

# EXITO

GPHCC'S BILINGUAL BUSINESS JOURNAL



**WELLNESS  
ENTREPRENEURS  
LEADING THE WAY**

**LEADING THE CHARGE FOR EQUITABLE  
TAX REFORM: A CONVERSATION  
WITH VICTOR GARRIDO**

**LET'S TALK BUSINESS  
ONE-TO-ONE: B2B LATINO  
SUCCESS STORIES**

**LUHV FOOD BRINGS  
FLAVOR AND WELLNESS  
TO THE MAINSTREAM**

## Join These Exito Sponsors by Becoming a GPHCC Corporate Member.



Philadelphia Gas Works

Philadelphia Federal Credit Union

Citadel Federal CU

# EXITO

**Jennifer Rodríguez, MCP**  
Editor-in-Chief

### EDITORIAL

Deputy Editor: María Cristina Ríos  
Contributing Editor: Jimmy Contreras  
Director of Design & Production: Jenée Chizick Agüero  
Project Manager, Editorial: Rafael Cruz  
Project Manager, Digital: Brandon Cisneros  
Photography, Cover: Vagaballin Creative

### GPHCC BOARD

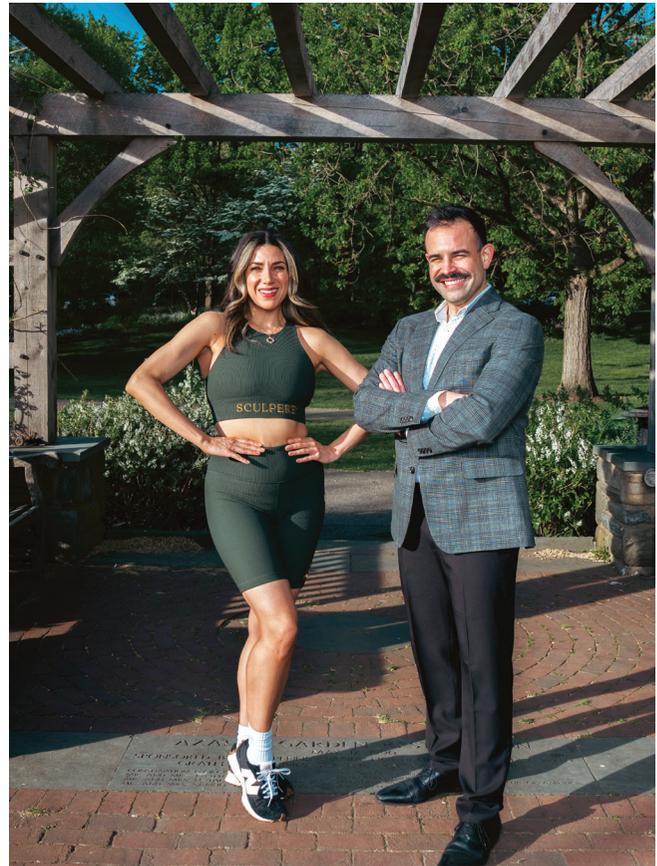
Néstor Torres, Víctor Garrido, Natily Santos,  
Jimmy Contreras, Natalia Domínguez-Buckley,  
Robert Murken, Adriana Rubio, Eric Diaz,  
Araceli Guenther, Jose Aguirre, Mike Gonzalez,  
Natalia Ortiz-Torrent

### GPHCC STAFF & CONSULTANTS

President & CEO: Jennifer Rodríguez, MCP  
Membership: Mayra Soto  
Corporate & Foundation Relations:  
Paul Wheatley; Keiren O'Connell  
Small Business Education Programs:  
Yael Tacher  
Operations: Rafael Cruz  
Digital Communications: Brandon Cisneros  
Marketing & Communications:  
María Cristina Ríos  
Events: Javier Suárez  
Administration: María Durante

# TABLE OF CONTENTS

- 02 LETTER FROM PRESIDENT & CEO
- 03 ABOUT GPHCC
- 04 BOARD MEMBER PROFILES
- 05 HOW TO “ACT YOUR WAGE”: FINANCIAL HEALTH TIPS FOR YOUR LIFESTYLE AND FUTURE GOALS
- 06 DON'T LOSE YOUR BUSINESS TO LEASING LANDMINES
- 07 THE FUTURE FOR RESTAURANTS IS BRIGHT (AND TECH-DRIVEN), TD BANK SURVEY FINDS
- 08 LEADING THE CHARGE FOR EQUITABLE TAX REFORM: A CONVERSATION WITH VÍCTOR GARRIDO
- 09 MISSION FIRST: BUILDING PÉREZ THERAPY
- 11 HEALTHY LIVING COMES IN ALL SHAPES & SIZES - YOUR LATINA NUTRITIONIST
- 13 SCULPERE BODY & MIND, GET INTO YOUR FLOW
- 15 HISPANIC ENTREPRENEURS IN HOME HEALTH CARE: MEETING THE NEEDS OF AN AGING POPULATION
- 18 LUHV FOOD BRINGS FLAVOR AND WELLNESS TO THE MAINSTREAM



- 19 RECIPE: LUHV FOOD COFFEE CAKE
- 20 A FIT LIFE - ISABEL SÁNCHEZ
- 21 LET'S TALK BUSINESS ONE-TO-ONE: B2B LATINO SUCCESS STORIES
- 23 GPHCC MEMBER DIRECTORY
- 30 MEMBERSHIP MATTERS: MEMBERS IN FOCUS & MEMBER UPDATES

# LETTER FROM PRESIDENT & CEO

Dear Members, Partners,  
and Friends,

Summer always brings with it a renewed sense of vitality: longer days, fuller schedules, and, for many of us, a commitment to focus on our health and well-being. At the Greater Philadelphia Hispanic Chamber of Commerce, we know that wellness is more than a personal goal—it's a powerful foundation for strong families, thriving businesses, and resilient communities.

This issue of *Éxito* is dedicated to the many ways our Latino business community is leading in the health and wellness space. You'll meet Dalina Soto, a trailblazing nutritionist and author who is rewriting the rules of healthy eating with cultural pride and practical wisdom. Silvia Lucci, the dynamic founder of LUHV, shares how plant-based food and social impact can be served on the same plate. Additionally, we explore the vital yet often overlooked contributions of Hispanic entrepreneurs and caregivers in the home healthcare industry, a sector where compassion meets economic opportunity.

But wellness isn't just physical. It's also about having a voice, being seen, and influencing the systems that shape our lives. That's why I'm proud to feature a conversation with our very own Board Member, Victor Garrido, who recently served



on the City of Philadelphia's Tax Reform Commission. His experience representing GPHCC and advocating for small business owners is a reminder that our economic well-being is tied not just to what we build but also to what we help shape.

As always, this magazine is a celebration of *éxito*—not just success in business, but the everyday achievements that strengthen our community. We hope this issue informs, inspires, and encourages you to invest in your own well-being and that of the broader Latino business ecosystem.

Wishing you a summer of good health and continued success,

A handwritten signature in black ink, appearing to read 'JRM'.

Jennifer I. Rodríguez, MCP  
GPHCC President & CEO  
Editor-in-Chief, *Éxito* Magazine

## GPHCC WELCOMES NESTOR TORRES BACK AS BOARD CHAIR



**NÉSTOR TORRES,**  
Board Chair  
Myriagon Consulting

The Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) is pleased to announce the return of Néstor Torres as Board Chair. Previously serving as president from 2021 to 2024, Néstor brings extensive experience in corporate leadership and entrepreneurship. He is the founder of Myriagon Consulting Group, LLC, a management consulting firm dedicated to small business excellence. With a successful career at a Fortune 500 company and leadership roles across international markets, Néstor continues to support and mentor entrepreneurs and community development programs throughout the US. The GPHCC is excited to have him lead the board once again.

---

## OUR MISSION

GPHCC develops, promotes and advocates for Hispanic businesses in the Greater Philadelphia Region while encouraging the advancement and economic growth of the Hispanic community.

# GPHCC PROGRAM NEWS: SMALL BUSINESS DEVELOPMENT PROGRAMS THAT HELP BUSINESSES START, GROW AND SCALE



Accelerate Business Cohort 8 at the Excelencia in Hispanic Business Awards, 2024

**G**PHCC programs provide business owners with the strategy, management know-how, and networks needed to think like a CEO, grow revenue, increase jobs, and become contract-ready to do business with the region's companies, government, and institutions.

### CHISPA Workshops

In collaboration with member businesses, GPHCC provides critical information for Latino entrepreneurs in a webinar format. From finance to marketing, business owners can learn how to take their business a step forward with the topics presented in CHISPA workshops.

### Accelerate Business

Accelerate Business gives business owners the knowledge, management know-how, and networks needed to think like a CEO, grow revenue, increase jobs, and be contract-capable and procurement-ready to do business with large companies.

### Build Latino

Our Spanish language program helps emerging contractors develop business fundamentals and practices necessary to avoid the common pitfalls of the industry and successfully compete for contracts.

To learn more, visit [www.philahispanicchamber.org](http://www.philahispanicchamber.org).

# BOARD MEMBER PROFILES

As GPHCC builds towards a brighter future, we are also strengthening the leadership that guides us. A dynamic Board of Directors plays a pivotal role in shaping our chamber's direction and ensuring we remain attuned to the needs of our members. With great pride, we introduce our board's newest members—visionary leaders who bring diverse expertise, unwavering passion, and a deep commitment to advancing our mission.



**JOSÉ AGUIRRE**  
PECO, an Exelon Company

José Aguirre is Senior Manager of Governmental & External Affairs at PECO, an Exelon Company. There, he leads a team focused on local policy, legislative, social impact, and energy initiatives in South-eastern Pennsylvania. Previously, he managed innovation initiatives at PECO and handled governmental relations for the city of Philadelphia.

A committed community advocate, José was appointed to Governor Shapiro's Advisory Council for Latino Affairs in 2024 and honored by the Philadelphia City Council in 2020 for his contributions to the Latino community. In 2017, *Impacto Latino* named him one of the Top 50 Most Influential Latinos. José has raised significant funds for Hurricane María victims and serves on several boards, including Congreso de Latinos Unidos.

Born in Nicaragua and raised in California, José holds a degree in Business Marketing from Alameda University and resides in Delaware County with his wife, María.



**MIKE GONZÁLEZ**  
Fulton Bank

Miguel González is a Senior Vice President and Consumer Sales Manager at Fulton Bank in Philadelphia, with over 20 years of experience in banking and finance. He leads retail operations, focusing on strategic initiatives, P&L growth, and team performance. Under his leadership, he has increased brand awareness, organized financial literacy seminars, and sponsored community events.

Before joining Fulton Bank, Miguel held key roles at PNC, Santander, Wells Fargo, and Commerce Bank, driving successful change management initiatives and turning around underperforming markets. He is recognized as a turnaround strategist for his work following major acquisitions at Santander and Wells Fargo.

Miguel's commitment to community service spans beyond banking. He served as a police officer in Wilmington and was a Commissioner on the New Castle County Ethics Commission and Governor's Hispanic Advisory Commission.

Miguel holds a BS in Finance from Wilmington College and certificates in Product Management and Business Analytics from Cornell University.



**NATALIA ORTIZ-TORRENT**  
MD, FAPA, FAPM, FPCP,  
Temple Health

Dr. Natalia Ortiz-Torrent is a double board-certified Professor of Clinical Psychiatry with 20 years of experience treating psychiatric disorders in medically complex patients. She is passionate about education advocacy, fostering diversity in the healthcare workforce, and academic mentorship.

As the founder of the Consultation and Liaison Psychiatry Educational and Clinical Track, Dr. Ortiz-Torrent has trained residents and medical students dedicated to helping medically complex patients. She spent 15 years as Chief and Medical Director of a top medical-psychiatric inpatient service at a quaternary medical center, where the program thrived under her leadership.

Dr. Ortiz-Torrent has authored book chapters and research papers on medical-psychiatric care, workforce diversity, and health equity. She served as the first Hispanic woman President of the Philadelphia County Medical Society during the COVID-19 pandemic, leading initiatives to address health disparities. As a leader of SILAMP, she has promoted international collaboration and culturally tailored healthcare solutions.



# HOW TO “ACT YOUR WAGE”: FINANCIAL HEALTH TIPS FOR YOUR LIFESTYLE AND FUTURE GOALS

Sponsored by  
**JPMorganChase**

While spending is inevitable and splurging can be tempting, aligning your expenses with your income can help foster financial responsibility, stability, and peace of mind. Here, Daisy Gonzalez, Chase Community Manager in Philadelphia at JPMorganChase, shares some practical tips to help you balance spending while enhancing your financial health:

## 1. Understand Your Financial Landscape

Look closely at your income, expenses, and any outstanding debts. Create a simple budget that outlines what comes in and goes out each month. This will help you identify areas that could use adjustment and allocate more towards savings or debt repayment. The goal is to ensure your spending aligns with your income, preventing unnecessary financial stress.

## 2. Prioritize Needs Over Wants

It's important to distinguish between needs and wants. Needs are essential expenses like housing, utilities, and groceries, while wants are non-essential items like dining out or luxury purchases. By prioritizing needs, you can allocate your resources more effectively and help avoid overspending.

## 3. Embrace Mindful Spending

Be intentional with your purchases. Before making a purchase, ask

yourself if it aligns with your financial goals and is truly necessary. This practice can help you avoid impulse buys and control your spending.

## 4. Utilize Financial Tools and Resources

Numerous tools and resources are available to help you manage your finances effectively. Budgeting apps, financial planning software, and online calculators can provide valuable insights into your spending habits and help you stay on track. Look for budgeting tools and educational materials to help you create a budgeting plan.

## 5. Plan for the Unexpected

Life is full of surprises, and having a financial cushion can make all the difference. It's recommended to save three to six months' worth of living expenses in a separate account. This fund will help provide a safety net in case of unexpected events, such as medical emergencies or job loss, reducing stress and allowing you to focus on long-term financial goals. Consider setting up automatic transfers to your savings account to ensure you're consistently setting aside money for future needs.

