpacing White-owned businesses, which saw a 5.6% growth rate from 2020 to 2023.

[2024 Latino Donor Collective \(LDC\) Fast Facts](#)

According to a December 2022 report, if Latino-owned businesses grow as fast as the U.S. average, they could add \$1.4 trillion to the U.S. economy.

[Latino-Owned Businesses May Be the U.S. Economy's Best Bet, JPMorganChase](#)

In 2022, about 5.1% of Hispanic students in the U.S. dropped out of high school in grades 10 to 12, down from a high of 11.6% in 1995.

[Statista](#)

THE HISPANIC  
POPULATION  
IN THE U.S. IS  
EXPECTED TO  
INCREASE TO  
**111.2**  
MILLION  
IN 2060

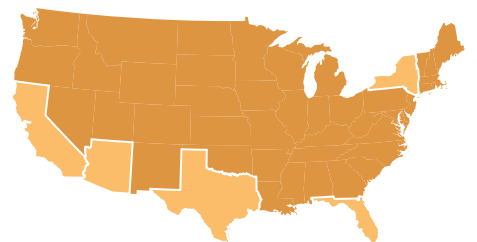
[U.S. Census](#)



The Hispanic eligible voter population was projected at 36.2 million in 2024, up almost 4 million from 2020. This is a 12% change, a shift second only to Asians, who grew 15%.

[Pew Research Center, Key Facts about Hispanic Eligible Voters in 2024, January 2024](#)

**MORE THAN  
HALF OF  
U.S. LATINOS  
LIVE IN  
CALIFORNIA,  
TEXAS, FLORIDA,  
NEW YORK,  
AND ARIZONA**



[Pew Research Center](#)

In 2023, Hispanics encompassed 19% of the U.S. civilian labor force, an increase of 69% since 2003. This growth rate is 10 times that of the non-Hispanic workforce.

[Employment trends of Hispanics in the U.S. labor force, U.S. Bureau of Labor Statistics](#)

A 2023 analysis from McKinsey shows that revenue from Latino households and small and medium-sized businesses (SMBs)—those with revenues of \$30 million or less—is already around \$170 billion. We project that the market will organically grow to about \$265 billion in 2030, equaling 8% of the total value of the financial services market.

[The economic state of Latinos in America: Advancing financial growth](#)

When compared with the GDPs of the world's largest economies, the U.S. Latino GDP has been the third-fastest-growing overall since 2010.

[U.S. Latino GDP Report – UCLA Center for the Study of Latino Health and Culture and Cal Lutheran's Center for Economic Research and Forecasting](#)

Educational attainment grew rapidly for Latinos of all genders from 2010 to 2021. During those years, Hispanic females with bachelor's degrees grew by 103%, while highly educated non-Hispanic females grew by just 38.3%. In other words, over the period we examine, Latina educational attainment grew 2.7 times that of non-Hispanic females in the U.S.

[Dando Vida a La Economía, Bank of America](#)

Latina entrepreneurs start businesses at twice the rate of any other minority population and are the fastest-growing small business segment in America.

[Aspen Institute Latinos & Society, Strengthening Latino Business Ecosystems, 2021](#)

From 2013 to 2022, the median inflation-adjusted wealth of Hispanic families in the U.S. more than tripled from \$18,000 to \$62,000, illustrating how the Hispanic community is acquiring more wealth over time.

[Council of Economic Advisers/The White House](#)



**In 2022, Hispanic enrollment in higher education reached nearly 3.8 million students. It is expected to exceed 4.3 million students by 2026, surpassing the growth rate of any other racial-ethnic group by over 10%.**

[2024 Hispanic Higher Education and HSIs Facts, Hispanic Association of Colleges and Universities](#)

**LATINOS MAKE UP A RAPIDLY EXPANDING YOUNG VOTER BASE WITH ABOUT 1.4 MILLION BECOMING ELIGIBLE TO VOTE EACH YEAR**

[Latino Donor Collaborative](#)



**More than 2.5 million Latinos enrolled in health insurance through the Affordable Care Act in 2023—an increase of more than 50% since 2020.**

[A Proclamation on National Hispanic Heritage Month, 2023](#)



# THE USHCC EDUCATIONAL FUND

## AMPLIFYING THE USHCC'S MISSION AND DELIVERING ECONOMIC-DRIVEN OUTCOMES



The USHCC Educational Fund is the nonprofit that powers the Chamber's mission with impact-driven programs and initiatives. It fuels America's economic growth and bridges capital gaps, increases contract awards, and nurtures strategic connections with USHCC's social capital platform.

