

PHILADELPHIA METRO HISPANIC ENTREPRENEURS

EXITO

GPHCC'S BILINGUAL BUSINESS JOURNAL



EXCELENCIA IN HISPANIC BUSINESS AWARDS

MONTGOMERY COUNTY
BACKS LATINO-OWNED
BUSINESSES

LATINO BUSINESSES WIN
BIG WITH PHILADELPHIA
SOCCER 2026

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LETTER FROM THE EDITOR

Dear Members, Partners,
and Friends,

As the year draws to a close, I find myself reflecting on what *éxito*—success—truly means. For some, success is measured in growth charts, profit margins, or the number of new clients served. But in the stories I hear every day from our members, success is so much richer than that. It's the courage to start a business when others say it's impossible. It's the creativity to turn cultural heritage into a thriving enterprise. It's the persistence to keep showing up, even when the path forward isn't clear.

That is the spirit we celebrate in this Winter issue of *Éxito* Business Journal, and especially in our coverage of the Excelencia in Hispanic Business Awards. Each year, these awards remind us that behind every business statistic is a person—or a family—taking a leap of faith. They remind us that entrepreneurship is not only an economic act but also an act of identity, vision, and community.

Our awardees embody the values that make our region's Hispanic business community so vibrant: resilience, innovation, collaboration, and leadership. They are bakers and builders, consultants and creatives, restaurateurs and risk-takers, each contributing in their own way to the vitality of our region. Their journeys are proof that excellence isn't about perfection; it's about commitment. It's about showing up for your dreams and for your community, again and again.

This year, we also had the opportunity to sit down with Montgomery County's Director of Commerce, who shares his insights on how local government can be a true partner in supporting diverse

entrepreneurs. It's an important conversation—one that reminds us that economic growth doesn't happen by accident. It takes intentional policies, inclusive networks, and a shared belief that when small businesses thrive, so does everyone else.

At the Chamber, that belief drives everything we do. Through programs like Accelerate, B2B Latino, and *Emprende Con Gusto*, we are not just offering resources—we are building pathways. Pathways to capital, to opportunity, and to confidence. Pathways that connect emerging entrepreneurs with mentors, experts, and peers who understand their challenges and celebrate their successes.

In 2025, we expanded those offerings in ways that make me incredibly proud. We launched a new educational series, deepened our partnerships with local institutions, and grew *Éxito* into a publication that amplifies the stories, voices, and perspectives of our members. Every article, every interview, and every photo in these pages is part of a larger story: how Latino business owners are shaping the future of this region.

That story is one of vision and determination, but also of generosity. Many of our awardees and featured entrepreneurs are not just building businesses; they are creating jobs, innovating, and giving back. They are redefining what leadership looks like—not from the top down, but from the inside out.

And as we prepare for a new year, I want to invite you—our readers, partners, and friends—to carry that spirit of *excelencia* forward. Let's challenge ourselves to think bigger about what's possible when we invest in Hispanic entrepre-



neurs. Let's champion policies and partnerships that recognize the contributions of our community not as a footnote to the economy, but as a driving force within it.

To our members: thank you for trusting us to be part of your journey. Your ambition and creativity inspire everything we do. To our partners: thank you for believing in the power of collaboration. Together, we are proving that inclusive growth isn't just good ethics—it's good economics.

As editor-in-chief, I hope *Éxito* continues to be more than a magazine. I hope it's a space where you see yourself reflected, where you discover ideas that spark action, and where you feel connected to something larger: a movement of entrepreneurs who are building a stronger, more inclusive region.

May this winter bring you warmth, renewal, and the satisfaction that comes from knowing your work matters. Because it does. Every customer served, every new idea tested, every partnership formed—it all adds up to something extraordinary.

That's what *Éxito* looks like to me.

¡Adelante y con excelencia!

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

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

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ARACELI GUENTHER
Executive Principal, Victrix Global

Araceli leads operations and consulting in supply chain strategy, cold chain logistics, and digital transformation. With experience across the US, Latin America, and Europe, she has driven high-impact projects and technology integration for global firms. She teaches MBA courses at Temple University's Fox School of Business and serves as President of the Board of the Mexican Cultural Center.

She joined the Board of the GPHCC because she believes in the power of opportunity to transform communities and that the Chamber provides Hispanic businesses with the support they need for growth through leadership and programs.



VICTOR GARRIDO, CPA, EA
Managing Partner, GG CPA Services

A Forbes 2025 Best-in-State CPA and 2024 Top 200 CPA in America honoree, as well as a CPA Practice Advisor 40 Under 40 recipient, Victor is a recognized leader in the accounting and tax profession and brings deep expertise to individuals and business owners. He also serves on the Philadelphia Tax Reform Commission, advancing recommendations to modernize tax policy and promote a more business-friendly environment.

He sees the upcoming 2026 celebrations—from the FIFA World Cup to our nation's 250th anniversary—as the biggest opportunity for Latino businesses in our region right now. "It will bring unprecedented visibility, investment, and momentum for growth. Philadelphia's Latino business community stands at the center of this opportunity, fueled by dynamic industries, access to top talent, and a strong culture of collaboration," Garrido says.



**THE 76ERS ARE PROUD TO SUPPORT
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MONTGOMERY COUNTY COMMERCE DIRECTOR HIGHLIGHTS RESOURCES FOR LATINO-OWNED BUSINESSES

Stephen Foster has been heading the department for nearly two years, working on enhancing access and resources for the local Latino community.

By *Némesis Mora*, 2 Puntos Platform
2puntosplatform.com



The steady growth of the Latino population in Montgomery County has significantly boosted the local economy, transforming it into a hub of opportunities for Latino-owned businesses.

Over nearly two years as Director of the Montgomery County Department of Commerce, Stephen Foster has dedicated himself to improving access and resources for the Latino community in the area, especially in Norristown, Lansdale, and Pottstown, where most Spanish speakers live.

“We have seen a significant increase in the number of businesses established by Latinos and Hispanic Americans,” said Foster.

Since taking office, Foster has prioritized equitable and inclusive economic development, ensuring that everyone has a seat at the table and access to capital and technical assistance. Therefore, most of the Commerce Department initiatives at Montgomery focus on minority-owned businesses, women-owned businesses, and disabled and veteran-owned businesses.