By identifying a budget that works for your lifestyle, you can create a solid foundation for financial health

and work towards achieving your future financial goals.

**For more financial health tips, visit [chase.com/financialgoals](https://chase.com/financialgoals).**

For informational/educational purposes only: Views and strategies described in this article or provided via links may not be appropriate for everyone and are not intended as specific advice/recommendations for any business. Information has been obtained from sources believed to be reliable, but JPMorgan Chase & Co. or its affiliates and/or subsidiaries do not warrant its completeness or accuracy. The material is not intended to provide legal, tax, or financial advice or to indicate the availability or suitability of any JPMorgan Chase Bank, N.A. product or service. You should carefully consider your needs and objectives before making any decisions and consult the appropriate professional(s). Outlooks and past performance are not guarantees of future results. JPMorgan Chase & Co. and its affiliates are not responsible for and do not provide or endorse third-party products, services, or other content.

Deposit products provided by JPMorgan Chase Bank, N.A. Member FDIC. Equal Opportunity Lender.

© 2025 JPMorgan Chase & Co.

# DON'T LOSE YOUR BUSINESS TO LEASING LANDMINES



By Eric Diaz, Founder & Managing Partner  
at LareDiaz Attorneys at Law



A lease can open the door to exciting new business opportunities or lead to unexpected expenses, liability, or even the loss of your business. To avoid these pitfalls, consider these five key issues before signing a lease:

- **Lease Term:** How many years are you bound to the landlord, space, and lease? Can you extend or renew the lease if needed?
- **Commencement:** When does the lease term begin? When do you start paying rent? When is the landlord required to deliver the space?
- **Condition of the Premises:** Does the landlord need to make any improvements before you move in? Who is responsible for repairs and maintenance?
- **Rent, Increases, and Additional Costs:** Are you paying a lump sum rent every month, or are you paying base rent plus your share of the landlord's operating expenses (e.g., taxes, insurance, maintenance)? Are there annual or more frequent rent increases? Are they fixed percentages or subject to change?
- **Right to Sublet or Assign:** Can you transfer your lease if your business outgrows the space, needs to relocate, or is sold?

**What Is the Biggest Leasing Mistake? Signing Without**

## Understanding What You Are Agreeing To

Would you drive with your eyes closed or jump off a diving board without checking the water? Of course not. So, don't sign a multi-year, six-figure, legally binding contract you don't fully understand. "Standard" does not mean in your favor, and "everyone just signs it" is not true—and shouldn't be your approach. Have an expert review and translate the legalese so you can sign with confidence, knowing exactly what you're agreeing to. Gain peace of mind by understanding before you sign.

**Anonymous Client Example:** We worked with a tenant who signed a lease without fully understanding the terms. The tenant didn't realize the lease had no deadline for the landlord to deliver the space in usable condition. Two years later, leaks and other issues prevented the tenant from moving in, but the landlord still demanded rent, threatening legal action that could cost the tenant six figures. Using nearly 30 years of experience, we negotiated for the tenant to be released from the lease and have their deposit returned, allowing them to pursue other options.

## State-Specific Insights: PA, NY, and NJ Lease Considerations

While commercial lease laws vary by state, here are some key consid-

erations in Pennsylvania, New York, and New Jersey:

**Pennsylvania:** Confession of judgment clauses are enforceable, meaning tenants can face an immediate judgment for the full amount of rent due for the remainder of the lease term and eviction.

**New York/New Jersey:** Landlords often require a personal guarantee from one or more tenant principals for new or marginally creditworthy tenant entities to ensure the tenant's obligations are met (e.g., paying rent and maintaining the space).

Signing a commercial lease is one of the most significant commitments a business owner can make. Whether you're opening a restaurant, leasing a warehouse, or securing office space, your lease agreement dictates your rights, obligations, and financial commitments for years to come.

## Protect Your Business: Get Legal Help Before Signing

Commercial leases are complex, and small mistakes can cost your business thousands of dollars. Before signing, ensure you fully understand your rights and obligations.

**To find out more about LareDiaz's services for small businesses, visit [larediaz.law](http://larediaz.law).**

# THE FUTURE FOR RESTAURANTS IS BRIGHT (AND TECH-DRIVEN), TD BANK SURVEY FINDS

**Following recent industry challenges, the appetite for expansion and investment in mobile apps and artificial intelligence grows.**

The last five years have provided significant challenges to the restaurant and franchise industry. However, the industry has renewed optimism, driven by the adoption of digital and mobile ordering, menu creativity and heightened expectations around AI. This is according to a survey conducted by TD Bank at the 2024 Restaurant Finance and Development Conference in Las Vegas, Nevada. The poll collected insights from 175 restaurant operators and financial professionals to uncover their expectations for 2025.

According to Visit Philadelphia, Philadelphia is home to more than 4,000 bars and restaurants. Trying new eateries is considered essential to any trip to the City of Brotherly Love.

Continued technological advancements, better value meal strategies, as well as a better interest rate outlook are driving industry optimism. In fact, respondents believe lowering interest rates will have the greatest impact on the restaurant industry in the next 12 months (46%), followed closely by artificial intelligence and automation (42%). The industry's addiction to value menus appears to be moderately paying off, with a slight majority of operators indicating that the associated increase in foot traffic (60%) offsets the margin compression from these programs (40%). Furthermore, more than half



(52%) of respondents say they have seen improved underlying foot traffic trends compared to just three months ago.

## Franchise 2.0: Prioritizing Investments in Mobile Apps and Artificial Intelligence

With more than 537,000 restaurant and food service jobs based in Pennsylvania, according to the National Restaurant Association<sup>1</sup>, the future of technology and operations is at the forefront. Restaurant operators and financial professionals are focusing on investments that drive revenue and simplify operations—especially mobile apps. When asked about their predictions for the top three revenue drivers for restaurants over the next 12 months, more than three-fourths (77%) of respondents ranked mobile ordering number one. Similarly, 59% of respondents believe mobile apps offering easy online ordering will have the greatest impact on operations over that same period.

"The push for convenience and efficiency to improve customer and employee experiences is driving the industry's focus on mobile ordering," said Mark Wasilefsky, Head of

Restaurant & Franchise Finance at TD Bank. "The continued focus on mobile apps and online ordering tools signals a demand to better accommodate changing consumer expectations and employee needs."

Meeting these consumer expectations and employee needs is pushing restaurant franchises towards artificial intelligence and automation. The survey found that 43% of respondents believe that using AI to analyze customer data and predict market shifts will have the greatest impact on operations, followed by automating admin tasks to let restaurant managers spend more time helping employees (34%).

Ultimately, mobile apps and automation are key growth areas over the next 12 months, with 36% of respondents predicting restaurants/franchises will invest in digital platforms, mobile apps, and online ordering to enhance customer experience, as well as technology to automate and streamline operations.

"Restaurant franchising as an industry is gearing up for an exciting time, with improved profitability and a better interest rate outlook offsetting moderating traffic. This could bring forth a re-emergence in dealmaking and franchise expansion," said Wasilefsky. "Philadelphia remains an incubator for creative innovation in the restaurant space, and Pennsylvania as a whole is seeing unique and inventive small restaurants evolve into chains with the potential to turn into prime franchise opportunities."

\*Data received from: <https://restaurant.org/getmedia/b3ac629f-5b24-45b4-92d1-226011e79ca7/pennsylvania.pdf>

# LEADING THE CHARGE FOR EQUITABLE TAX REFORM: A CONVERSATION WITH VICTOR GARRIDO, CPA, EA

As Philadelphia grapples with economic recovery and competitiveness, tax policy is once again in the spotlight. At the center of the conversation is Victor Garrido, Managing Partner of GG CPA Services and board member of the Greater Philadelphia Hispanic Chamber of Commerce (GPHCC), who recently served on the Philadelphia Tax Reform Commission. Tasked with evaluating the city's complex tax structure and offering a path toward equitable growth, the commission's interim report is already influencing Mayor Chelle Parker's latest city budget. For Garrido, the experience was one of the most intense of his career—a unique opportunity to advocate for small businesses and shape reforms with real impact.

In this Q&A, Garrido reflects on the challenges of building consensus, key wins for the small business community, and why tax reform must go hand-in-hand with workforce development, access to capital, and inclusive policymaking to ensure Philadelphia's long-term success.

**What has it been like serving on the Tax Reform Commission? Were there any surprises in the process?**

It has been one of the most intense experiences of my professional life. It's not often that you get the opportunity to provide tax recommendations for a major US city with a \$7 billion budget and 1.5 million residents. While there weren't any major surprises, it has definitely been a learning curve—especially since the last Tax Reform Commission convened in 2003. Serving as the GPHCC representative added an



extra layer of motivation and responsibility to ensure our members were well-represented.

**How did your role as a small business advocate shape the discussions and final recommendations?**

I made sure that key recommendations impacting small businesses were included in the interim report. For example, we proposed allowing quarterly payments of the Business Income and Receipts Tax (BIRT) and ensuring that any eventual elimination of BIRT includes a modification to the Net Profits Tax to protect small businesses, especially partnerships and sole proprietorships. I'm proud to say that some of our recommendations are already reflected in Mayor Parker's proposed budget and are being supported by members of City Council.

**The commission's interim report proposes eliminating the BIRT tax, modifying the Net Profits Tax, and significantly reducing the wage tax. Why are these changes necessary?** Philadelphia is one of the most heavily taxed major cities in the country and also has the

highest poverty rate among the ten largest US cities. We need to reform the tax structure to attract and retain businesses, remove unnecessary barriers to growth, and create good-paying jobs that help lift Philadelphians out of poverty.

**What are the potential long-term impacts of these reforms on small businesses and entrepreneurs in Philadelphia?**

These reforms send a clear message to small businesses that the city is serious about making Philadelphia more business-friendly. The Mayor, City Council President, and other members of City Council have voiced support for reducing the business tax rate and eliminating the gross receipts portion of BIRT by 2039. These changes would provide more predictability and financial breathing room for entrepreneurs.

**What would these proposed changes mean for Hispanic-owned businesses in particular?**

Many Hispanic business owners have expressed concerns about the current tax burden. Reducing

*~continued on p. 19*



# MISSION FIRST: BUILDING A THERAPY PRACTICE

## PÉREZ THERAPY, FÉLIX PÉREZ

[www.pereztherapyllc.com](http://www.pereztherapyllc.com)

**F**élix A. Pérez, LCSW, is the founder and CEO of Pérez Therapy, LLC, a practice dedicated to providing high-quality mental health services to underserved communities in Philadelphia. Raised in North Philadelphia by Puerto Rican parents, Félix's personal and professional journey is rooted in his cultural connection to his community.

With more than 18 years of experience in behavioral health, Pérez is committed to making therapy accessible to those in need. He holds a Master of Social Work from the University of Pennsylvania and a Bachelor of Social Work from Temple University. Before founding Pérez Therapy in 2019, Félix held executive roles in nonprofit organizations, focusing on improving client outcomes for Medicaid populations and communities of color.

Pérez Therapy serves a diverse clientele, including Spanish-speaking individuals, LGBTQIA+ clients, and others from marginalized

backgrounds. The practice accepts Medicaid, ensuring that cost is not a barrier to quality care. Under Félix's leadership, the practice has grown into a trusted resource for mental health care, offering a supportive environment for both clients and therapists.

This commitment to mission-driven work continues to guide Pérez Therapy's expansion, fostering an inclusive space where therapy is not just a service but a path to empowerment.

### What inspired you to start your business?

Honestly, working in private practice pays well, but it's lonely. I needed something more to do! I had always managed programs, and while I could earn an executive salary just seeing clients 20 hours a week in private practice, I missed the mission of social work. Pérez Therapy gave me the opportunity to do what I had always done—work with "my people," train new professionals, and innovate quality care.

### What do you value most in your professional life?

My passion. Without it, I wouldn't have the drive, grit, or perseverance. Starting a business is hard. Making the leap from nonprofit leader to business entrepreneur was a challenging shift, and despite personal setbacks along the way, my passion for the work made it possible.

### How do you keep your workspace from turning into a chaotic mess, or do you embrace the creative chaos?

I need technology to help me keep track of all the random ideas I have as I build the business. Project management software and AI help me maintain order amidst the chaos. Also, I need a tactile process, so a short handwritten list keeps me focused in the midst of it all.

### What is the most rewarding aspect of owning your business?

Thinking of an idea and executing it immediately—what satisfaction! As a sole business owner, I can follow through on an idea I'm excited about without the lengthy approval process.

### What qualities do you value most in an employee?

Amicable, confident, and smart. Nobody wants a flat, unconfident, or unskillful therapist, right? The same goes for all my staff. You want your clients to find your staff kind and trustworthy.

### What is your business's greatest strength?

Mission work and our family story. I come from a family of social workers, educators, and health professionals who have worked in the city of Philadelphia for many years. The mission-driven approach Pérez Therapy engages in draws people to the practice.

### What is one thing you wish you had known before starting your business?

Hire more than one person at a time, if you can afford it, so you're

*~continued on p. 22*

**F**élix A. Pérez, LCSW, es el fundador y CEO de Pérez Therapy, LLC, un centro dedicado a brindar servicios de salud mental de alta calidad a comunidades con poco acceso a la atención en Filadelfia. Criado en el norte de Filadelfia por padres puertorriqueños, la conexión personal y profesional de Félix con su comunidad está profundamente arraigada en su cultura.

Con más de 18 años de experiencia en salud conductual, Pérez trabaja para que la terapia sea accesible a quienes más lo necesitan. Posee una maestría en Trabajo Social de la Universidad de Pensilvania y una licenciatura en Trabajo Social de la Universidad de Temple. Antes de fundar Pérez Therapy en 2019 ocupó cargos ejecutivos en organizaciones sin fines de lucro, enfocándose en mejorar los resultados para poblaciones de Medicaid y comunidades de color.