## EDUCATIONAL FUND IMPACT IN THE HISPANIC AND SMALL BUSINESS COMMUNITY IN 2024

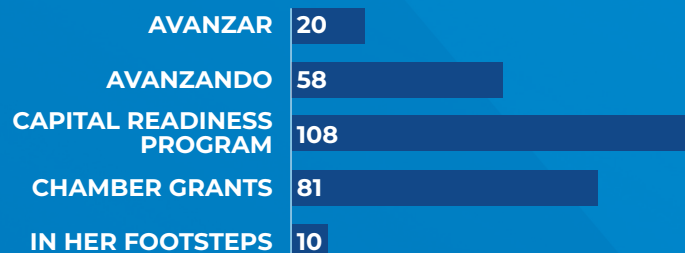
**10** INITIATIVES, PROGRAMS, AND COLLABORATIONS DELIVERED

**\$1.5+ MILLION** OF CAPITAL, GRANTS AND RESOURCES PROVIDED INTO THE HISPANIC AND SMALL BUSINESS ECOSYSTEM

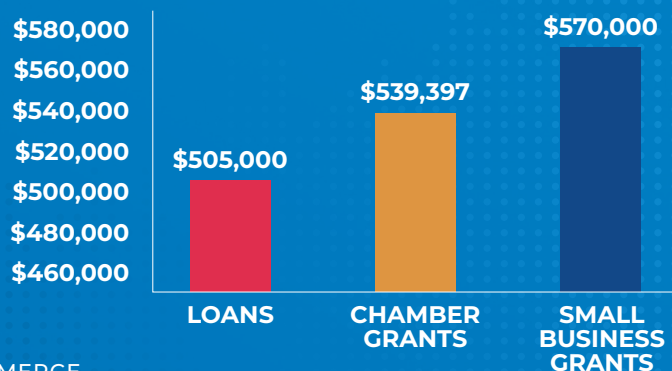
**275+** BUSINESSES SUPPORTED

**260+** HISPANIC CHAMBERS OF COMMERCE EMPOWERED

## BUSINESSES SUPPORTED



## GRANTS & CAPITAL INTO HISPANIC ECOSYSTEM



# USHCC AVANZANDO SUPPLIERS WITH BLUE WAVE

*Accelerating businesses to succeed in the supply chain landscape*

In partnership with our Hispanic Business Enterprise member Blue Way, the Avanzando Suppliers is a USHCC signature program that serves as a technical assistance provider. Piloted in 2022 with immense success, the Avanzando Suppliers aim to provide three to four months of targeted programming on these key pillars: Health, Safety, Security and the Environment (HSSE), Cyber Security, Quality, Corporate Policies, Technical Capabilities, and Environmental, Social, and Governance (ESG). This prepares certified suppliers to meet the most complex requirements through capacity building workshops, mentorship, assessments and gap closure plans.

Participants must be certified and ideally at \$3 million or more in revenue. Those selected receive a tuition-free program valued at over **\$250,000** in consulting fees for businesses to access our library of documents offered by our partner, Blue Wave, and resources offered by USHCC.



## Avanzando Suppliers Outcomes & Goals:

- Align compliance readiness of each participant with the most complex supplier standards required by major corporations and government institutions
- Leverage USHCC's network opportunities to secure contract leads
- **2024 Impact:** Two cohorts graduated, with 58 businesses completing the program
  - **110 meetings + facilitated** between USHCC Avanzando suppliers and buyers occurred during our signature events at our Supplier Marketplace
  - **70% of participants** engaged in USHCC's signature events

The Avanzando Suppliers program has graduated **80 certified businesses** across more than 12 states since 2023, closing over 5,800 compliance standard gaps.

Reported transformative outcomes include:

- **69%** increase in revenue
- **94%** secured new business opportunities
- **81%** gained new customers



## 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 diverse industries.

Launched in 2018, thanks to the partnership and community investments of **Bank of America**, we developed a podcast featuring Latina leaders to share their stories on this platform. In 2024, we launched *In Her Footsteps* as a digital series highlighting 10 Latina thought leaders, featuring their journeys and covering topics like access to capital, community leadership, and the entrepreneurial mindset.



### 2024 Impact Highlights:

- **37,000+** social media impressions
- **70,000+** newsletter opens
- **9,000+** YouTube views

*In Her Footsteps* continues to inspire and empower the next generation of Latina leaders while fostering a strong and resilient community.