One of Foster’s first initiatives was translating all the application materials into Spanish, benefiting nearly 7% of the Spanish-speaking population in Montgomery. Foster also hired Spanish-speaking staff to continue their outreach to the Latino

community and strengthen those ties with Latino business owners.

The Montgomery County Department of Commerce provides various resources for residents and business owners, including economic and workforce development.

Regarding economic development, Foster highlighted the business retention and expansion program, which aims to help businesses grow and secure their future in Montgomery. According to the department’s data, there are currently around 29,633 businesses in Montgomery County.

“We look at our most valuable companies, such as our largest employers, to ensure we maintain good relationships with them. We also focus on companies with the greatest growth potential—those experiencing rapid expansion. We want to help them continue thriving, stay here, and expand within Montgomery County.”

Through Pennsylvania CareerLink, the Department of Commerce has a business development team that works closely with companies seeking employees. They assist in organizing job fairs, advertising skills, and finding suitable employees—all at no cost to the companies.

As part of workforce development, Foster emphasized that it is a valuable resource for unemployed individuals to find jobs, learn new skills to become more qualified,

and access training courses for skill development if they qualify.

The Montgomery County Department of Commerce is actively collaborating with the Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) to continue providing resources for Latino business owners. A prime example of this teamwork is the most recent Business Breakthrough Initiative, where the GPHCC led an informational roundtable for Latino business owners in Montgomery County.

Foster described the Business Breakthrough Initiative as a new series of monthly roundtables where the Commerce Department invites companies to discuss specific topics relevant to residents.

“From the Department of Commerce’s perspective, this allows us to learn about the opportunities these businesses have to grow or expand, and it also gives us the chance to understand the challenges they face. The more we know about these opportunities and challenges, the better we can develop programs and policies to support them,” Foster said.

Foster’s commitment within the Department of Commerce goes beyond supporting Latinos in Montgomery. Along with providing resources to business owners, he strongly believes it is his duty to continue educating the public about the significant contributions Latino business owners make to the community.

RETHINKING LATINO ECONOMIC ADVANCEMENT

By Maridarlyn González, President of the Board,
LULAC Philadelphia Council



Throughout the year, Latinos celebrate progress and culture with parades, flags, and well-deserved pride, but we should pause to confront an uncomfortable truth: despite progress in education and representation, Latinos continue to lag when it comes to earnings and economic mobility.

A recent report from UCLA's Latino Policy and Politics Institute (LPPi) found that Latinas remain the lowest-paid demographic group in the US workforce. The data challenges the familiar assumption that education alone can bridge the wage gap. LPPi's analysis shows that even when Latinas have the same level of education as their white male counterparts, they still earn roughly \$5 to \$6 less per hour.

The disparities are evident at the local level as well. In Philadelphia, the civil rights organization LULAC Philly analyzed US Census data and found that Latinos over 25 with a bachelor's degree or higher earn a median income of \$39,939—nearly half of Philadelphia's citywide median income of \$69,000, based on 2023 American Community Survey estimates. The data under-

scores a larger issue: Latino workers who follow the traditional path to success—earning degrees, gaining experience, and working hard—are not being rewarded equally.

Economist Raj Chetty, known for his pioneering work on inequality and economic opportunity, has shown that structural barriers go beyond education and employment. Through his Opportunity Atlas project, Chetty and his team mapped economic outcomes for children across US neighborhoods and found that social connections—specifically friendships across income levels—play a powerful role in upward mobility. In another study using anonymized data from more than 72 million US Facebook users, Chetty's research revealed that communities where low-income individuals have more high-income friends tend to have greater economic mobility overall.

In other words, the networks people are part of can be just as influential as their degrees. As the saying goes, it's not only what you know, but who you know.

The same principle holds true for entrepreneurship. Professor Saras D. Sarasvathy of the University of Virginia, recipient of the Global Award for Entrepreneurship Research, has studied how expert entrepreneurs make

decisions under uncertainty. Her findings reveal that while novice entrepreneurs focus on market research and product development, experienced entrepreneurs start with their networks—asking who they know, what resources are immediately available, and how to build partnerships that move an idea forward. Sarasvathy calls this decision-making model effectuation: using one's means and relationships to shape opportunity, rather than waiting for the perfect conditions to appear.

Together, the research from Chetty and Sarasvathy points to a crucial insight for policymakers and business leaders: economic advancement isn't driven solely by credentials or effort. It's also determined by access—to networks, mentors, investors, and institutions that can open doors.

Hispanic celebrations of culture remind the nation of the strength and contributions of Latino communities; they should also serve as a call to action. Creating pathways to economic mobility will require intentional investments in social infrastructure—programs that connect Latino students, professionals, and entrepreneurs to the broader networks that power opportunity in America.

Learn more at lulacphilly.org.

WHAT IS A POOLED EMPLOYER 401(K) PLAN AND IS IT RIGHT FOR YOUR BUSINESS?

By Jorge Diaz
Vice President, Financial Advisor
McGuire Diaz Group, A Baird Wealth Management Firm

Private Wealth Management

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Running a business comes with plenty of responsibilities, including managing payroll, supporting your team, keeping up with regulations, and making sure customers are happy. For many business owners, the idea of adding a retirement plan to that list can feel overwhelming. The truth is, while offering a 401(k) is one of the most powerful ways to attract and retain employees, it has traditionally come with a fair share of cost, complexity, and liability.

That's where the Pooled Employer Plan (PEP) comes in. Created under the SECURE Act of 2019, PEPs are designed to make offering a retirement plan simpler, more affordable, and less burdensome for employers of all sizes. Instead of shouldering all the fiduciary and administrative responsibilities yourself, a PEP allows you to join a professionally managed plan alongside other businesses.

What is a Pooled Employer 401(k) Plan (PEP)?

A Pooled Employer 401(k) Plan, or PEP for short, is a retirement plan that allows unrelated businesses to participate in a single, shared 401(k) plan. It's designed to help reduce the administrative burden and costs typically associated with offering a standalone plan.

How does a PEP benefit my business?

PEPs offer economies of scale—pooling together many employers means potentially lower investment fees, simplified administration, and shared fiduciary responsibility. This can be especially attractive to small and mid-sized businesses looking to offer competitive retirement benefits without the heavy lifting.

What's the difference between an MEP and a PEP?

