

SAVE THE DATE

Unsummit

Elevating Success: Grow Your
Business With Us

11th Latino Economic Unsummit

Entrepreneurship. Employment. Economic Development.

October 1st & 2nd 2026

10/1: 4:00 PM - 8:00 PM

10/2: 8:00 AM - 1:00 PM

Delta Hotels by Marriott

7111 Washington Avenue Hwy, 20,

Racine, WI 53406



LCCSEW Small Business Members enter *FREE!*

Call 414-509-6179 or Contact axsel@latinochambersew.org



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your

Business With Us

Dr. Nelson Soler, Ph.D

CEO | LCCSEW

Dr. Nelson Soler is an innovative entrepreneur who has founded three for-profit and three non-profit organizations. Dr. Soler has utilized his educational and advocacy capacities to facilitate the formation of more than 6,187 enterprises and small businesses in the greater Milwaukee area. Thousands of individuals have benefited from Dr. Soler's expertise in entrepreneurship, accounting, nonprofit management, and marketing.

Soler's accomplishments received recognition from the national and local media. He wrote a dissertation on the Individual and Contextual Factors Affecting the Success of Latino/Hispanic Entrepreneurs in Wisconsin. This mixed study explored the factors and perspectives of successful Latino/Hispanic Entrepreneurs that enhance or impair their success in Wisconsin using an asset-based approach. Success is more than access to financing.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Keynote:

Wisconsin's Prosperity: The
Growing Latino Contribution

11th Wisconsin Economic Unsummit

Elevating Success: Grow Your Business With Us

Manny Salinas

Owner | Olde Madrid

Growing up in the Chicago area, Chef Manny Salinas developed a deep appreciation for exceptional food, earning a degree in Culinary Arts from The College of Lake County. His greatest culinary influence, however, came from home. His mother, affectionately known as “Mama Chuy,” was born in Madrid, Spain, and shared her recipes with her 12 children. Today, many of the dishes served at Olde Madrid are inspired by her creations, allowing Manny to honor her legacy by cooking with love and passion.

In 2005, Manny met his wife, Natalie, after a job opportunity brought him to Racine, Wisconsin. Together, they pursued their dream of entrepreneurship and opened Olde Madrid in 2007. They married in 2008 and have since been blessed with five children.

Now entering its 19th year, Olde Madrid continues to thrive. The Salinas family is grateful for the community’s support, especially throughout COVID-19, and is excited to see their catering business continue to grow.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Keynote:

Motivational Speaker

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your

Business With Us

Cory H. Mason

Mayor of Racine

Cory H. Mason is a Racine native and former Wisconsin State Representative who served in the Wisconsin State Assembly from 2007 to 2018, representing the city of Racine and eastern Racine County. A graduate of Case High School, Mason earned a Bachelor of Arts degree in Philosophy from the University of Wisconsin–Madison.

Throughout his career in public service, Mason has been recognized for his advocacy and support of education, children and families, environmental conservation, and Wisconsin's workforce development system. His honors include the 2009–2010 Legislator of the Year Award from the Wisconsin Technical College District Boards Association, the 2014 Children's Champion Policy Award from Children's Hospital of Wisconsin, the 2013 Friend of the UW Award, and the River Champion Award from the River Alliance of Wisconsin. He was also recognized as the 2012 Legislator of the Year by the Professional Fire Fighters of Wisconsin and received an Award of Merit from the Wisconsin Association for Career and Technical Education.

Mason's extensive public service reflects his longstanding commitment to strengthening communities and advancing opportunities throughout Wisconsin.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Keynote:

Reception Speaker

11th Wisconsin Economic Unsummit

Elevating Success: Grow Your Business With Us

John W. Miller

Secretary/Chief Executive Officer | Wisconsin Economic
Development Corporation

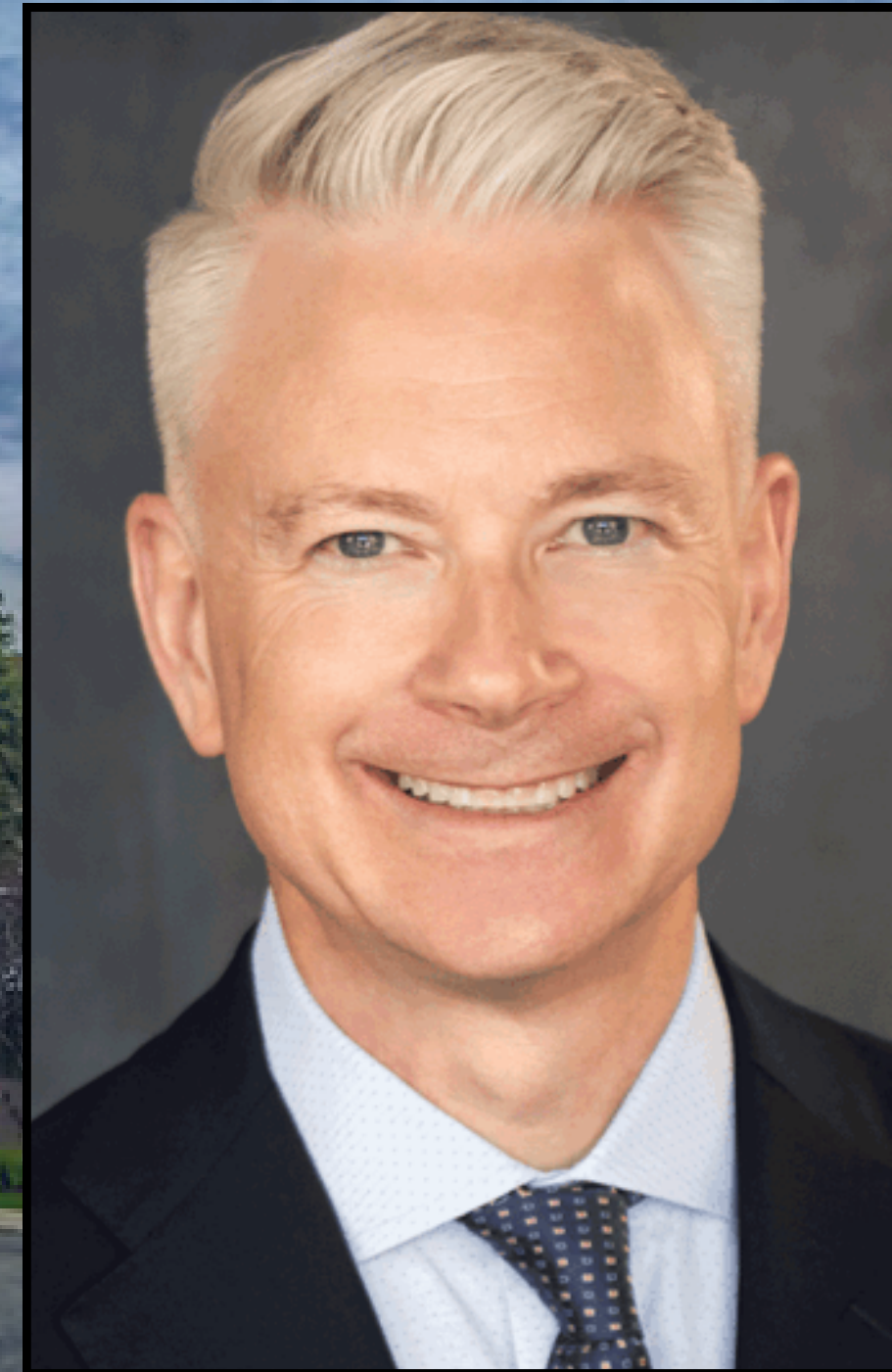
John W. Miller serves as Secretary and Chief Executive Officer of the Wisconsin Economic Development Corporation (WEDC), where he leads efforts to advance economic growth, support businesses, and strengthen communities across Wisconsin. With a background spanning entrepreneurship, manufacturing, investment, and public service, John brings extensive experience in helping organizations grow and succeed.

Before joining WEDC, John served as president and CEO of Miller-St. Nazianz, Inc., his family's manufacturing business, where he helped expand operations and grow global markets. He later founded Arenberg Holdings, a venture capital fund focused on investing in early-stage companies with connections to Wisconsin.

A committed advocate for Wisconsin's business community, John has supported numerous civic and economic initiatives through board service and leadership roles. His work focuses on fostering innovation, expanding economic opportunities, and creating pathways for businesses and communities to thrive.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Keynote:

Luncheon Speaker

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your

Business With Us

Ralph Malicki

Racine County Executive

Ralph Malicki is more than just a familiar name in Racine County—he's a true champion of its people and progress. A lifelong resident, Ralph has dedicated his career to building businesses, strengthening communities, and driving meaningful change.

Ralph's professional path spans decades of leadership, from directing operations at Roundy's to overseeing multiple stores as a District Manager for Piggly Wiggly Midwest. His expertise in financial planning, team-building, and forging partnerships has not only bolstered businesses but also enriched lives across the county. As the owner of Malicki's Piggly Wiggly from 2011 to 2024, he transformed local grocery shopping into a cornerstone of community connection, blending excellent service with genuine care for his neighbors.

When he wasn't managing operations, Ralph advocated for the causes that make Racine thrive. From serving on the boards of the Racine County Food Bank and the United Way to the Racine Zoological Society, his commitment to community is second to none. Recognized with honors like the Community Impact Award and the Sam Johnson Volunteer Award, he is a proven leader who delivers results.

Furnished with a Bachelor's degree in Psychology from the University of Wisconsin-Milwaukee, Ralph combines insight and ingenuity to champion Racine County's future. His story is one of vision, dedication, and enduring service.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Keynote:

Luncheon Speaker

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Samantha Kerkman

Kenosha County Executive

Samantha Kerkman is a lifelong Kenosha County resident and dedicated public servant with more than two decades of experience in government and community leadership. A graduate of Wilmot Union High School and the University of Wisconsin-Whitewater, Kerkman began her public service career as a staff member for State Representative Cloyd Porter before being elected to the Wisconsin State Assembly in 2000.