## AVANZAR

*Advancing the growth of Hispanic business enterprises and small businesses*

Avanzar, “to advance” in Spanish, 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. Partnering with local Hispanic chamber members, USHCC delivers impact-driven programs designed to position participants to appropriately scale and develop capital readiness for loans, contracts, and other various forms of financial assets.



### Avanzar Goals:

- Provide technical assistance for businesses ready to grow
- Deliver capacity building initiatives to position participants to scale in the near term
- Serve as a bridge and educational resource to key forms of capital opportunities

Since its launch in 2019, made possible by **Wells Fargo's** investment and partnership, Avanzar has expanded with the support of **USAA** and **Philip Morris International**. To date, it has supported over 400 businesses across 13 markets. In 2024, it operated in New York City and Charlotte, continuing its mission to foster economic development.

Through efforts in 2024, **11 new memberships** were obtained with USHCC chamber partners, further amplifying Avanzar's economic impact.



## USHCC GREEN BUILDS BUSINESS

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

USHCC Green Builds Business seeks to offer Hispanic businesses an opportunity to become green suppliers, joining the solution to transform the supply chain with proven best practices. 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. In 2024, we featured Tier 1 Hispanic Suppliers at the USHCC Energy Summit for a facilitated panel discussion on how these business leaders applied green strategies to work as Toyota suppliers, successfully using the Green Builds Business framework.



## USHCC CHAMBER COMMUNITY GRANTS POWERED BY OUR PARTNERS

*Thanks to our partners at Wells Fargo, Google, 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 investments with our local Hispanic chambers. Each year, partners provide grants of various amounts to aid local chambers, supporting a variety of topics such as empowering Latina entrepreneurs, promoting green energy, and Diversity, Equity, and Inclusion. Past grant allocations have ranged from \$2,500 to \$15,000.

In 2024, USHCC Chamber Community Grants were distributed to **12 Chambers** for a total amount of **\$110,000** to strengthen technical assistance programs and fuel the continual growth of Chambers, and in turn, small businesses across the country.

# USHCC EDUCATIONAL FUND PARTNER PROGRAMS AND 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 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 fewer employees. This is supported by the ODP Corporation, the parent company to **Office Depot**.

**ELEVATE  
TOGETHER®**

USHCC is honored to partner with Elevate Together for a fourth consecutive year. Through our partnership, technical assistance support serves select USHCC local chamber members, including small business grant awards. 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. In 2024, **JPMorganChase** became a partner of this initiative to support USHCC's Chamber Communities with technical assistance.

Through Elevate Together, **\$570,000** in Small Business grants were deployed to businesses throughout the country in 2024.

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## PEPSICO JEFA OWNED *JUNTOS CRECEMOS* INITIATIVE

In 2024, USHCC was asked to join the PepsiCo *Juntos Creceemos* (Together We Grow) initiative as a national community partner. This initiative focuses on strengthening Latina-owned restaurants, bodegas and carnicerías (meat markets) with resources, community, and spotlighting their work. As a result of this partnership, this year's eight Jefas were gifted a chamber membership with our USHCC community in New York, Miami, Los Angeles, and Chicago.



# CAPITAL READINESS PROGRAM WITH THE U.S. DEPARTMENT OF COMMERCE'S MINORITY BUSINESS DEVELOPMENT AGENCY

The USHCC Educational Fund launched the Capital Readiness Program with the Minority Business Development Agency in partnership with select regional Hispanic chambers. USHCC and partners deliver targeted technical assistance and programming for Hispanic



Powered by the **Minority Business Development Agency**

entrepreneurs seeking to start or scale businesses with various forms

of capital, facilitate introductions—such as State Small Business Credit Initiative, and accelerate the capacity and growth of Hispanic businesses in line with the mission of our organization.

As one of 43 organizations in the country to be a recipient of the MBDA's largest initiative to date—\$125 million for four years—the Educational Fund and its regional chamber partners are committed to closing the capital gap for the next three years with the CRP.

## CRP Goals:

- **Capacity Building:** Launching new businesses and scaling investable businesses
- **Access to Capital:** Facilitate access to SSBCI programs, broadening access to startup and strategic forms of capital for businesses
- **Access to Networks:** Expanding opportunities for underinvested and overlooked entrepreneurs to connect with strategic stakeholders, service providers, subject matter experts, and community networks to support the growth of businesses

## Special thanks to our Capital Readiness Program partners:



## Year 1 Impact:

**108+**  
**BUSINESSES**  
**SERVED WITH**  
**ACCESS TO OVER**  
**\$500,000**  
**IN CAPITAL**



## **GROW WITH GOOGLE: A LATINO-OWNED BUSINESS TRAINING**

Grow with 

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 2024, **Grow with Google** was featured at our 45th Annual National Conference during a two-hour summit focused on cybersecurity, best practices to protect companies, and AI and digital skills for business efficiency.