Pérez Therapy atiende a una clientela diversa, incluyendo a individuos que hablan español, pacientes LGBTQIA+ y otras personas de comunidades marginadas. El centro acepta Medicaid, lo que garantiza que el costo no sea un obstáculo para acceder a una atención de calidad. Bajo el liderazgo de Pérez, el centro ha crecido y se ha convertido en un recurso confiable para la atención de salud mental, brindando un entorno de apoyo tanto para los pacientes como para el equipo terapéutico.

Este compromiso con el trabajo orientado a su misión sigue guiando la expansión de Pérez Therapy, fomentando un espacio inclusivo donde la terapia no es solo un servicio, sino un camino hacia el empujamiento.

### **¿Qué te inspiró para crear tu empresa?**

Honestamente, trabajar en una consulta privada es buen negocio, pero es solitario. ¡Necesitaba algo más que hacer! Siempre había gestionado programas y, aunque

podía ganar un salario ejecutivo trabajando solo 20 horas a la semana viendo pacientes en mi consulta privada, extrañaba la misión del trabajo social. Pérez Therapy me dio la oportunidad de hacer lo que siempre había hecho: trabajar con “mi gente”, formar nuevos profesionales e innovar en la atención de calidad.

### **¿Qué valoras más en tu vida profesional?**

Mi pasión. Sin ella, no tendría impulso, determinación ni perseverancia. Empezar un negocio es difícil. Hacer el cambio de ser líder en una organización sin fines de lucro a emprendedor fue un verdadero desafío y, a pesar de los obstáculos personales, mi pasión por el trabajo me permitió progresar.

### **¿Cómo evitas que tu espacio de trabajo se convierta en un caos?, ¿o te dejas llevar por el caos creativo?**

Necesito tecnología para ayudarme a organizar las diversas ideas que tengo mientras construyo el negocio. El software de gestión de proyectos y la inteligencia artificial me ayudan a mantener el orden en medio del caos. También necesito un proceso táctil, así que una lista breve escrita a mano es lo mejor para mantenerme enfocado en medio del caos.

### **¿Cuál es el aspecto más gratificante de tener tu propio negocio?**

Pensar en una idea y ejecutarla de inmediato. ¡Qué satisfacción! Como dueño único de mi negocio, puedo llevar a cabo una idea que me entusiasma sin el largo proceso de aprobación.

### **¿Cuáles son las cualidades que más valoras en un empleado?**

Amabilidad, confianza e inteligencia. Nadie quiere un terapeuta plano, inseguro o poco hábil, ¿verdad? Lo mismo sucede con todo mi personal. Quieres que tus pacientes encuentren a tu personal amable y digno de confianza.

### **¿Cuál es el punto fuerte de tu empresa?**

El trabajo orientado a la misión y nuestra historia familiar. Vengo de una familia de trabajadores sociales, educadores y profesionales de la salud que han trabajado en la ciudad de Filadelfia durante muchos años. El trabajo orientado a la misión que realiza Pérez Therapy atrae a las personas a nuestro centro.

### **¿Qué desearías haber sabido antes de empezar tu negocio?**

Contratar a más de una persona al mismo tiempo, si puedes permitirlo, para no depender demasiado de un solo empleado al que tal vez no le vaya bien en el puesto. Comenzar desde cero es un gran retroceso para un negocio nuevo.

### **¿Qué es lo más importante que has aprendido de una falla?**

Caer en desgracia duele. Mucho. Pero si te recuperas, tu fe en ti será tu mayor fortaleza.

### **¿Quién ha sido tu principal influencia o mentor en tu trayectoria empresarial?**

Mi supervisora clínica, la Dra. Nancy Maguire. Ella me ha ayudado tanto clínicamente como en el ámbito empresarial, y le tengo una enorme gratitud. Ser terapeuta durante la pandemia fue una carga menos pesada gracias a su tremendo apoyo y orientación.

### **¿Qué consejo darías a los aspirantes a emprendedores?**

Únete a un programa de incubadora de negocios, comunidad o aceleradora. ¿Ya tienes un MBA?, ¿y qué? Necesitas a otros para compartir ideas y mantener viva la motivación. No se trata de lo que sabes, se trata de a quién conoces, qué te fuerzan a pensar y la responsabilidad que adquieres con los demás para lograrlo.

### **¿Qué te motiva a seguir adelante cuando hay dificultades?**

Más bien “quién” me motiva. Mi

~continued on p. 20



[www.yourlatinanutritionist.com](http://www.yourlatinanutritionist.com)

**D**alina Soto, MA, RD, LDN, is a first-generation Dominican-American registered dietitian who founded Your Latina Nutritionist in Philadelphia. Passionate about empowering the Latinx community, Soto challenges traditional diet culture by promoting a health approach that honors cultural foods and personal well-being.

In March 2025, Soto published *The Latina Anti-Diet: A Dietitian's Guide to Authentic Health that Celebrates Culture and Full-Flavor Living*. This book offers readers tools to confront diet culture and embrace traditional cuisines without guilt, encouraging a balanced relationship with food. Soto's CHULA method—Challenge negative thoughts, Honor our bodies and health, Understand our needs, Listen to our hunger, Acknowledge our emotions—guides individuals toward sustainable, culturally relevant health practices.

Through her work, Soto addresses the unique challenges faced by the Latinx community regarding food and body image, fostering a supportive environment that celebrates heritage and promotes holistic well-being.

**What inspired you to start your business?** I wanted to create a space where Latinas could heal their relationship with food and their bodies

without guilt or diet culture.

**What do you value most in your professional life?** I value authenticity, cultural pride, and the ability to create a real impact in my community.

**What's one habit you have that your team might find amusing or surprising?** I talk to myself while brainstorming and will often laugh out loud when I think of a good hook.

**How do you keep your workspace from turning into a chaotic mess, or do you embrace the creative chaos?** I embrace the creative chaos—organized clutter is part of my life as a mother.

**What is the most rewarding aspect of owning your business?** Knowing that I'm changing lives while doing work that feels aligned with my values and culture.

**What qualities do you value most in an employee?** I value reliability, curiosity, and a genuine drive to serve our community with compassion.

**What is your business's greatest strength?** We lead with heart and cultural relevance, making our nutrition work deeply personal and effective.

**What is one thing you wish you had known before starting your business?** It's okay to ask for help, and you don't have to do everything yourself.

**What's a key lesson you've learned from a failure or setback?** Failures always redirect me toward something better—it's never the end, just a pivot.

**Who has been your biggest influence or mentor in your business journey?** My community—they've taught me more than any business coach ever could.

**What advice would you give to aspiring entrepreneurs?** Do not be afraid to start, but also be sure of what you are offering and go for it.

**What is one change you'd like to see in the local business community?** More support and visibility for businesses led by women of color that center healing and justice.

**What motivates you to keep going when things get tough?** Remembering the people who depend on this work and the impact it makes.

**What is your current state of mind?** Focused and hopeful—with a little bit of caffeine-fueled determination.

**What's one habit you've adopted that has made a significant impact on your business?** I follow my heart and my morals; I do not compromise them.

**How do you start your day, and what's the first thing you do after waking up?** I drink cafe con leche, eat breakfast, and go on a slow walk to wake up gently.

**What's your go-to productivity hack or tool that you can't live without?** Voice notes—I get my best ideas when walking and need to catch them before they disappear.

**How do you unwind and relax after a long day of work?** I chill on the couch with my kids or watch a funny show with my husband.

**How often do you review and adjust your business goals and strategies?** Quarterly, but I stay flexible month-to-month based on what's working and how I feel.

**How do you balance work and personal life?** By setting boundaries, taking breaks, and remembering that I'm a mom and *mujer* first.

**D**alina Soto, MA, RD, LDN, dietista registrada, profesional de primera generación, nacida en Estados Unidos de padres dominicanos, es la fundadora de Your Latina Nutritionist, de Filadelfia. Apasionada por empoderar a la comunidad latina, Soto desafía la cultura tradicional de las dietas restrictivas promoviendo un enfoque de la salud que honra los alimentos con raíces y el bienestar personal.

En marzo de 2025, Soto publicó *La anti-dieta para latinas: Un plan de alimentación enfocado en salud, orgullo cultural y ¡sabor!*, un libro que da herramientas para confrontar la cultura de las dietas y abrazar la cocina tradicional sin culpa, promoviendo una relación equilibrada con la alimentación. Con su método CHULA—desafiar pensamientos negativos, honrar nuestros cuerpos y salud, entender nuestras necesidades, escuchar el hambre, reconocer nuestras emociones—guía a las personas hacia prácticas de salud sostenibles y culturalmente sensibles.

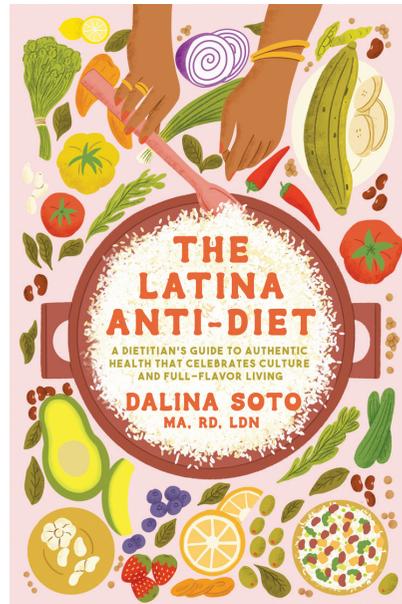
A través de su trabajo, Soto aborda los desafíos únicos que enfrenta la comunidad latina respecto de la alimentación y la imagen corporal, fomentando un ambiente de apoyo que celebra la herencia y promueve el bienestar integral.

**¿Qué te inspiró para crear tu empresa?** Quería crear un espacio donde las latinas pudieran sanar su relación con la comida y sus cuerpos, sin culpa y sin la cultura de las dietas.

**¿Qué valoras más en tu vida profesional?** Valoro la autenticidad, el orgullo cultural y la capacidad de crear un impacto real en mi comunidad.

**¿Qué hábito tuyo puede divertir o sorprender a tu equipo?** Hablarme a mí misma mientras hago una lluvia de ideas, y a menudo reírme en voz alta cuando se me ocurre un buen gancho.

**¿Cómo evitas que tu espacio de trabajo se convierta en un caos?, ¿o**



**te dejas llevar por el caos creativo?** Abrazo el caos creativo. El desorden organizado es parte de mi día a día como madre.

**¿Cuál es el aspecto más gratificante de tener tu propio negocio?** Saber que estoy cambiando vidas mientras hago un trabajo que se alinea con mis valores y cultura.

**¿Cuáles son las cualidades que más valoras en un empleado?** Valoro la fiabilidad, la curiosidad y una verdadera pasión por servir a nuestra comunidad con compasión.

**¿Cuál es el punto fuerte de tu empresa?** Lideramos con el corazón y con sensibilidad cultural, haciendo que nuestro trabajo de nutrición sea profundamente personal y efectivo.

**¿Qué desearías haber sabido antes de empezar tu negocio?** Que está bien pedir ayuda y que no tienes que hacerlo todo tú misma.

**¿Qué es lo más importante que has aprendido de una falla?** Los fracasos siempre me redirigen hacia algo mejor. Nunca es el final, solo un cambio de rumbo.

**¿Quién ha sido tu principal influencia o mentor en tu trayectoria empresarial?** Mi comunidad. Me ha enseñado más de lo que cualquier coach de negocios podría.

**¿Qué consejo darías a los aspirantes a emprendedores?** No tengan miedo de empezar, pero tengan seguridad de lo que están ofreciendo y láncese a ello.

**¿Qué cambio te gustaría ver en la comunidad empresaria local?** Más apoyo y visibilidad para los negocios dirigidos por mujeres de color que se centran en la sanación y la justicia.

**¿Qué te motiva a seguir adelante cuando hay dificultades?** Recordar a las personas que dependen de este trabajo y el impacto que genera.

**¿Cuál es tu estado de ánimo actual?** Enfocada y esperanzada—con un poco de determinación impulsada por la cafeína.

**¿Qué hábito has adoptado y ha tenido un impacto significativo en tu negocio?** Sigo mi corazón y mis principios, no los negocio.

**¿Cómo empiezas el día y qué es lo primero que haces al despertarte?** Bebo café con leche, desayuno y camino un poco para despertar tranquila.

**¿Cuál es la herramienta o el truco de productividad sin el cual no podrías vivir?** Notas de voz. Las mejores ideas vienen cuando camino y necesito capturarlas antes de que se me escapen.

**¿Cómo te desconectas y te relajas después de un largo día de trabajo?** Descanso en el sofá con mis hijos o veo un programa divertido con mi esposo.

**¿Con qué frecuencia revisas y ajustas los objetivos y las estrategias de tu negocio?** Cada tres meses, pero soy flexible mes a mes según lo que está funcionando y cómo me siento.

**¿Cómo equilibras el trabajo con la vida personal?** Estableciendo límites, descansando y recordando que soy mamá y mujer primero.

**Para comprar el libro y aprender más, visita [www.yourlatinanutritionist.com](http://www.yourlatinanutritionist.com).**



**C**ristina Espailat, founder of Sculpere Body & Mind, combines her extensive dance background with a passion for holistic wellness to offer a unique fitness experience in Philadelphia's Northern Liberties neighborhood.

A native of the Philadelphia area, Espailat began studying dance at the Rock School of Dance Education at age five, dedicating 14 years to classical ballet. She earned a BFA in Dance Performance from Butler University and danced professionally with the City Ballet of San Diego. After an injury in 2005, Espailat turned to yoga and Pilates during her recovery, leading to a 200-hour yoga teacher certification in 2007.

In 2011, Espailat opened Sculpere, blending yoga, Pilates, and ballet fitness to create balanced, body-mind workouts. The studio's design reflects her Mediterranean-inspired vision, featuring original hardwood floors, exposed brick, and natural lighting. Sculpere continues to thrive, offering diverse classes and private lessons in a supportive environment.

**What inspired you to start your business?** I wanted to help people improve their relationships with their bodies and minds.