A Pooled Employer Plan (PEP) is a newer type of MEP introduced under the SECURE Act. The main difference is that a PEP is open to any employer, whereas a traditional MEP may require a commonality between participating employers. Both aim to make offering a 401(k) easier and more cost-effective.

Who's responsible for running the plan?

The PEP sponsor—often a financial firm or third-party administrator—handles most of the plan's administrative and fiduciary duties. As a participating employer, you retain some responsibilities, but the sponsor shoulders much of the oversight, including investment selection, compliance, and annual filings.

Is it safe and compliant?

Yes, when structured and administered correctly. Reputable PEP

providers ensure the plan stays compliant with IRS and Department of Labor regulations. And because oversight is centralized, errors are less likely to fall through the cracks.

Can we still customize our plan?

Many PEPs allow for a level of flexibility, such as setting your own matching formula or eligibility requirements. While you share the overall plan structure, you often retain some control over how it fits your workforce.

What types of businesses are a good fit for a PEP?

PEPs are ideal for small to mid-sized businesses that want to provide quality retirement benefits without hiring an internal HR team or taking on full fiduciary liability. They're also suitable for businesses seeking to attract and retain top talent while managing benefit costs.

How do I get started?

The first step is to talk with me and Jim. We can walk you through the details, compare costs with a standalone plan, and help you determine if joining the chamber's PEP aligns with your business goals.

Learn more at
mcguirediazgroup.bairdwealth.com.

BUILT TO GROW: HOW GABRIELA GABRIEL PÁEZ SCALED HER LANDSCAPE BUSINESS



Páez, second from left, with Verizon representatives after winning the Accelerate Pitch Competition.

Gabriela Gabriel Páez, owner of BR Hardscape & Landscape Design, exemplifies how dedication, vision, and strategic decision-making can lead to significant business growth. From her early days as a smaller operation to becoming an award-winning entrepreneur, Páez credits the resources, connections, and programs within GPHCC as instrumental to her growth.

Through GPHCC's Accelerate Business Program, Build Latino, and pitch competitions, Gabriela refined her strategy, expanded her network, and secured new contracts that elevated her firm. One pivotal moment came when she

won GPHCC's inaugural Accelerate Pitch Competition after presenting her vision and growth plan. Her firm gained credibility, media exposure, and new leads, benefits that translated into measurable revenue increases.

Today, BR Hardscape & Landscape Design serves residential, commercial, and municipal clients across the region. With a stronger brand presence and a clearer value proposition, Gabriela now works on projects that once felt out of reach. She credits GPHCC's ecosystem for helping her develop key business skills, from pricing and promotion to long-term planning and operational growth.

In a recent testimonial, Gabriela described how she has unlocked new possibilities:

"Thanks to the programs and connections I made through the chamber, I landed my first big contract with the city. From that moment on, everything changed."

Gabriela's success is a reminder of what's possible when entrepreneurs gain access to capital, mentorship, and networks tailored to their needs. Her journey underscores the value of organizations like GPHCC in ensuring that Latino-owned businesses not only survive, but thrive.

Find out more at
brhardscapedesign.com.



LATINO BUSINESSES WIN BIG WITH PHILADELPHIA SOCCER 2026

The countdown to the 2026 Men’s Soccer World Cup is on—and for Latino-owned businesses in Greater Philadelphia, it’s more than a historic sporting event. It’s a once-in-a-generation economic opportunity.

With six matches scheduled to take place at Lincoln Financial Field, Philadelphia is one of only 11 US cities selected to host official games, welcoming fans from across the globe in summer 2026. Beyond the pitch, the tournament's impact will be felt citywide through a surge in hospitality, marketing, logistics, and cultural programming needs. Latino entrepreneurs, particularly those in event production, food services, creative media, and promotional goods, are already positioning themselves to capitalize on this moment.

Early Wins Show Momentum

Several Latino-owned businesses have already begun to see tangible results. Wooder Ice Media, a creative production agency known for its sharp digital content, and Delco Balloons, a growing event décor company, have both secured

vendor contracts related to World Cup events. These early wins point to the readiness and competitiveness of Latino-owned firms when given access to major procurement channels.

“Connecting and working with Soccer 2026 has been a valuable partnership for the team and me. Being able to create content and promote the awesome events that Soccer 2026 has curated has been a fun experience. We definitely look forward to working with Soccer 2026 once FIFA arrives—they have some exciting events planned for the city. I can’t wait,” said Hector Nuñez, Founder and President of Wooder Ice Media.

As the tournament draws closer, more opportunities are expected to open. Vendor registration remains open through the Philadelphia Soccer 2026 Host Committee's portals, which have committed to awarding at least 20% of available contracts to certified Small Diverse Businesses (SDBs), including minority-, women-, disabled-, and veteran-owned firms.

Lemon Hill Fan Fest and Citywide Celebrations

While match days will anchor the experience, the 2026 festivities in Philadelphia will extend well beyond the stadium. Plans are underway for a massive, multi-day Fan Fest at Lemon Hill, where tens of thousands of fans are expected to gather for live broadcasts, music, food, and community celebrations, all of which will require a broad network of vendors and creative partners.

"Working with Philadelphia Soccer 2026 has been a tremendous opportunity for Delco Balloons. It

has expanded our visibility, allowed us to connect with new audiences, and showcased our creativity on an international stage. The experience strengthened our brand as a luxury event company and inspired us to keep raising the bar in every project," said Deyssi Cusba, owner of Delco Balloons.

Events of this magnitude demand everything from stage production to catering, signage, security, sanitation, lighting, and much more—sectors where Latino-owned small businesses have deep experience and cultural relevance.

What Latino Businesses Can Do Now

While many contracts are still in early stages, one thing is clear: this is not the time to wait. Business owners who get certified, register as vendors, and align their services with upcoming needs will be best positioned to participate. Services in the highest demand are expected to include event production and logistics, catering and mobile food services, branded merchandise and promotional items, audio-visual and media production, transportation, and staffing.

Philadelphia's Latino business community is large, diverse, and incredibly entrepreneurial. With the right tools and access points, these businesses can not only join the World Cup action—they can thrive because of it.

As the city prepares to welcome the world, Latino entrepreneurs are preparing to deliver—creatively, culturally, and commercially. And the momentum is already building.

Stay up to date: phillyfwc26.com.