During her time as a state representative, Kerkman held several leadership roles, including Co-Chair of the Joint Legislative Audit Committee and Chair of the Assembly Ways and Means Committee, where she focused on responsible governance and effective public policy.

In 2022, Kerkman was elected as Kenosha County Executive, making history as the first woman to serve in the role. She continues to advocate for economic growth, innovation, and community development while representing Kenosha County on a national level through her leadership with the National Association of Counties' Midsize County Caucus and International Economic Development Innovation Council.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

Breakfast Speaker

11th Wisconsin Economic Unsummit

Elevating Success: Grow Your Business With Us

Jeff McAlister

Business Solutions Manager | Employ Milwaukee

Jeff has been improving community outreach and relations within EMI's Business Solutions team for 14 years! In his current position as a Business Solutions Manager, Jeff oversees employer engagement, which includes working with local employers to understand their workforce needs, collaborating with EMI Program Managers to fulfill those needs, and coordinating hiring events.

His vision for Employ Milwaukee's Business Solutions department is to be a recognized and trusted resource for employers.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:
Tapping Untapped Talent:
Alternative Workforce Solutions

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Eleazar Lopez

Market Director | Thrivent

Mr. Lopez is a Financial Advisor, a 15 year financial professional born and raised in Milwaukee. He brings an array of knowledge and experience to the table from banking, life insurance and retirement strategies. Lopez has done this by way of financial literacy workshops, providing tools and resources to guide his clients to build safe and secure futures.

He is passionate about serving and giving back to the community by way of his board involvement with different organizations throughout the years such as Nativity Jesuit Academy and Pius XI High School. Lopez has a special place in his heart for organizations that serve the community by way of Education.

His vision for Employ Milwaukee's Business Solutions department is to be a recognized and trusted resource for employers.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:
Tapping Untapped Talent:
Alternative Workforce Solutions

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Jeff Musa

Senior Vice President | Peoples State Bank

Jeff Musa serves as Regional President for the Southeastern Wisconsin market at Peoples State Bank, where he leads all business lines and oversees strategic initiatives to support the bank's continued growth and expansion throughout the region. With a focus on strengthening commercial, retail, and mortgage banking services, Jeff has played an integral role in expanding Peoples State Bank's presence and building strong relationships with businesses and communities across Southeastern Wisconsin.

A member of the Peoples State Bank leadership team since 2016, Jeff brings extensive experience in community banking, business development, and strategic growth. His commitment to fostering meaningful partnerships and supporting local businesses has established him as a respected leader in the Milwaukee metropolitan area.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Navigating the Current Economic
Landscape: Strategies for Business
Growth**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Phillip Mazet

Grassroots Engagement Coordinator | LIBRE Initiative

Phillip Mazet is a mission-driven public policy and external affairs leader with over a decade of experience in legislative strategy, coalition building, and organizational leadership. He currently leads statewide policy advocacy initiatives and builds strategic partnerships to expand economic and educational opportunities.

Phillip has held leadership roles in political campaigns, public safety, and organizational operations, serving as a Campaign Manager, Political Consultant, and Chief of Staff. He also served in the U.S. Navy, conducting military law enforcement operations and executive briefings.

He holds a Master's in Public Policy from DePaul University and a Bachelor's in Law & National Security from Regent University. Phillip specializes in connecting policy and community engagement to advance meaningful reform and empower local stakeholders.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:
**Navigating the Current Economic
Landscape: Strategies for Business
Growth**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Lucia Loza

CEO | Alza Elevate

The day Lucia left corporate America, she made herself a promise: whatever she built next would be collective, rooted in a juntos approach.

Born in Quito, Ecuador, Lucia immigrated to the United States as a teen and spent over 20 years building a successful career as a finance and accounting leader in Fortune 500 companies. Yet her true foundation came long before the boardroom at her abuela's table, where she learned the power of relationships, inclusion, and the belief that there is enough comida for everyone.

That spirit became ALZA. Founded on the belief that every business owner and employee deserves clarity, confidence, and support, ALZA provides integrated financial expertise and workplace strategy. Two lanes, one mission: to elevate businesses and the people behind them.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:
Navigating the Current Economic Landscape: Strategies for Business Growth

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Eugene Manzanet, Ph.D

Senior Director Diverse Business Development | WEDC

Although he currently lives and works on the northwest side of Milwaukee, he was born in New York City and raised in the heart of the "South Bronx." He is the Senior Director of Diverse Business Development for the Wisconsin Economic Development Corporation and provides strategic leadership to the Diverse Business Development (DBD) team that supports diverse businesses and communities statewide. Eugene had previously been in the banking industry for twenty-five years in various roles and capacities. His last position was Vice President of Community Lending at US Bank Home Mortgage Wisconsin. Eugene continues to serve on numerous nonprofit boards and advisory councils throughout the Milwaukee area. He is committed to making it his life's work to help enhance the quality of life in Milwaukee and the State of Wisconsin.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

