

9/27/2021

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greater**washington**
hispanic chamber of commerce
www.gwhcc.org

September 2021

Issue #1

GWHCC BIZ CONNECTOR NEWSLETTER

A monthly digest of interesting content for our business community.



MESSAGE FROM THE PRESIDENT AND CEO

Esteemed GWHCC Members and Friends,

Over the last few months, the Chamber has been razor focused on equipping our members with critical knowledge and support to empower them and grow their businesses after what has been a most difficult time.

Thank you to all of you who have reached out and provided us with incredibly positive feedback...we are here to serve you so what you say truly matters.

As you scroll through the information below, I am confident you will find something of value, whether it be an upcoming event, webinar, technical assistance opportunities, or something just for fun.

All of us at GWHCC, our staff and Board of Directors, are steadfast in our commitment to your success...it is why we do the work you see below.

In service,
Nicole Quiroga
President and CEO



LATEST CHAMBER NEWS

GWHCC hosts first major in-person event

GWHCC hosted the 2021 Annual Business Expo on September 16, 2021 at the Walter E Convention Center. The event featured over **80 of our region's businesses** exhibiting their services and products. The expo was the first major in-person event for the Chamber since the beginning of the COVID-19 pandemic in March 2020.

This year's Expo featured a **panel discussion on the new National American Latino Museum**, workshops on Cybersecurity, Doing Business with Pepco, Digital Marketing, and Tourism. Also, the **Small Business Village was back and the Job Pavilion** provided those seeking employment the opportunity to meet with recruiters and potential employers.

The **Executive Luncheon brought together 300** of the region's business leaders, entrepreneurs, and government officials. Mayor Muriel Bowser participated in the event and was presented with a recognition from President and CEO Nicole Quiroga for her continued contributions to the Hispanic community in the District of Columbia.

The Chamber took every possible measure to ensure the **safety of our members, exhibitors, partners and friends**. Regulations included: mask mandate, hand sanitizing station, FREE COVID-19 testing and shots on-site,

social distancing, and more.

What people are saying:

"A heartfelt congratulations to Nicole, David, Idaliz, Alma, Grisel and Veronica. The magic team made us all feel happy to be back together in a room to celebrate Hispanic Heritage month and honor our small business with this year's EXPO. I can't wait for the gala in November!!" - Angelique Sina, GWHCC Board of Directors Secretary and President of Friends for Puerto Rico

"The day was just lovely but more importantly, you set the bar for safe, in-person gatherings leading the way and showing that it can be done, and done quite well! This was a bold and essential move ..." - Kristi Whitfield, Director, DC Department of Small and Local Business Development

Great job!! Very well done and thankful to see so many friends. Wonderful event!! - Jay Haddock, GWHCC member



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GWHCC has partnered with WUSA9 during Hispanic Heritage Month

In celebration of Hispanic Heritage Month, GWHCC has partners with WUSA9 and Honda to produce a series of vignettes highlighting Hispanic small business owners in the DC Metropolitan Region.

Highlights included GWHCC members To Your Taste Catering, The Calpro Group, and more.

[**View compilation video >>**](#)



Mayor Muriel Bowser @MayorBowser

LIVE: Mayor Bowser Welcomes the FIFA Delegation to Washington, DC

GWHCC's Nicole Quiroga, Mayor Muriel Bowser and Events DC welcomes the FIFA Delegation to Washington, DC

On Sunday, September 19, 2021, a delegation from FIFA visited Washington, DC to evaluate potential venues for the FIFA World Cup 2026™. The visit included a private press event featuring representatives from FIFA and the DC2026 team. This is a key step in selecting the best venues for the games with a view to finalizing this highly competitive selection process by Q1/Q2 2022.

[**View video >>**](#)

PenFed donated \$40,000 to Friends of Puerto Rico and \$25,000 to the Greater Washington Hispanic Chamber of Commerce



This year PenFed donated **\$40,000** to **Friends of Puerto Rico (FOPR)** and **\$25,000** to the **Greater Washington Hispanic Chamber of**

Commerce to further their mission of facilitating the success of Latina- and Latino-owned businesses in both regions.

PenFed donates up to **2% of its annual net income** to charitable organizations, including many that improve the lives of Latinas and Latinos.

Both PenFed and FOPR are members of the GWHCC Board of Directors. This donation is another example of how the Chamber makes successful connections.

