



HISPANIC METROPOLITAN CHAMBER

INVESTING IN OREGON & SW WASHINGTON

27th Hispanic Heritage CELEBRATION

SEPTEMBER 14, 2021

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PROCLAMATION

OFFICE OF THE MAYOR
CITY OF BEAVERTON

- WHEREAS, each year, Americans observe National Hispanic Heritage Month from September 15 to October 15; and
- WHEREAS, the observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded to Hispanic Heritage Month by President Ronald Reagan in 1988; and
- WHEREAS, Beaverton is home to many people whose ancestors came from Mexico, Central and South America, the Caribbean, and Spain; and
- WHEREAS, September 15 is significant as the anniversary of independence for Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua; and
- WHEREAS, Mexico and Chile celebrate Independence Day on September 16 and September 18, respectively; and
- WHEREAS, people of Hispanic descent have contributed to our shared prosperity and culture throughout the history of Beaverton, the State of Oregon, and the United States; and
- WHEREAS, Hispanic Americans continue to be crucial to the vitality, hometown livability, and growth of our community; and
- WHEREAS, the City of Beaverton champions respect for diverse voices and ideas as a core civic value; and
- WHEREAS, Beaverton is proud to join the Nation in celebrating the rich culture and history of Hispanic heritage in Oregon, as we dedicate ourselves to working together to address the challenges that still face our Hispanic population.

NOW, THEREFORE, I, Lacey Beaty, Mayor of the City of Beaverton, do hereby proclaim September 15 - October 15, 2021 as:

Hispanic Heritage Month

in the City of Beaverton and encourage all residents to observe this momentous date and participate in events that celebrate these rich Hispanic cultural traditions.



Lacey Beaty, Mayor

Proclamation

WHEREAS, the Hispanic heritage of the United States historically spans more than five centuries, and has been a consistent and vital influence in our country's growth and prosperity; and

WHEREAS, during this month, America celebrates the traditions, ancestry, and unique experiences of those who trace their roots to Spain, Mexico, the countries of Central and South America, and the Caribbean; and

WHEREAS, today Hispanic Americans are the youngest and fastest growing population in our nation; and

WHEREAS, Hispanic men and women have distinguished themselves in every endeavor leading corporations and non-profits, social movements and places of learning; they serve in government at every level from school boards to state houses, and from city councils to Congress and the United States Supreme Court; and

WHEREAS, Hispanic heritage contributes to the diversity of our community, elevating all aspects of life in the City of Vancouver – from business and civic leadership to art and education; and

WHEREAS, this month we proudly join the nation in celebrating the rich culture and history of Hispanic heritage in the City of Vancouver, as we dedicate ourselves to working together to address the challenges that still face Hispanic residents in our community.

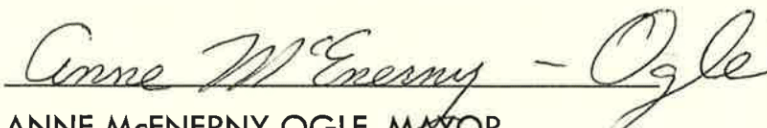
NOW, THEREFORE, I, Anne McEnery-Ogle Mayor of Vancouver, do hereby proclaim September 15 through October 15, 2021, as:

"Hispanic Heritage Month"

in Vancouver and encourage all citizens to join in this observance.



IN WITNESS WHEREOF, I have hereunto set my hand and cause the seal of the City of Vancouver to be affixed this 23rd day of August, 2021.


ANNE McENERY-OGLE, MAYOR

Whereas

Whereas, the Hispanic heritage of the United States extends historically over five centuries and has been a consistent and vital influence in our country's growth and prosperity; and

Whereas, Hispanic or Latino culture is tied to Iberian ancestry, the rich tapestry of their culture recognizes that Hispanics or Latinos are multiracial and multicultural, and also trace their historical roots to Indigenous and African ancestry. Hispanics represent people with origins from 24 different countries throughout Latin America, South America, Spain, and the United States; and

Whereas, Oregon's Latino population continues to grow at a rate faster than the national rate. 12% of Oregon's population is Latino, representing a 72% growth since the year 2000. In Portland, almost 10% of the city's over 650,000 residents are of Hispanic descent; and

Whereas, Hispanics have supported Portland's economy with myriad of contributions in the fields of commerce, science, technology, public service, health, and much more; and

Whereas, Portland recognizes the many organizations, institutions, and people helping Hispanics overcome disparities such as poor health outcomes and low educational attainment, working tirelessly to ensure they remain a flourishing community; and

Whereas, continued access to jobs and livable wages for Oregon Latinos is essential for our state to thrive, Hispanics currently make up 5% of the City of Portland's workforce. To help connect more Hispanics to City jobs and to support them throughout their careers with the City, the Unidos Latinos Americanos (ULA) City employee affinity group was re-established in 2014.