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

The Gill Foundation funded a grant to the Educational Fund to host and provide the USHCC community with a bilingual national survey in English and Spanish to capture the sentiment of Hispanic business owners on the LGBTQ+ community in the U.S. This included surveying business owners, employees at Hispanic-owned businesses, representatives of Hispanic chambers of commerce, and other nonprofit organizations to see where the Hispanic business community stands in relation to workforce and business policies impacting the LGBTQ+ community and the broader American economy.

## **SUPPLIER READINESS SERIES**

The USHCC Educational Fund partnered with Anheuser-Busch Foundation to increase the readiness of Hispanic suppliers through virtual programming focused on supplier development. We are grateful for their continued support to diversify the supply chain with competitive Hispanic and small businesses.

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

## AN EDUCATIONAL SERIES ON FINANCIAL MARKETS AND CRYPTOCURRENCY WITH ROBINHOOD

In partnership with the USHCC, Robinhood hosted “Lunch and Learns” with local Hispanic chambers to enrich the business community’s resources. During these events, subject matter experts shared financial education insights and how cryptocurrency fits into the financial markets. This forum is for USHCC businesses to learn more about the benefits and emerging power of alternative financial instruments.

## NEW LANDMARK PROGRAM LAUNCHING IN 2025: LATINA GROWTH ACCELERATOR

In collaboration with Women’s Business Enterprise National Council (WBENC), with the support of The Kroger Co. Foundation, the USHCC Educational Fund’s new Latina Growth Accelerator will equip high-growth Latina entrepreneurs earning \$10 million or more in revenue with educational and networking opportunities, as well as the resources needed to accelerate their growth trajectory.

The Latina Growth Accelerator will offer expert led educational sessions, small group coaching, peer and corporate networking, and exclusive resources from USHCC and WBENC networks.

## SPECIAL THANKS TO THE USHCC EDUCATIONAL FUND SUPPORTERS AND INVESTORS WHO MAKE THESE INITIATIVES POSSIBLE!



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# THE USHCC COMMUNITY NAVIGATOR PILOT PROGRAM



In May 2024, the USHCC proudly concluded the Community Navigator Pilot Program—a transformative \$5 million, two-and-a-half-year initiative dedicated to supporting Hispanic and minority entrepreneurs in the post-pandemic economy. Among 50 national grantees, the USHCC was honored to serve as the only Hispanic hub in the Small Business Administration’s navigator network, delivering services in both English and Spanish.

**\$80+ MILLION  
IN LOANS  
& GRANTS**



Leveraging a “Hub and Spoke” model, the USHCC (the hub) collaborated with four exceptional partner organizations (the spokes) known for their trusted relationships within their communities:

- El Paso Hispanic Chamber of Commerce
- Hello Alice
- Illinois Hispanic Chamber of Commerce
- Stanford University’s Latino Business Action Network

Together with bilingual business counselors, we provided small, Hispanic, and minority-owned businesses with access to essential resources, expert advice, and specialized training in critical areas. This included how to start a business, securing funding, access to capital, navigating contracting and procurement, minority certifications, marketing, and optimizing business operations.

The USHCC Community Navigator Pilot Program achieved remarkable milestones, including:

- Delivering one-to-one counseling to **4,900 small business owners** across **24,000 counseling hours**
- Training **147,000+ individuals** through webinars, digital platforms, and live events
- Assisting businesses in securing **\$80 million+ in loans and grants**
- Reaching a national audience across **42 states**

Three years ago, the Small Business Administration entrusted the USHCC with a powerful and urgent mission: to provide technical assistance and guidance to thousands of Hispanic, small, and minority-owned businesses navigating unprecedented challenges. Today, we celebrate the success of this initiative, which has positively impacted thousands of entrepreneurs across the nation.

We extend our deepest gratitude to our partners, Board of Directors, allies, service providers, and team members for their unwavering commitment

to this program. Together, we have empowered Hispanic and minority entrepreneurs to start and scale their businesses, cementing their role as key drivers of the U.S. economy.

Learn more about the impact of the USHCC Community Navigator Pilot Program [here](#).