**What do you value most in your professional life?** Relatively low stress

**What's one habit you have that your team might find amusing or surprising?** Whether it is a new scented candle each month or fresh flowers weekly, I really work on making the studio an experience that is always evolving to be more welcoming.

**How do you keep your workspace from turning into a chaotic mess, or do you embrace the creative chaos?** I clean regularly because I believe a clear space reflects a clear mind.

**What is the most rewarding aspect of owning your business?** When there is an obvious improvement in a client or studio member's quality of life.

**What qualities do you value most in an employee?** Trust.

**What is your business's greatest strength?** The diversity of our client base, which includes people of all ages, races, and fitness levels.

**What is one thing you wish you had known before starting your business?** I wish I had known it would be lonely at times.

**What's a key lesson you've learned from a failure or setback?** Setbacks are temporary. Stay positive because the universe has your back.

**Who has been your biggest influence or mentor in your business**

**journey?** My best friend Crystal Cabbage inspires me.

**What advice would you give to aspiring entrepreneurs?** Work on your business, not in your business. Not all advice is good advice. Use critical thinking in your decision-making rather than following the pack. Learn how to listen to your core intuition.

**What is one change you'd like to see in the local business community?** More Latina business owners.

**What motivates you to keep going when things get tough?** People truly value the work we do together. It is an essential part of their lives, and I must show up for them.

**What is your current state of mind?** A simultaneous balance of extreme gratitude for all the blessings in my life and extreme concern for the future of our democracy.

**What's one habit you've adopted that has made a significant impact on your business?** My weekly goals check-in every Wednesday keeps me on top of my progress.

**How do you start your day, and what's the first thing you do after waking up?** My morning routine is largely centered around oral hygiene, skin care, hydration and nourishment.

**What's your go-to productivity hack or tool that you can't live without?** In my line of work, meditation could be considered the most valuable productivity hack, but I also love Canva and Mailchimp.

**How do you unwind and relax after a long day of work?** Playing with my cats.

**How often do you review and adjust your business goals and strategies?** At the beginning of each month, along with weekly check-ins every Wednesday.

**How do you balance work and personal life?** I use discernment based on my energy level and whether or not people, places, and things contribute to my life in a positive way.

Photography by Cameron Robinson/Vagaballin Creative

**C**ristina Espaillat, fundadora de Sculpere Body & Mind, combina su amplia experiencia en danza con su pasión por el bienestar holístico para ofrecer una experiencia de bienestar única en el vecindario de Northern Liberties de Filadelfia.

Originaria del área de Filadelfia, Espaillat comenzó a estudiar danza en la Rock School of Dance Education a los cinco años, y se dedicó 14 años al ballet clásico. Obtuvo una licenciatura en Artes de la Danza de la Butler University y bailó profesionalmente con el City Ballet de San Diego. Tras una lesión en 2005, Espaillat se dedicó al yoga y pilates durante su recuperación, lo que la llevó a certificarse como profesora de yoga de 200 horas en 2007.

En 2011 abrió Sculpere, combinando yoga, pilates y ballet fitness para crear entrenamientos balanceados para cuerpo y mente. El diseño del estudio refleja su visión inspirada en el Mediterráneo, con pisos originales de madera, ladrillo a la vista y luz natural. Sculpere sigue prosperando, ofreciendo clases diversas y lecciones privadas en un ambiente de apoyo.

**¿Qué te inspiró para crear tu empresa?** Quería ayudar a las personas a mejorar su relación con su cuerpo y mente.

**¿Qué valoras más en tu vida profesional?** Un ambiente de trabajo con poco estrés.

**¿Qué hábito tuyo puede divertir o sorprender a tu equipo?** Ya sea con una vela aromática nueva cada mes o flores frescas semanalmente, me esfuerzo por hacer que el estudio sea una experiencia en constante evolución y siempre más acogedora.

**¿Cómo evitas que tu espacio de trabajo se convierta en un caos?, ¿o te dejas llevar por el caos creativo?** Limpio regularmente, porque creo que un espacio claro refleja una mente clara.

**¿Cuál es el aspecto más gratificante de tener tu propio negocio?** Cuando hay una mejora evidente en la calidad de vida de un cliente o miembro del estudio.

**¿Cuáles son las cualidades que más valoras en un empleado?** La confianza.

**¿Cuál es el punto fuerte de tu empresa?** La diversidad de nuestra clientela, que incluye personas de todas las edades, orígenes y niveles de condición física.

**¿Qué desearías haber sabido antes de empezar tu negocio?** Desearía haber sabido que, a veces, sería un camino solitario.

**¿Qué es lo más importante que has aprendido de una caída?** Los retrocesos son temporales, y debes mantener una actitud positiva porque el universo está de tu lado.

**¿Quién ha sido tu principal influencia o mentor en tu trayectoria empresarial?** Mi mejor amiga, Crystal Cabbage, es una gran inspiración.

**¿Qué consejo darías a los aspirantes a emprendedores?** Trabaja en su negocio, no dentro de él. No todos los consejos son buenos, usen el pensamiento crítico al tomar decisiones en lugar de seguir a la multitud. Y aprendan a escuchar su intuición.

**¿Qué cambio te gustaría ver en la comunidad empresarial local?** Más dueñas de negocios latinas.

**¿Qué te motiva a seguir adelante cuando hay dificultades?** Las

personas valoran mucho el trabajo que hacemos en conjunto. Es una parte esencial de su vida, y debo estar presente para ellas.

**¿Cuál es tu estado de ánimo actual?** Un equilibrio simultáneo de extrema gratitud por todas las bendiciones de mi vida y extrema preocupación por el futuro de nuestra democracia.

**¿Qué hábito has adoptado y ha tenido un impacto significativo en tu negocio?** Un control semanal de metas todos los miércoles me mantiene al tanto de mi progreso.

**¿Cómo empiezas el día y qué es lo primero que haces al despertarte?** Mi rutina matutina se centra principalmente en la higiene bucal, el cuidado de la piel, la hidratación y la nutrición.

**¿Cuál es la herramienta o el truco de productividad sin el cual no podrías vivir?** En mi línea de trabajo, la meditación podría considerarse el truco de productividad más valioso, pero también amo Canva y Mailchimp.

**¿Cómo te desconectas y te relajas después de un largo día de trabajo?** Juego con mis gatos.

**¿Con qué frecuencia revisas y ajustas los objetivos y las estrategias de tu negocio?** Al principio de cada mes, con revisiones semanales los miércoles.

**¿Cómo equilibras el trabajo con la vida personal?** Usando el discernimiento según mi nivel de energía, y evaluando si las personas, los lugares y las cosas contribuyen positivamente a mi vida.

**Para más información sobre clases, visita [www.sculpere.com](http://www.sculpere.com).**

# HISPANIC ENTREPRENEURS IN HOME HEALTH CARE: MEETING THE NEEDS OF AN AGING POPULATION

By Garrett Fadeley  
Independent Journalist

[www.2puntosplatform.com](http://www.2puntosplatform.com)



As the demand for home health care services grows in the United States, Hispanic entrepreneurs in the Greater Philadelphia area are stepping up to meet the needs of aging individuals who prefer to receive care in their homes. While navigating the industry's challenges, these business owners bring culturally competent care, bilingual services, and a deep-rooted understanding of their communities to the forefront.

Understanding the unique challenges faced by Hispanic seniors in the US is crucial. Nearly 74% of Hispanics aged 40 and older anticipate needing long-term care, yet only 26% have made significant plans for future care. Adding to the complexity, approximately 49% of older Hispanics report encountering language or cultural barriers in accessing health care, which can delay or complicate the care they receive. Moreover, Hispanic caregivers face a financial burden, spending an average of \$7,167 annually on caregiving expenses. These factors highlight the growing demand for culturally sensitive, accessible, and affordable care for Hispanic seniors and demonstrate why services from Hispanic entrepreneurs like those featured in this article are so critical.

Among those leading the charge are Carmen Fernandez, founder of Halo Home Care; Rouse Adames,

owner of Care and Home Health; Lina Feliz Payne, director of Puentes de Salud; and Cookie Sanchez, founder of Beautiful Reflections. Although not all of them are strictly home health care organizations, their work intersects with the needs of the aging population, highlighting the broader impact of Hispanic-led initiatives in health care.

## A Culturally Competent Approach to Home Care

For Carmen Fernandez of Halo Home Care, the key to successful home health care lies in a culturally sensitive approach. Many Hispanic families prefer caregivers who speak their language and understand their traditions, making personalized care essential. Halo Home Care prioritizes hiring bilingual caregivers and tailoring care plans to individual cultural backgrounds, ensuring that families feel comfortable and understood.

"Many of the caregivers we hire are family and friends, in addition to agency staff," Fernandez said. "Most of them don't speak English, and while we do have bilingual caregivers, we also create opportunities for those who speak only Spanish."

Rouse Adames, who leads Care and Home Health, echoes this sentiment. She highlights the importance of building trust within the community, particularly among

elderly individuals who may be hesitant to accept external care.

"It's not just about providing medical assistance; it's about making sure patients feel at home in their own space," Adames said.

## Addressing Gaps in Health Care Access

Beyond traditional home health care agencies, organizations like Puentes de Salud and Beautiful Reflections contribute to the well-being of aging individuals in different ways. Puentes de Salud, led by Lina Feliz Payne, focuses on providing medical care, education, and social services to underserved Hispanic populations. While not a home health care agency, its role in preventive care and chronic disease management significantly benefits elderly patients who might otherwise lack access to essential services.

"We see firsthand how older adults often delay care because of language, cost, or fear," said Feliz Payne. "Our goal is to create a trusted space where preventive care is accessible and culturally appropriate."

Similarly, Cookie Sanchez's Beautiful Reflections, Nurse Concierge, was founded to bridge gaps in care through one-on-one post-operative support, education, medication management, and advocacy. With firsthand experience as a full-time nurse serving elderly patients, she

*~continued on p. 29*

# EMPRENDEDORAS HISPANAS EN LA ATENCIÓN DOMICILIARIA DE SALUD: ATENDER LAS NECESIDADES DE UNA POBLACIÓN QUE ENVEJECE

Por *Garett Fadeley*  
Periodista independiente, 2PuntosPlatform

**M**ientras crece la demanda de servicios de atención domiciliaria de salud en Estados Unidos, emprendedoras hispanas del área metropolitana de Filadelfia están ofreciendo soluciones que atienden las necesidades de las personas mayores que prefieren recibir atención en casa. Estas empresarias, además de enfrentar los desafíos propios del sector, aportan atención culturalmente adaptada, servicios bilingües y un conocimiento profundo de sus comunidades.

Es fundamental entender los desafíos particulares que enfrentan los adultos mayores hispanos en EE. UU. Casi el 74% de los hispanos mayores de 40 años prevé necesitar atención a largo plazo. Sin embargo, solo el 26% ha tomado medidas concretas para planificarlo. A esto se suma que aproximadamente el 49% de los hispanos mayores reporta enfrentar barreras lingüísticas o culturales para acceder a servicios médicos, lo que puede demorar o complicar su atención. Además, los cuidadores hispanos asumen una carga financiera considerable, con un promedio de 7167 dólares al año en gastos vinculados al cuidado. Estos factores ponen de manifiesto la necesidad creciente de una atención accesible, asequible y culturalmente adaptada para los adultos mayores hispanos, y demuestran por qué los servicios ofrecidos por emprendedoras como las que se presentan en este artículo resultan esenciales.

Entre las líderes en este sector se encuentran Carmen Fernández, fundadora de Halo Home Care; Rouse Adames, dueña de Care and Home Health; Lina Feliz Payne, directora de Puentes de Salud; y Cookie Sánchez, fundadora de Beautiful Reflections. Aunque no todas estas organizaciones se dedican exclusivamente a la atención domiciliaria de salud, su labor responde a las necesidades de la población en proceso de envejecimiento, lo que demuestra el alcance de las iniciativas lideradas por hispanas en el sector salud.

## Una atención adaptada a la cultura

Para Carmen Fernández, de Halo Home Care, la clave del éxito en la atención domiciliaria es un enfoque adaptado a la cultura. Muchas familias hispanas prefieren cuidadores que hablen su idioma y comprendan sus tradiciones, por lo que la atención personalizada resulta esencial. Halo Home Care prioriza la contratación de cuidadores bilingües y la adaptación de los planes de atención de acuerdo con las particularidades culturales de cada familia, asegurando que las familias se sientan a gusto y comprendidas.

"Muchos de los cuidadores que contratamos son familiares y amigos, además del personal de la agencia", explica Fernández. "La mayoría no habla inglés, y aunque tenemos cuidadores bilingües, también creamos oportunidades para quienes solo hablan español".

Rouse Adames, directora de Care and Home Health, comparte este enfoque. Destaca la importancia de generar confianza dentro de la comunidad, especialmente entre los adultos mayores que pueden mostrarse reacios a aceptar atención externa.

"No se trata solo de brindar asistencia médica; se trata de asegurarse de que los pacientes se sientan cómodos en su propio espacio", afirma Adames.

## Reduciendo las barreras en el acceso a la atención médica

Más allá de las agencias tradicionales de atención domiciliaria, organizaciones como Puentes de Salud y Beautiful Reflections contribuyen al bienestar de las personas mayores de diferentes maneras. Puentes de Salud, dirigida por Lina Feliz Payne, se enfoca en ofrecer atención médica, educación y servicios sociales a poblaciones hispanas desatendidas. Aunque no ofrece servicios de atención domiciliaria, su trabajo en prevención y manejo de enfermedades crónicas beneficia significativamente a los pacientes mayores que de otra manera no tendrían acceso a servicios esenciales.

"Vemos de primera mano cómo los adultos mayores a menudo posponen la atención médica por barreras como el idioma, el costo o el miedo", dice Feliz Payne. "Nuestro objetivo es crear un espacio de confianza donde la atención

~continued on p. 29



***Compassionate, Culturally Affirming,  
Mental Health Therapy Services***

**Our Therapy Specialities:**

- Anxiety
- Depression
- Grief
- Trauma
- ADHD
- Anger
- Stress
- Body Image
- Cultural Issues
- Women's Issues
- Men's Issues
- Workplace Issues
- Teen Therapy
- LGBTQ+
- EMDR Therapy
- And More!



