



MARCH 16th, 2019
MONONA TERRACE, MADISON

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1 SBA Lender of the Year Award for Credit Unions as awarded by the Small Business Administration of Wisconsin in May, 2018. © Summit Credit Union 2019.

EVENT AGENDA



5:00 pm

Reception - Networking - Cash Bar
Silent Auction - Latin Jazz Music by **Cache**

7:00 pm

Welcome - Dinner
Masters of Ceremony
Mari López & José Maldonado
Remarks by
**Honorable Governor Tony Evers
& Mayor Paul Soglin**

7:30 pm

Performance by
Salsabrosa Dancers

7:50 pm

Key Note Address
Charles Serrano

8:20 pm

Business Awards & Recognitions

9:00 pm

Music and Entertainment by
**Maury Martin Bachata y Más
Reedsburg's DJ**

The fabric of business is changing



The Latino business community is growing.

We want you to know that we're here to help. Talk to us about how to save energy, finance energy saving equipment or utilize our Summary Billing program.

Our community grows stronger when we all work together.

We're proud to support the 2019 Latino Chamber of Commerce Annual Gala.



GS2166 3/5/2019



Bienvenidos a todos to our 2019 Latino Business Excellence Awards!

Tonight, we have prepared a wonderful evening that showcases and celebrates the beauty of Latino art, culture food, traditions, and most importantly our community's vibrant commitment to the entrepreneurial spirit.

We also celebrate a remarkable group of awardees that are making immeasurable impacts in their businesses, at the chamber, and within their industries. Our extraordinary 2019 Awardees, who join us from a variety of professional industries and trades, continuously remind us of the power of business ownership through their continuous dedication, hard work, innovation, influence, and motivation as business leaders in our community and beyond.

I look forward to a very successful and productive 2019, and I urge all current members to reach out to businesses in their local communities that are not currently members and encourage them to join. With the growth of the Latino communities nationally, we must show strength in numbers, and build a bridge of Business Excellence for generations to come. It is a great honor to be able to build a chamber that has such a rich history of advocacy and investing in community.

I would like to take this opportunity to give my most heartfelt thanks to our retiring Chairman and founder Juan Jose Lopez for his dedication to the chamber and supporting our community. I would also like to thank the executive board in building the chamber to what it is now and to congratulate the newly elected members of the board of directors and thank them in advance for their time, devotion, and dedication to continue the growth of the Latino Chamber's mission.

In closing I would like to say a special "thank you" to all our volunteers and most definitely my loyal team of Jorge Antezana, Eric Zuniga, Ana Rodriguez, and Xochilth Garcia along with my children and my loving partner Cuauhtémoc Xopin, who all see my dream of building community through business ownership and who are there every step of the way.

Best regards,

Jessica G. Cavazos
President



UW Health, UnityPoint Health – Meriter and Quartz
are proud supporters of the

2019 Latino Chamber of Commerce Annual Gala



Investing in our Latinx-owned businesses and entrepreneurs!

UW Health, UnityPoint Health – Meriter y Quartz,
orgullosamente apoyando la Gala Anual de La Cámara
de Comercio Latina. ¡Invirtiendo en los negocios y
emprendedores de la comunidad latinx!

UWHealth



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Meriter

Quartz

KEYNOTE SPEAKER



Charles A. Serrano, President and Director of Cuba Affairs & Missions

Born and raised in Chicago to Puerto Rican parents, Mr. Serrano speaks fluent English and Spanish. He has lived in various Latin American countries and has extensive relationships in Venezuela, Colombia, Mexico and the Dominican Republic. He

maintains homes in Chicago and Puerto Rico.

No other American has traveled to Cuba more in the past 20 years than Charles Serrano. Since 1994, Mr. Serrano has planned, coordinated and executed more than 130 missions to Cuba for American business leaders, academics and researchers, scientists, lawyers and other professionals. Now for the past two decades, Mr. Serrano has established key relationships in all sectors of the Cuban economy, including government and non-governmental organizations. He has bridged the gap between the professionals from the U.S. and Cuba, linking counterparts from the two nations in academics and in permitted commercial projects in the areas of agriculture, medicine and telecommunications. In 2002, Mr. Serrano organized and executed the first and only Biotech Conference and Academic Exchange, engaging American business CEOs, executives and leaders and Cuban professional counterparts in the biotech and related fields. In 1998, Mr. Serrano drafted, lobbied and secured passage of the first state legislative resolution in the United States calling for the normalization of relations between Cuba and the United States.