# SUPPLIER MARKETPLACE

## FACILITATING PROCUREMENT OPPORTUNITIES IN REAL-TIME



USHCC's Business Matchmaking Program continues to serve as a unique forum connecting Hispanic and small businesses enterprises with procurement representatives from Fortune 500 companies, federal agencies and our corporate partner members. This year, our matchmaking efforts have notably expanded procurement opportunities in the public and private sectors. By providing technical assistance and matchmaking platforms, these enterprises can leverage new partnerships to foster growth.

**3,600** **UNIQUE  
MATCHES  
FACILITATED  
IN 2024**



## 2024 Highlights:

- **Launch of the USHCC Supplier Database**

In October 2024, we launched the USHCC Supplier Database, a critical tool to connect corporate partners with business-ready small and Hispanic suppliers. We are working diligently to populate the database with qualified suppliers and small businesses while collaborating with our corporate partners to ensure they have access to the resources they need.

- **Extended Matchmaking Opportunities at the 45th Annual USHCC National Conference**

For the third consecutive year, we hosted a two-day matchmaking event at the National Conference, offering more time for attendees to connect with potential partners.

- **New Corporate Partner Roundtable at the 2024 USHCC Legislative Summit**

Alongside one-on-one matchmaking, we introduced a corporate partner roundtable with 10 participants during the Legislative Summit to foster meaningful discussions.

- **Industry-Focused Matchmaking at the 2024 USHCC Energy Summit**

Our USHCC Energy Summit prioritized sectors like energy, construction and engineering. We also hosted three roundtables with over 35 participants each.

- **Innovative “Meet and Greet” Format in Kansas City**

At the 45th Annual USHCC National Conference, we debuted “Meet and Greet” sessions, hosting 30 roundtables with 150 participants on the first day. On the second day, traditional one-on-one meetings were held, resulting in over 1,000 connections and 2,800 unique in-person and virtual matches.

## Matchmaking By the Numbers:

In 2024, USHCC’s signature events—National Conference, Energy Summit and Legislative Summit—demonstrated their impact as premier platforms for fostering connections between Hispanic Business Enterprises, small businesses, and corporate buyers. These events collectively achieved:

- **552** matchmaking meetings conducted
- **82** buyers participated (65 in person and 17 virtual)
- **235** suppliers engaged
- **3,600** unique matches facilitated
- Procurement roundtables brought together **40 buyers and 145 suppliers**

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**“The USHCC National Conference was an unforgettable experience! The event was packed with insightful content that left me inspired and informed. The breakout sessions added a unique and energizing touch, and the meetups with suppliers, whether one-on-one or in group settings, were incredibly productive and impactful. The energy in the room and the vibrant Latino spirit made this conference truly special. It was a fantastic opportunity to connect, learn and celebrate our community. I absolutely loved it!”**

**– Sandra Estok, Way2Protect LLC**

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**“Relationships created were invaluable and meet and greets as well as one on ones were fantastic.” – Elizabeth Gomez-Jazowski, JZ Global Solutions**

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# 2024 USHCC LEGISLATIVE SUMMIT

## THE HISPANIC BUSINESS IMPERATIVE: DRIVING THE 2024 U.S. POLICY AGENDA

### MISSION:

The Legislative Summit's mission is to bring Hispanic business leaders, policymakers, and industry stakeholders together to strengthen strategic business partnerships and advocate for policies supporting small businesses and Hispanic-owned enterprises.



### Summary:

The 2024 USHCC Legislative Summit brought together over 400 business leaders at the Ronald Reagan Building and International Trade Center in Washington, D.C. A historic highlight was the first-ever small business briefing at the White House. Attendees heard from speakers throughout the Summit, including Marisa Lago, Under Secretary of Commerce for International Trade; Alexander Peacher, Director of the Office of Latin America at the U.S. Department of Commerce; and Janis Bowdler, Counselor to the Secretary of the U.S. Department of Treasury. Additional highlights included an inspiring keynote by Ramona Ortega, Founder and CEO of WealthBuildAI, and a dedicated Chief of Staff panel, which provided valuable insights into legislative advocacy and Hispanic business empowerment. The summit also featured an Inaugural Advocacy Training Session on Capitol Hill, led by prominent Latino lobbyists, and tailored business matchmaking sessions designed to connect Hispanic business owners with procurement managers from Fortune 500 companies and federal agencies.