***Center City, Philadelphia & Virtually in PA***

**Get Started Online Or  
By Emailing Us Today!**



**@melanatedwomenshealthllc**



**MelanatedWomensHealth.com**



**info@melanatedwomenshealth.com**



**A**t LUHV Food, the focus is on making plant-based dining not just a trend but a lifestyle that's accessible to everyone. Founded by Silvia Lucci, LUHV Food brings bold, healing flavors to the table, with a commitment to using only the freshest ingredients in every dish. What began with a desire to make vegan food taste as good as it's good for you has now grown into a beloved local favorite. From their innovative dishes to their mission of making healthy eating available to all, LUHV Food is transforming the way we think about plant-based meals—one flavorful bite at a time.

#### Can you tell us a little about your story and where you're from?

I'm originally from Argentina. I came to the US 37 years ago when I was 23. My husband, also from Argentina, was already living here, and we quickly fell in love and made the move together. Like many immigrants, we embraced the traditional American dream. By the time I was 25, I had four children, who are now between the ages of 35 and 21. In the early years, I supported my husband, who is an incredible chef, as he opened his first restaurant in 1997. Meanwhile, I worked in the nonprofit world for almost a decade before having my third child. My husband and I both come from low-income families in Argentina, and while our early years were marked by severe poverty, our parents pushed us to pursue education, which has been the key to our success.

**What inspired you to open your restaurant?** In 2012, I had a mild stroke, which dramatically shifted the direction of our lives. That year, we were also facing significant health challenges, and our restaurant, Café Con Leche, was struggling financially. We were in a difficult spot when my husband decided to experiment with veganism. He had always been a meat lover, especially as an Argentine, where meat is a big part of the culture. But he started researching vegan food and decided to try making it himself, which was a game changer. Once we began incorporating these healthy meals into our lives, people around us took notice, and they started asking about the food. It was clear to us that there was a gap in the market for healthy food that tasted good, and that's how LUHV Food was born. We wanted to show that you could have both health and flavor without compromise.

#### What has been the most rewarding part of owning and running your restaurant?

The most rewarding part has been bringing veganism into the mainstream and making it accessible to everyone. Our mission is rooted in three pillars: ethics, health, and the environment. Integrating all of those into our business and knowing that we're helping not just individuals but also the planet has been incredibly fulfilling. It's about offering food that not only makes people feel good physically but also contributes to

a larger sense of well-being and environmental consciousness.

#### What advice would you give to Latino entrepreneurs who want to open a restaurant?

My advice is to do what you love. When we opened Café Con Leche, there were trends like meatball sandwiches and sliders that people said we should add to our menu. But we didn't chase those trends. Instead, we focused on what we were passionate about, and that's been key to our success. Don't worry about what everyone else is doing; focus on what you do best. If you're creating something you truly believe in, it will shine through. Also, keep learning. It's important to continue educating yourself, whether it's through formal programs, business workshops, or mentoring. That knowledge is crucial, especially when challenges arise.

#### Given that this issue is focused on wellness, we wanted to highlight your vegan approach. What makes your restaurant unique in terms of health and wellness?

At LUHV Food, we've made it our goal to create "healing foods"—meals that are not only nutritious but also support long-term health. For example, one of our most popular items, the energy soup, is made with kale, quinoa, chickpeas, and sweet potatoes. It's a nutrient-packed meal that can easily replace a full meal while giving you energy without the heaviness that often comes with meat-based dishes. Our mission goes beyond just providing vegan food; we want to make plant-based meals accessible to everyone. We've worked hard to offer our products at affordable prices, ensuring that they're not just available at our restaurant but also in stores like Whole Foods. This makes healthy eating something that can be enjoyed by people from all walks of life, not just those who can afford high-end vegan options.

**Silvia is an Accelerate Business graduate. Visit [LUHVFood.com](http://LUHVFood.com) for locations and stores.**



## RECIPE: LUHV'S COFFEE CAKE

### Ingredients

#### Cake Base

3 cups all-purpose flour (use gluten-free if preferred)  
 2 cups granulated sugar  
 2 tsp baking soda  
 1 tsp salt  
 2 tsp vanilla extract  
 2 tsp white vinegar  
 ½ cup plus 2 tbsp neutral oil (e.g., vegetable or canola)  
 2 cups plant-based milk (such as unsweetened almond milk)

#### Cinnamon Swirl Layer

¾ cup coconut sugar (or brown sugar – see notes)  
 1 tbsp ground cinnamon

#### Crumb Topping

6 tbsp vegan butter, melted  
 1 cup coconut sugar  
 1 cup flour (gluten-free if needed)  
 1 tbsp cinnamon

#### Simple Glaze

¾ cup powdered sugar  
 1–2 tbsp water

### Preparation:

1. Preheat & Prep: Set oven to 350°F. Line a 9x13-inch baking dish with parchment or lightly grease.
2. Cinnamon Layer: In a small bowl, combine coconut sugar and cinnamon. Set aside.
3. Crumb Topping: In another bowl, stir together melted vegan butter, coconut sugar, flour, and cinnamon until crumbly.
4. Make the Batter: In a large bowl, whisk together the flour, sugar, baking soda, and salt. Add in vanilla, vinegar, oil, and milk. Stir until fully combined.
5. Assemble the Cake: Pour half of the batter into the prepared pan and spread evenly. Sprinkle the cinnamon mixture on top. Add the remaining batter and smooth out. Finish by scattering the crumb topping evenly over the surface.
6. Bake: Place in the oven and bake for 30–35 minutes, or until a toothpick inserted in the center comes out clean.
7. Cool & Glaze: Allow the cake to cool completely. Whisk powdered sugar with water to form a light glaze, then drizzle over the cooled cake before serving.

~continued from p. 8

business taxes means they'll have more capital to reinvest in their operations and hire new employees. Lower wage taxes translate to higher take-home pay for workers. Workforce development programs can connect them with skilled talent. Also, increasing access to capital creates new opportunities for growth while helping owners avoid predatory lending schemes.

**If these reforms are fully implemented, how do you envision Philadelphia's business climate**

### changing over the next five to ten years?

Philadelphia could become a more attractive and business-friendly city—easier to navigate, more competitive, and ready to grow. With major events like America's 250th anniversary and the 2026 World Cup on the horizon, this is our chance to project a positive image and lay the groundwork for long-term success.

**What has this experience taught you about Philadelphia's economic landscape?**

I've learned more than I ever expected about the city's tax system, budget process, and state and local legislation. Richard Vague and Matthew Stitt lead the commission, which includes an incredibly knowledgeable team of former council members, business leaders, and tax policy experts. We also had access to a wide range of insights from city departments, private sector partners, and advocacy organizations. I'm especially grateful for the support of GPHCC President Jennifer Rodríguez and Policy Chair Robert Murken throughout this process.

# PRIORITIZING STRENGTH AND SANITY IN A HECTIC WORLD

As a reporter for NBC10 and Telemundo 62, Isabel Sánchez works unpredictable hours, often covering emotionally heavy stories that change by the minute. “What I do as a journalist often-times requires crazy schedules and very little time,” she says. It’s a challenge entrepreneurs know well—and one reason Sánchez’s commitment to fitness and wellness feels especially relevant.

Her wellness journey began with yoga and mat Pilates, but she found new motivation through her husband. “He’s been working out since he was 17,” she says. “It took me a little bit, but I ended up joining him.” Last year, she began lifting weights consistently—and everything changed. “I fell in love with it,” she says. “It gives me the ability to feel strong and connected to my body. And as a woman, developing muscle mass as you grow older is so important.”



Sánchez lifts weights four times a week and fits in yoga or Pilates at home on other days. The key? Flexibility and consistency. “My gym time was 8 a.m.—but if I have to come in

early for a story, that doesn’t mean I’m not going. It just means I’m going later or maybe the day before. Keeping those four days a week has really helped me.”

Her personal rule is simple but effective: “At least 15 to 20 minutes a day of something. Whether it’s walking, a YouTube video, or a short stretch session, I owe it to myself, and I deserve it.”

She says fitness has taught her how to better manage her time and make herself a priority. “We’re all tired. We’re all running around. But finding time for yourself—even in small ways—helps you show up more fully, especially when the day gets crazy.”

Her message to fellow busy professionals? “It feels so good to show up for yourself. Even if everything else is unpredictable, that part doesn’t have to be.”

Find Isabel at [@isasancheztv](https://www.instagram.com/isasancheztv).

~continued from p. 10

*pareja, José, es mi apoyo incondicional y me da la resiliencia necesaria en los momentos más difíciles.*

## ¿Cuál es tu estado de ánimo actual?

*Estoy agradecido. Nunca pensé que sería dueño de un negocio, mucho menos de un negocio exitoso. Pero la oportunidad de hacer lo que me apasiona es un regalo maravilloso.*

## ¿Cuál es la herramienta o el truco de productividad sin el cual no podrías vivir?

*ClickUp fue un cambio total. Es un software de gestión de proyectos que te ayuda a hacer seguimiento de documentos, tareas, tableros de trabajo y más. Te ayuda a ti y a tu equipo a mantenerse organizados.*

## ¿Con qué frecuencia revisas y ajustas los objetivos y las estrategias de tu negocio?

*Hago una revisión anual de mi plan de crecimiento empresarial y lo actualizo para el año siguiente. Nuestras reuniones semanales de equipo se enfocan en lo operativo, y las reuniones de marketing nos*

*dan la oportunidad de plantear una estrategia semanalmente y generar nuevas ideas para conectar y hacer crecer el negocio.*

## ¿Cómo equilibras el trabajo con la vida personal?

*¡Cada día mejor! Para los nuevos emprendedores, es un camino hasta encontrar el equilibrio. Hace poco empecé a programar encuentros con amigos de manera recurrente con una invitación en el calendario. ¡Y funciona!*

# LET'S TALK BUSINESS ONE-ON-ONE AT B2B LATINO

By Mayra Soto,  
GPHCC Membership Engagement Manager  
[B2BLatino@gphcc.org](mailto:B2BLatino@gphcc.org)



In the business world, success doesn't just come from the quality of products or services; it's also about the relationships you build. For entrepreneurs, collaboration and mutual support are key to thriving. In the B2B (business to business) space, having a solid network can be the difference between stagnation and seizing new opportunities.

One major challenge many entrepreneurs face is isolation. The pressure of making decisions, solving problems, and managing unforeseen circumstances can make business owners feel alone. This is where B2BLatino comes in—connecting with other business owners not only allows for sharing experiences and learning from common challenges but also opens the door to finding innovative solutions. Networking provides both emotional support and a platform for skill enhancement, making the entrepreneurial journey more manageable.

Through B2BLatino, business owners gain access to valuable resources, including technological tools and new business strategies. The connections you form can serve as a channel for fresh ideas, improving your offerings, implementing innovative methods, and exploring new ways of doing business.

The creation of the B2BLatino group in 2023 has been a game-changer for many. Under Julissa

Almonte's leadership, followed by Karen Machin and Amaury Abreu in 2024, the group quickly grew into an exclusive referral circle for GPHCC members. This year, B2BLatino is expanding with the introduction of B2BLatino Construction in collaboration with Juana Gutiérrez. This new group, which is 100% in Spanish, aims to strengthen connections in the construction industry and foster collaborations beyond what any individual business could achieve alone.

This focus is more important than ever, especially with major upcoming events like the FIFA World Cup, the MLB All-Star Game, the NCAA March Madness basketball tournament, the PGA Championship, and the celebration of the 250th anniversary of the United States' independence—all of which will bring significant renovations to Greater Philadelphia. B2BLatino aims to help businesses create stronger connections, leading to larger contracts and greater opportunities in these booming sectors.

Jessica De Jesús, Founder/CEO of TaxSpace, shared her experience with B2BLatino: "Joining the B2B group has led to numerous referrals for my business. From receiving help with grant writing to assisting others with bookkeeping and tax prep, the connections I've made have been invaluable. I've even

hired a financial advisor from the group to help me with my personal retirement goals."

Similarly, Benjamín Figueroa Medina, Founder/CEO of BroPak! LLC, credits B2BLatino with expanding his business's impact: "Through B2BLatino, we've had the privilege of working with organizations like Vagaballin, Compassionate Consultants, and the Del Carmen Foundation. Our collaboration has helped them clarify their unique value, refine their messaging, and build authentic connections. The group has been a vital space for relationship-building and empowering Latino-owned businesses to grow."

B2BLatino is more than just a networking platform—it's a community designed to foster business growth, collaboration, and lasting connections. If you're a business owner, remember that the path to success lies in the relationships you build, the support you receive, and the collaborations you create. Let's set a date to talk business one-on-one!



# FH DEMOLITION

*Demolition Done Right.* >>

We do more than tear down walls, we build trust. As a proud GPHCC member, we bring unmatched safety, care and integrity to every project.

Let's build a stronger, safer city together.

📞 215-225-0456

@fhdemolition



~continued from p. 9

not too reliant on one employee who might not succeed in the position. Starting from scratch is a major setback for a new business.

**What's a key lesson you've learned from a failure or setback?**

Falling from grace stings. Hard. But if you recover, your belief in yourself will become your greatest strength.

**Who has been your biggest influence or mentor in your business journey?**

My clinical supervisor, Dr. Nancy Maguire. She's helped me both clinically and as a business advisor, and to her, I owe immense gratitude. Being a therapist during the pandemic was a burden made lighter by her tremendous support and guidance.

**What advice would you give to aspiring entrepreneurs?**

Join a business incubator, community, or accelerator program.

Already have an MBA? So what. You need others to bounce ideas off of and to keep your fire alive. It's not about what you know—it's about who you meet, what you're forced to think about, and the accountability you gain from others to make it happen.

**What motivates you to keep going when things get tough?**

More like "who" motivates me. My partner, José, is my rock, and he gives me resilience and support in the hardest times.