Now, therefore, I, Ted Wheeler, Mayor of the City of Portland, Oregon, the "City of Roses," do hereby proclaim September 2021 to be

Hispanic Heritage Month

In Portland and encourage all residents to observe this day.





Mission

Advancing Latino economic and community vitality through business development, leadership, education and advocacy.

Activities

- Technical Assistance to Latino and other small businesses
- Scholarships to Latino students throughout Oregon and SW Washington
- Leadership Development Program
- Business Seminars
- Business luncheons/dinners with business and community leaders
- Networking Events
- Advocacy regarding Latino business and other community issues



Board of Directors

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The Hispanic Metropolitan Chamber

Congratulates Class XV

2020 Latino Leadership Program

- Tanya Belmont Multnomah County Library
- Paulina Cornejo BPA
- Lauren Kresta Friends of Children
- Monica Martínez-Animas Friends of Children
- Eliseo Olvera Kaiser Permanente
- Spiral O'Neill Bureau of Land Management
- Felicitas Peñaloza SAIF
- Ivette Pérez Chávez Casa of Oregon
- Betsy Rodríguez-Ruef City of Tualatin
- Poncho Romero HMCC
- Cristian Salgado PGE
- Ana Serrano Morrison Child & Family Services
- Ernesto Vásquez Mount Hood Community College
- Remy Wisecarver Friends of Children
- Pablo Zepeda-Martínez BPA
- Araceli González OnPoint

The Hispanic Metropolitan Chamber

Congratulates Class XV

2021 Latino Leadership Program

- Gabe Casas OnPoint
- Isabel Lara OnPoint
- Nicole León HMC
- Rafael Bernal SAIF
- Itzel Figueroa UNITUS
- Marcos Gautan-Flores UNITUS
- Mariana Lomanto PBOT
- Lale Santelices PBOT
- Ana Rondán-Heredia Morrison Family Services
- Manuel Arellano..... Multnomah County Library
- Miryam Valdivia-Romero Mercy Corps
- Yesenia Avalos León..... Morrison Family Services

Evening Program

- **Welcome & Program**

Program:.....Ozzie Gonzalez, Co-host
Nicole D. Leon, Co-host

Introduction of Special Guests.....Ozzie Gonzalez, Co-host
& Nicole D. Leon, Co-host

- **Leadership Class Acknowledgement**.....Ozzie Gonzalez,
Co-host

- **¡Bravo! Award Presentations**

Latino Community Service Award David Salazar

Latino Health/Education AwardDiana Avalos Leos

Latino Justice AwardJudge Gregory Gonzales

Latino Public Partnership..... Business Oregon

Latino Business Award Cramoisi Vineyard- Sofia Torres McKay

Introduction of Keynote Speaker.....Ozzie Gonzalez & Nicole Leon

- **Keynote Speaker**.....Marcelino Alvarez,
Chief Product Officer at Fresh Consulting

- **Raffle- Alaska Airlines**Ozzie Gonzalez

- **Special Thanks**.....To Donors,
Sponsors & Staff

- **Close of Program**

Keynote Speaker

Marcelino Alvarez

Marcelino Alvarez is the Chief Product Officer at Fresh Consulting. Graduating from Duke University with a degree in Video Production and International Relations, Marcelino has produced campaigns for Nike, Electronic Arts, Old Spice, and Coke Zero.