EMPRENDE CON GUSTO IMPULSA A EMPRENDEDORES CULINARIOS

Este otoño, la Greater Philadelphia Hispanic Chamber of Commerce (GPHCC) lanzó *Emprende con Gusto*, un nuevo tipo de programa para un nuevo tipo de emprendedor. Diseñada completamente en español, esta incubadora culinaria virtual refleja la visión compartida entre la Cámara y Jump All In! de Lote 23, Puerto Rico, con el objetivo de ayudar a más emprendedores de origen latino dentro del sector alimentario a convertir ideas prometedoras en negocios prósperos.

El curso cuenta con un historial comprobado en Puerto Rico, donde Jump All In! ha estado capacitando a chefs, operadores de food trucks y creadores de conceptos gastronómicos desde 2022. Tras constatar su impacto, GPHCC invitó al equipo detrás del pujante parque gastronómico Lote 23 en San Juan a traer su metodología a la región de Filadelfia.

“Creemos en el emprendimiento como un vehículo de transformación”, dijo el equipo de Jump All In! “Nuestro programa está diseñado para guiar a los creativos culinarios desde la idea hasta la ejecución con corazón, claridad y comunidad”.

En su debut en Filadelfia, *Emprende con Gusto* recibió participantes de todos los rincones de la región: algunos ya operaban food trucks,



mientras que otros se preparaban para lanzar su primer concepto. Durante diez semanas intensivas, recibieron formación práctica en liderazgo, contabilidad, control de costos, servicio al cliente y desarrollo de marca; todo a cargo de expertos del sector que hablan español.

Pero el curso va más allá de lo básico. Los participantes anteriores lo describen como una “experiencia que cambia tu vida”, y afirman

que el programa los ayudó a poner orden en el caos del emprendimiento.

Emprende con Gusto representa el compromiso creciente de apoyar a emprendedores inmigrantes y de origen latino del sector gastronómico: en su idioma, en sus propios términos y con la fluidez cultural necesaria para prosperar. El curso es virtual, pero el impulso que está generando es real.

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FOR PHILADELPHIA LATINE BUSINESS OWNERS, PASSING DOWN CULTURE AND BUSINESS INTERTWINE

Today, there are nearly 16,000 Latine-owned businesses in the city, but it wasn't always like this. Success now is the result of generations of hard work.

By *Némesis Mora*, 2 Puntos Platform

2puntosplatform.com



Second- and third-generation immigrants often represent a fresher, more creative perspective. But four decades ago, the story was very different. First-generation migrants had to dig deep to succeed, often with limited resources, to pave the way for the second generation to fulfill their dreams.

“It was a completely different landscape.”

David Suro migrated from Mexico to Philadelphia in the late 1980s. With hard work, no business background, and almost no money, he raised enough to buy a restaurant in Center City, now known as Tequilas Casa Mexicana.

Back then, sourcing restaurant supplies, especially ingredients, was a major challenge. Basic staples such as avocados, cilantro, and epazote were unavailable in Philadelphia. To offer the best of Mexican cuisine, Suro traveled to Chicago to secure fresh ingredients.

The love of sharing Mexican food runs deep in the Suro family. David Suro's son, Dan Suro, is the owner of La Jefa, a coffee and cocktail bar that combines the flavors of Guadalajara and Philadelphia.

Born in Philadelphia, Dan Suro confessed that “everything about La Jefa, I've learned through my dad.”

For his father, there's never been a better time for the new generation of Latine entrepreneurs.

The community comes first

Amaryllis “Amy” Rivera Nassar, owner of Amy Pastelillos in Fishtown, was born in North Philadelphia to Puerto Rican parents. She grew up watching her pastor parents giving even what they didn't have to the Latine community.

While her father gave the sermon, her mother showed love to others through food. But in 2016, Rivera Nassar's life took a turn after she lost her mother.

Cooking became her way of serving her Latine community while coping with grief. It was the only way Rivera Nassar found to feel close to her mother and keep her memory alive.

“She's the inspiration and the reason for all of this,” Rivera Nassar said.

At Amy Pastelillos, neighbors, local chefs, and even unhoused people stop by for food and water, filling the corner space with a sense of community.

From El Balconcito to Vista Perú

Patricia Toro migrated from Peru to Philadelphia more than 30 years ago. The eldest of three siblings, she was followed by her mother and brothers, who sold what little they had in Peru to start a new life in a city where they knew no one.

Yet in 2005, the Toro family opened El Balconcito I, combining Peruvian and Portuguese cuisine. Three years later, they opened El Balconcito II.

For Toro's oldest son, Matthew Alegría, El Balconcito became his second home. He spent most of his time playing in the restaurant's basement while his mother worked—a reality for many working Latine mothers.

Now, as a second-generation Peruvian-American, the 18-year-old Alegría proudly works as a waiter in the same restaurant that saw him grow up.

Known in Northeast Philly for El Balconcito I and II, the Toro family expanded to Old City in 2018, opening Vista Perú to compete on equal footing with other non-Latine restaurants.



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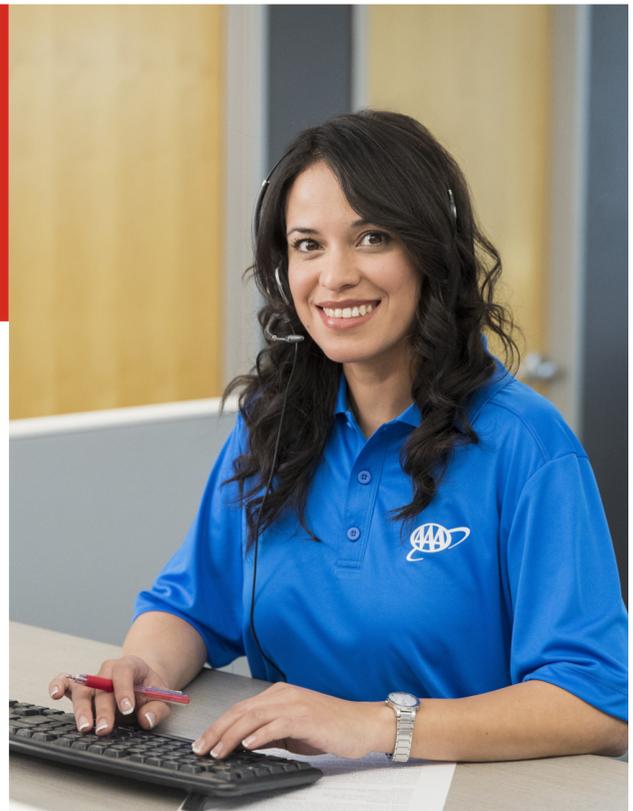
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PARA LOS DUEÑOS DE NEGOCIOS LATINE EN FILADELFIA, TRANSMITIR LA CULTURA Y EL EMPRENDIMIENTO VAN DE LA MANO

Hoy existen cerca de 16,000 negocios latinos la ciudad, pero no siempre fue así. El éxito actual es el resultado del arduo esfuerzo generacional.