Navigating the Current Economic
Landscape: Strategies for Business
Growth

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Aaliyah Alchaar

CEO | Core Connect Empowerment LLC

Elham (Aaliyah) Alchaar is an HR Consultant and founder of Core Connect Strategies. With 14+ years of experience working with industrial and high-volume employers, she puts ethical commitments into everyday practice. She is an advocate for health and wellness who believes in personalizing systems to lift the burden of fighting for foundational human needs. She creates simple, visible systems that protect dignity, stabilize families, and strengthen local hiring while improving retention, conflict resolution, engagement, and training participation. Aaliyah believes in being hands-on with building bridges that connect communities and resources for overall development.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:
**How to Recruit and Engage
Your Employees**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Kimberly Crawford

Corporate Vice President, Human Resources | Birchwood
Foods

Kim joined Birchwood Foods in 2020, leading Birchwood's HR, Safety, and L&D departments at its five facilities. Bringing over 30 years of HR, Occupational Safety and Workforce Development experience to the role, she drives strategy within these practice areas to attract and retain the best talent, as well as maintain a safe workplace where every employee can grow and do their best work! Kim is co-chair of the Meat Institutes Workforce Experience Committee, as well as a member of the the national and local Racine/Kenosha chapters of SHRM



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:
**How to Recruit and Engage
Your Employees**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Gustavo Cueto

Financial Advisor | Thrivent

Gustavo Cueto is a bilingual Financial Advisor with Thrivent Investment Management, bringing more than 27 years of experience in the financial services industry. His career includes more than two decades with Northwestern Mutual and experience in corporate, field office, and financial advisory roles.

Gustavo holds Series 63 and Series 66 licenses and is passionate about financial planning, talent development, lifelong learning, and community involvement. He is committed to helping individuals, families, businesses, and nonprofits develop thoughtful financial strategies to achieve their goals.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:
**How to Recruit and Engage
Your Employees**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Carmo Martella

Chief Technology Officer | Froedtert Thedacare Health

Carmo Martella is a senior technology executive with more than 20 years of experience leading technology transformation, operational modernization, and business growth. He has a proven track record of building high-performing teams and leveraging technology to enhance customer experiences, improve efficiency, and deliver business value.

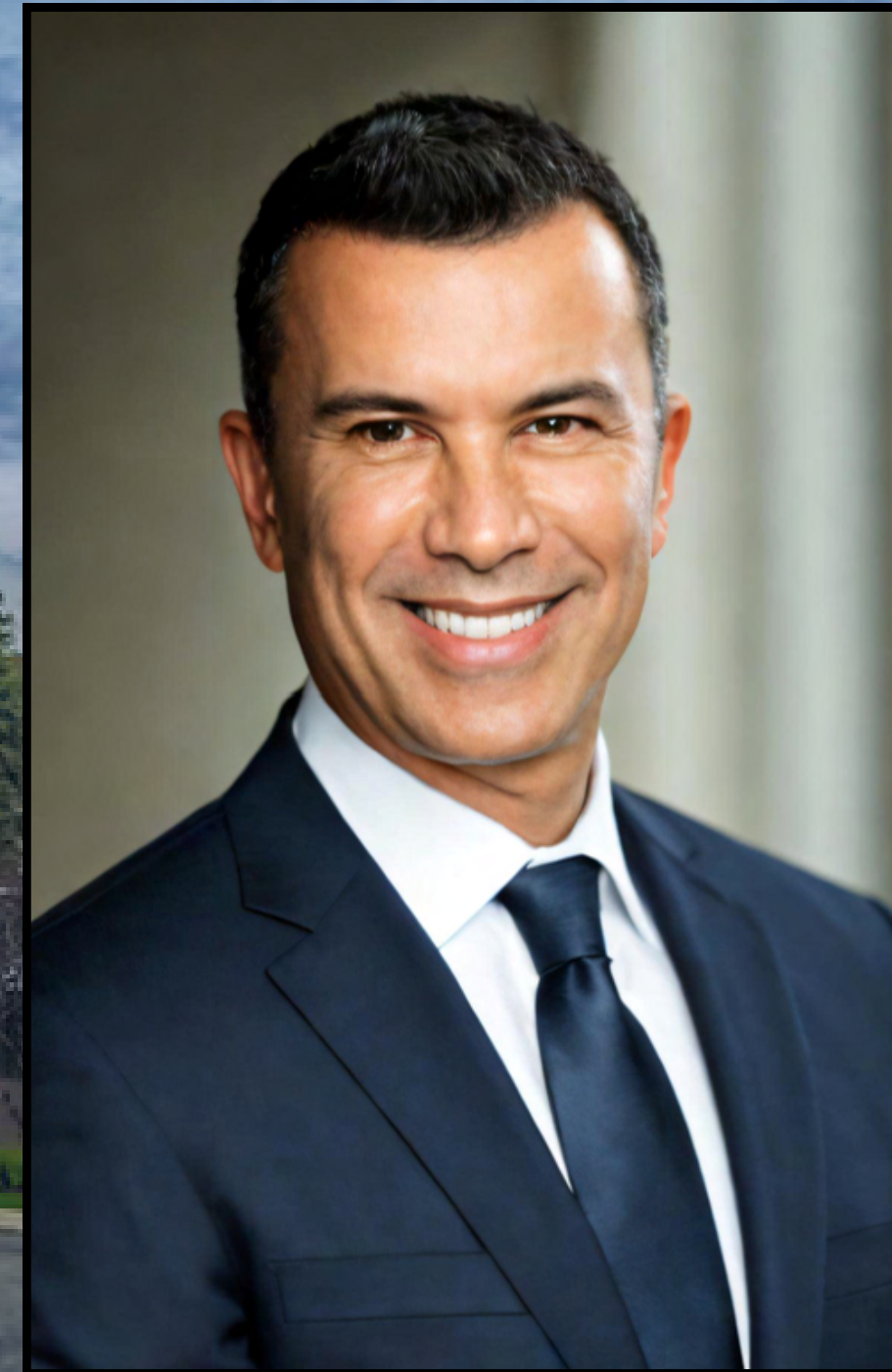
As Assistant Vice President of Technical Services at Froedtert ThedaCare Health, Carmo leads enterprise technical services and modernization initiatives that support one of Wisconsin's largest integrated healthcare systems.