[Read more >>](#)

Latino Businesses Experienced Disproportionate Hardship as a Result of COVID-19, and Benefitted Less from Pandemic Assistance



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RESEARCH

Latino Businesses Experienced Disproportionate Hardship as a Result of COVID-19, and Benefitted Less from Pandemic Assistance

By University Communications | September 20, 2021

A new study identifies challenges faced by Latino-owned enterprises in the DC-Metro Area when seeking aid during the crisis, but also local innovations for the future



Researchers and faculty in American University's Center for Latin American and Latino Studies (CLALS), conducted a comprehensive [study](#) documenting COVID-19 relief programs and challenges for businesses in the Washington, DC Metro Area in response to the pandemic crisis. The study details steps taken by local jurisdictions to provide often hard-to-reach Latino small business owners with crucial financial and technical assistance.

The study, [Pandemic Relief for Latino-Owned Businesses: Lessons from the Washington DC Metropolitan Area](#), is authored by [Robert Albro](#), faculty in CLALS and [Eric Hershberg](#), Director of CLALS and faculty in AU's School of Public Affairs, is the most recent outcome of an ongoing center research program

Getty Images

A new study co-sponsored by GWHCC, American University's [Kogod](#) School of Business and AU's Center for Latin American and Latino Studies, identifies challenges faced by Latino-owned enterprises in the DC Metro Area when seeking aid during the crisis, but also local innovations for the future.

[Read more >>](#)

UPCOMING CHAMBER EVENTS

GWHCC BUSINESS BOOTCAMP



Take your Business to the next level!

- Sept. 30: Business, Licensing, Research and Persona Canvas
- Oct. 5: How to run a Profitable Company + Projections and Cash Flow
- Oct. 7: Loan Forgiveness, PPP, and Credit
- Oct. 12: Increase revenue, government contracts and teaming agreements
- Oct. 14: Biz interruption and social media
- Oct. 19: Long Term Business Planning + Patents and Trademarks



Tuesdays and Thursdays
September 30 - October 19

6

Sessions total
Online



5:00 - 7:00 pm

Featuring Live Sign Language Interpreting Service and Spanish Translation

www.gwhcc.org | info@gwhcc.org | 202-728-0352

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DC



AMERICA'S SBDC



DC



HOWARD UNIVERSITY SCHOOL OF BUSINESS



MAYOR'S OFFICE ON DC LATINO AFFAIRS

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GWHCC BUSINESS BOOTCAMP

Join GWHCC for a six-part bootcamp-style program designed to help you attract the right clients and grow your business.

- September 30 - October 19
- 5:00 - 7:00 pm

[Register >>](#)

GWHCC Gala & Hispanic Business Hall of Fame

The GWHCC Gala and Hispanic Business Hall of Fame is a time to come together and celebrate each other and the community.

This year, GWHCC is committed to making history as we **celebrate our 45th year!**

[Purchase Tickets >>](#)

SAVE THE DATE
SATURDAY • NOVEMBER 13TH • 2021

WALTER E. CONVENTION CENTER

801 Mt Vernon Place, NW
Washington, DC 20001
A BLACK TIE AFFAIR

#GWHCCGALA

DC HEALTH LINK
Get Covered. Stay Covered.

LOST YOUR JOB?
New COVID-19 Relief Law Can Help
Health Insurance Premiums As Low As \$2/Month!

ENROLL NOW

LATEST MEMBER AND PARTNER NEWS

PenFed Credit Union Named a 'Top 50 Best Company for Latinas to Work' By LATINA Style Inc.

[PenFed Credit Union](#), the nation's second-largest federal credit union, today proudly announced it was named a "Top 50 Best Company for Latinas to Work" by *LATINA Style* Inc. for the third year in a row. The annual list evaluates corporations on issues deemed most important to *LATINA Style* readers and includes Latina promotions, recruitment and retention, and increase in the number of Latina employees at the company.

[Read more >>](#)

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2021 ICCC Application Form

Inner City Capital Connections (ICCC) is a **tuition-free executive leadership training program** designed to help business owners in under-resourced communities build capacity for sustainable growth and resiliency.

[Apply Here >>](#)

BGE is pledging **\$15 million** to power small businesses in Maryland.



Apply now for grants of
\$20,000
at bge.helloalice.com.

BGE ENERGIZING
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In partnership with
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Small Business Grants - HHF & Tik Tok

The Hispanic Heritage Foundation is proud to partner with Tik Tok to offer Creciendo Con Tik Tok, a Grant Fund aimed at expanding and elevating 30 Small Latinx Businesses across the US.. The fund will grant cash awards of \$5,000 each to selected businesses to celebrate the perseverance and hard work of Latinx Business owners.

Apply Here >>



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