Por Némesis Mora, 2 Puntos Platform

2puntosplatform.com

Las segundas y terceras generaciones de inmigrantes suelen aportar una perspectiva más fresca y creativa. Pero hace cuatro décadas, la historia era muy distinta.

La primera generación de migrantes, a menudo con recursos limitados, se esforzó enormemente por allanar el camino, permitiendo así que la siguiente generación haga realidad sus sueños.

“Era un panorama completamente diferente”.

David Suro emigró de México a Filadelfia a finales de la década del ochenta. Sin experiencia previa en los negocios y con recursos muy limitados, Suro logró adquirir un restaurante en el centro de la ciudad, hoy conocido como Tequilas Casa Mexicana.

En aquella época, obtener suministros para el restaurante (en especial, elementos como aguacate, cilantro y epazote) era un gran desafío. Para poder ofrecer lo mejor de la gastronomía mexicana, Suro viajaba hasta Chicago en busca de ingredientes frescos.

El amor por la comida mexicana es una pasión que corre en su familia. Dan Suro, hijo de David y nacido en Filadelfia, es el actual propietario de La Jefa, un bar de café y

cócteles que fusiona los sabores de Guadalajara y Filadelfia.

“Todo lo que sé sobre La Jefa lo aprendí de mi papá”, afirmó Dan Suro.

Para su padre, este es el momento idóneo para las nuevas generaciones de empresarios de origen latino.

La comunidad va primero

Amaryllis “Amy” Rivera Nassar, dueña de Amy Pastelillos en Fishtown, nació en el norte de Filadelfia, en una familia puertorriqueña. Creció viendo a sus padres pastores entregar incluso lo que no tenían para apoyar a la comunidad latina.

Mientras su padre predicaba, la madre expresaba su amor a través de la comida. En 2016, la vida de Rivera Nassar cambió drásticamente con la muerte de esta, y la cocina se convirtió en una manera de honrar su memoria y procesar el dolor.

“Ella es la inspiración y la razón de todo esto”, dijo Rivera Nassar.

En Amy Pastelillos, vecinos, chefs locales e incluso personas sin hogar se detienen por comida y agua, dándole al espacio ese mismo sentido de comunidad que heredó de sus padres.

De El Balconcito a Vista Perú

Patricia Toro emigró del Perú a Filadelfia hace más de 30 años.

La siguieron su madre y sus dos hermanos menores, quienes vendieron lo poco que tenían en Lima para comenzar una nueva vida en una ciudad donde no conocían a nadie.

En 2005, la familia Toro abrió El Balconcito I, un restaurante que combina la gastronomía peruana con la portuguesa. Tres años más tarde, abrieron El Balconcito II.

Para Matthew Alegría, el hijo mayor de Toro, El Balconcito se convirtió en su segundo hogar. Pasaba la mayor parte del tiempo jugando en el sótano del restaurante mientras su madre trabajaba; una realidad común para muchas madres trabajadoras de la comunidad latina.

Hoy, como joven peruano-estadounidense de segunda generación, Alegría, de 18 años, trabaja orgullosamente como mesero en el mismo restaurante que lo vio crecer.

Conocida en el noreste de Filadelfia por El Balconcito I y II, la familia Toro se expandió hacia Old City en 2018 al abrir Vista Perú: un paso audaz para posicionarse a la par de otros restaurantes no latinos.

CELEBRATING THE SPIRIT OF EXCELENCIA

As the Greater Philadelphia Hispanic Chamber of Commerce marks its 35th anniversary, we reflect on the legacy of the Excelencia in Hispanic Business Awards. Originally created to elevate the visibility of Latino entrepreneurs, these awards now do even more.

They spotlight the growth of program alumni, celebrate Hispanic businesses breaking into mainstream markets, honor legacy businesses that have stood the test of time, and recognize the partners and supporters who go above and beyond for our community.

This year's Breakthrough and Accelerate awardees surpassed expectations, building lasting businesses during challenging times. The Above & Beyond award honors a five-year partnership born out of necessity and strengthened by shared commitment.

Together, these awardees represent the resilience, innovation, and unity that define our region's Latino business community.

We are proud to present the 2025 Excelencia in Hispanic Business Award recipients.



CELEBRAR EL ESPÍRITU DE LA EXCELENCIA

Al conmemorar el 35.º aniversario de la Cámara de Comercio Hispana de la Región de Filadelfia, reflexionamos sobre el legado de los premios Excelencia en los Negocios Hispánicos.

Originalmente creados para elevar la visibilidad de los empresarios latinos, estos reconocimientos hoy representan mucho más: celebran el crecimiento de los participantes

de programas de desarrollo, destacan a las empresas hispanas que han alcanzado mercados principales, rinden homenaje a negocios consolidados que han perdurado por décadas, y reconocen a los aliados y colaboradores que superan las expectativas en su apoyo a nuestra comunidad.

Los galardonados de este año en las categorías "Breakthrough"

y "Accelerate" desafiaron los pronósticos y construyeron empresas duraderas en tiempos difíciles. El premio "Above & Beyond" honra una alianza que nació de la necesidad y hoy celebra cinco años de colaboración.

Nos enorgullece presentar a los galardonados de los premios Excelencia 2025.

BREAKTHROUGH: WASH CYCLE LAUNDRY

washcyclelaundry.com



Gabriel Mandujano is the founder and owner of Wash Cycle Laundry, a mission-driven business that has combined sustainability and social impact since launching in 2010. Headquartered in Philadelphia, Wash Cycle Laundry operates as an eco-friendly laundry service that reduces the environmental footprint of traditional laundry operations. Just as notably, the company serves as a stepping stone for vulnerable adults—including returning citizens and individuals overcoming barriers to employment—by offering job opportunities that lead to long-term career growth.

