



# USHCC

UNITED STATES HISPANIC CHAMBER OF COMMERCE



# Annual Report



## About Us

The USHCC is the leading voice to advance Hispanic business potential in our economy. Our mission is to build an ecosystem to accelerate Hispanic business growth and prosperity.

The United States Hispanic Chamber of Commerce serves as the national umbrella organization for more than 260 local chambers and business associations nationwide and advocates for more than 5 million Hispanic-owned businesses. By partnering with hundreds of American corporations, we actively promote the economic growth and development of the Hispanic business community. We actively promote the economic growth, development and interests of more than 5 million Hispanic-owned businesses.

Made up of three core constituents - Hispanic Business Enterprises (HBEs), local Chambers and business associations, and Corporate Partner Members (CPMs) - the **USHCC's** mission is to foster Hispanic economic development and to build sustainable prosperity for the benefit of American society. It does so through advocacy and professional education, and by creating opportunities in corporate and federal procurement and prioritizing the placement of Hispanics in corporate boardrooms. For over 43 years, the **USHCC** has advocated in Washington D.C. on behalf of our business community for public policies such as access to capital, federal procurement, affordable energy, the environment, health care reform, international trade, and comprehensive immigration reform.

# Chamber Liaisons Serving on USHCC Board of Directors By Region

The **USHCC** is proud to serve and advocate on behalf of a national network of more than 260 affiliated Hispanic Chambers of Commerce across the country. Our Hispanic Chambers of Commerce serve as leaders at the local and regional level, each serving as an economic oasis for Hispanic and minority-owned businesses in their community. The **USHCC** works closely with our national chamber leaders to provide America's 5 million Hispanic-owned businesses with opportunities to access educational training, capital, and contracting opportunities to support their growth and scale. We also convene with our chamber leaders on monthly national roundtables to receive their input and feedback and help inform our national advocacy period.

- **Region 1 - Pacific**

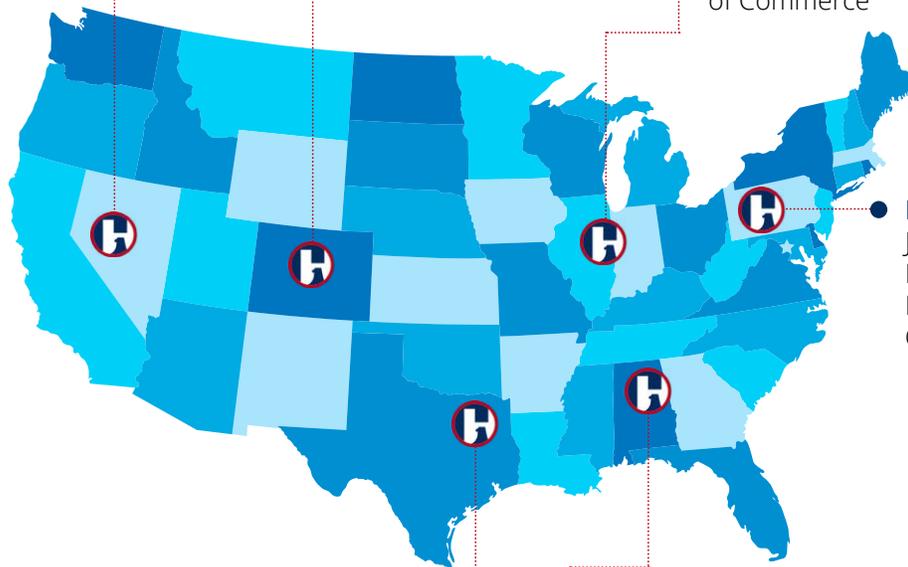
Reuben Franco,  
President & CEO, Orange  
County Hispanic Chamber  
of Commerce

- **Region 2 - Mountain**

Ernie C'de Baca,  
President & CEO,  
Albuquerque Hispano  
Chamber of Commerce

- **Region 4 - Midwest**

Jessica Cavazos, President  
& CEO, The Wisconsin  
Latino Chamber  
of Commerce



- **Region 3 - Gulf & Great Plains Region**

Mayra Pineda, President & CEO,  
Hispanic Chamber of Commerce  
of Louisiana

- **Region 6 - Southeast**

Yuri Cunza, President & CEO,  
Nashville Hispanic Chamber  
of Commerce

- **Region 5 - Northeast**

Jennifer Rodriguez,  
President & CEO,  
Philadelphia Hispanic  
Chamber of Commerce

# Table of Contents

- 5 Executive Summary
- 6 A Message from the CEO
- 7 Board of Directors
- 9 Procurement Council Advisory Board (PCAB)
- 10 Senior Executive Corporate Advisory Board (SECAB)
- 11 Board of Directors USHCC Educational Fund
- 12 USHCC Team
- 13 Economic Recovery Data
- 17 USHCC Programs
- 29 2021 National Conference Impact and Overview
- 30 USHCC National Partners
- 31 USHCC Corporate Partner Members
- 32 Driving Equitable Access to Opportunities  
in Washington D.C.
- 33 What's Next?

# Executive Summary

The **USHCC** provided  
**\$5.9M**  
in grants provided to  
Chambers and HBEs

**+12K**  
E-mails added to  
USHCC Database

**+15k**  
Businesses helped

**+18K**  
Attended bilingual  
webinars, trainings,  
and workshops

**+400K**  
Emails opened

**137**  
New community  
partners

**130**  
Chambers  
received grants

No mission was more critical to us than to aid small, minority and Hispanic owned companies to navigate the pandemic in 2020 and 2021. We executed on several programs to provide ongoing readiness and support for minority businesses by preparing them to have access to and fulfill new business and supply chain opportunities. In 2020, the USHCC launched the **USHCC** MBDA CARES Act Grant Technical Assistance Program, also known as **USHCC CARES**, with funding from the **CARES** Act through a grant from the Department of Commerce Minority Business Development Agency (MBDA).

**USHCC CARES** was facilitated through eight COVID-19 Technical Assistance Centers (TACs) hosted by regional Hispanic chamber partners located in geographies with significant Hispanic and minority populations. The program featured a robust calendar of free industry-centric webinars led by thought leaders; links to critical resources for public and private sector funding; help and guidance with

access to capital, and information on healthcare, business productivity and tips to reopen safely.

The **USHCC** also engaged minority business owners through other programs and motions provided by corporate partners and other public and private sector constituents invested in HBE and Minority/Women-owned Business Enterprises (MWBE) growth. Our programs helped thousands of businesses and entrepreneurs to get PPE; access to loans, grants, and funding; information about safety, mental and physical health; CDC updates on COVID and vaccines; corporate partner services; workshops and, once COVID restrictions were lifted, one-on-one consultations and limited events.

Our work with this critical business segment continues in 2022 and beyond with other motions to support HBEs and MWBEs to thrive in their local, regional, national and, in some cases, global outreach.



# A Message from the CEO

On behalf of our United States Hispanic Chamber of Commerce Board of Directors and our staff, we want to thank each of you for your membership and support of our collective mission to build an ecosystem to accelerate Hispanic business growth and prosperity throughout America.

Together with our national network of more than 260 Hispanic Chambers of Commerce, each of which serve as an economic oasis in their communities, we have engaged in advocacy, provided small business technical assistance services, and utilized virtual technology to address the effects of the COVID-19 economic crisis. Our core mission is dedicated to adding value to our 5 million Hispanic-owned businesses, which collectively contribute more than \$800 billion to our American economy each year.

We live during a time in our nation's history that has challenged the resiliency and perseverance of all Hispanic Business Enterprises which have continuously been innovating and adjusting their business operational models to rise to the challenge of this economic crisis. 2020 and 2021 has been a time of reflection, resetting, and rebuilding. We are proud to continue to add value to our **USHCC** Chamber Members through innovative programming and resources for our Hispanic Business Enterprise (HBE) Members and create new partnerships with America's largest corporations to the benefit of our Hispanic business community.

