

October 27, 2020

Board of Directors

Nelson Soler, President and CEO
Multicultural Entrepreneurial Institute

Rudy Gutierrez, 1st VP
Waukesha County Representative
US Bank

Alfredo Martin, 2nd VP
North Shore Bank

Amanda Roman, Secretary
Paychex

Tim Syth, Treasurer, Director Workforce
Contexture

Gaby Benishek, Director
Exit Realty XL

David Kirchner, Director, Loan Comm. Chair
Phoenix Advisors

Dr. Wilma Bonaparte, Director
Milwaukee Area Technical College

Eliana Williams, Director
Wells Fargo

Alfredo Luna, Director
Urban Economic Development Assoc.

Alba Baltodano, Director
UMOS

German Novelli, Director
Enterate News Paper

Mission

To foster the Economic Development of WI by advocating, strengthening, and promoting 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.

www.latinochambersew.org

Esteemed Colleagues,

We invite you to be bold and engage in changing the Wisconsin ecosystem to include and empower Latino and emerging entrepreneurs. Join the Latino Chamber of Commerce of SE Wisconsin as we continue to create an entrepreneurial ecosystem where Latino and other minority businesses can thrive.

We have worked closely with key partners including UMOS, MATC, Associated Bank, Froedtert Health System, American Family, and WHEDA to provide businesses access to Workforce Development Opportunities, Access to Capital, Culturally Relevant Technical Assistance during the Pandemic and Advocacy for bilingual services.

Our accomplishments in 2019-2020 include:

- 1st Latino Economic Unsummit with over 200 participants and twenty-two partners.
- Implementation of our Emergency Service Hotline serving 607 business callers.
- Assisted 27 businesses through our Cash Flow technical assistance sessions with North Shore Bank.
- Launched our Microloan Program Mas Fuertes, lending \$75,000 to enterprises adversely affected by COVID-19.
- Partnered with Wisconsin Economic Development Corporation to process 243 applications for the Governor' Ethnically Diverse Emergency Grant.
- Partnered with the City of Milwaukee to promote, provide technical assistance and support to 50 businesses with the Restart 2.0 Grant.
- Provided OSHA10 Training, Blueprint Reading, and Computer Skills for businesses and their employees.
- Conducted 17 virtual seminars assisting businesses with Federal, State and Local Resources and Health Orders issued during the pandemic. Each Seminar reached an average of 1.1k hits on Social Media.
- Advocated for translation of health orders, grant applications, and other communications in Spanish.
- Gave away 500 masks in partnership with 16th Street Clinic.
- Fundraised \$140,000 in resources to deploy to help adversely affected businesses during COVID-19.
- Our Hispanic Heritage Series was featured in CBS58 and attracted thousands of individuals who viewed it.

Get involved today! Please call us at 414-88-2270 with any questions.

Regards,



Nelson Soler, MBA/MS/EDFP/EA
President and CEO