Prior to founding Wash Cycle Laundry, Gabriel brought a global lens to his work in sustainability and development. He served as Manager of Strategic Alliances at the Center for Sustainable Transport in Mexico City, where he developed partnerships with international NGOs and government agencies. In Philadelphia, he previously led community revitalization efforts as Executive Director of The Enterprise Center Community Development Corporation, where he spearheaded neighborhood planning, launched

the award-winning Walnut Hill Street Team, and helped design the Center for Culinary Enterprises, a food incubator that continues to serve local entrepreneurs.

What inspired you to start your business?

I was active in Philadelphia's non-profit community development circles in the 2000s, and was really excited about the "Green Collar Economy"—the idea that there were big opportunities to create businesses that could advance sustainability while creating good, accessible jobs.

What's one habit you have that your team might find amusing or surprising?

I have to walk while I talk. If I'm on the phone with somebody, chances are I'm walking around in circles in my office or roaming the plant floor.

What is the most rewarding aspect of owning your business?

Seeing people advance through the company. Over half of our salaried production supervisors started on the front line. That jump makes a meaningful difference in a family's economic situation.

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

What it truly means to run a business that is open close to 24/7/365.

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

To think critically about what happened, and to try to differentiate the failures that were caused by errors in process or decision-making from the failures that were caused by bad luck. You need to react very quickly to solve the former and learn to forgive yourself for the latter. "Business trauma" is a real thing, and you don't want your past traumas to be the governing factor for your future business decisions.

What advice would you give to aspiring entrepreneurs?

Seek out other entrepreneurs. There's a lot of advice out there for entrepreneurs by non-entrepreneurs, and some of it is very good. But make sure the perspective of other entrepreneurs is included in your advice diet.

Photography by Messina Martínez Photography

PREMIO REVELACIÓN: WASH CYCLE LAUNDRY

Gabriel Mandujano es el fundador y propietario de Wash Cycle Laundry, una empresa con un gran propósito que, desde su lanzamiento en 2010, ha combinado la sostenibilidad y el impacto social. Con sede en Filadelfia, Wash Cycle Laundry cuenta con un servicio de lavandería ecológico que reduce la huella ambiental de las operaciones tradicionales del rubro. Es igualmente destacable que la empresa funciona como una plataforma de inserción laboral para adultos en situación vulnerable, incluyendo personas exconvictas y sujetos que enfrentan barreras para acceder a un empleo, ofreciéndoles oportunidades laborales que conducen a un crecimiento profesional a largo plazo.

Antes de fundar Wash Cycle Laundry, Gabriel aportó una perspectiva global a sus diferentes trabajos en sostenibilidad y desarrollo. Se desempeñó como Gerente de Alianzas Estratégicas en el Centro de Transporte Sustentable en Ciudad de México, donde desarrolló alianzas con ONG internacionales y agencias gubernamentales. En Filadelfia, lideró iniciativas de revitalización comunitaria como Director Ejecutivo de The Enterprise Center Community Development Corporation, donde dirigió la planificación barrial, lanzó el galardonado Walnut Hill Street Team y contribuyó al diseño del Center for Culinary Enterprises, una incubadora de alimentos que continúa apoyando a emprendedores locales.

¿Qué te inspiró a iniciar tu negocio?

Estuve muy involucrado en el ámbito del desarrollo comunitario



sin fines de lucro en Filadelfia durante la década de 2000, y me entusiasmaba mucho la idea de una “economía de empleos verdes”: la noción de que existían grandes oportunidades para crear empresas que promovieran la sostenibilidad mientras generaban empleos buenos y accesibles.

¿Cuál es un hábito tuyo que tu equipo podría encontrar curioso o sorprendente?

Necesito caminar mientras hablo. Si estoy en una llamada, lo más probable es que esté caminando en círculos por mi oficina o recorriendo la planta.

¿Qué es lo más gratificante de tener tu propio negocio?

Ver cómo las personas progresan dentro de la empresa. Más de la mitad de nuestros supervisores de producción asalariados comenzaron en la línea de producción. Ese ascenso marca una diferencia significativa en la situación económica de una familia.

¿Qué es algo que hubieras querido saber antes de iniciar tu negocio?

Lo que realmente significa dirigir una empresa que opera casi 24/7/365.

¿Cuál es una lección clave que has aprendido de un fracaso o revés?

Pensar de forma crítica sobre lo ocurrido, y tratar de distinguir entre los fracasos causados por errores en procesos o toma de decisiones, y aquellos provocados por mala suerte. Hay que actuar con rapidez para solucionar los primeros, y aprender a perdonarse a uno mismo por los segundos. El “trauma empresarial” es algo real, y no quieres que tus traumas pasados dicten tus decisiones empresariales futuras.

¿Qué consejo le darías a quienes aspiran a emprender?

Busca conectar con otros emprendedores. Hay mucho consejo por ahí para emprendedores dado por personas que no lo son, y algunos son muy buenos. Pero asegúrate de incluir la perspectiva de otros empresarios en tu “dieta de consejos”.

Photography courtesy of Wash Cycle Laundry

ABOVE & BEYOND: CASHMAN & ASSOCIATES

cashmanandassociates.com



Few names carry as much cachet in Philadelphia's lifestyle marketing scene as Nicole Cashman. As founder and CEO of Cashman & Associates, she's been at the helm of one of the region's most sought-after communications firms for over two decades. From launching luxury hotels to shaping city-wide events and elevating nonprofit brands, Nicole has built more than a business—she's built a legacy.

What began as a solo venture has grown into a national agency with a footprint in every major US media market. Cashman & Associates has become the go-to for clients who value polish, strategy, and cultural relevance, thanks in large part to Nicole's instinct for what moves people and markets.

As such, it was a no-brainer for GPHCC to partner with Cashman & Associates to promote Dine Latino Restaurant Week. Five years later, Cashman and her team continue to support, promote, and advance the Latino culinary scene beyond their scope.

What motivates your organization to go above and beyond in serving the Latino business community?

The Latino business community in the Greater Philadelphia region has such a substantial impact on the region's culture and economy. It's an honor to be able to support the entrepreneurs who make our region shine.