Prior to joining Froedtert ThedaCare Health, he held leadership roles at MedData, Amtrak, IBM Global Services, and Ameri100, leading enterprise technology organizations and transformation programs across healthcare and other regulated industries.

Carmo is also dedicated to mentoring emerging leaders and supporting organizations that expand opportunities for Latino entrepreneurs and professionals across Wisconsin.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**AI & Team Productivity: Boosting
Business Efficiency for Small Businesses**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Christopher Castillo

Website Product Manager | Summit Credit Union

Christopher Castillo is a marketing, digital strategy, and AI educator with more than 30 years of experience in marketing, advertising, business development, and communications. He is a co-founder of the Latino Entrepreneurial Network of SE Wisconsin (LEN) and has worked directly with more than 300 entrepreneurs through LEN, the Latino Chamber, and Castillo Consulting Services. Christopher is passionate about helping small-business owners use practical marketing strategies and emerging technologies, including artificial intelligence, to grow their businesses.

Christopher currently serves as Website Product Manager at Summit Credit Union, where he leads digital strategy, content, and optimization efforts focused on engagement, accessibility, conversion, and aligning customer needs with business goals.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**AI & Team Productivity: Boosting
Business Efficiency for Small Businesses**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Jorge Antezana

CEO | ABTSERV

Jorge Antezana-Young is the Founder and CEO of ABTSERV (Antezana's Technology & Business Services LLC), where he helps entrepreneurs, small businesses, and organizations grow through strategic planning, technology solutions, and Artificial Intelligence adoption.

With executive leadership experience in the United States and Peru, Jorge brings expertise in business strategy, digital transformation, process improvement, compliance, and organizational development. As a bilingual instructor and speaker, he helps professionals understand and apply AI to improve operations and create sustainable business results.

Jorge's mission is to help organizations turn challenges into opportunities by combining strategy, innovation, and technology.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**AI & Team Productivity: Boosting
Business Efficiency for Small Businesses**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Sanjay Mohan