The **USHCC** has an active, philanthropic arm dedicated to providing educational programs to our Latino small business community. Through our **USHCC** Educational Fund 501(c) (3), we expanded our Avanzar national small business accelerator program to seven states, each cohort led by a local Hispanic Chamber of Commerce in their community. Our small business accelerator program has already graduated more than 265 small Hispanic-owned businesses who are ready to scale and take their businesses to the next level thanks to this partnership between our corporate members and our local chambers.

The **USHCC** is proud to have awarded millions of grant dollars directly to small business owners and to our local chambers of commerce to provide immediate sustainability support during this pandemic. These funds served as a direct lifeline for our Latino-owned businesses to fund business operations like payroll, rent, and other critical needs. We provided technical assistance, established online resource hubs in English and in Spanish, and provided financial relief to expand COVID-19 relief efforts to our members through generous partners such as Cargill, Rumba Meats, Google, Wells Fargo, and many others.

In summary, 2021 was our most active year in Washington, D.C. on behalf of our member businesses and local chambers of commerce network. As America's largest Hispanic business organization, our unified voice was heard loud and clear in the halls of Congress and with the federal Administration. We were proud to raise \$850 billion to provide small business assistance for our national network of Hispanic Chambers of Commerce to successfully advocate for access to the Paycheck Protection Program (PPP) for both Hispanic-owned businesses and 501(c) (6) Chambers of Commerce, second draw PPP forgivable loans, funding for bilingual technical assistance through a public private partnership with our Hispanic Chambers of Commerce and the Minority Business Development Agency (MBDA), among other key initiatives.

Our vision is to be the leading voice to advance Hispanic business potential to drive our American economy. To this end, we have focused our advocacy on behalf of our Hispanic-owned businesses, Hispanic Chambers of Commerce, and Corporate Partner Members guided by our "Three C's":

### Capital

Expanding equitable access to capital through traditional and innovative partnerships.

### Capacity

Building capacity through programming, training, and new grant investments.

### Connections

Establishing connections through matchmaking, supplier diversity, and procurement opportunities.

Our management team is guided by my philosophy of having discipline and consistency when it comes to our values that drive our day to day operations through the 5S's. We are committed to growing the 5S's:

### Solvency

Strengthening and expanding our fiscal resources.

### Strategic

Showing our best judgment in representing the interests of America's 62 million Latinos.

### Storytelling

Having transparent and clear communications and sharing the powerful impact that small businesses are championing for one another everyday.

### Services

Continuing to provide tangible value to our chambers, our Hispanic Business Enterprises, and our corporate partners.

### Stewardship

Mission-driven management in all our operations and programs.

We will strengthen our collective voice as America's largest Hispanic business organization to advocate for equity and a seat at the decision-making tables in the U.S. Congress, Administration, and America's largest corporations on behalf of our Latino community. We as a nation must continue to expand access to capital, education, and procurement opportunities to unleash the potential of our \$2.7 trillion Latino GDP into the future.

Together, we will create generational wealth in our Latino community through education and entrepreneurship, and we will power America's economic recovery.

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

# Board of Directors / Officers



**Alice Rodríguez**  
Chair  
Head of Community Impact  
Managing Director  
**JPMorgan Chase & Co.**



**Nelson Reyneri Jr.**  
Chair-Elect  
Principal, ESG Practice  
**Point B**



**Mónica Mantilla**  
Chair  
USHCC Educational Fund  
Co-Founder & Partner  
**Small Business Community Capital**  
President & CEO  
**Altura Capital**



**Betty Manetta**  
Board Secretary  
President & CEO  
**Argent Associates**



**Regina Heyward**  
Audit Committee Chair  
Head of Supplier Diversity  
**MassMutual**



**Carlos A. Becerra**  
Treasurer  
Group Manager - Customer  
Experience Strategy  
**Toyota Motor North America**



**Raúl F. Salinas**  
General Counsel  
Managing Shareholder  
**AlvaradoSmith**



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

# Board of Directors



**Víctor Arias, Jr.**  
Managing Director &  
Partner in Charge DFW Office  
**Diversified Search Group**



**Ernie C'de Baca**  
President & CEO  
**Albuquerque Hispano  
Chamber of Commerce**



**Carmen Castillo**  
President & CEO  
**SDI International Corp.**



**Jessica Cavazos**  
President & CEO  
**Wisconsin Latino Chamber  
of Commerce**



**Yuri Cunza**  
President & CEO  
**Nashville Area Hispanic  
Chamber of Commerce**



**Reuben Franco**  
President & CEO  
**Orange County Hispanic  
Chamber of Commerce**



**Rachel Kutz**  
Vice President  
Consumer Supply Chain  
& Global Logistics  
**AT&T**



**Juan Carlos Liscano**  
Vice President Miami,  
Caribbean & Latin America  
**American Airlines**



**Yammel Sánchez-Ocana**  
Executive Director Global  
Procurement  
**Merck**



**Mayra Pineda**  
President & CEO  
**Hispanic Chamber of  
Commerce of Louisiana**



**Jacquelyn Puente**  
Executive Director  
External Affairs  
**Comcast NBCUniversal**



**Jennifer Rodríguez**  
President & CEO  
**Greater Philadelphia Hispanic  
Chamber of Commerce**



**Christine Rice**  
Executive Vice President  
**VisionIT**



**Rosa Santana**  
Founder & CEO  
**Santana Group**

# Procurement Council Advisory Board (PCAB) / Members



**Angel Colón**  
Senior Director of Diversity  
& Inclusion, Multicultural  
Development & Supplier  
Inclusion  
**Kroger**



**Raúl Suárez Rodríguez**  
Director, Global Economic  
Inclusion & Supplier Diversity  
**Merck**

- AARP
- American Airlines
- American Petroleum Institute (API)
- AmerisourceBergen
- Apple
- AT&T
- Avis Budget
- Bank of America
- BB&T
- Boston Scientific
- BP America
- Caesars Entertainment
- Cancer Treatment Centers of America (CTCA)
- Cargill
- Church Mutual
- Coca-Cola
- Comcast
- ConocoPhillips
- CVS
- Denny's
- Diageo
- Disney
- Doordash
- Dupont
- Ecolab
- Edwards Lifesciences
- Facebook
- Fedex
- Ford
- Google
- Hearst Television
- Hilton
- Home Depot
- Instacart
- Johnson & Johnson
- JPMorgan Chase
- JUUL
- Kroger
- Kyndryl
- Lenovo
- Liberty Mutual
- Macy's
- Magna International
- Medtronic
- Merck
- MGM Resorts
- Microsoft
- Molson Coors
- Municipal Finance & Services Corp.
- Nationwide
- NEC
- Nike
- Nissan
- Paychex
- PepsiCo
- Pfizer
- PhRMA
- PNC financial services group
- Spanish Broadcasting system (SBS)
- Service Corporation International (SCI)
- Shell Oil Company
- Southern California Edison (SCE)
- Square
- State Farm
- T-Mobile
- Target
- Teachers Insurance and Annuity Association (TIAA)
- The Home Depot
- Toyota
- 3M
- Univision
- UPS
- US Bank
- USAA
- Verizon
- Vida Brand INC.
- Wells Fargo
- Wyndham Destinations
- Xero