### By the Numbers:

- 400+ attendees
- 120 one-on-one business matchmaking meetings featuring 55 suppliers and 20 buyers, including federal agencies like HUD, Department of the Navy, Department of Transportation, and NASA, alongside corporations like MassMutual, Nationwide, BP Energy, and Shell
- 30+ Hill Day meetings with Congressional offices such as Leader Schumer (D-NY), Sen. Kelly (D-AZ), and Rep. Salazar (R-FL)
- 11 media hits, generating 395,500 impressions, and a 3.7M+ social media reach through a T-Mobile-sponsored social media wall experience

# 400+ ATTENDEES

## 2024 Highlights:

- **Small Business Briefing at the White House:** The USHCC co-hosted its inaugural small business briefing, welcoming nearly 100 representatives from Hispanic-owned businesses and top-level speakers who shared insights on economic opportunities and policy advocacy.
- **Advocacy Training:** We hosted the first Advocacy Training Session on Capitol Hill for over 50 local Hispanic Chamber leaders, led by prominent Latino lobbyists like Dean Aguillen (Ogilvy Government Relations) and Ivelisse Porroa-Garcia (Crossroads Strategies).
- **Chief of Staff Panel:** An engaging panel discussion featured key Chief of Staff leaders, including Rebecca Avitia (Sen. Heinrich, D-NH), Marvin Figueroa (Sen. Butler, D-CA), and Neri Martinez (Former Chief of Staff for Sen. Rubio, R-FL), highlighted their experiences and perspectives on advancing Hispanic business interests in the legislative space.
- **Hill Day Meetings:** Local chamber leaders engaged with congressional offices to advocate for Hispanic business interests. Key meetings included discussions with Sen. Gillibrand (D-NY) and Rep. Gallego (D-AZ).
- **Business Matchmaker:** A tailored business matchmaking program facilitated connections between Hispanic business owners and procurement managers, promoting opportunities for government and corporate contracts.



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#### SMALL BUSINESS SILVER

Colonial Press





# 3RD ANNUAL USHCC ENERGY SUMMIT

## EMPOWERING HISPANIC BUSINESSES IN THE EVOLVING ENERGY LANDSCAPE

### MISSION:

The Energy Summit's mission is to convene stakeholders from across the energy sector to exchange insights on emerging and pertinent energy issues and to ensure the integral role of Hispanic Business Enterprises within the industry.



### Summary:

The 3rd Annual USHCC Energy Summit brought together 250 industry leaders, innovators, and policymakers. The summit began with a Welcome Reception at the New Mexico Governor's Mansion, setting the stage for meaningful discussions. Key sessions included a keynote by Chevron's ESG Manager, Maru Suarez Williams, and a compelling Toyota-Chevron fireside chat featuring Tom Stricker and Claudia

Graham. Highlights also featured a powerful keynote by Avangrid CEO Pedro Azagra, engaging fireside chats on the energy transition and emissions advancements with leaders from Shell USA and JPMorganChase, breakout sessions, industry roundtables, and strategic matchmaking opportunities.

### By the Numbers:

- 250+ attendees
- Procurement programming provided an intimate platform for 35 suppliers to engage directly with buyers and industry leaders
- 10 critical sessions, including main stage presentations, breakout sessions, and industry roundtables
- 45,365+ impressions across digital platforms
- 4,300+ social media engagements from attendees and stakeholders
- 72,755+ marketing e-blast opens showcasing the event's reach
- 19 generous sponsors supporting the summit's initiatives

# 250+ ATTENDEES

## 2024 Highlights:

- **USHCC Educational Fund Track:** We celebrated the graduation of 34 business leaders from our USHCC Avanzado Suppliers with Blue Wave program who completed a training empowering Hispanic businesses to thrive in the energy sector and in the supply chain.
- **Notable Sessions:** Green Builds Business with the Next Generation breakout session, sponsored by Toyota, highlighted sustainable practices and supply chain innovation. These initiatives underscored the Summit's commitment to advancing Hispanic leadership and sustainability in the energy industry.