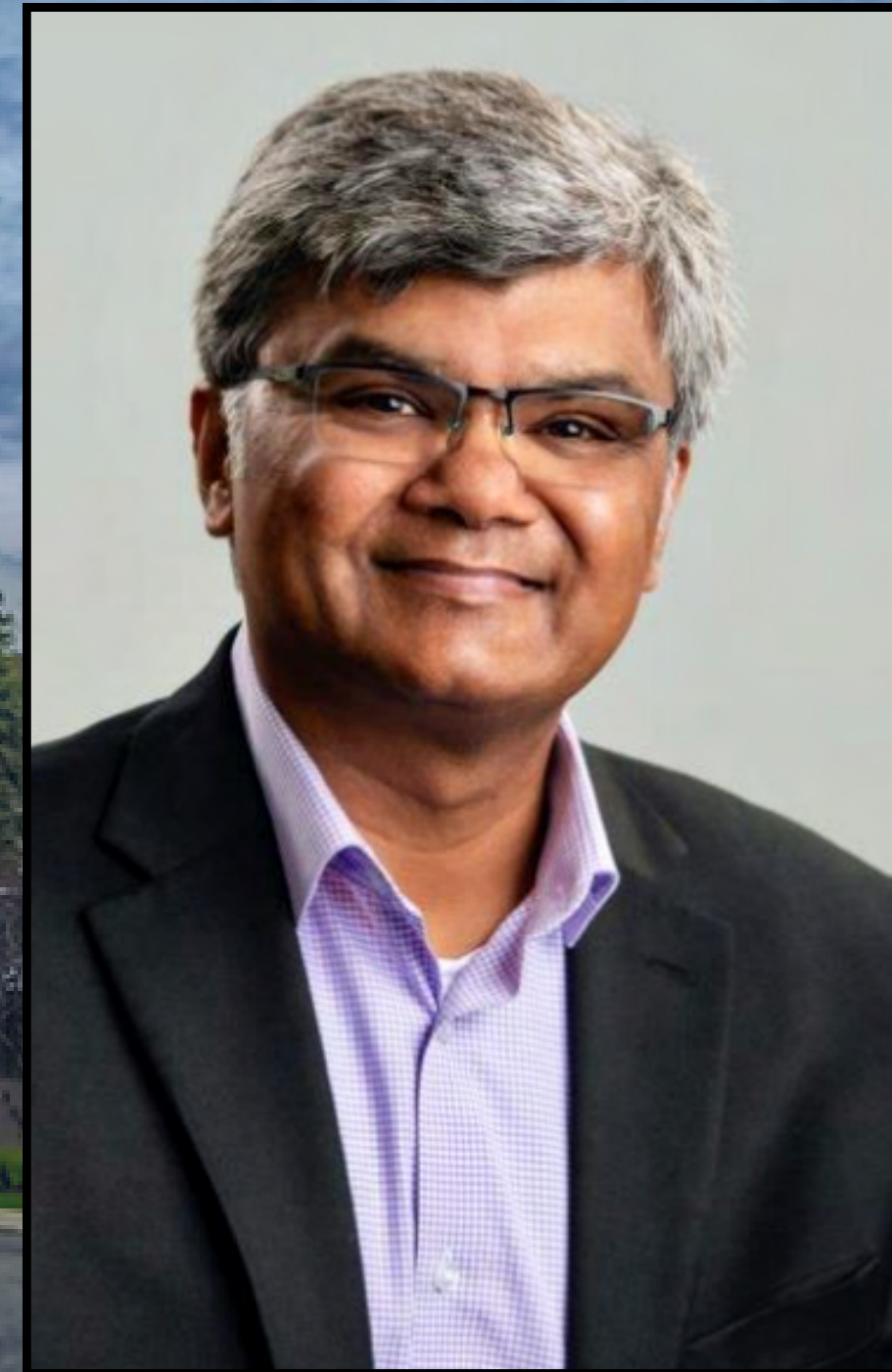
EXECUTIVE DIRECTOR OF AI | MKE TECH HUB

Sanjay Mohan is the CEO and co-founder of Confluence Partners and Executive Director of AI at the MKE Tech Hub Coalition. With more than 30 years of experience, he helps organizations drive growth through strategic transformation, technology, and AI innovation across industries including insurance, healthcare, and B2B technology.

At the MKE Tech Hub Coalition, Sanjay leads the statewide Synapse initiative, advancing AI adoption and digital innovation in Wisconsin's manufacturing sector. He holds a Master's in Engineering from the Indian Institute of Science and an MBA from the Indian Institute of Management.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**AI & Team Productivity: Boosting
Business Efficiency for Small Businesses**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Tammie Clendenning

Lead Economic Development Specialist | SBA

Tammie Clendenning is the Lead Economic Development Specialist for The Wisconsin District of the U.S. Small Business Administration. Tammie is responsible for providing training on BA's Programs and Services including Capital Access, Procurement and Business Advising. She enjoys talking to entrepreneurs about the many resources available to them at exhibits and networking events. She is the District Office Technical Representative for the Women's Business centers in the State. Prior to joining SBA, she held business development and leadership positions in commercial finance. She earned a bachelor's degree in business management and is a small business owner.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

Preparing your enterprise for financing:
What Lenders Are Looking For

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Cesar Jimenez

Bank Manager | PNC Bank

Cesar Jimenez is a Branch Manager with PNC Bank, serving the Wisconsin market. With extensive experience in retail banking, business development, and client relationship management, Cesar is passionate about helping individuals, families, and business owners achieve their financial goals. He is committed to developing high-performing teams, strengthening community partnerships, and creating exceptional customer experiences. In his current role, Cesar leads branch operations, drives business growth initiatives, and mentors emerging leaders across the region.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

Preparing your enterprise for financing:
What Lenders Are Looking For

11th Wisconsin Economic

Unsummit

**Elevating Success: Grow Your
Business With Us**

Keydi Bognar

Bilingual Outreach Specialist | WWBIC

Keydi is an Outreach and Business Advisor with the Wisconsin Women's Business Initiative Corporation (WWBIC), serving entrepreneurs throughout Southeast Wisconsin. Originally from Honduras, she brings a strong passion for entrepreneurship, community, and supporting small business owners.

In her role, Keydi connects aspiring and established entrepreneurs with resources, education, financial assistance, access to capital, and business advising to help them start, strengthen, and grow their businesses. She also works closely with community organizations and local partners to expand awareness of WWBIC's programs and services.