# Senior Executive Corporate Advisory Board (SECAB) / Members



Angie García Lathrop  
Community Affairs Executive  
**Bank of America**

- AARP
- American Fuel & Petrochemical Manufacturers (AFPM)
- American Airlines
- Anheuser-Busch
- American Petroleum Institute (API)
- AT&T
- Avis Budget
- Bank of America
- BBVA
- BP America
- Caesars Entertainment
- Charter Communications
- Coca-Cola
- Comcast
- Cancer Treatment Centers of America (CTCA)
- ConocoPhillips
- Denny's
- Diageo
- Door Dash
- Ecolab
- Edison Electric Institute (EEI)
- Edwards Lifesciences
- Enterprise Holdings
- Ettain Group
- Experian
- Exxon Mobil
- Facebook
- Hearst Television
- Hilton
- Instacart
- Johnson & Johnson
- JPMorgan Chase
- JUUL
- Kroger
- Kyndryl
- Liberty Mutual
- Lyft
- Magna International
- Medtronic
- Merck
- MGM Resorts
- Microsoft
- Molson Coors
- Municipal Finance & Services Corp.
- Nationwide
- NCTA (The Internet & Television Association)
- NEC
- Nike
- Nissan
- Paychex
- Pfizer
- PhRMA
- PNC financial services group
- Service Corporation International (SCI)
- Shell Oil company
- Southern California Edison (SCE)
- Square
- State Farm
- T-Mobile
- The Home Depot
- Toyota
- 3M
- Univision
- UPS
- US Bank
- Verizon
- VISA
- Wells Fargo
- Xero

10

# Board of Directors USHCC Educational Fund



Mónica Mantilla  
Managing Partner  
**Small Business Community Capital**  
President & CEO  
**Altura Capital**  
Chair  
**USHCC Educational Fund**



Rubén Barrales  
Senior Vice President,  
External Relations  
**Wells Fargo**



Michelle Bobadilla  
Senior Association VP Outreach &  
Community Engagement, Assistant  
**Provost Hispanic Student Success**  
**University of Texas at Arlington**



Daniel Galindo  
Senior Vice President Community  
Development & Strategy Director  
**Woodforest National Bank**



Juan Carlos Liscano  
Vice President Miami, Caribbean  
& Latin America Operations  
**American Airlines**



Betty Manetta  
President & CEO  
**Argent Associates**



Kathleen Martínez  
Senior Director National Strategic  
Relationship  
**BP**



Alice Rodríguez  
Head of Community and Business  
Development  
**JP Morgan Chase & Co.**



Raúl F. Salinas  
Shareholder  
**AlvaradoSmith**  
President & CEO



Rosa Santana  
Founder & CEO  
**Santana Group**



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



**Ramiro A. Cavazos**  
President & CEO



**Felipe Ugalde**  
Managing Director  
Financial Planning & Analysis



**Valerie Hernández**  
Chief of Staff



**Synthia R. Jaramillo**  
Senior Vice President  
Business Development  
Corporate Relations



**Brianna Dimas**  
Vice President Programs  
& Communications



**C. LeRoy Cavazos-Reyna**  
Vice President Governmental  
& International Affairs



**Fernando Meersohn**  
Senior Manager  
Corporate Relations



**Laura Sosa**  
Manager  
Programs & Events



**Erica Salinas**  
Accounting Manager



**Monica Garza**  
Special Projects  
Coordinator



**Veronica De La Torre**  
Manager  
Programs & Communications



**Santiago Salas Oliva**  
Coordinator  
Government & International  
Affairs



**Emily Martínez**  
Fellow  
Business Development



**Jonathan Hernández**  
Fellow  
Business Development



**Nitesh Acharya**  
Fellow  
Business Development



**Chelsey Murphy**  
Fellow  
Communications & Programming



**Yhanna McKinney**  
Fellow  
Communications & Programming

# Economic Recovery Data



ALMOST 62 MILLION  
LATINOS IN  
THE UNITED STATES  
ALREADY ACCOUNT  
FOR  
**\$2.7**  
TRILLION IN  
ECONOMIC  
ACTIVITY

(Latino Donor Collaborative)

•Latinos accounted for **82% of the growth in the U.S. labor force** participation between 2010-2017.

(LCDA)

•**Latinos start 82% of all new companies in America**, they open businesses at three times the rate of the national average and Latina women start businesses at six times the national rate.

(Latino Community Foundation)

•Even though Latinas start businesses at six times the national rate, they represent less than 1% of those entrepreneurs who receive venture capital.

(Stanford GSB & The Latino Business Action Network)

•More than half of all of America's startups valued at \$1 billion or more were started by at least 1 immigrant.

(START US UP)

•11.5% of Latino entrepreneurs report using a personal credit card to fund a new business or acquire an existing business, compared to 9% of Anglo and Asian entrepreneurs.

(Kauffman Foundation)

•15.1% of Latino entrepreneurs report that a lack of access to capital negatively impacted profitability, compared to only 8.9% of Anglo-owned businesses.

(Kauffman Foundation)

Since the recovery from the pandemic, overall Hispanic unemployment improved from **18.5%** in April, 2020 to **7.3%** in June, 2021.

The Hispanic unemployment decline was driven mainly from the biggest decreases with women and immigrants.

(PEW Research)

•The sales that Latino firms generate, versus what they would generate if on par with the average non-Latino business, present an **opportunity gap of \$1.5 trillion** for the U.S. economy.

(Stanford GSB & The Latino Business Action Network)

•**If the U.S. Latino market of 62 million was its own country, it would be the 8th largest economy in the world and the largest Latino market in the world**, larger than Brazil and more than twice the size of Mexico.

(Latino Donor Collaborative)

•**Latino GDP grew 72% faster than non-Latino GDP** over the entire period from 2010 to 2018.

(Latino Donor Collaborative)

•From 2010 to 2018, **Latino real consumption grew 133% faster than non-Latino consumption.**

(Latino Donor Collaborative)

13

# Economic Recovery Data

BY MARCH 2020,  
**49% OF LATINOS  
HAVE HAD A PAY CUT**  
OR HAD BEEN LAID OFF  
OR LOST THEIR JOB, A 16%  
DIFFERENTIAL FROM NON-  
LATINOS (33%).  
(Pew Research Institute)

Hispanics and Latinos are a group projected to **grow from 17% to 22% of the workforce by 2030.**  
(McKinsey)

**1 out of 10 jobs** in America is created by an immigrant-owner.  
(National Immigration Forum)

The U.S. Latino market is **growing GDP at 8.6%, faster than China or India.**  
(Latino Donor Collaborative)

**Latinos were responsible for 78% of the net new jobs** in the labor force since the Great Recession.  
(Latino Donor Collaborative)

In February 2020, U.S. **Latinos accounted for 82% net new growth** across the entire U.S. workforce.  
(Latino Donor Collaborative)

• Surveys in March 2020 found that working from home was not an option for over 84% of Latinos. (Economic Policy Institute)

• At the same time, 49% of struggling Latino entrepreneurs had trouble getting a loan under the initial stimulus bill. (SOMOS UNIDOS US National Latino Survey)

• In May, about six-in-ten Latinos (59%) said they live in households that have experienced job losses or pay cuts due to the coronavirus outbreak, with a far lower share of U.S. adults (43%) saying the same. (Pew Research Center)

• By May 2020, millions of Latino families and businesses had not received any support from the CARES Act, out of which: 48% were households earning less than \$25,000 a year; 31% were US born, and 45% were Latino immigrants.  
(SOMOS UNIDOS US National Latino Survey)

• As of September 2020, 48% of Latino- and 44% of Black-owned businesses were not able to pay daily expenses compared to 26% of non-minority-owned businesses. (Ernst & Young LLP)