Mr. Serrano is an international policy consultant on Caribbean Basin and Latin American affairs, providing clients with strategic real-time analysis of socio-political activity and changes occurring throughout Latin America, including Cuba. For over 30 years, he has served as a planning, policy and economic development adviser to non-profits, corporations, institutions and private individuals.

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AWARDEES



Corporate Leadership Award UW Health, UnityPoint Health - Meriter, Quartz

UW Health, UnityPoint Health - Meriter, Quartz demonstrate the highest standards of business excellence in supporting inclusivity, high ethical conduct, integrity and civic and social responsibility UW Health, UnityPoint Health - Meriter, UnityPoint Health, Quartz are the integrated health system of the University of

Wisconsin-Madison serving more than 600,000 patients each year in the Upper Midwest and beyond with approximately 1,500 physicians and 16,500 staff at six hospitals and more than 80 outpatient sites. UW Health, UnityPoint Health - Meriter, UnityPoint Health, Quartz are deeply committed to improving the quality of life for Latinos in Wisconsin and provide the highest quality of care for business owners and underserved communities alike. We are proud to honor this excellent organization tonight!



Community Partner award SCORE

SCORE is a strong partner of the Latino Chamber of Commerce. Its fosters vibrant small business communities through mentoring and education. Through the hard work and dedication of David Gunke, a board member of the Latino Chamber of Commerce and the newly formed Wisconsin Latino Economic Development Center; in collaboration with Jorge Antezana, Vice President of Operations for the Latino Chamber, the LCC has truly made an impact in its service model.

With SCORE's presence in the Latino Community small businesses can navigate complex business decisions, scale their business models and engage in activities to spur economic development. SCORE is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow, and succeed nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA) and has been guiding small business owners for more than forty years.





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—Jaritza, future biotechnician

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AWARDEES



Legacy Award La Rosita / Juan Perez

Originally from Michoacán, Mexico, Juan Perez arrived in the USA in 1995. At a very young age Juan began working in the family grocery business where his passion of providing quality product and service began.

In 2011, he decided to become independent business owner and opened a new store "La Rosita Latina" and then expanded his business to what we know now as La Rosita. At 35 years of age, Juan is an effective business owner and visionary, whom manages three successful enterprises, La Rosita Restaurant, La Rosita Catering and La Rosita Buffett. We are excited to award La Rosita as our Legacy award winner for its commitment and history of serving the Latino community and promoting economic growth as a Latino owned business in Dane County.



Innovativa Award Veronica Martinez

Veronica Martinez is a strong, determined woman who came from very humble roots in Puebla, Mexico to the United States in 2003. Veronica and her spouse, Luis Martinez, arrived in Wisconsin to work hard in search of the American dream. Although it was not easy, they opened their own Business after seeking opportunities of work and being unemployed for a long period of time.

Veronica describes it as a turning point that helped propel them to where they are now. Currently she is working on opening an Ice Cream shop, to add to the already successful mix of businesses, San Antonio Restaurant on Main Street and El Rey Bar and Grill, at the Polynesian Resort in Wisconsin Dells. They currently employ up to 30 people, and are excited to continue to support the local economy.



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AWARDEES



Entrepreneur of The Year Carlos Alvarado Alvarado Real Estate Group

Carlos Alvarado has been an entrepreneur since he was a young boy growing up in his hometown, Puerto Vallarta, Mexico. He opened his own restaurant at the age of 25 and then moved into the banking world when he relocated to Madison, WI in 2002.

Family is one of the most important values for Carlos and it shows in his dedication to his wife and business partner, Sara, and their two sons, Alex and Leo. For this reason, it was an easy decision to partner with Sara in real estate. This led to the creation of the Alvarado Real Estate Group, in 2008, which has grown into a thriving and successful company.

In the past 11 years they've been serving Madison's community and helping people with their real estate needs. Carlos is a committee member for the Madison/Tepatitlan Sister City and past board member of the Latino Chamber of Commerce.

Education is another Carlos' leading values and this shows in his commitment to acquire numerous real estate certifications, but he's most proud of going back to school at age 42 to earn his Business degree from Edgewood College. After five years, he graduated last year in 2018! Carlos' outstanding leadership is defined by his values and his compassion for all people.