Before joining Fresh, Marcelino founded Uncorked Studios, a strategic product design studio. For nine years they worked with many

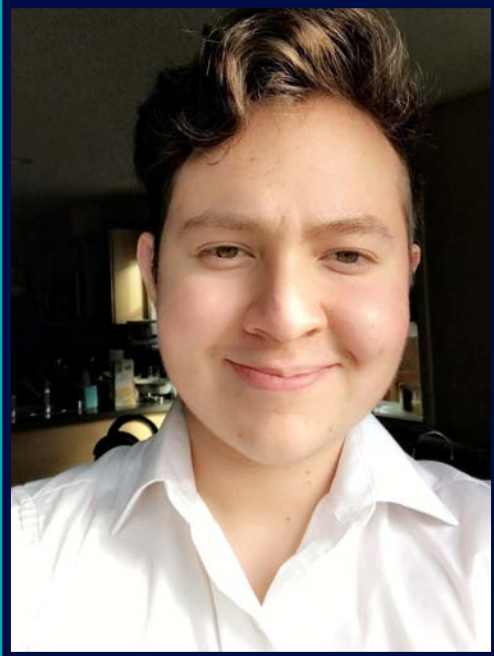
companies across multiple industries, such as Nike, Google, Facebook, and Samsung. Uncorked was recently acquired by Fresh Consulting, where he and his talented team have been an invaluable addition to Fresh.

Marcelino and his wife have two kids, a dog, and a cat. Marcelino enjoys chatting about baseball, public policy, urban mobility, and sustainable systems.



2021 ¡Bravo! Award Winners

**Latino Community Service
Daniel Salazar**



**Latino Business Award
Cramoisi Vineyard**



**Latino Health/Education Award
Diana Avalos Leos**



**Latino Justice Award
Judge Gregory Gonzales**



**Latino Public Partnership
Business Oregon**



Past ¡Bravo! Award Recipients

2020

Alumbra Cellars	Latino Business
Guadalupe Guerrero	Latino Education
Mark Lopez	Latino Business
Mario Cristobal	Latino Leadership in Sports

2019

Hugo Zavala	Latino Business
Judge Xiomara Torres	Latino Justice Award
Diana H. Perez	Latino Community Service
Dr. David Ruiz, M.D	Latino Health Award

2018

Lara Media.....	Latino Business
Representative Diego Hernandez.....	Leadership Award
Portland's Center for the Arts.....	Public Partnership
A-To-Z Wineworks.....	Community Partnership

2017

Tamale Boy.....	Latino Business
Representative Teresa Alonzo.....	Leadership Award
Rhonnda Parsons Edmiston.....	Latino Community Service
City of Vancouver.....	Public Partnership
Fred Meyer.....	Community Partnership

2016

Rosa Martinez, President, PMG Abatement.....	Latino Business Award
Gil Muñoz, Virginia García Memoria Health Center.....	Latino Health Award
John Jackley, Portland Development Commission.....	Latino Community Service
Judge Monica Herranz, Circuit Court Multnomah Co.....	Latino Justice Award
Northwest Health Foundation.....	Community Partnership
City of Beaverton.....	Public Partnership

Past ¡Bravo! Award Recipients

2015

Irene M. Firmat, Founder Full Sail Brewing Co.....	Latino Business Award
Lenda Garside, ¡Salud! Tualatin Healthcare.....	Latino Health Award
Jilma Meneses, Concordia University.....	Latino Community Service
Darleen Ortega, Oregon Court of Appeals.....	Latino Justice Award
Edna Vazquez, Musician.....	Latino Artist Award
Casa of Oregon.....	Community Partnership
Port of Portland.....	Public Partnership

2014

Fred Casillas, Oregon Shakespeare Festival.....	Latino Artist Award
Carmen Nazario, Eylon International.....	Latino Business Award
Daniel Ledezma, Govenor's Office.....	Latino Community Service Award
Judge Angel Lopez, Multnomah County Circuit.....	Latino Justice Award

2013

Wells Fargo.....	Community Partnership
Andres Lopera Conductor, Port. Metropolitan Youth Symphony.....	Latino Artist Award
Ken Vigil, Vigi-Agrimis.....	Latino Business Award
Carmen Rubio, Latino Network.....	Latino Community Service Award
OHSU.....	Pubic Partnership
Legacy Health.....	Community Partnership

2012

Tina Castañeda, M.D., La Clinica Family Health.....	Latino Health Award
Marco Hernandez, U.S 9th District Court Judge.....	Latino Justice Award
Gilbert Carreon, Liberty Steel Erectors.....	Latino Business Award
Roman Hernandez, Attorney, Partner.....	Latino Community Service Award
Schwabe, Williamson & Wyatt.....	Multnomah County Public Partnership
Providence Health & Services.....	Community Partnership