Keydi is passionate about building meaningful relationships and helping entrepreneurs navigate the resources available to them. She believes in the power of entrepreneurship to strengthen communities and enjoys helping business owners turn their ideas, hard work, and vision into sustainable opportunities.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Preparing your enterprise for financing:
What Lenders Are Looking For**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Maria Watts

Community and Economic Development Officer| WWBIC

Maria Watts is a Community and Economic Development Officer with the Wisconsin Housing and Economic Development Authority (WHEDA) and has been a dedicated advocate for businesses and communities for more than 27 years. In her role, she helps public and private organizations leverage WHEDA's resources, programs, and expertise to support economic growth and community development throughout Wisconsin.

Prior to joining WHEDA, Maria served as a housing coordinator for La Casa de Esperanza and as an Assistant Vice President with Tri City National Bank. She earned a Bachelor of Science in Accounting from the University of Coahuila and has contributed her leadership to numerous boards and community organizations throughout her career.

Maria currently serves as Vice Chair of the Board of UMOS and is active on the Wisconsin Women's Business Initiative Corporation (WWBIC) Loan Committee. She also serves on several nonprofit and community development boards, helping foster partnerships that expand investment, support business growth, create jobs, and strengthen neighborhoods across the region.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Preparing your enterprise for financing:
What Lenders Are Looking For**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Andrea Safedis

Loan Portfolio Manager | RCEDC

Andrea Safedis is a finance and economic development professional with more than 20 years of experience in banking, business development, loan servicing, and customer relations. As Loan Portfolio Manager for RCEDC, she oversees the organization's loan portfolio and administers programs that help businesses access capital, expand operations, create jobs, and invest in long-term growth.

Since joining RCEDC in 2018, Andrea has supported lending and servicing initiatives that strengthen local businesses and promote economic development throughout the region. Prior to RCEDC, she held positions with U.S. Bank, Heartland Payment Systems, and Johnson Financial Group, where she gained extensive experience in banking, small-business financing, relationship management, and customer service. Andrea is also dedicated to community service, serving on the Finance and Homeowner Selection Committees for Habitat for Humanity. She has volunteered as a SCORE mentor and PTO Treasurer for Sonnenberg Schools and remains committed to supporting entrepreneurs, fostering economic growth, and helping build thriving communities.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Preparing your enterprise for financing:
What Lenders Are Looking For**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Santiago Speranza

Chief Investments Officer | Root River Realty

Santiago Speranza, PMP is the Chief Investments Officer and Co-Owner of Root River Realty, bringing more than 20 years of experience in real estate, business, project management, and investment strategy. Serving buyers, sellers, and investors throughout the Milwaukee area, Santiago provides strategic guidance to help clients make informed decisions throughout the real estate process.

As a Project Management Professional (PMP), Santiago brings organization, attention to detail, and a results-driven approach to every transaction. Under his leadership, Root River Realty has grown into a trusted brokerage with more than \$250 million in career sales, recognized for its integrity, professionalism, and commitment to client success.

Passionate about real estate investing, Santiago specializes in helping clients identify opportunities, build wealth, and grow successful property portfolios. Fluent in English and Spanish, he is dedicated to serving a diverse community and creating a transparent, accessible, and rewarding real estate experience for every client.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Understanding and Leveraging Real
Estate Investment for Small Business**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your Business With Us

Rachel Smith

Senior Vice President of Commercial Banking | First Federal Bank

Rachel Smith is Senior Vice President of Lending at First Federal Bank, bringing more than 20 years of financial services experience. She leads commercial and business banking initiatives that help entrepreneurs, business owners, and investors achieve their growth goals through strategic financing solutions.

Her expertise includes commercial lending, business development, SBA lending, commercial real estate, owner-occupied properties, and investment real estate. Rachel works closely with business owners to identify financing opportunities and understand how real estate can strengthen cash flow, build long-term wealth, and support future growth.

As a community banking leader, she is passionate about building strong relationships and connecting businesses with resources for success. Rachel is honored to serve as a panelist for the Latino Chamber of Commerce, where she will share insights on leveraging real estate investments to support small business growth and long-term financial success.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

Understanding and Leveraging Real
Estate Investment for Small Business

11th Wisconsin Economic Unsummit

Elevating Success: Grow Your Business With Us

Jeff Towne

Community and Economic Development Officer | WHEDA

Jeff Towne brings more than 25 years of experience in city planning, economic development, and affordable housing development at both the local and state levels. He currently serves as a Community and Economic Development Officer for the Wisconsin Housing and Economic Development Authority (WHEDA), supporting communities throughout southern Wisconsin. Throughout his career, Jeff has served as a Planner for the City of Rockford, Illinois; Principal Planner for the City of Appleton, Wisconsin; and Economic Development Specialist for the City of Racine, Wisconsin. His expertise includes community engagement, development review, policy and ordinance development, tourism, small business support, and building regional partnerships.