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Molson Coors

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RealTime Solutions

Shell

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**"Attending the USHCC 2024 Energy Summit with my company, GreenTek Solutions, was a transformative experience. I connected with representatives from leading companies like Shell, Chevron and Toyota, opening doors to promising opportunities for collaboration. The Supplier Marketplace was a standout, offering us time to engage directly with key decision-makers, expanding our network and growth strategy. We are excited to return next year to further strengthen these relationships!"**

**– Ricardo Garcia, Director of ITAD Services, GreenTek Solution**

**"Attending the USHCC Energy Summit was an incredible experience! The event not only provided valuable insights into the evolving energy sector but also served as an exceptional networking opportunity. I had the chance to connect with suppliers and bond with other small businesses that are truly making a difference in the corporate world. The Summit showcased the power of collaboration and highlighted the vital role of Hispanic businesses in shaping the future of energy. Highly recommend it!" – Sandra Estok, Way2Protect LLC**



# THE 45TH ANNUAL USHCC NATIONAL CONFERENCE

## GAME ON: THE HEALTH, ECONOMICS & TRAJECTORY OF HISPANIC BUSINESS



### MISSION:

The USHCC National Conference is the largest gathering of Hispanic business owners, corporate executives, procurement leaders, international trade experts, and advocates from across the nation, fostering collaboration, innovation, and growth within the Hispanic business community.

### Summary:

With support from Corporate Chair Bank of America, the 45th Annual USHCC National Conference in Kansas City, MO, brought together over 1,500 attendees for impactful discussions, celebrating the growth and resilience of Hispanic businesses. Highlights included the Latina GDP Spotlight, showcasing the \$1.3 trillion economic contribution of Latinas in the U.S., with insights from experts Dr. David Hayes-Bautista and Dr. Matthew Fienup. Notable speakers throughout the conference included Dr. Antonia Novello, the first Hispanic and female U.S. Surgeon General; Chanelle Hardy, Head of Civil Rights at Google; Mercedes Enrique, President and CFO of CMS Corporation; and Karen V. Chopra, Enterprise Hispanic-Latino Business Strategy Executive at Bank of America.

The conference featured strategic business matchmaking, tailored workshops and roundtables, fostering meaningful connections and innovation. Special thanks to the Greater Kansas City Hispanic Chamber of Commerce, this year's host chamber, for their leadership in making the event a success. The conference reaffirmed its commitment to advancing opportunities for Hispanic enterprises in the global economy.

### By the Numbers:

- 1,500+ attendees, including Hispanic business leaders and corporate executives
- 100+ exhibitors at the USHCC Expo Business Lounge
- 400+ business matchmaking meetings connected Hispanic suppliers with over 70 corporate and government buyers
- 35+ industry-focused workshops and roundtables
- \$2.5 million estimated economic impact for Kansas City
- 75+ media hits generated over 4.4 billion impressions, including coverage in Newsweek En Español and major Kansas City TV stations and publications
- A promotional commercial aired in Kansas City, St. Louis and Dallas-Fort Worth markets, valued at \$100,000, thanks to sponsor Spectrum Reach

## 2024 Highlights:

- **USHCC's Educational Fund:** Empowered small businesses through training and resources and featured Latina leaders, including a speaker on Latina GDP in the morning general session.
- **Roundtable Discussion:** The Economic Resurgence of Puerto Rico's Economy & Future Prospects, bringing together key leaders to explore opportunities for investment and growth in Puerto Rico.
- **Supplier Marketplace:** Facilitated strategic connections and fostered meaningful business opportunities.
- **Health and Economic Growth Panels:** Examined the role of health and wellness in driving workplace productivity and economic resilience.
- **Veteran-Owned Business Recognition:** A new award category, Hispanic Veteran-Owned Business of the Year, was introduced and awarded to Richard Fierro of Atrevida Beer Co.
- **Exclusive Networking Events:** From the President's Reception to corporate breakfasts, attendees created connections that mattered.



## Sponsors:

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**“The USHCC National Conference is a vital platform for innovation, partnership, and growth. It offered Hispanic businesses the tools and connections to thrive in today's competitive landscape.” – Ana Martinez, Founder of Bright Futures Consulting**



# CORPORATE PARTNER MEMBERS

## AS OF DECEMBER 2024

1-800 Contacts	Caesars Entertainment	Johnson & Johnson	Public Private Strategies
Abbott	Cargill	JPMorganChase	Robinhood
Aflac	Charter Communications	Kroger	RTX Corporation
Allegiant Air	Chevron	Lendistry	Service Corporation
Ally Bank	CHRISTUS Health	Liberty Mutual	International
Altria	Cintas	Lockton	Shell USA, Inc.
Amazon	Comcast	Lyft	Southern California Edison
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American Fuel & Petrochemical Manufactures (AFPM)	Constant Contact	(Magna Services of America)	State Farm
American Investment Council (AIC)	CTIA	MassMutual	State Street
American Petroleum Institute (API)	CVS Health	Mastercard	SuKarne
American Red Cross	Delta Air Lines	McDonald's	Symetra
American Retirement Association	Denny's	Merck	T-Mobile
Anheuser-Busch	Dexcom	Meta	TikTok
Apple	Dominion Energy	MGM Resorts	Toyota
ARCO Design/Build	DoorDash	Microsoft	Travel + Leisure (Wyndham Destinations)
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# HISPANIC BUSINESS ENTERPRISES