**What is your current state of mind?**

Grateful. I never thought I would be a business owner, let alone a successful one. But the opportunity to do what I'm so passionate about is such a wonderful gift.

**What's your go-to productivity hack or tool that you can't live without?**

ClickUp was a game changer. It's a

project management software that helps you keep track of documents, tasks, whiteboards, and more. It helps both me and my team stay organized.

**How often do you review and adjust your business goals and strategies?**

I do an annual review of my business growth plan and update it for the next year. Our weekly team meetings focus on operations, and marketing meetings give us a chance to strategize weekly and generate new ideas for engagement and business growth.

**How do you balance work and personal life?**

Better and better every day! For new entrepreneurs, it's a journey to find balance. Recently, I've started scheduling recurring hangouts with friends on my calendar. Hey, it works!

Visit [www.pereztherapyllc.com](http://www.pereztherapyllc.com)

# MEMBER DIRECTORY

## ACCOUNTING

Digital Accounting & Tax Inc.  
(215) 430-0303  
digital.tax

Fernando Suarez & Co.  
(215) 457-2100  
suarezoffice.com

GG CPA Services  
(856) 219-4100  
ggcpaservices.com

JL Reyes Accounting & Tax  
Service LLC  
(215) 525-2976  
reyestaxplanning.com

JT Goldstein  
(215) 525-3593  
jtgoldstein.com/

Mi Negocio Business Solutions  
(215) 621-6944

PN Bookkeeping & Tax Svc  
(856) 383-0708  
pnbookkeepingtaxes.com

Sage Business Advisors  
(267) 642-1120

TaxSpace  
(267) 255-9297  
taxspace.org

## ARCHITECTURE

Azar Design Co.  
(718) 374-3422  
azardzn.com

Green North Studio  
(445)-221-8676  
greennorthstudio.com

OZ Collaborative  
(215) 386-8191  
ozcollaborative.com

Parallel Architecture Studio  
(267) 271-5799  
prll.studio

PZS Architects  
(215) 483-1915  
pzsarchitects.com

SITIO a+u  
(215) 268-3822  
SITIOau.com

Supreme Architects  
(267) 639-4615

## ARTS & CULTURE

Cultura Creative  
(484) 431-1469

EZV Giant Creator  
(979) 307-8129  
artezv.com

Tenangos Philly  
(215) 668-4899  
tenangosphilly.shop

## ARTS, ENTERTAINMENT & RECREATION

Conjunto Folklorico R&D  
de Panama  
(917) 612-1546, Instagram:  
@ritmoydanzas507

Ferreira Tours Personalizados  
(267) 467-0185 Instagram:  
@FerreiraToursPersonalizados

Philadelphia 76ers  
hbse.com

Rosa's Flowers Events & Gifts  
(215) 552-5113  
rosasflowersevents.com

Urdaneta Productions  
(717) 951-7519  
urdaneta.net

Vagaballin Creative  
(267) 770-0734  
vagaballin.com

Waxery  
(267) 469-8213  
Waxery.org

Wegryn Enterprises  
(215) 280-9647  
wegrynenterprises.com

## AUTOMOBILE

Marz Auto Central  
(267) 236-3614  
Facebook: @MarzACPHL

## BANKING & FINANCE

Asian Bank  
(215) 592-1188  
theasianbank.com

Citadel Credit Union  
(610) 380-7082  
citadelbanking.com

Customers Bank  
(267) 758-7105  
customersbank.com

Finanta  
(717) 393-2351  
finanta.org

Fulton Bank  
(267) 602-2603  
fultonbank.com

JPMorgan Chase & Co  
(215) 864-5768  
jpmchase.com

Meridian Bank  
(215) 845-0540  
meridianbanker.com

Philadelphia Federal CU  
(215) 934-3582  
pfcu.com

Santander Bank  
(267) 256-2860  
santanderbank.com

TD Bank, Philadelphia  
(888) 751-9000  
tdbank.com

The Haverford Trust Company  
(610) 995-8700  
haverfordquality.com

Wells Fargo Bank  
wellsfargo.com

WSFS  
(610) 535-4510  
wsfsbank.com

BR Hardscape & Landscape Design+  
(267) 581-2295  
brhardscapedesign.com

Daily Garden Landscaping  
(201) 921-5634  
dailygardenlandscaping.com

Damaso Painting  
(267) 428-6218  
damasopainting.com

Diaz General Construction  
(215) 687-6641

DL Metal Design  
(215) 701-3988  
dlmetaldesign.com

Elite General Contracting  
(646) 797-1816

Elon Affordable Housing  
215-884-0500  
elondevelopment.com

FH Demolition  
(215) 225-0456

GLZ Construcccion & Cleaning  
Services  
(484) 684-4124

I&O Innovations  
(267) 701-9312  
iandoinnovations.com

J Meza Construction  
(215) 224-3705

Laras Construcccion  
(445) 866-0338

Liv Innovations Contractor  
(267) 272-7220

Manna Supply Inc.  
(609) 744-2837  
mannasupply.com

Philadelphia Flooring Solutions  
(844) 356-6739  
philadelphiaflooringstore.com

Pro Turn Constructions  
(215) 433-0049  
proturnconstruction.com

Restrepo Painting and  
Remodeling  
(267) 270-1081

Rodriguez Painting Services  
(267) 202-7655  
rodriguezpaintingsvcs.com

Spogue Kitchens & Bath Inc.  
(610) 902-9860  
spogue.com

The Sherwin Williams Company  
(610) 337-0876  
sherwin-williams.com

Torrad Disributors  
(215) 423-2947  
torradodist.com

Unique Installations  
(267) 252-8656  
uniqueinstallations.net

UrbanScape Solutions  
(267) 609-4285  
urbanscapesolutions.com

#### CONSULTANCY

CHPlanning  
(215) 751-1400  
CHPlanning.com

Carolina Hausmann-Stabile  
(203) 570-3706  
X: @hausmannStabile

Consultoria Amigas Unidas  
(717) 431-2096  
consultoriaamigasunidas.godaddy.com

Cultured Enuf  
(267) 315-2498  
Culturedenuf.com

Edison Freire  
(267) 340-3667

Link.Inc People  
(908) 922-9015  
Instagram: @linkincpeople

Myriagon Consulting  
(267) 961-9194  
myriagonconsulting.com

OpNext Solutions  
(484) 686-1931  
opnxt.com

Potted Perfection  
(215) 990-4906  
PottedPerfectionLLC.com

Red to Green Consulting  
(267) 847-4032  
redtogreenconsulting.net

Rezultz Team  
(866) 584-8008  
rezultzteam.com

Rivera Business Development  
(302) 722-1006  
dinetterivera.com

RPM Consulting Group  
(267) 972-5341  
rpmconsulting.group

Sale Strategy  
(714) 614-2516  
salestrategy.consulting

Soyaranya  
(267) 634-2017  
LinkedIn: Anileka Ulloa

Turtle on Post  
(215) 901-4290  
turtleonpost.com

Vania Miller Consulting  
(215) 908-2642  
compassionate-consultants.com

Victrix Global  
(610) 613-1569  
victrixglobal.com

#### ECONOMIC DEVELOPMENT

Ben Franklin Technology  
Partners of Southeastern PA  
215-972-6700

Hilco Redevelopment Partners  
215-907-8345  
www.hilcoredev.com

PA CDFI Network  
717-725-6356  
pacdfinetwork.org

Philadelphia Industrial  
Development Corporation  
(215) 496-8151  
pidcpila.com

Esperanza  
(215) 221-2525  
esperanza.us

Ixe Advising  
(602) 750-3690  
ixeadvising.com

M Claudio Enterprise  
(215) 357-1845  
myraidaclaudio.com

Montgomery County  
Community College  
(215) 641-6551  
mc3.edu

Somos Philly  
(267) 225-2039  
somosphilly.com

Spanish Workshop  
for Children  
(610) 489-5595  
spanishworkshopforchildren.com

#### ENTERTAINMENT

Brio Music Group  
(215) 768-1925  
briomusicgroup.com

Delco Balloons  
(215) 490-0324  
delcoballoons.com

Live! Casino and Hotel  
443-842-1992  
www.livecasinohotelphilly.com

Tico Productions/Tico Sports  
816-321-2021  
ticoproductions.com

#### FINANCIAL SERVICES

Ameriprise Financial - Joseph J.  
Skwara CFP, CFS  
856-741-8000 x335  
ameripriseadvisors.com/joseph.j.  
skwara

Aries Wealthness  
(215) 570-0610  
Financial-Nectar.com

Baird  
610-238-6641  
mcguirediazgroup.bairdwealth.com

Fast Credit USA  
(856) 213-2733  
fastcreditusa.com

John Anthony Escobar Edwards  
(201) 317-0602

Kita, Gorman & Assoc.  
Ameriprise Financial  
(484) 750-5731  
ameripriseadvisors.com/karen.1.  
machin

Northwestern Mutual  
Daniel Munoz  
(856) 495-5386  
northwesternmutual.com/financial/ad  
visor/daniel-munoz/

Royal Wealth Investments  
(610) 202-0657  
royalwealthinvestments.com

Sanchez Falu Tax  
& Multi Services  
(267) 639-8866

#### FOOD

Deliciasweetrays  
(267) 275-9711

Grays Ferry Coffee  
(215) 433-3901  
graysferrycoffee.com

Helados Chupi Chupi  
(267) 237-4290

Huasteca Foods  
(484) 638-1133  
tortillaslahuasteca.com

IldeFlame  
(267) 730-0219

La Llamita Vegana  
(646) 577-4228  
lallamitavegana.com

LUHV Food Vegan Deli  
(215) 801-6706  
luhvfood.com

Mama's Sofrito  
(814) 790-0380  
mamasofrito.com

Martha's Kitchen  
(267) 408-2539  
Marthaskitchen723.com

Mercy's Bakery  
(610) 324-5494

Miel  
(210) 852-8674

Mucho Peru  
(610) 348-7852  
muchoperu.com

Mural City Cellars  
(215) 291-9161  
muralcitycellars.com  
The FAIYA Company  
(267) 770-9291  
faiya.co

#### GOVERNMENT

Pennsylvania Treasury  
(484) 934-6537

Philadelphia Gas Works  
215-684-6353  
pgworks.com

Philadelphia Housing Authority  
pha.phila.gov

## HEALTH

Beautiful Reflections  
(856) 390-0117  
beautifulreflections nurse.com

Blissful Aesthetics & Wellness  
(215) 402-7663  
blissfulaestheticsandwellness.com

Collazo Healthcare  
215-455-1010

Fortaleza Rehab & Fitness  
215-455-5370  
lafortalezarehab.com

Health Federation of  
Philadelphia  
267-805-1206

Jullian Baez LCSW  
(314) 603-1205

Kidsability Bilingual Services  
(267) 824-1155  
kidsabilitybs.com

Melanated Healing  
(267) 995-4065  
melanatedhealing.com

Melanated Womens Health  
(215) 720-1456  
melanatedwomenshealth.com

PA Center for Hearing  
& Balance  
(610) 438-5203  
pacenterforhearingandbalance.com

Perez Therapy  
(215) 278-9444  
PerezTherapyLLC.com

Pink Promises & DME  
(215) 595-2455  
pinkpromisesdme.com

Puentes de Salud  
(215) 454-8000  
puentesdesalud.org

Tacony Health Center  
(215) 332-3132

Vilomar Ventures  
(912) 574-4297

Yogamazia  
(267) 369-1400  
yogamazia.com

## HOSPITALITY

ARAMARK  
(215) 238-3586  
www.aramark.com

Iveka Events  
(267) 255-5987

Marketplace Philadelphia  
(215) 937-1200  
www.philamarketplace.com

Sea Philly  
(267) 899-2469  
seaphilly.us

Visit Philadelphia  
(267) 765-0367  
x.com/PhillyTeAma

## INSURANCE

Access Abstract Corp  
(856) 217-8267  
accessabstract.com

Ahida Garcia State Farm  
(215) 533-5550  
ahidagarcia.com

AllState Bruce Datil Insurance  
(215) 288-7992  
allstate.com

CSAA Insurance Group  
(925) 279-4824  
csaa-insurance.aaa.com

Elite Benefit Solutions  
(267) 418-7602  
Ebsolutionsagency.com

Exude, Inc.  
(215) 452-7740  
exudeinc.com

Independence Blue Cross  
(215) 241-3138  
ibx.com

Medilatino  
(610) 304-3966  
medilatino.com

National Financial Network  
(484) 888-1499

Prominent Insurance Services  
(267) 921-0045  
prominentagency.com

Yris Contreras Agency Farmers  
Insurance  
215-225-1099  
agents.farmers.com/lycontreras

