

HLBC

GREATER LOUISVILLE HISPANIC LATINO BUSINESS COUNCIL

A GLI Affiliate



The Numbers for 2007

Member Companies
83

Individual Members
110

New Members:
52

Percentage of Growth
116%

Event Attendance
487

Member Participation
at events
90%

Mission

To create, advance, and promote economic opportunities for Hispanic/Latino business and professionals in the Greater Louisville region.

Highlights

In its first full year of existence, membership in the **Hispanic Latino Business Council grew 116% in 2007** with most growth coming from satisfied members who referred the council to their peers. The make-up of the group continues to be very diverse with 40 percent representing small business owners and 60 percent representing Hispanic professionals. Our members come from 16 different countries and ethnic groups throughout Latin America and the United States.

The HLBC has provided **one-on-one support and connections** for many of our member businesses. We have communicated contracting opportunities, funding options, and business training courses to our members. One member, Oliver Davalos of Taco Taxes, had this to say:

I have been a member for one year and have been extremely thankful for all that the HBLC has done for our company. The council is always a great resource of information and offers many connections and ways to meet other business partners.

The HLBC also connected me with opportunities to grow my business. The HLBC allowed me to attend numerous seminars to discuss business plans. I was able to get marketing information/analysis, trends, and avenues to market our business, and the council also communicated our company's services to many other people in the Hispanic community who are currently in business with us.

I would definitely recommend that everyone become a part of HLBC.

-Oliver Davalos, Director, Taco Taxes LLC

Programming development continues to be strong for the HLBC. We hosted six events during 2007 including our first anniversary celebration in May with our largest crowd ever of 150 attendees, we were thrilled to welcome our

Executive Committee

Co-Chair: Adam Ruiz, Chief of Staff, Citizens Union Bank

Co-Chair: Ben Ruiz, CEO and Creative Director, Adhawk Advertising

Chair of Economic Development: Francisco Abril, Regional Plan Consultant, The Hartford Retirement Plans Group

Chair of Making Connections: Carlos Hernandez, President, Tolteka Assembly & JABA Construction

Chair of Marketing: Gustavo Iglesias, Marketing Services Coordinator, Anheuser-Bush



keynote speaker Jovita Carranza, the Deputy Administrator for the U.S. Small Business Administration in Washington, D.C. and the highest ranking Hispanic female in that department nationwide.

The HLBC has also begun **providing leadership** in the realm of minority business opportunities. We have connected with leadership from the African American Business Alliance, even hosting a joint event in September. This was the first-ever formal meeting of these two entities, and we highlighted opportunities for joint venturing between these communities. We have also joined Greater Louisville Inc. in support of the Ohio River Bridges Project and stood with the Kentuckiana Minority Business Council to advocate for diverse purchasing procedures when the 2008 Ryder Cup comes to Louisville.

Benefits of Membership

- Increased visibility – the HLBC is quickly becoming a recognized player in the Louisville market and an advocate for Hispanic business interests. Being a member of the council provides opportunities to shape this dialogue.
- Network with fellow Hispanic professionals and business owners.
- Access information and events that support business and career growth.
- Connect to customized business resources.

Member Spotlight

The HLBC is a great resource for Hispanics. It has given me the opportunity to meet on a business and personal



level with its members. I have been able to refer my clients to some of my fellow HLBC members and vice versa. Since I have had the chance to meet them and their companies through the HLBC meetings, my clients feel at ease using their services. I am looking forward to 2008 with the HLBC.

-Alejandra Rico, Office Manager, National City Bank



The HLBC facilitated my appointment to the Board of Directors of the Build the Bridges Coalition. This

is a group of local business leaders committed to the construction of the proposed Ohio River bridges due to the tremendous positive economic development and transportation improvement impact that the project will have on our region. Being part of this group has allowed me to not only promote a project that I believe in, but also connect with major community leaders.”

- Jorge Lanz P.E., President, Jacobi, Toombs and Lanz, Inc.

Chair of Membership: Marilyn Cordova-Winchell, President, Cordova Flooring Contractors

At-Large: Eileen Pickett, Senior Vice- President, Greater Louisville Inc.

At- Large: Maurice Sweeney, President, African-American Business Alliance; President and CEO, United Construction and Design Group, Inc.

For more information

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