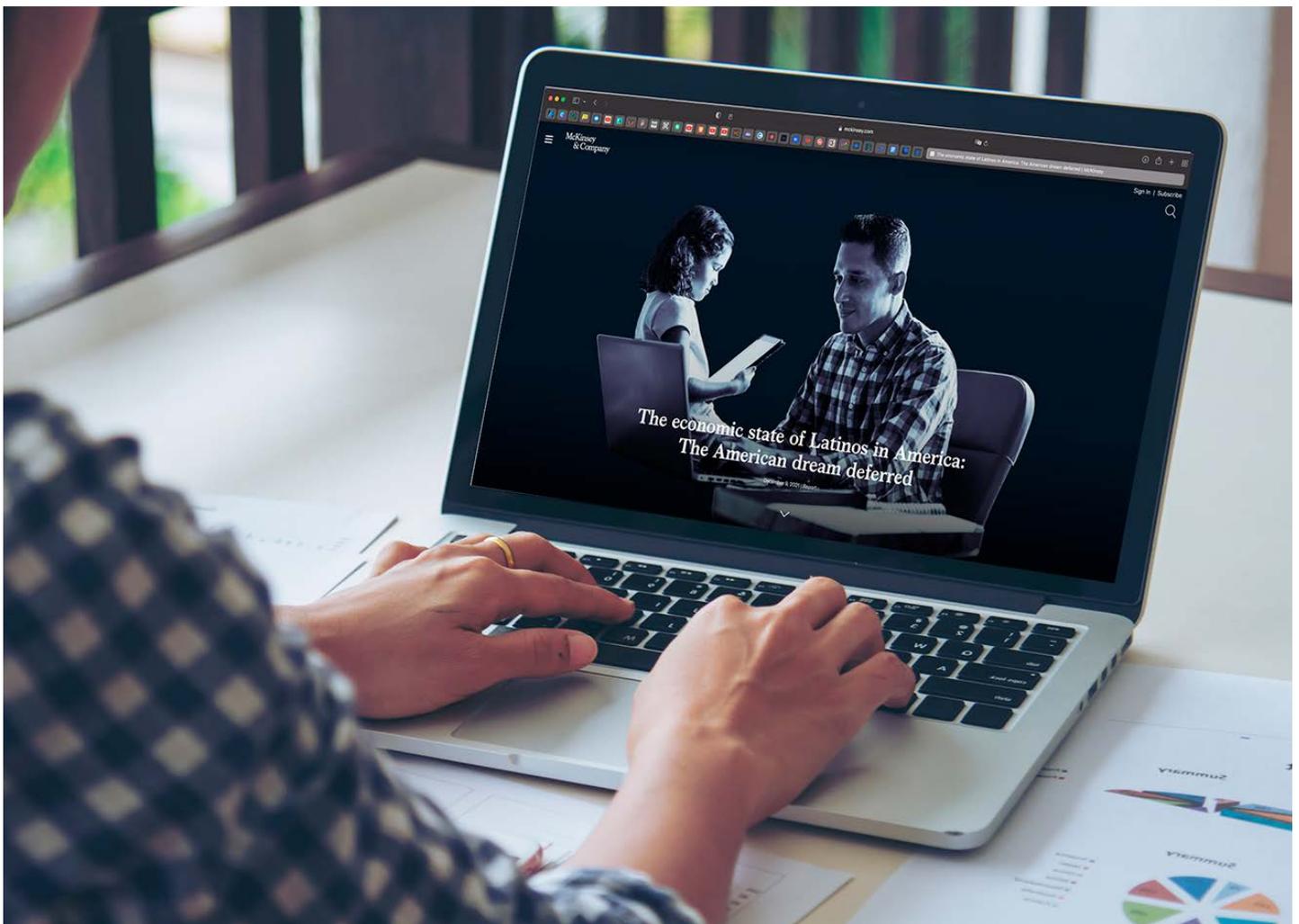
• The 5 business sectors most affected by the pandemic generate almost 50% of the revenues of Hispanic and Latino owned businesses, and 65% of Hispanics and Latinos work in those sectors. (McKinsey)

• Latino businesses were disproportionately impacted by COVID-19 and more than 50% less likely to receive government relief under the Payment Protection Program, compared to White-owned businesses.  
(Stanford GSB & The Latino Business Action Network)

BY MAY 2020,  
**MORE THAN 25% OF LATINO ENTREPRENEURS SHUT DOWN,**  
LOST SIGNIFICANT REVENUE OR SHUT DOWN THEIR BUSINESS ALTOGETHER.  
(SOMOS UNIDOS US National Latino Survey)

# Economic Recovery Data

The United States Hispanic Chamber of Commerce is a proud partner of the Aspen Institute Latinos & Society Program. We encourage you to download and read the 2021 Report in partnership with McKinsey & Company: "The economic state of Latinos in America: The American dream deferred." Special thanks to Domenika Lynch, Executive Director, Aspen Latinos and Society Program for her leadership and partnership.

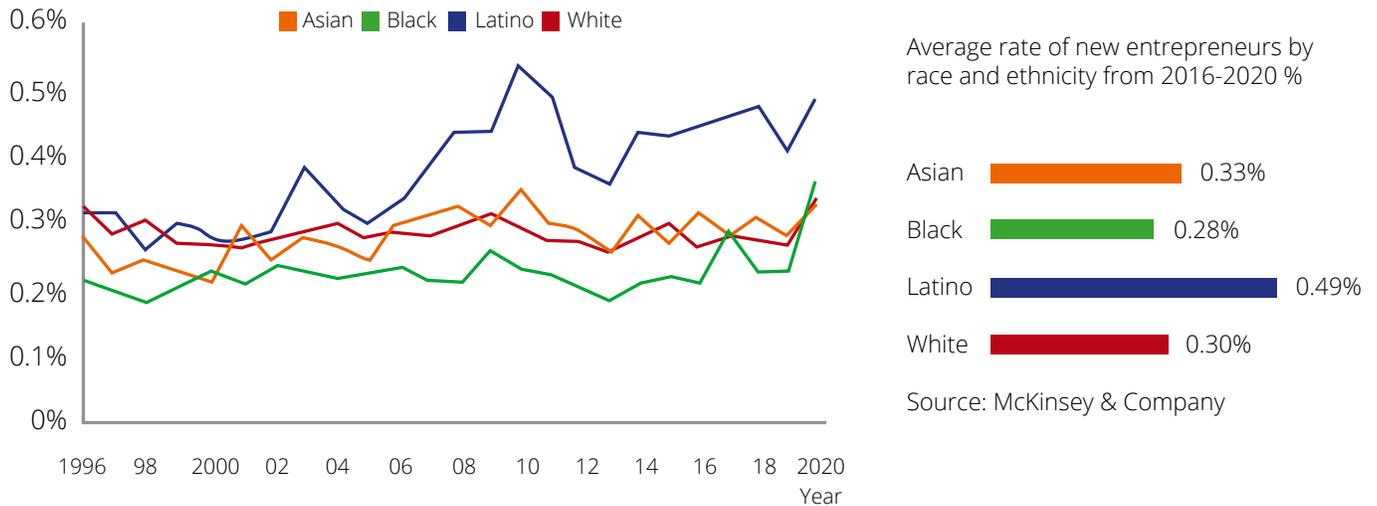


15

# Economic Recovery Data

## Latinos have the highest entrepreneurship rate

Rate of new entrepreneurs by race<sup>1</sup> (Kauffman)



16

The U.S. Latino population is fast growing and represents the future of the U.S. economy

1

### Fast growing population

Latinos will represent more than 1 in 4 people in the U.S. by 2050



of the population

2

### Rapidly growing labor force

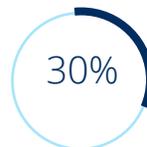
Latinos will make up more than 1 in 5 workers by 2030 and 1 in 3 workers by 2060

2030



of the U.S. labor force

2060



of the U.S. labor force

3

### Dynamic population

Latinos have rates of intergenerational mobility comparable to the White population and higher amongst low-income backgrounds

Income percentiles



Parent

Child

<sup>1</sup>The rate measure the percentage of individuals (ages 20–64) who do not own a business in the first month of survey conducted by Kauffman Foundation, but start a business in the following month with 15 or more hours worked per week.  
Source: Current Population Survey (2020), Kauffman's Report on early stage Entrepreneurship in the United States (2020)

# USHCC Programs / USHCC CARES



## USHCC CARES: PROVIDING COVID-19 RELIEF FOR HISPANIC-OWNED BUSINESSES

The **USHCC** was awarded \$1 Million in grant funding to be distributed through its network of more than 250 chambers of commerce nationwide to provide technical assistance to small, minority-owned businesses during the COVID-19 pandemic. With this funding, the **USHCC** launched a bilingual virtual resource center. The **USHCC** was one

of 20 organizations that received funding through the CARES Act. from the U.S. Dept. of Commerce Minority Business Development Agency (MBDA) to provide technical assistance during the pandemic to small business owners during the pandemic.