## INTERIOR DESIGN

MXC Design  
(610) 642-2868  
mxcdesignllc.com

Vegas & Ralston  
(215) 550-1719  
vegasdesignbuild.com

## JANITORIAL & CLEANING SERVICES

Blanca Sparkle & Shine  
(856) 631-7033  
blancasparkleandshine.com

Clean Up & Touch Up Crew  
(267) 331-1305  
cleantouchupcrew.com

Cleaning Times  
267-559-5751

Co Host Expert Cleaning  
(484) 823-0031  
cohostexpert.com

Hope Sisters Corp.  
(267) 378-5469

Kaely Cleaning Services  
(484) 470-5992  
kaelycleaningservicesllc.com

Kodesh Property Solutions  
(445) 238-9025

Spark Cleaning Service  
(267) 298-6782

Vargas Cleaning Corp.  
(215) 240-5312

## LEGAL SERVICES

Archer & Greiner, PC  
(856) 616-2680  
archerlaw.com

Christian Colon, Attorney  
(484) 489-0075

HIAS Pennsylvania  
(215) 832-0927  
hiaspa.org

LareDiaz  
(215) 582-3766  
LareDiaz.law

Legal Shield  
(609) 440-8256  
dstout.legalshieldassociate.com

Lopes Law  
(267) 777-9117  
lopeslawllc.com

Philadelphia Notary & Apostille  
(215) 892-2680  
philanotary.com

Pujols Law Group  
(215) 344-7394  
pujolslawgroup.com

The PatentXL Law Firm  
(215) 971-5719  
PatentXL.com

## MARKETING & TECHNOLOGY

Alfaro Media Consulting  
(772) 708-6891

BroPak!  
(267) 393-4325  
itsbropak.com

Everyday Web  
(215) 774-9968  
everydayweb.co

Hispanico Group  
(855) 798-2631  
hispanicogroup.com

Hook PR & Marketing  
(302) 858-5055  
hookpr.com

Impact Dimensions  
(856) 382-4500  
impactdimensionsllc.com

Kommunity  
(717) 341-2748  
kommunity.app

Lyquix  
(484) 259-7849, lyquix.com

Make Your Mark Digital  
347-574-4016  
MakeYourMarkDigital.com

Mediaverse Content Creators  
(267) 516-0456  
mvscreators.com

Nicole Lauren Consulting  
(917) 331-4482  
nicolelaurenconsulting.com

Rios Marketing  
(484) 463-7661  
riosmarketing.com

Rosales Communications  
(215) 528-2980  
rosalesc.com

Sagapixel  
(856) 701-7947  
sagapixel.com

ShopPhilly1st  
(215) 621-9791  
ShopPhilly1st.com

Sixth Man Digital  
(267) 971-9270  
sixthmandigital.com

Tertulia  
(267) 825-7287  
tertuliaspanish.com

Trav Mavs LLC  
(267) 825-5456

#### **MEDIA**

Colibri Workshop  
(717) 698-7101  
colibriworkshop.com

Comcast  
(215) 668-9808  
corporate.comcast.com

IDelgado Productions  
(201) 687-9667  
indiad.live/portfolio

IHeart Media & Entertainment  
iheartmedia.com

La Casa Post  
(215) 498-6825  
bernardo.im

La Mega Nation  
215-426-1900  
www.LaMega1057.com

Motivos magazine  
267-283-1733  
motivosmag.com

Pa'la Radio  
(347) 283-1561  
palaradio.net

Re-Up App, Inc.  
(267) 972-1183  
re-up.app

The Philadelphia Inquirer  
(215) 854-5189  
inquirer.com

Wooder Ice  
(267) 240-6608  
WooderIce.com

TelevisaUnivision  
televisaunivision.com

#### **MULTISERVICE**

Melo Import Services  
(484) 731-4190  
melogrp.com

The Scullin Group, Inc.  
(215) 240-1612  
str8r.com

Thydal Inc  
(267) 703-8974

Torresa Multiservices Corp  
267-888-1049

Viluma  
(215) 917-4038

Vitralworld  
(267) 461-2382  
vitralworld.com

#### **NON-PROFIT**

Ceiba  
(215) 634-7245  
ceibaphiladelphia.org

Childrens Crisis Treatment Ctr  
215-496-0707  
cctckids.org

Congreso de Latinos Unidos  
(215) 763-8870  
congreso.net

Del Carmen Foundation Inc.  
(267) 992-3601  
delcarmenfoundation.org

El Concilio  
(215) 627-3100  
elconcilio.net

Impact Services Corporation  
(215) 739-1600  
impactservices.org

National Conference of Puerto Rican Women, Philadelphia  
(267) 328-4589  
nacoprwp Philly.org

Philadelphia Corp. for Aging  
215-765-9000  
pcacares.org

United States Hispanic Chamber of Commerce  
202-842-1212

#### **PRINTING**

Casa Papel  
(503) 475-1687  
casa-papel.com

#### **PROFESSIONAL, SCIENTIFIC & TECHNICAL SERVICES**

A & I Security  
(267) 549-9882  
aandisecurity.com

AdminTerminal  
(856) 515-3826  
adminterminal.com

ASAP Locks and Lead  
(267) 332-4701  
asapphilly.com

Commonwealth Protective  
(302) 803-6447  
commonwealthprotective.com

E3HR  
908-516-8555

Equitable Cities Consulting  
(215) 478-3286  
equitablecitiescollaborative.com

EV Fast  
(215) 485-7793  
evfastandgo.com

G4 Technologies  
(484) 347-3453  
g4-technologies.com

Gusto AI Tech  
(267) 968-1280  
gustomarket.co

HostBreach  
(862) 308-0346  
hostbreach.com

Innovch Software  
(267) 678-8059  
innovchsoftware.com

Magnum Group  
(215) 413-1614

Phoenix Language Services  
(215) 632-9000  
plsi.net

PMforU  
(267) 809-2801  
pmforu.com

Rodriguez Consulting  
(215) 987-1931  
rodriguez.biz

Studio Klubi Inc.  
(650) 232-9711  
pampam.world/product

The Medi Group Ltd.  
(610) 666-6688  
esilentpartner.com

Vite Moving  
(215) 430-2823

#### **REAL ESTATE, RENTAL & LEASING**

2konfidential  
(215) 980-6830

Alexandra Fermin Keller  
Williams Real State  
(267) 335-6794

BlueBellhomes.com  
(215) 954-6518  
bluebellhomes.com

Cesar Morales Perez Realtor  
(302) 244-9067  
cesarmoralesperezrealtor.com

Cheesecake Properties  
(267) 370-6444  
cheesecakeproperties.com

Claudia Andrade Realtor at KW  
Tri-County  
(215) 278-3152  
claudiaandrade.kw.com

Diana R Delivers  
(267) 678-6797  
dianardelivers.com

Genesis Real Estate  
& Property Management  
(215) 226-6200  
genesisrealtlyphilly.com

Juan Valencia Realtor at Keller  
Williams Realty  
(267) 978-6433  
askjuanvalencia.kw.com

Marta Roman Realtor Associate  
Broker Re/max  
(267) 249-5865

Michelle Figueroa Realtor  
Re/Max  
(609) 706-7772

Stead Holdings  
(215) 896-5986

The ZoeyGrace Corporation  
(484) 655-7635  
zoeygracerealty.com

Voyage Investments Inc.  
(917) 374-5570  
voyage-investments.com

#### RESTAURANTS

Angelino's Restaurant  
(215) 787-9945  
angelinosfairmount.com

Boca Del Mar  
(484) 355-5188  
labocadelmar.com

Casa Mexico/South Philly  
Barbacoa  
(215) 933-8774  
chefcristinamartinez.com

El Limon Lansdale  
(215) 647-2137  
FB: El Limon Lansdale

El Rinconcito Guatemalteco  
(484) 213-6578, Facebook:  
El Rincon Guatemalteco

El Sarape Blue Bell  
(610) 239-9466  
elsarapebluebell.com

Ess Bakery Café  
(484) 674-7408  
Essbakeryandcafe.com

Geronimo's  
(215) 641-0900  
geronimosambler.com

Happy Maki  
(484) 351-8629  
happymaki.com

Jicome  
(484) 705-1064

Las Fridas Mexican Kitchen  
(267) 263-2077  
LasFridasMexicanKitchen.com

Mamajuana Cafe Philly  
(702) 513-4396  
Mamajuanacafephilly.com

Philly Tacos  
(267) 596-6352  
Phillytacos.com

Plaza Garibaldi Inc  
(215) 668-6458  
Plazagaribalditogo.com

Queen & Rook Game Cafe  
(215) 995-0043  
queenandrookcafe.com

Taqueria Morales  
(215) 645-9392  
Taqueriamorales.com

The Camilo Hispanic  
(215) 324-1093

Tierra Colombiana Inc.  
(215) 324-6086  
Tierracolombianarestaurant.com

#### RETAIL

4Elements  
(267) 752-3621

Comfortvibes  
(267) 407-1505  
comfortvibesshop.com

Dmodasportwear  
(856) 357-3030

Doll House Boutique  
(929) 260-5718

Eden Shampoo  
(484) 215-1714  
IG: @adedenshampoo

Glam and Jewellery  
267-902-0233

Quezada Liquidation Appliances  
(445) 207-0098  
Quezadaliquidation.com

The Yani Accessories  
(484) 862-2841  
FB: @theyaniaccessories

#### SALON

Beauty Box Philly  
(215) 758-1601  
Beautyboxus.com

Bonita Beauty  
(609) 206-1781

Chio Organics  
(267) 241-3784  
chioorganicsshaircare.com

Christina Sanclemente Beauty  
(609) 220-4370  
PhillyBeauty.com

Divina Stetic  
(267) 993-2422  
IG: divinestetic\_

Dtoribio Brows and Beauty  
(215) 240-3560

Eudanis J Makeup  
(484) 525-3888  
IG: @eudanisj\_makeup\_

Lorehel Lash  
(215) 437-7418  
lorehellash.com

Oasis Sutil Spa Inc.  
267-968-9282

Regrowth Essencials  
(267) 519-7598

Rosaury Dominican Beauty  
(267) 516-7779

Skin Age Rejuvenation  
267-965-0555

Sole Vera Beauty Studio  
(267) 231-9965

#### STAFFING

Delaware County Workforce  
Development Force  
610-713-2200

Eagle Staffing Company  
(215) 342-2093  
eaglestaffing.net

Halo Home Care  
(215) 626-6168  
halostaffing.org

Stewart HR Consulting  
(215) 982-0170  
stewarthr.com

#### TELECOMMUNICATIONS

Vantage Unified  
Communications  
(267) 756-1043  
vantageunified.com

Verizon  
(215) 466-4838

WHYY  
215-351-1226  
http://whyy.org

#### WHOLESALE TRADE

Darcris Beauty Distributor Inc.  
(267) 432-5911

DesdeUSA Logistics Inc.  
(786) 531-6883  
desde-usa.com

# Fall 2025 cohort forming now!

Starts September 2025



**ACCELERATE**  
BUSINESS



Learn all aspects of running a business like a CEO in 13 sessions. Includes mentoring and creation of a 3-yr growth plan. Hybrid.



In Business 2+ years  
1 or More Employees  
Committed to Growth



Provided at no cost to Chamber members in good standing. Financial support provided by our sponsors.

## Questions?

[www.philahispanicchamber.org](http://www.philahispanicchamber.org)  
[sbde@philahispanicchamber.org](mailto:sbde@philahispanicchamber.org)



~continued from p. 15

understands the needs of older Latino individuals.

"Their goal is to remain safe at home, surrounded by loved ones," Sanchez said. "Being able to advocate for them and their family is something I'm thankful for."

**Challenges and Opportunities in the Industry**

Despite their success, these entrepreneurs face significant challenges, including staffing shortages, regulatory hurdles, and financial constraints. The home health care sector requires strict compliance with state and federal regulations, making it difficult for small businesses to navigate. Additionally, recruiting and retaining qualified caregivers remains a persistent issue, exacerbated by rising labor costs.

The competitive nature of the industry, with many options available in the tri-state area, makes standing out an ongoing challenge. However, the demand for home-based care continues to rise, presenting opportunities for growth and innovation.

**The Future of Hispanic-Led Home Health Care**

As Philadelphia's Hispanic population continues to grow, so does the need for health care services that reflect the community's cultural and linguistic diversity. The work of these entrepreneurs underscores the vital role Hispanic-led businesses play in shaping the future of home health care. By combining cultural awareness with high-quality service, they are not only

meeting an urgent need but also paving the way for more inclusive and effective health care solutions.

Their efforts demonstrate that health care is not just about treatment—it's about connection, trust, and understanding. In an industry where personal relationships matter as much as professional expertise, Hispanic entrepreneurs in home health care are making a lasting impact, one patient at a time.

Learn more about the businesses mentioned in this article by visiting their respective websites: [halostaffing.org](http://halostaffing.org), [beautifulreflections nurse.com](http://beautifulreflections nurse.com), [4theseniors.com](http://4theseniors.com), and [puentesdesalud.org](http://puentesdesalud.org).

**Read about these issues and more on [2puntosplatform.com](http://2puntosplatform.com).**

~continued from p. 16

*preventiva sea accesible y culturalmente apropiada".*

*De manera similar, Beautiful Reflections, la empresa de servicios personalizados de enfermería fundada por Cookie Sánchez, busca facilitar el acceso a la atención mediante asistencia postoperatoria personalizada, capacitación, administración de medicamentos y representación del paciente. Con experiencia como enfermera a tiempo completo atendiendo a pacientes mayores, comprende profundamente las necesidades de los latinos en la tercera edad.*

*"Su objetivo es mantenerse seguros en casa, rodeados de sus seres queridos", expresa Sánchez. "Poder representarlos a ellos y a sus familias es algo por lo que me siento agradecida".*

**Desafíos y oportunidades en el sector**

*A pesar de sus logros, estas emprendedoras enfrentan retos importantes, como la escasez de*

*personal, las estrictas regulaciones y las limitaciones económicas. El sector de la atención domiciliaria de salud exige cumplir con regulaciones estatales y federales, lo que supone un obstáculo para los pequeños negocios. Además, la contratación y retención de cuidadores calificados continúa siendo un problema, agravado por el aumento en los costos laborales.*

*La fuerte competencia en el sector, con múltiples opciones disponibles en el área metropolitana de Filadelfia y alrededores, exige que estas empresas busquen formas de destacarse. Sin embargo, la creciente demanda de atención domiciliaria presenta oportunidades para la innovación y el desarrollo.*

**El futuro de la atención domiciliaria, liderado por hispanas**

*A medida que la población hispana de Filadelfia continúa en aumento, también crece la demanda de servicios sanitarios que respondan a la diversidad*

*cultural y lingüística de la comunidad. El trabajo de estas emprendedoras resalta el papel vital que desempeñan los negocios liderados por hispanas en el futuro de la atención domiciliaria de salud. Al combinar sensibilidad cultural con un servicio de alta calidad, no solo están satisfaciendo una necesidad urgente, sino que también están abriendo camino hacia soluciones de salud más inclusivas y eficaces.*

*Sus esfuerzos demuestran que la atención sanitaria va más allá de los tratamientos, e incluye también conexión, confianza y comprensión. En un sector en que las relaciones personales son tan importantes como la experiencia profesional, las emprendedoras hispanas en la atención domiciliaria de salud están generando un impacto duradero, paciente por paciente.*

*Más información sobre las empresas mencionadas en este artículo en sus respectivos sitios web: [halostaffing.org](http://halostaffing.org), [beautifulreflections nurse.com](http://beautifulreflections nurse.com), [4theseniors.com](http://4theseniors.com), y [puentesdesalud.org](http://puentesdesalud.org).*

# MEMBERSHIP MATTERS

## 2025 Annual Meeting: Score Big in 2026

This year's Annual Meeting celebrated the exciting opportunities ahead for Philadelphia, with major events like the FIFA World Cup, the 250th anniversary of US independence, the MLB All-Star Game, and more on the horizon. Meg Kane, CEO of Philadelphia Soccer 2026, shared how the World Cup will bring over \$700 million in economic impact. Michael Newmuis, Director for 2026 from the City of Philadelphia, discussed the city's preparations for the 250th anniversary celebrations and its plans to support small businesses during these opportunities. The program was introduced by Alejandro Bedoya, Captain of the Philadelphia Union, who inspired attendees with his insights as a past participant in the world's biggest soccer tournament. The event also featured a special FIFA World Cup 2026 trailer, created by Cam Robinson, Owner of Vagaballin and GPHCC member. We look forward to working with our partners to position the Hispanic business community for success during these major events.