What's the most impactful initiative your organization has launched?

We're thankful for our collaboration with the Dine Latino Restaurant Week program, spearheaded and run by the Greater Philadelphia Hispanic Chamber of Commerce. Through our collaboration, we've been able to drive impactful exposure to Latino businesses in the region in a mix of print, digital, broadcast and social media coverage totaling over 389,000,000 media impressions and 843,000 social media impressions.

If your organization had a motto, what would it be?

We tell your story to the world.

What's the proudest moment in your organization's history?

As we approach our 25th anniversary in 2026, it's nearly impossible to pick one moment that stands out above the rest. We've had the opportunity to work on some of the biggest moments in the region's history since founding the company in 2001, from the RNC and DNC, the NBA All-Star Game, Made in America, Live8, Wawa Welcome America, multiple Royal visits, and so much more.

What's the next big goal your organization is working towards?

We'll be working on several projects for the nation's 250th anniversary, making 2026 an extraordinary year for Cashman & Associates.

What is the most important value that guides your organization's decisions?

Integrity, excellence, and creativity. I founded Cashman & Associates 25 years ago to make an impact while doing what I love, and I couldn't do what I do without the diligent work and dedication of my team.

What accomplishments of your organization are you most excited to share with the GPHCC?

One of our most rewarding campaigns is our work with the Greater Philadelphia Hispanic Chamber of Commerce on Dine Latino Restaurant Week. Year after year, we are honored to work with businesses of all sizes to bring awareness to their passion for food and bringing people together.

How does your organization stay connected with the community it serves?

One of our core values is community, and through our work with countless nonprofit organizations and community partners, we stay engaged and dedicated to cultivating connections that propel the region forward.

What's one thing people may not know about your organization's work?

We are the most dynamic agency in the country, offering integrated services including strategic special events, influencer marketing and engagement, experiential and event marketing, crisis communications, community immersion, VIP services, brand management, social media, and, of course, public relations.

Photography by Messina Martínez Photography

PREMIO SUPERAR EXPECTATIVAS: CASHMAN & ASSOCIATES

Pocos nombres tienen tanto peso en el mundo del marketing orientado al estilo de vida en Filadelfia como Nicole Cashman. Como fundadora y directora ejecutiva de Cashman & Associates, lidera una de las agencias de comunicación más reconocidas de la región desde hace más de dos décadas. Desde el lanzamiento de hoteles de lujo hasta la organización de eventos a nivel ciudad y la promoción de marcas sin fines de lucro, Nicole ha construido más que una empresa: ha creado un legado.

Lo que comenzó como un emprendimiento personal se ha transformado en una agencia nacional con presencia en los principales mercados mediáticos de Estados Unidos. Cashman & Associates se ha convertido en la firma de referencia para clientes que valoran el estilo, la estrategia y la relevancia cultural. En buena parte, es gracias al instinto de Nicole para identificar lo que mueve a personas y mercados.

Por eso, para la GPHCC resultó natural aliarse con Cashman & Associates para la promoción de Dine Latino Restaurant Week. Cinco años después, Cashman y su equipo siguen apoyando, promoviendo y elevando la escena culinaria latina, más allá del alcance original de su labor.

¿Qué motiva a su organización a ir más allá en el servicio a la comunidad empresarial latina?

La comunidad empresarial latina de la región del Gran Filadelfia tiene un impacto muy importante en la cultura y la economía de la zona. Es un honor poder apoyar a los emprendedores que hacen brillar nuestra región.

¿Cuál es la iniciativa más impactante que han puesto en marcha?

Estamos agradecidos por la colaboración en la semana de los restaurantes latinos, el programa Dine Latino Restaurant Week, impulsado y dirigido por la Cámara de Comercio Hispana del Gran Filadelfia. Gracias a nuestra contribución, hemos podido dar una gran visibilidad a las empresas latinas de la región a través de una cobertura que combina medios impresos, digitales, televisivos y redes sociales. La difusión obtuvo un total de más de 389 millones de impresiones en los medios de comunicación, y 843 mil impresiones en las redes sociales.

Si su organización tuviera un lema, ¿cuál sería?

Contamos su historia al mundo.

¿Cuál es el momento del que se sienten más orgullosos en la historia de la compañía?

A medida que nos acercamos a nuestro 25.º aniversario en 2026, es casi imposible elegir un momento que destaque por encima del resto. Desde que se fundó la empresa en 2001, hemos tenido la oportunidad de trabajar en algunos de los momentos más importantes de la historia de la región: desde la Convención Nacional Republicana y la Convención Nacional Demócrata hasta el All Star de la NBA, Made in America, Live8 y Wawa Welcome America, incluyendo también múltiples visitas reales y mucho más.

¿Cuál es el próximo gran objetivo por el que trabaja su organización?

Trabajaremos en varios proyectos para el 250.º aniversario de la nación, lo que hará de 2026 un año extraordinario para Cashman & Associates.

¿Cuál es el valor más importante que guía sus decisiones?

La integridad, la excelencia y la creatividad. Fundé Cashman & Associates hace 25 años para dejar una huella mientras hacía lo que me gusta; y no podría hacer lo que hago sin el trabajo diligente y la dedicación de mi equipo.

¿Qué logros de su organización le entusiasma más compartir con la GPHCC?

Una de las campañas más gratificantes es nuestro trabajo con la Cámara de Comercio Hispana del Gran Filadelfia en el Dine Latino Restaurant Week: año tras año, tenemos el honor de trabajar con empresas de todos los tamaños para dar a conocer su pasión por la comida y unir a las personas.

¿Cómo se mantiene su organización conectada con la comunidad en la que presta sus servicios?