**USHCC** created COVID-19 Resources Centers focused on Hispanic and minority-owned businesses by educating, training, advising, and assisting them to navigate this crisis and

creating procurement opportunities. Each center answered questions (in person, by phone, by email, and other virtual measures) and found solutions, especially resources on how to adapt their existing business models to the new post-COVID environment which includes resources on working remotely, access to capital, complying with new safety guidelines from the CDC, and much more.

17

## Official Sites for COVID-19 Technical Assistance Centers

Louisiana – Hispanic Chamber of Commerce of Louisiana

Illinois – Illinois Hispanic Chamber of Commerce

Nevada – Latino Chamber of Commerce of Las Vegas

New Mexico – Albuquerque Hispano Chamber of Commerce

Tennessee – Nashville Hispanic Chamber of Commerce

Florida - Hispanic Chamber of Commerce of Palm Beach County

Pennsylvania – Greater Philadelphia Hispanic Chamber of Commerce

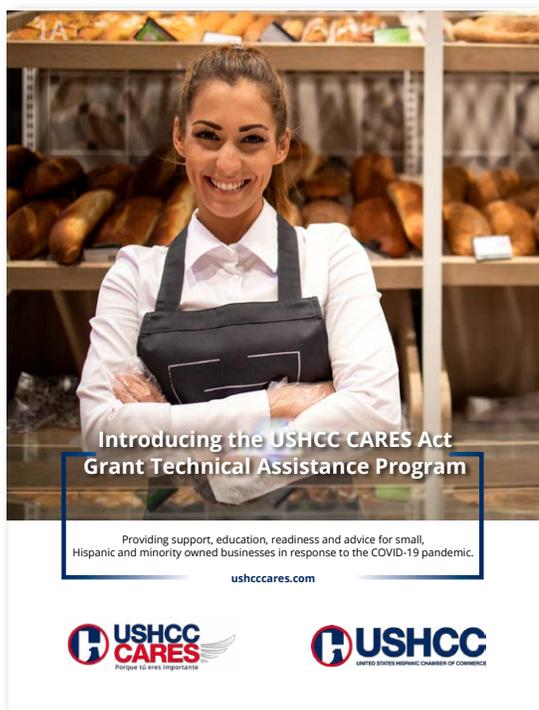
Washington D.C. – United States Hispanic Chamber of Commerce Office

# USHCC Programs / USHCC CARES



As the voice of the nation's 5 million Hispanic-owned businesses that, combined, contribute over \$800 billion to the American economy every year, the **USHCC** received a federal grant from the MBDA to create eight COVID-19 Technical Assistance Centers (TACs) to design and execute programs to support the small, Hispanic and minority business community through the economic fallout caused by COVID-19.

