

## Directors

Eliana Williams, Chairwoman  
Northwestern Mutual

Ivan Cicla, 2nd Vice-Chair  
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Miguel Maldonado, Treasurer  
Town Bank

Bobby Warren, Director  
Meijer

Fred Johnson, Director  
Erie Insurance

Jeff Musa, Director  
People State Bank

Vincent Rice, Director  
Summit Credit Union

Ric Ybarra, Director  
Maximus

## Mission

To Foster the Economic Development of WI by advocating, strengthening, and promoting the growth and development of Latinos and other minority and emerging enterprises with the goals of providing increased access to capital, job creation, and capacity-building programs.

## Vision

To become a CDFI serving SE Wisconsin with a focus on Latino Business Development in the 8 County Region (Milwaukee, Racine, Kenosha, Waukesha, Sheboygan, Ozaukee, Washington, & Walworth)

[www.latinochambersew.org](http://www.latinochambersew.org)

Tel: 414-509-6179



# Latino Chamber of Commerce of Southeastern Wisconsin Inc.

## Dear Partner,

It is both an honor and a privilege to serve as the President and CEO of the Latino Chamber of Commerce of Southeastern Wisconsin. Today, I am here to celebrate something profound—the strength, resilience, and economic power of the Latino community across our state.

Let us be clear: Latinos are not just contributing to Wisconsin's economy; we are helping drive it forward, and this publication celebrates that.

We are entrepreneurs, essential workers, professionals, and visionaries. From starting businesses at nearly twice the national average to forming the backbone of critical industries such as agriculture, manufacturing, hospitality, and healthcare, Latinos are an integral part of Wisconsin's economic engine. We do not just show up—we lead, we build, and we thrive.

That spirit of innovation and enterprise is what fuels our mission at the Latino Chamber of Commerce of Southeastern Wisconsin. Our mission is to foster economic development by advocating, strengthening, and promoting the growth of Latino and other small and emerging enterprises. We work every day to increase access to capital, business opportunities, job creation, and capacity-building programs—because we believe every entrepreneur, no matter what their size, deserves a chance to grow and succeed.

And the numbers tell a powerful story.

In 2024, our Small Business Program provided \$2.2 million in microloans to 163 enterprises in Southeastern Wisconsin. These aren't just numbers—these are families, dreams, and communities uplifted. Through culturally relevant, evidence-based technical assistance and business coaching, these enterprises have created and

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retained jobs, as well as improved their systems and processes. The total estimated economic impact? Over \$5.95 million was injected into our local economy last year alone.

Through our Economic Inclusion Program, in partnership with the Greater Milwaukee Urban League, we have connected over 200 enterprises with procurement opportunities from major companies, including Meijer and Kohl's—bringing local businesses to the doors of national retailers.

And because we know that people are the heart of any economy, we've invested in workforce development. In collaboration with MATC, we trained 23 individuals in computer literacy, equipping them with tools to compete in today's digital economy. And with Racine County, we celebrated with 12 returning citizens who graduated from our food management program—proof that second chances can create a lasting impact.

Together, we have proven that the Latino Chamber of Commerce is not just an advocate—it's a catalyst for transformation.

Latinos contribute more than \$11 billion in buying power in Wisconsin—and nationally, if U.S. Latinos were their own economy, we'd be the fifth largest in the world. We are not just part of the American dream. We are making it real every single day.

I call on all of us —business leaders, public officials, and community partners —to invest in us. To work with us. To open doors and create space at every table. Because when Latinos succeed, Wisconsin succeeds.

We are here. We are rising. And we are ready for even more. Let us keep thriving together.

Regards,

Dr. Nelson Soler, Ph.D., MBA, MS, EDPF, EA