## Jefas en Balance: Mente, Cuerpo y Negocios

El evento Jefas en Balance reunió a un grupo inspirador de mujeres latinas que están liderando y dando forma a nuestra comunidad. Allí se pudo disfrutar de charlas poderosas de invitados especiales como Vanessa Hernández Arias, la Dra. Cecilia Cardesa de ConTextos, y Luis Hincapié de Fortaleza. El evento también contó con una increíble selección de vendedoras, entre ellas, de Eudanis J Makeup, Waxery, 4Elements Joyería Larimar, Comfortvibes, Skin Age Rejuvenation, y Latin Fashion. Su pasión y compromiso siguen siendo el motor de nuestro crecimiento colectivo. Un agradecimiento especial a Madre Tierra, Mujeres Que Inspiran y Pa'La Radio por su invaluable apoyo en el fortalecimiento del liderazgo latino. ¡Estén atentos para otro evento tan inspirador como este en el otoño!



## Mexican Cultural Center's Friends of Mexico Luncheon

On May 1, the Mexican Cultural Center (MCC) held its annual Friends of Mexico Awards Luncheon at the Union League of Philadelphia, gathering community leaders, supporters, and advocates to celebrate Mexican heritage and culture. This year's luncheon honored individuals and organizations whose work uplifts and empowers the Mexican community across the region, including Villanova University, the Delaware Art Museum, The Campbell's Company, and Reverend Luis Cortes. The event also marked an important milestone as MCC continues to grow its impact as an independent nonprofit. Telemundo 62's Jaime Becerril served as the event's emcee, guiding the afternoon with warmth and energy. Guests enjoyed a program of award presentations, networking, and celebrating cultural pride. Funds raised support MCC's cultural programming and educational initiatives. To learn more or get involved, visit [www.mexicanculturalcenter.org](http://www.mexicanculturalcenter.org).



# MEMBERS IN FOCUS

**T**ertulia is a translation and multilingual communications company that also specializes in literary translation. Recently, they translated *Wonderland: Crónicas of Belonging in América*, a book of essays by Melanie Márquez Adams, published by Latina-owned Mouthfeel Press. The book is available for purchase on [bookshop.org](http://bookshop.org).

As an extension of their regular offerings, **La Cucina at the Market**, an Accelerate Business graduate, has opened a to-go window featuring gnocchi! GNOCCHI TO GO is available for lunch on Thursday, Friday, and Saturday from 11:30 a.m. to 1:30 p.m. They serve delicious individual portions of homemade gnocchi with a choice of three sauces. Also on the menu are meatballs and, of course, tiramisu for dessert. Stop by and grab a delicious, quick lunch. #gnocchiForEveryone

**PMforU** is marking its one-year anniversary by expanding its service offerings. The business consultancy has introduced three new programs aimed at helping companies thrive: Profitability Improvement Programs, ESG Strategy Development and Implementation, and Organizational Change. These additions reflect PMforU's commitment to providing comprehensive support to businesses in an ever-evolving market. [PMforU.com](http://PMforU.com)

**Sale Strategy** celebrated one year after launching in Philadelphia after Nieves Marin, CEO, completed the Camino al Éxito program by GPHCC and Widener University SBDC. Winning a pitch competition helped her receive a grant to grow her business. Sale Strategy now trains Hispanic entrepreneurs in sales and customer service, with partnerships including the Department of Commerce, the Dominican Chamber of Commerce, and GPHCC. [salestrategy.consulting](http://salestrategy.consulting)

**The Del Carmen Foundation** provided financial aid to six low-income students in Philadelphia and positively impacted nearly 1,000 children in Venezuela through

educational initiatives in 2024. This year, the foundation launched Del Carmen Podcast – Education, a platform that highlights individuals and organizations making a meaningful impact both in Philadelphia and beyond. [delcarmenfoundation.org](http://delcarmenfoundation.org)

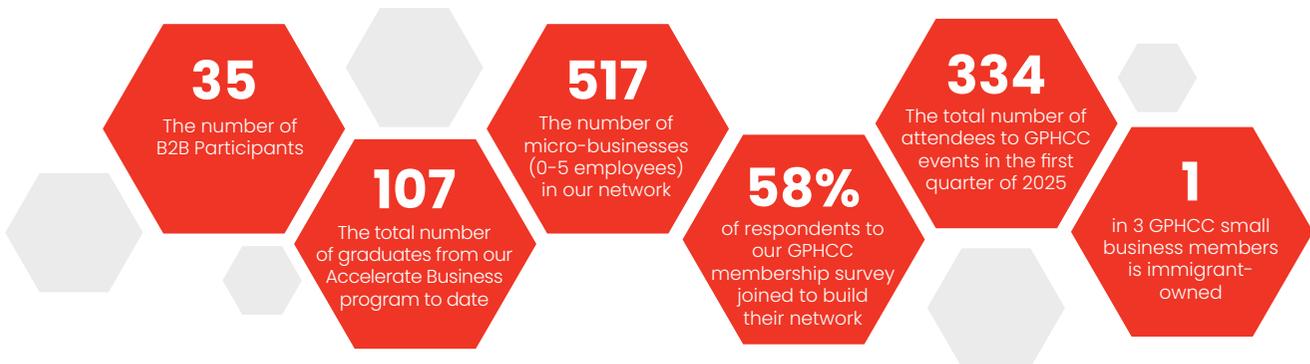
**El Limón Lansdale** is excited to announce the upcoming launch of its new event space, set to open in the summer of 2025. This new venue will offer a perfect setting for private gatherings, celebrations, and community events, further strengthening El Limón's commitment to bringing people together. The team at El Limón Lansdale, led by co-owner Antonia Rowan, looks forward to welcoming the Lansdale community to this new chapter and expanding its presence in the area. For more information, contact [El.limon4lansdale@gmail.com](mailto:El.limon4lansdale@gmail.com).

**Jessica DeJesús**, owner of TaxSpace.org, was featured in a Telemundo 62 and NBC10 news story about the closing of the tax season. DeJesús is one of the recent graduates of the Accelerate Business program as well as Chase for Business Coaching.

**Vilomar Ventures** is proud to have opened its first venture, Kensington Powerlifting, at 1833 N Howard St, Philadelphia, PA 19122. The soft opening took place on April 19th, with the grand opening following on May 17th. This new gym is dedicated to serving the powerlifting community and has officially launched, providing a dedicated space for fitness enthusiasts in the area.

**Victor Garrido, CPA, EA**, managing partner of GG CPA Services, has been honored in two prestigious national recognitions. Forbes named him on its 2025 Best-in-State CPAs list, highlighting his exceptional expertise and commitment to client service. Additionally, CPA Practice Advisor included him in its 2024 40 Under 40 list, celebrating his leadership and contributions to the accounting profession.

## GPHCC BY THE NUMBERS



# PINK PROMISES

& DME

Restoring your *confidence, quality & comfortability.*



**SASHA ORTIZ**

OWNER & FOUNDER



## WHO WE ARE

Pink Promises & DME is more than merely a boutique; it serves as a beacon of hope, assistance, and healing.

As a Latina woman-owned and certified business based in Philadelphia, we are proud to serve the tri-state region by providing accessible medical equipment and personalized support for women, men, and healthcare providers.

### VISIT US

2101 E Dauphin Street  
Philadelphia PA 19125  
215-595-2455  
215-595-2456

### KEEP IN TOUCH

www.pinkpromisesdme.com  
@pinkpromisesdme

*Schedule a consultation with us.*

## SERVICES

### BREAST CANCER BOUTIQUE

Custom mastectomy prostheses and breast forms, specialized mastectomy bras (supportive, comfortable), post-surgery compression garments.

Board-Certified fitters on site to ensure comfort and proper fit

### DURABLE MEDICAL EQUIPMENT

A full range of mobility and health aids: walkers, rollators, crutches & canes, manual and power wheelchairs, hospital beds & mattresses, orthopedic supports (braces for knee, back, wrist, etc.), diabetic shoes and foot care products, therapy pumps (TENS units, hot/cold packs), and more.

If you're unable to visit our boutique, we'll come to you—offering professional measuring and delivery services right to your home anywhere in the tristate area.

## WHY CHOOSE US

We strive to be more than just a supplier; we aim to bridge the gap within our community by fostering a safe environment where every individual feels acknowledged, supported, and valued.

We are dedicated to cultivating a community grounded in hope and holistic healing. Our commitment includes providing resources, guidance, and personalized attention, as we recognize that healing extends beyond physical recovery to encompass emotional support and connection.

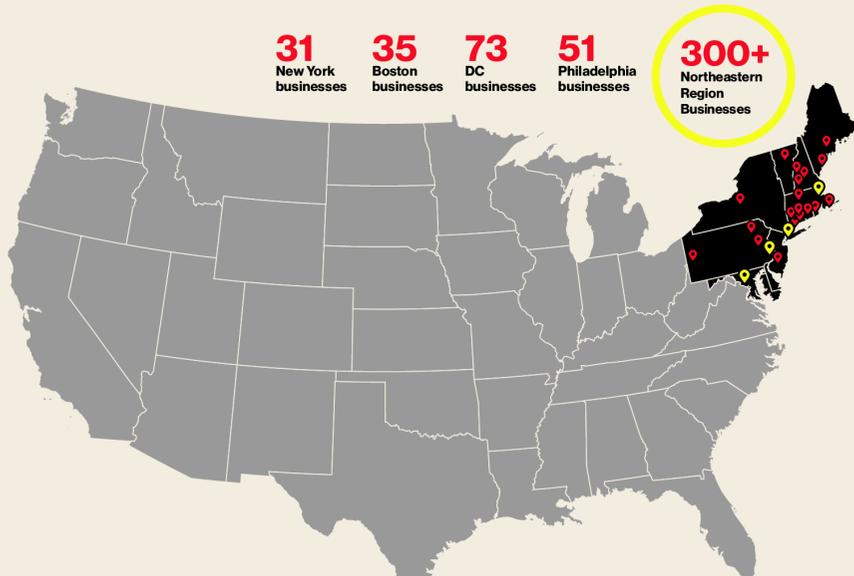
Whether you are a patient, caregiver, or healthcare provider, choosing Pink Promises & DME means becoming part of a caring family that genuinely prioritizes your well-being.

Accredited by the Board of Certification (BOC), our certified mastectomy fitters and medical equipment specialists are here to guide you. We accept most insurances for a seamless experience.

**“TU SALUD, NUESTRA PROMESA”**



Since 2020, Verizon has awarded over 1,300 grants to **small businesses nationwide.**



### Grantee Spotlight: Avanza Skin



Lucia and Ana Cossio, sisters and co-founders of **Avanza Skin**, knew they needed new skills to expand their skincare brand in the U.S. market.

Through Verizon Small Business Digital Ready, they learned digital marketing strategies and SEO techniques that helped drive a 10% increase in purchases from organic search. The \$10,000 grant they received gave them the resources to put those lessons into action—allowing them to hire an SEO expert, launch an influencer campaign, and test new marketing channels that significantly boosted engagement and sales.

— Lucia & Ana Cossio,  
Sisters & Co-Founders,  
**Avanza Skin**,

## You've got the vision. We've got your back —and \$10K grants.

You've got the passion, the drive, the hustle. But sometimes, you need a little help to turn that vision into reality.

### That's where we come in...

Verizon Small Business Digital Ready is a FREE platform to help you level up your skills and grow your business in the digital world. Plus, \$10k in grants.

#### What you get

- Learn on your own time
- Expert coaching
- Peer networking
- Exclusive access to capital through the Small Business Funding Marketplace

**100% FREE**

Applications open on May 1, 2025

In partnership with LISC, we've committed over \$1M in small business grants for 2025.

#### Ready to tap in?

- Register for free on Verizon Small Business Digital Ready
- Complete any combination of two courses, coaching events, community or recorded events
- Grants are limited, apply before applications close on June 30, 11:59 PM PT

To start, visit [bit.ly/gphcc-verizon](https://bit.ly/gphcc-verizon)

**verizon**  
small business  
digital ready



**Learn more here**



\*With Verizon Small Business Digital Ready, an individual user's experience may vary and results are not guaranteed.

# Join Today for Just \$69/Year

That's less than \$6 a month to invest in your business growth!



GREATER PHILADELPHIA  
HISPANIC CHAMBER  
OF COMMERCE



Are you a small business owner looking to expand your network, gain visibility, and access exclusive resources?

- Connect with a vibrant community of entrepreneurs
- Promote your business through our member directory and events
- Learn from expert-led workshops and training
- Save with member-only discounts and services

Join today and start building your future with GPHCC.

Join Online  
[www.gphcc.org](http://www.gphcc.org)

Follow Us!  
[@gphcc](https://www.instagram.com/gphcc)