Founders Award Juan José López

Juan José "The Notorious" López is a true champion for Latinos statewide. He is a former board chair of United Migrant Opportunity Services (UMOS) and present chair of the Latino Chamber of Commerce.

To his legacy, Juan José breaks down barriers for others, and creates successful venues for Latinos to have a voice in Wisconsin both politically and civically. As the first Latino to be elected to the Madison Metropolitan School District's Board of Education in 1994, he has continuously been involved forming many great institutions like Nuestro Mundo School, the Latino Professional Association of Greater Madison, the Latino Chamber of Dane County, in addition most recently, the newly formed Wisconsin Latino Economic Development Center. Juan embodies true leadership, as he goes down in history as the first Latino to be elected to the Madison School Board. As he ends his tenure as chairman of the Board for the Latino Chamber, he will have left a legacy in building a strong foundation for economic prosperity for Latinos in Dane County and throughout Wisconsin.

Celebrating our
community and
those who improve it.



BMO Harris Bank is proud to support the
Latino Chamber of Commerce of Dane County.



HY CITE Interprises/LCC

Would like to congratulate the Latino Chamber of
Commerce of Dane County for their outstanding
efforts brought on to the Business Community.

AWARDEES



New Start Up of The Year Juan Diaz Everest Ducts Hood Cleaning Incubator Generation II 2018

Juan Diaz was born in Toluca, Mexico. The older son of three, who was raised by a loving grandmother, and left his home at age 22 to help his younger sisters continue their education and not struggle like his mother did.

Juan arrived in 2002 to work in the Food Industry, as a prep cook in a Greek restaurant in Illinois. He has spent over 15 years in the Food Industry, and 11 years at a Local steakhouse where he has work his way up from bus boy to General Manager.

As a dreamer, he always hoped to have his own business, but never thought it would come this soon. Juan says his hard work ethic and dedication to building his vision, were the fuel needed to start a business.

Diaz came to the Latino Chamber in 2017, for an assessment to see what he could do to fulfill his entrepreneurial dreams. After much thought, he re-visited the chamber to enroll in the Emerging Business Development Program called "Tu Empresa" and graduated with honors.

As a professional in the Food industry he understands how important food sanitation is to the operation of a business, and enjoys creating a business that help others. Additionally, he recently acquired his first commercial account that will help propel his business forward.

Juan attributes the support he received from the Chamber as life changing, because of the resources, guidance and mentorship that helped him overcome his fears and obstacles. He is what Business Excellence is all about!





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—Jaritza, future biotechnician

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SILENT AUCTION & RAFFLE ITEMS

Raffle Items

- Dining for two at Cuco's Restaurant in Waunakee (2)
Cuco's Restaurant
- Tax preparation gift certificate (2)
Ichiban Solutions
- Starter Website (2)
Ichiban Solutions
- Dinner for two at El Charro in Waunakee
El Charro
- Dinner for family of 4 at La Rosita
La Rosita
- Oil change for a year
Madison Metro Kia
- Black and Decker Digital Extra Wide Convention Oven
Kim & Chris Garber
- \$100 Gift certificate
Food Fight Restaurant Group
- 1 time home cleaning service (2)
Mary's Team Home Cleaning
- \$180 Gift certificate for Keva Sport
Keva Sport Center
- \$105 Gift certificate (2)
A Better Body Massage Therapy
- \$100 Gift certificate (2)
Kneaded Relief Day Spa & Wellness
- Golf Practice Kit - \$80 value
Juan Garcia, Financial Advisor
- Complete car cleaning & detailing certificate - \$150 value (2)
Your Next Car

- Cleaning certificate - \$150 value (2)
Azenet Cleaning
- Make up certificate - \$100 value
Lirios Artistry Make Up Services
- Glass ornament jewelry
Creations by Heather Owens
- Certificate for European facil
Dermatologica

Silent Auction Items

- Bathroom Renovation Project up to \$5,000
Stone Concept
- Client acquisition campaign for 1 month (\$2000 value)
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Thanks to tonight's entertainment:

Maury Martin Bachata, DJ Chiquilin / Ernesto Arias,
Salsabrosa Dancers and Daniel Balderas, Grupo Cache
and Cecil Negrón, Drummers by Pete Rios.

Here's to



and more!

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