## 18 Results Highlights



14,127 Businesses Served

141% of Goal Attained

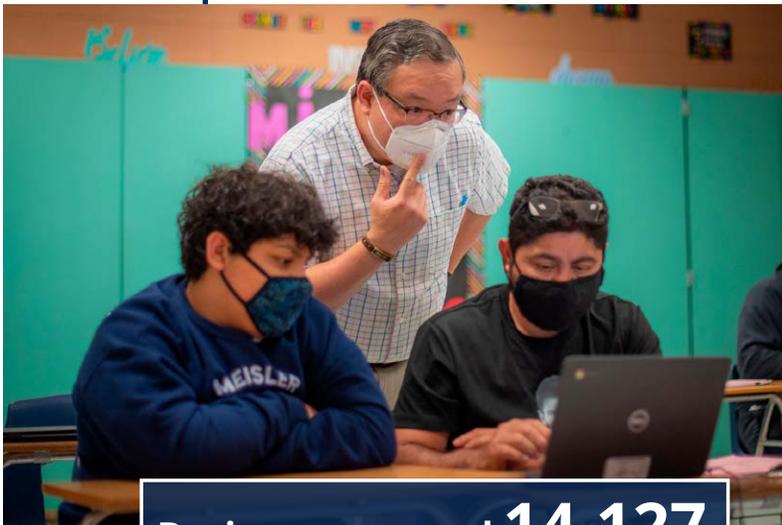
+4 Million people reached

723 Unique Webinars

18,423 Webinar Attendees

# USHCC's COVID-19 Response

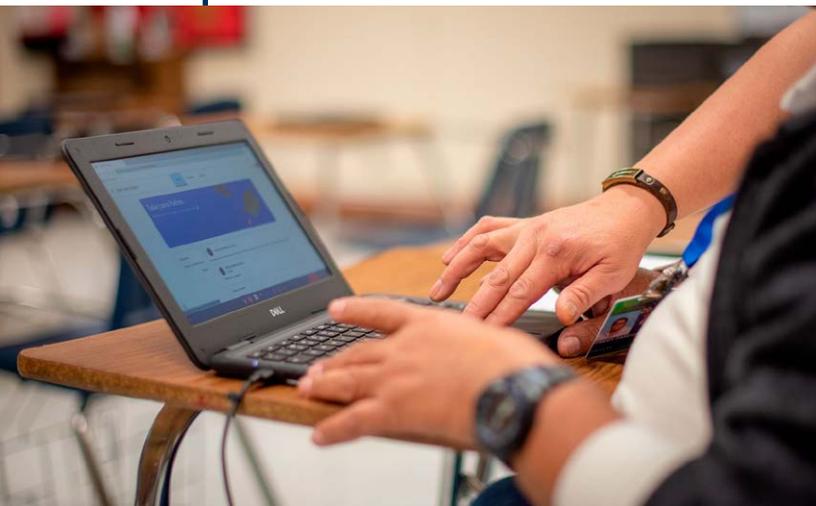
## USHCC CARES Program



Businesses served **14,127**  
**141%** achievement  
of program goal



People Reached  
**4 Million**



Webinars & Physical  
Trainings **723**  
Webinar Attendees  
**18,423**

# USHCC's COVID-19 Response

## USHCC CARES Program

COVID Financial Relief Support  
**881**



Businesses served  
Personal Protection Equipment (PPE)  
**1,790**

Social Media Reach  
**2.7M** people



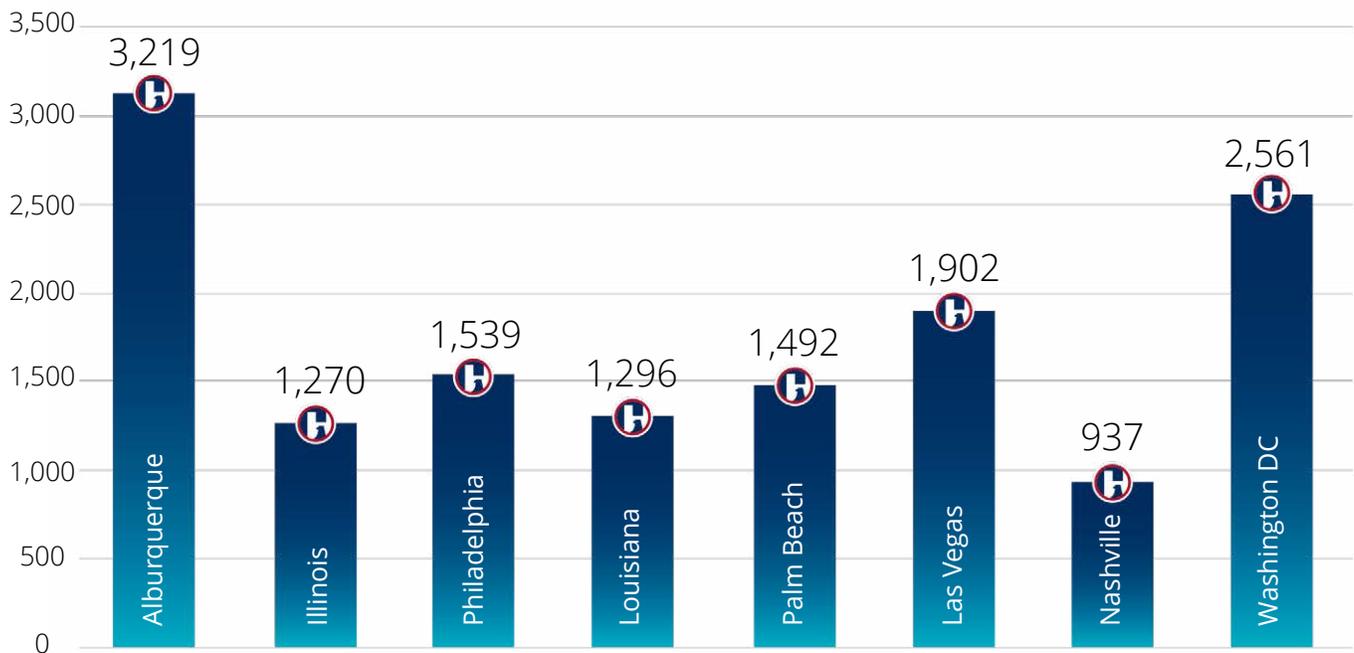
Transformational  
Success Stories **27**



# USHCC Programs / USHCC CARES



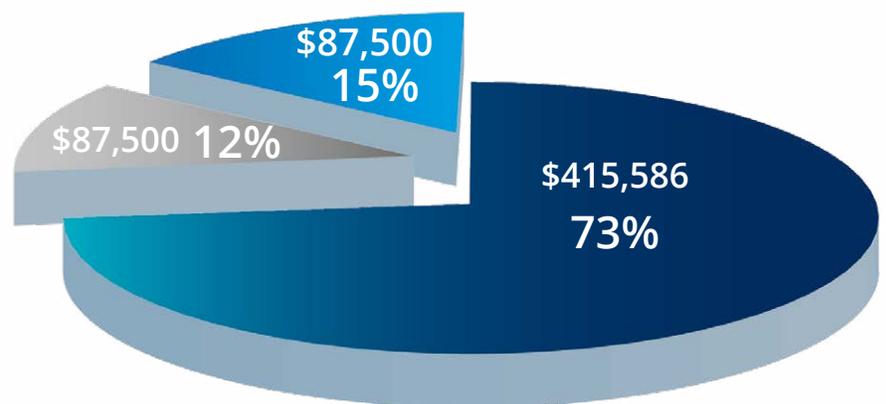
Technical Assistance  
Center Businesses  
Served



21

## USHCC CARES Technical Assistance Center Grant Utilization

- Technical Assistance Center Operations
- Technology & Virtual Enablement
- PPE Supplies, Services



# USHCC Programs / Avanzar



Avanzar ('Advance' in Spanish) is an eight-month business accelerator program designed for Hispanic small businesses that are ready to take their businesses to the next level. The **USHCC** launched this program in 2019 thanks to an investment from Wells Fargo & Company. Each Latina and Latino entrepreneur participates in courses that are aimed to help develop business plans, strategy, and the leadership skills needed to scale their small businesses. Course topics include building financial plans, streamlining operations, lowering expenses, marketing, leveraging social media, human resources, and obtaining access to capital for each business.

## Seven Chamber Partners:

Albuquerque Hispano Chamber of Commerce – New Mexico

Arizona Hispanic Chamber of Commerce – Phoenix, Arizona

Georgia Hispanic Chamber of Commerce – Atlanta, Georgia

Hispanic Chamber of Commerce of Metro Orlando Florida

Latin American Chamber of Commerce of Charlotte North Carolina

Latin Chamber of Commerce of Las Vegas Nevada

Los Angeles Latino Chamber of Commerce

# USHCC Programs



23



**TOYOTA**

Greening Toyota's Supply Chain Through the **USHCC** Green Builds Business Program seeks to offer business coaching on to their suppliers on proven green best practices. The goal is to enable business suppliers' ability to identify, design and implement green projects that achieve triple bottom line results of lower costs, enhanced human benefits and reduced environmental impacts.



**BANK OF AMERICA** 

Launched in 2018 by **USHCC** and Bank of America, the "In Her Footsteps" Podcast hosts dynamic Latina business owners who are helping drive the American economy and creating change in their communities. It provides listeners with information and resources to better run their businesses, while also working to highlight the contributions of the Hispanic community and Latina businesswomen. This program is proudly sponsored by Bank of America.

# USHCC Programs



## CHAMBER LEADERSHIP ALLIANCE

The **USHCC** is one of four partners of the Chamber Leadership Alliance along with the the National LGBT Chamber of Commerce (NGLCC), the U.S. Black Chambers, Inc. (USBC), and the US Pan Asian American Chamber of Commerce Foundation. Together, we co-present the Chamber Leadership Development Program which consists of virtual and in-person trainings to empower and strengthen our chambers of commerce and their employees.



## Grow with Google

In partnership with the **USHCC**, the Grow with Google program offers free training and tools to help HBEs and entrepreneurs to grow their skills, careers or 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 necessary to enroll.

## Program Investment: \$1 Million

# USHCC Programs



ELEVATE TOGETHER™ powered by Round It Up America® is a nonprofit initiative designed to address systemic discrimination and historical racial disparities in business growth and profitability in Hispanic and Black communities. Through a partnership with the U.S. Hispanic Chamber of Commerce and the National Urban League, the initiative helps support Hispanic and Black small businesses with five or less employees. The ODP Corporation (parent company to Office Depot and CompuCom) is the initiative's founding partner. The USHCC and the National Urban League are the only two national profit partners leading this initiative with Office Depot.



The **USHCC** has partnered with Wells Fargo to provide substantial funding each year directly to chambers across the country for programs that strengthen and foster the growth of small business communities. Multiple grants ranging from \$5,000 to \$15,000 are awarded to select local chambers. These funds support a variety of programs that empower female entrepreneurs, promote green energy, and advance diversity and inclusion.

## Open for Business Fund

In late June, **USHCC** learned that our proposal was selected for a \$1 million grant from the Wells Fargo Open for Business Fund in partnership with the Latino Business Action Network (LBAN) and the Hispanic Heritage Foundation (HHF). Funding highlights: Immediate technical assistance for the Smallest of Hispanic-Owned Businesses (with \$0 to \$250K in annual revenue); Growing Mid-Sized Hispanic-Owned Businesses through Credit Education and Access to Capital (\$250K to \$1M in annual revenue); Building a pipeline with LBAN to fast-track USHCC

Avanzar Hispanic Business Enterprise Accelerator alumni across the country in major markets that are close to scale (generating >\$1M + in annual sales revenue) and becoming bankable, to participate in the LBAN Stanford Latino Entrepreneurship Initiative Education-Scaling Program to bring their businesses to scale. The program utilized the tech-driven hub to build an online forum for business-to-business (B2B) communication, discuss best practices, and share resources for financial support.

# USHCC Programs



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



CPM program provides **USHCC** Corporate members with access to a vast array of Hispanic Enterprises (HBEs) from emerging small ventures to established businesses with revenues of over one billion dollars. Our ability to connect **USHCC** Corporate members to such a broad network of HBEs is facilitated by the network we maintain with our over 200 Hispanic Chambers across the country, numerous business matchmaking events throughout the year, and our nationally-renowned conferences, including the Annual Legislative Summit and the **USHCC** National Conference -- the largest gathering of Hispanic business owners in America.