Jeff holds a bachelor's degree in Geography from the University of Wisconsin-Milwaukee and a master's degree in Sustainable Tourism from Arizona State University. He is AICP-certified and a member of the American Planning Association. He has also served on several community boards and committees, including Visit Racine County and the Kenosha County Housing Task Force.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Understanding and Leveraging Real
Estate Investment for Small Business**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Jonathan Gonzalez

CEO | Gonzalez Agency & Associates

Jonathan “Jon” Gonzalez is the owner of Gonzalez Agency & Associates, LLC, an insurance agency focused on trust, service, and community. Born in Mexico City and raised in Milwaukee, Jon spent more than a decade in education advocating for underserved communities and helping students and families access higher education. His work at Marquette University and pursuit of a Master of Education strengthened his commitment to equity and development.

Today, Jon brings that same passion to his business, fostering a culture built on integrity, growth, and meaningful relationships. A proud husband and father of two daughters, Lena and Lucia, Jon is also an avid triathlete, cycling coach, and enthusiast of fitness, food, and history. His leadership philosophy is simple: when you take care of people, they take care of business.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Safeguarding Your Business: Risk
Management Strategies for Small
Businesses.**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Tim Wolf

Financial Advisor | Northwestern Mutual

Tim Wolf is a Financial Representative with Northwestern Mutual and a proud U.S. military veteran who served for 20 years. After retiring from the military, he transitioned into financial services, helping individuals and families protect their futures through life insurance and long-term financial planning.

A bilingual professional, Tim is passionate about serving families of faith and building meaningful connections within the Spanish-speaking community. As the son of a migrant farmworker, he learned the value of hard work, resilience, and commitment at a young age—principles that continue to guide his work today.

Tim also owns and operates Swift Waters Farm in Nekoosa, Wisconsin. Through his personal and professional experiences, he is dedicated to empowering individuals and families with the knowledge and confidence to build a secure financial future.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Safeguarding Your Business: Risk
Management Strategies for Small
Businesses.**

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Eva Martinez Powless

CEO | Martinez Powless & Associates LLC

Eva Martinez Powless, Ph.D. brings more than 20 years of experience in higher education and nonprofit administration to her work as an entrepreneur and community leader. A graduate of Marquette University, Dr. Powless has built her career around service, leadership, and creating meaningful opportunities for others.

She is now beginning an exciting new chapter as an Agency Owner with American Family Insurance in South Milwaukee, Wisconsin. In this role, she combines her extensive background in service and administration with her passion for entrepreneurship and community engagement.

Dr. Powless is excited to bring her experience, leadership, and commitment to service to her own business while making a positive impact in the South Milwaukee community. Her journey reflects a dedication to helping others and embracing new opportunities to grow, serve, and lead.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

Ensuring Psychological Wellness in
the Workplace

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Erika Villafuerte

CEO | Salud First

Erika Villafuerte is the founder and director of Salud First. She's a consultant and speaker who helps raise awareness of how our emotional state affects our well-being and professional success. Erika also addresses healthcare barriers and social disparities and assists with understanding health insurance and wellness resources to help people feel more informed about their options to live healthier lives.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

Ensuring Psychological Wellness in
the Workplace

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your
Business With Us

Miriam Corona

CEO | Neurowave Therapy Group

Miriam E. Corona is the Founder and Clinical Director of NeuroWave Therapy Group, where she works to expand access to culturally responsive, trauma-informed behavioral health services. As a bilingual Licensed Professional Counselor and certified behavioral health professional, Miriam specializes in trauma, anxiety, depression, addiction, gambling-related concerns, and relationship challenges.

A proud Latina entrepreneur, Miriam is dedicated to reducing barriers to mental health care and expanding quality services throughout southeastern Wisconsin. Through NeuroWave Therapy Group, she supports individuals and families while mentoring future mental health professionals through training, supervision, and advocacy. Her work focuses on promoting culturally responsive care, community partnerships, and mental wellness through education and evidence-based practices.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

Ensuring Psychological Wellness in
the Workplace

11th Wisconsin Economic

Unsummit

Elevating Success: Grow Your

Business With Us Kate Nitschke

Workforce Health Wellness Operations Manager |
Froedtert & MCW Workforce Health

Kate Nitschke is a healthcare operations executive with expertise in organizational growth, strategy, and innovation. She brings a COO-level background with a CEO mindset, focused on improving healthcare delivery by aligning people, processes, technology, and business strategy to drive better outcomes.

Kate has led major growth and transformation initiatives, including a \$175 million revenue program serving over 1.5 million public safety personnel and a \$10 million wellness initiative supporting 85,000 employees at a leading military shipbuilding company. She also helped scale a healthcare logistics organization from two to eight states in 18 months, achieving 2,000% growth while maintaining full client and employee retention.



Latino Chamber of Commerce
of
Southeastern Wisconsin Inc.



Register:



Session:

**Ensuring Psychological Wellness in
the Workplace**