## AS OF DECEMBER 2024

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Alternia Card Services, Inc.	DreamOn Group	Moira Studio	TACFI Consulting
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America Roof Solutions	El Tiempo Latino	MyBusinessMatches	The Rios Group
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CBQA Solutions	Haven Foods	Qualfon, Inc.	WelcomeTech
CIEN+	Healthbird	RealTime Solutions	Y-Not Design & Manufacturing, Inc.
CMS Corporation	iIDENTITY	S&A Auto center	Zak Human Solutions
Colonial Press International	Inter-Con Security	SBC Interiors	
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# NATIONAL PARTNERS

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Alianza Americas	Hispanic National Bar Association (HNBA)	National Association of Hispanic Real Estate Professionals	National Puerto Rican Chamber of Commerce
American G.I. Forum	Hispanic Technology & Telecommunication Partnership (HTTP)	National Association of Latino Arts and Cultures (NALAC)	New America Alliance
AP Collective	Hispanics in Energy	National Association of Latino Community Asset Builders	NMSDC
Asociación de Empresarios Mexicanos (AEM)	Hispanics in Philanthropy	National Association of Latino Elected Officials (NALEO)	Pérez Correa González
ASPIRA	Intercultural Development Research Association (IDRA)	National Association of Latino Independent Producers (NALIP)	Presente.org
Association of Latino Professionals for America (ALPHA)	International Trade Administration	National Conference of Puerto Rican Women (NACOPRW)	Prospanica
AVANCE	Latina Golfers Association	National Day Laborer Organizing Network (NDLON)	Saber Es Poder
BeSe	Latina Style Magazine	National Gay & Lesbian Chamber of Commerce (NGLCC)	SCORE
Blue Wave	Latino Business Action Network (LBAN)	National Hispanic Caucus of State Legislators (NHCSL)	SER – Jobs for Progress National, Inc.
CAMACOL	Latino Corporate Directors Association (LCDA)	National Hispanic Corporate Council	Small Business Administration
Casa de Esperanza	Latino Donor Collaborative (LDC)	National Hispanic Council on Aging (NHCOA)	Society of Hispanic Professional Engineers
Casa Esperanza: National Latin@ Network	Latino Hotel Association	National Hispanic Environmental Council (NHEC)	Southwest Voter Registration Education Project (SVREP)
Colonial Print	Latino Jewish Leadership Council	National Hispanic Foundation for the Arts (NHFA)	The Gill Foundation
Concordia	Latino Justice PRLDEF	National Hispanic Media Coalition (NHMC)	The Hispanic Star
Congressional Hispanic Caucus (CHC)	Latino Restaurants Association	National Hispanic Medical Association (NHMA)	The Latino Coalition
Congressional Hispanic Caucus Institute (CHCI)	Latino Victory Fund	National Latina Institute for Reproductive Health (NLIRH)	UnidosUS
Congressional Hispanic Leadership Institute	Latinx Startup Alliance	National Latinx Psychological Association	United States Black Chambers Inc. (USBC)
Cuban National Council (CNC)	L'Attitude		United States Hispanic Leadership Institute
Delaware Hispanic Commission	MANA, A National Latina Organization		United States Pan Asian American Chamber of Commerce (USPAACC)
Farmworker Justice	Mexican American Legal Defense and Education Fund (MALDEF)		United States-Mexico Chamber of Commerce (USMCOC)
Friends of the American Latino Museum (FRIENDS)	Mi Familia Vota		US-Mexico Foundation
GreenLatinos	NAHP		VotoLatino
Hello Alice	NALEO Educational Fund (NALEO)		We Are All Human Foundation
Hispanic Association for Career Enhancement	National Association of Hispanic Federal Executives (NAHFE)		Women's Business Enterprise National Council (WBENC)
Hispanic Association of Colleges and Universities	National Association of Hispanic Journalists (NAHJ)		
Hispanic Association of Corporate Responsibility			
Hispanic Federation (HF)			
Hispanic Heritage Foundation			
Hispanic IT Executive Council (HITEC)			
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