## *UPS Proudly Unstoppable Initiative*

UPS is committed to keeping Hispanic-Owned small businesses moving forward. COVID-19 has impacted small businesses across the board and the minority and small business community has been especially hard hit.

UPS has partnered with the **USHCC** to invest in keeping small businesses moving forward. We’re making a donation to provide direct assistance to small business in need.

26

# USHCC Programs

## Business Matchmaking

The **USHCC's** Business Matchmaking provides a unique forum for Hispanic Business Enterprises (HBEs) to connect with procurement officers from federal agencies and Fortune 500 companies, representing hundreds of millions of dollars in business opportunities. Last year 4,000 unique appointments resulted from this event. These meetings provide an opportunity for buyers and sellers to discuss specific projects and capabilities. Small businesses or "sellers" must pre-register for the event using individual North American Industry Classification System (NAICS) codes or business categories. Each meeting lasts approximately 15 minutes. All meetings are scheduled on a first come, first served basis.



Local restaurants need delivery and pickup orders now more than ever. The **USHCC** Educational Fund is proud to join forces with the GrubHub Community Relief Fund. Small donations make big impact. Customers were instructed to donate their change to the Grubhub Community Relief Fund at Checkout. Donations go to charitable organizations supporting local restaurants and drivers impacted by COVID-19.



The **USHCC** received two grants to provide vaccine access codes through Lyft through our chamber network, targeting specific high-risk COVID cities. Consumers could request up to 4 round trip codes, to allow for rides to and from each of their vaccine dose appointments as well as booster appointments.



Two-thirds of American jobs are created by small businesses, and Hispanic enterprises are leading this critical growth; starting new ventures at a rate three times the national average. The HBE program provides a national platform to Hispanic-owned companies that have scaled and grown beyond the scope of local chambers of commerce. In addition to advocating on behalf of HBEs on Capitol Hill and across the country, the **USHCC** equips members with resources and knowledge to grow their business by raising awareness on procurement opportunities and introducing them to a broad network of decision makers in both the public and private sectors.

# USHCC Programs



In October of 2021, the United States Hispanic Chamber of Commerce was awarded a \$5 Million Community Navigator Pilot Program Grant by the U.S. Small Business Administration (SBA). The **USHCC**, the nation's largest Hispanic business organization, was selected from a pool of more than 5,000 organization applicants, as one of 8 National Tier One awardees for the highly-competitive program, which seeks to outreach to serve small businesses in historically underserved communities, collaborate with local economic development groups, activate community resource partners, and work with states and local municipalities to amplify and create new accessible resources.

The USHCC hub has partnered with these five community spokes: Which include local organizations:

- **Colorado Hispanic Chamber of Commerce**, the state's largest minority Chamber and the top Chamber in Metro Denver.
- **El Paso Hispanic Chamber of Commerce**, the pre-eminent resource for business and leading advocate supporting business growth in the El Paso and the U.S. Borderplex, as well as the southwest part of the U.S.
- **Hello Alice**, a fully digital online platform which exists to make entrepreneurship an option for everyone, including people of color, women, immigrants, LGBTQ+ owners, veterans, owners with disabilities, and other individuals with an entrepreneurial spirit.
- **Illinois Hispanic Chamber of Commerce**, which cultivates knowledge, connections and collaboration to achieve sustainable economic impact through entrepreneurship throughout the Midwest and North Central U.S.
- **Latino Business Action Network (LBAN)**, whose purpose is to strengthen the lives of Latinos and double the number of Latino-owned businesses in the U.S. by 2025 by helping scaling businesses to exceed \$1 million in revenue.

# 2021 National Conference Impact and Overview

On September 26-28, 2021, the **USHCC** hosted more than 1,000 guests in Las Vegas at the Mandalay Bay Resort and Casino.

Special thanks to MGM Resorts for their partnership and support.



## 3,480

Total Participants

## 16.2 Million

Social Media Impressions



22K Reached



119K Impressions



20K Impressions



## USHCC 2021 Business Matchmaking

152  
Buyers

409  
Suppliers

672  
Meetings



# USHCC National Partners

/ A special thanks to

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

30

# USHCC Corporate Partner Members

## / A special thanks to

- 3M
- AARP
- AlvaradoSmith
- Amazon.com, Inc
- American Airlines, Inc.
- American Fuel & Petrochemical Manufacturers (AFPM)
- American Petroleum Institute (API)
- American Tower Corporation
- Anheuser-Busch Companies, LLC
- APCO Worldwide
- Apple, Inc.
- AT&T, Inc.
- Avis Budget Group, Inc.
- Bank of America
- Truist Financial
- BBVA
- Bitwise Industries
- Boston Scientific Corporation
- bp America, Inc.
- Caesars Entertainment
- Cargill, Inc.
- Cellular Telecommunications and Internet Association (CTIA)
- Charter Communications, Inc.
- Church Mutual Insurance Company
- ConocoPhillips
- Cintas
- Coca-Cola Southwest Beverages, a company of Arca Continental
- Comcast Corporation Comerica Incorporated Customers Bank
- CVS Health Corporation
- Diversified Search Group
- DoorDash, Inc.
- Denny's
- DuPont de Nemours, Inc.
- Edison Electric Institute
- Enterprise Holdings, Inc.
- Disney
- E-Colab
- Edison Electric Institute (EEI)
- Edwards Lifesciences
- EY
- ettain group, Inc.
- Experian
- Exxon Mobil Corporation
- Facebook, Inc.
- FICO
- Fiserv, Inc
- Ford Motor Company
- GEICO
- The Goldman Sachs Group, Inc
- Google LLC
- Hearst Television
- Hilton Worldwide Holdings, Inc.
- ICIC
- Instacart
- Johnson & Johnson
- JPMorgan Chase & Co.
- JUUL
- Kyndryl
- Lenovo
- Liberty Mutual
- Lyft, Inc.
- Magna International, Inc.
- MassMutual
- Mastercard, Inc.
- Medtronic
- Merck & Co., Inc.
- MGM Resorts International
- Microsoft Corporation
- Municipal Finance & Services Corp.
- Nasdaq
- Nationwide Mutual Insurance Company
- NBC Universal Telemundo Enterprises
- NCTA – The Internet & Television Association
- NEC
- Nike, Inc.
- Nissan North America, Inc.
- Paychex, Inc.
- PepsiCo, Inc.
- PayPal
- Pfizer
- PhRMA
- PNC Financial Services Group, Inc.
- Public Private Strategies
- Raytheon Technologies Corporation
- Shell Oil Company
- Southern California Edison
- Spanish Broadcasting System, Inc.
- Service Corporation International
- Square
- State Farm
- Symetra
- Target Corporation
- The Coca-Cola Company
- The Home Depot
- The Kroger Company
- The Molson Coors Beverage Company
- The United Services Automobile Association (USAA)
- The Walt Disney Company
- T-Mobile
- Toyota Motor North America, Inc.
- TikTok
- Travel + Leisure Co. (Wyndham Destinations)
- Truist Financial
- 3M
- U.S. Bancorp
- Uber Technologies, Inc.
- United Parcel Service (UPS)
- Univision, Inc.
- Verizon Communications, Inc.
- Visa Inc.
- Wells Fargo & Company
- Woodforest National Bank
- Vida Brand, Inc.
- Xero
- Zachry Group

# Driving Equitable Access to Opportunities in Washington D.C.



The United States Hispanic Chamber of Commerce met with President Joe Biden and Vice President Kamala Harris at the White House along with key sister Latino organizations.

On Tuesday, August 3, 2021, the United States Hispanic Chamber of Commerce (**USHCC**) and our national Latino partner organizations met with President Joe Biden and Vice President Kamala Harris at the White House to discuss critical priorities including economic recovery, federal contracting, immigration reform, infrastructure, and Latino representation in our nation's leadership.