Past ¡Bravo! Award Recipients

2011

Miracle Theatre.....	Latino Artist Award
Leslie Garcia, OHSU.....	Latino Health Award
John Haroldson DA, Benton County.....	Latino Justice Award
Ralph Martinez, Town & Country.....	Latino Business Award
Gloria Wiggins, El Programa Hispano.....	Latino Community Service Award
Bonneville Power Administration.....	Public Partnership
State Farm Insurance.....	Community Partnership

2010

Humberto Gonzalez.....	Latino Artist Award
Yolanda Valdés.....	Latino Artist Award
Chief Justice Paul de Muniz.....	Latino Justice Award
George Puente, Puente Brothers.....	Latino Business Award
Orcilia Zúñiga Forbes.....	Latino Community Service Award
Portland Development Commission.....	Public Partnership
US Bank.....	Community Partnership

Premier Sponsor

Prosper Portland is proud of our long-lasting partnership with the Hispanic Metropolitan Chamber of Commerce.

We look forward to our continued collaboration on issues that benefit our community.



PROSPER
PORTLAND

Building an Equitable Economy



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O is for opportunity.

The University of Oregon encourages and welcomes Latinx and Hispanic business owners and entrepreneurs to become Duck vendors.

To find out more, contact Shari Powell at shari@uoregon.edu.



EO/AA/ADA institution committed to cultural diversity.

Creating vibrant communities

When we come together to build stronger communities, we give our time, energy, and ideas to help influence positive change. And as we watch progress take root, we grow as well.

Hispanic Metropolitan Chamber, it's an honor to recognize your commitment and service to the community.

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Helping Our Community Shine.


OnPoint has proudly served our community for 89 years. As our region grows, we grow with it. Along with more branches and services, we have also increased our commitment to mission driven organizations that are actively helping the full breadth of our community flourish.

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Building a community of possible.



At U.S. Bank, we strive to make a positive impact in our community. That's why we support community events that bring us together for the greater good. We know that anything is possible when we work together.
usbank.com/communitypossible

U.S. Bank is proud to support the
Hispanic Metropolitan Chamber
Hispanic Heritage Celebration.



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“THE PORT OF PORTLAND MENTORSHIP PROGRAM HAS BEEN A SERIOUS BUSINESS BOOT CAMP! THE PROGRAM HAS GIVEN US THE ECONOMIC AND PROFESSIONAL RESOURCES TO PUT OUR BUSINESS ON THE RIGHT TRACK AND HELP US GROW. It has taught us how to keep better track of how our business is doing financially, how to market our business and how to achieve our goals on a day to day basis. It has really helped us zone in on what we want from our business and what we need to do to be successful. We are so grateful for all the time our mentors, industry volunteers and the program coordinators put into our meetings, events and classes every single month. Their experience and knowledge has been a great resource for us and are always available to answer any questions and provide us guidance. The program really opened our eyes to the various facets of a business and how each one needs to be nurtured to make it successful, we have grown so much from it! Thank you Port of Portland for investing in us!”

— Father-Daughter Team | Fidel & Diana Delago
CE Engineers

Find out more about our Mentor-Protégé Program and other small business opportunities at www.portofportland.com or contact Kimberly Sutton at Kimberly.Sutton@portofportland.com. Take a look at our website directory for program graduates, portofportland-mpp.com.

 **PORT OF PORTLAND**
Possibility. In every direction.®

Find Your
POSSIBILITY



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AIRLINES

Proud to support
Hispanic Metropolitan
Chamber.

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- Gale Castillo & Jerry Brown
- Garnish Apparel
- Gerardo Ochoa
- Ground Kontrol Classic Arcade
- Hillsboro Hops
- Humberto Gonzalez
- Jupiter Hotel & Next
- Matador
- Oregon Symphony
- Parra Wine Co.
- Portland Nursery
- Portland Spirit
- Portland Trail Blazers
- Quail Valley
- Tamale Boy
- The Oregonian | OregonLive
- Vancouver Symphony Orchestra
- Voicebox Karaoke
- Wildlife Safari
- Xicha Brewing
- Yolanda Valdés Rementería



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