We briefed the President of the United States on our help with small businesses to apply for the American Rescue Plan's extended funding for the Paycheck Protection

Program (PPP), the Economic Injury Disaster Loans (EIDL), and the Small Business Administration's Restaurant Revitalization Fund (RRF).

It is our honor to represent the interests of America's 5 million Hispanic-owned businesses and give voice to our national network of more than 260 Hispanic Chambers of Commerce. The United States Hispanic Chamber of Commerce will work closely with President Joe Biden and Vice President Kamala Harris to create prosperity and help rebuild our economy with equity for all.

32



**SAVE  
THE  
DATE!**

**MARCH 29-31, 2022**  
The Capital Hilton  
1001 16th St NW

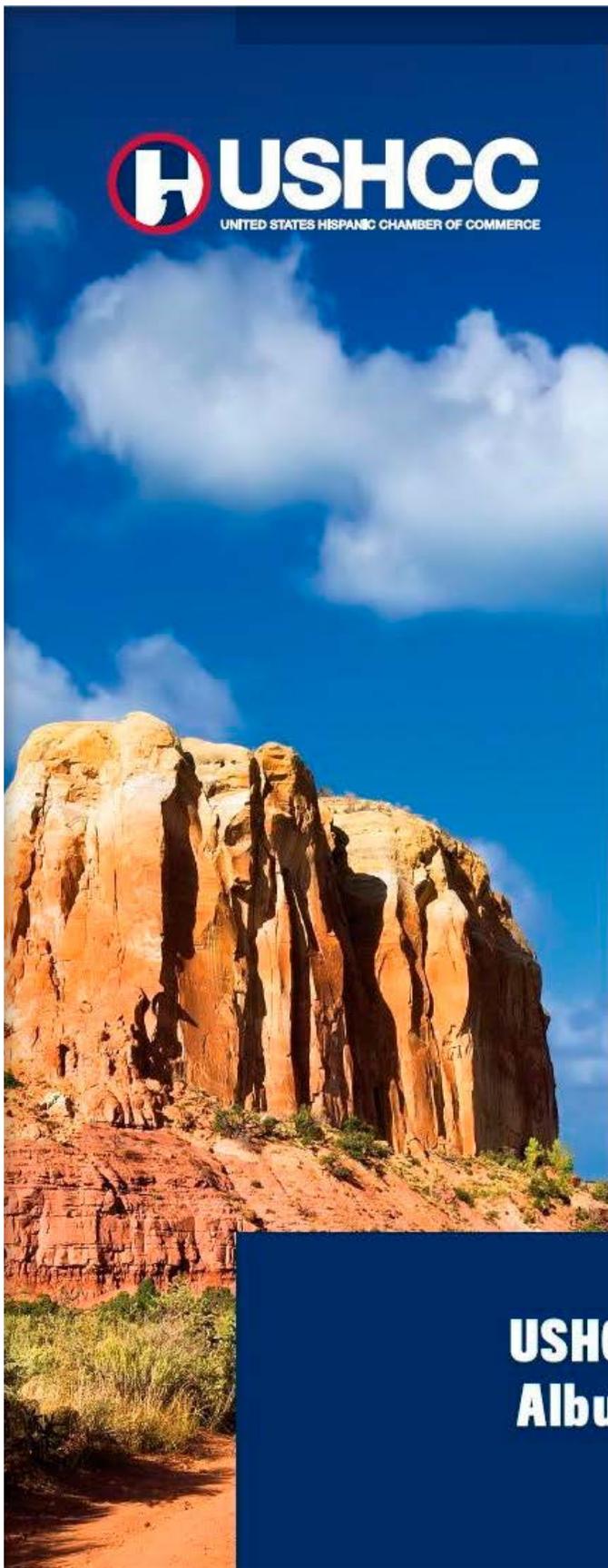
**2022 USHCC Legislative Summit  
Washington D.C.**



SAVE  
THE  
DATE!

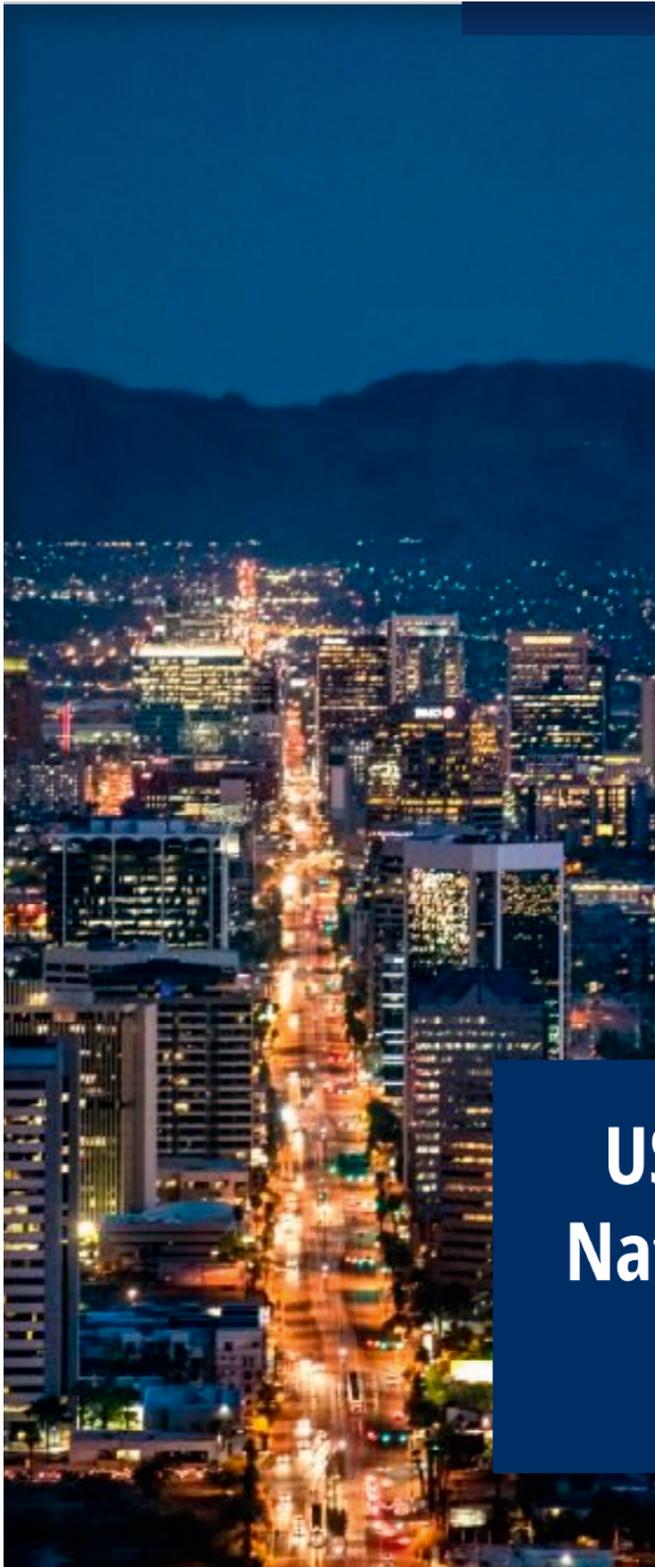
APRIL 21-22, 2022

**USHCC Energy Summit  
Albuquerque/Santa Fe  
New Mexico**



34

What's Next?



**SAVE  
THE  
DATE!**

**October 2-4, 2022**

**USHCC 43rd Annual  
National Conference  
Phoenix, Arizona**

35



 @USHCC  @USHCC  @theUSHCC  @USHCC

**C. LeRoy Cavazos-Reyna**  
MPA Vice President, Government & International Affairs  
LCavazos@ushcc.com

**Brianna Dimas**  
Vice President, Programs & Communications  
BDimas@ushcc.com

**We have moved to new offices to better serve our members!**

750 17th St. NW, Suite 825 Washington, DC 20006  
Office phone number: (202) 842-1212