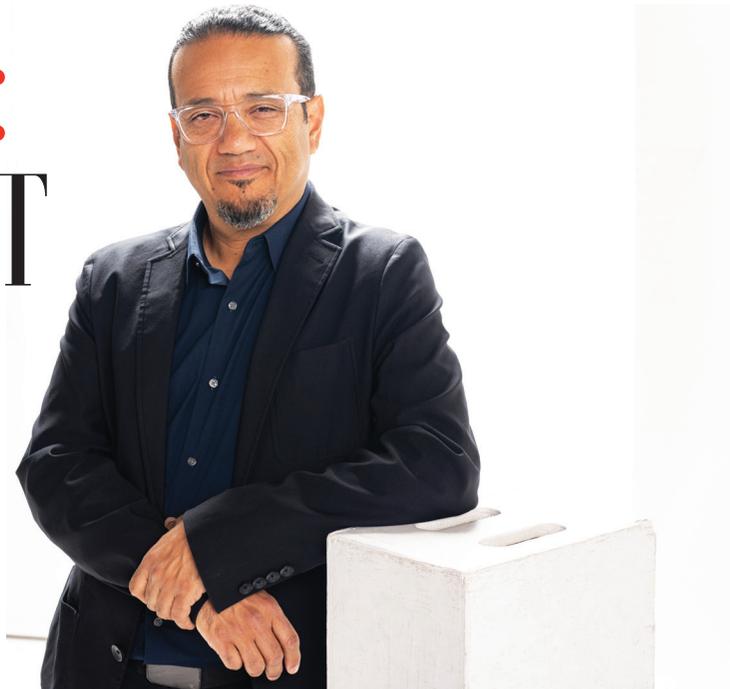
Uno de nuestros valores fundamentales es la comunidad y, a través del trabajo con innumerables organizaciones sin fines de lucro y socios comunitarios, nos mantenemos comprometidos y dedicados a cultivar conexiones que impulsen el avance de la región.

¿Qué es lo que la gente tal vez no sepa sobre el trabajo de su organización?

Somos la agencia más dinámica del país y ofrecemos servicios integrados que incluyen eventos especiales estratégicos, marketing y compromiso de influencers, marketing experiencial y de eventos, comunicaciones de crisis, inmersión en la comunidad, servicios VIP, gestión de marcas, redes sociales y, por supuesto, relaciones públicas.

ACCELERATE: LA CASA POST

lacasapost.tv



From Bogotá to Philadelphia, Bernardo Morillo has built a career defined by versatility, vision, and a deep commitment to storytelling. A two-time Mid-Atlantic Emmy winner, Morillo has earned accolades from the National Black Programming Consortium, the Black Art Alliance, and the Gracie Awards. His creative reach spans directing, cinematography, editing, and producing—skills he brings together seamlessly as the founder of La Casa Post, a full-service production and post-production company.

Morillo's recent work includes co-producing *Sitting Still*, a documentary on landscape architect Laurie Olin, and directing *Broken Dreams*, a short film for the BBC investigating mental health in the veterinary field. Whether crafting bilingual documentaries or shaping visual campaigns for brands, Morillo is known for elevating every frame with clarity and purpose.

What inspired you to start your business?

The concept of entrepreneurship has always fascinated me. I started as a freelancer, and later, I secured a full-time position as a senior editor at a reputable production company in Philadelphia. However, I was always curious to start my own thing. Finally, I jumped ship in 2013.

What's one habit you have that your team might find amusing or surprising?

My passion for poetry.

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

Creative chaos is a myth. I can't operate in chaos. That is also a motivator to run your own business.

What is the most rewarding aspect of owning your business?

Well, when you win, YOU win.

What qualities do you value most in an employee?

Loyalty, competence, sincerity.

What is your business's greatest strength?

The capacity to scale up or down as needed.

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

It is a mindset, a way of life. It took me a while to learn that.

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

My biggest influence is Howard McCabe, owner of Blue Visual Effects. My biggest mentor is Ivan Juzang, owner of MEE Productions.

What is one change you'd like to see in the local business community?

Bigger budgets.

What's one habit you've adopted that has made a significant impact on your business?

Work hard, pay attention, and have a real friend on your team.

How do you start your day, and what's the first thing you do after waking up?

Sadly, checking the phone is always the first thing before breakfast with my family, then ten minutes of petting the dog.

How do you balance work and personal life?

Sometimes the only way is to take a few days off somewhere far away. My partner and my son are great anchors. I also have a sweet, very calming dog.

Photography by Messina Martínez Photography

PREMIO ACELERACIÓN: LA CASA POST



De Bogotá a Filadelfia, Bernardo Morillo ha construido una carrera marcada por la versatilidad, la visión y un firme compromiso con la narración. Ganador de dos premios Emmy de la región del Atlántico Medio, Morillo ha sido reconocido por el National Black Programming Consortium, la Black Art Alliance y los Gracie Awards. Su enfoque creativo abarca dirección, cinematografía, edición y producción; habilidades que combina con maestría como fundador de La Casa Post, una empresa integral de producción y posproducción.

Entre sus proyectos recientes, se destacan la coproducción de *Sitting Still*, un documental sobre el arquitecto paisajista Laurie Olin, y la dirección de *Broken Dreams*, un cortometraje para la BBC que investiga la salud mental en el sector veterinario. Ya sea desarrollando documentales bilingües o creando campañas visuales para marcas, Morillo se caracteriza por elevar cada encuadre con claridad y propósito.

¿Qué lo inspiró a iniciar su negocio?

El concepto de emprendimiento siempre me ha fascinado. Empecé como autónomo y más tarde conseguí un puesto a tiempo completo

como editor sénior en una reputada productora de Filadelfia, pero siempre sentí curiosidad por iniciar mi propio proyecto. Finalmente, di el salto en 2013.

¿Qué hábito suyo podría resultar divertido o sorprendente para su equipo?

Mi pasión por la poesía.

¿Cómo evita que su espacio de trabajo se convierta en un caos, o acepta el caos creativo?

El caos creativo es un mito. No puedo trabajar en el caos. Eso también es una motivación para dirigir tu propio negocio.

¿Cuál es el aspecto más gratificante de tener una compañía propia?

Bueno, cuando ganas, ganas TÚ.

¿Qué cualidades valora más en un empleado?

Lealtad, competencia, sinceridad.

¿Cuál es la mayor fortaleza de su negocio?

La capacidad de ampliarse o reducirse según sea necesario.

¿Qué es lo que le hubiera gustado saber antes de comenzar?

Es una mentalidad, una forma de vida. Me llevó un tiempo aprenderlo.

¿Quién ha sido su mayor influencia o mentor en su trayectoria empresarial?

La mayor influencia ha sido Howard McCabe, propietario de Blue Visual Effects, y el mayor mentor, Ivan Juzang, propietario de MEE Productions.

¿Qué cambio le gustaría ver en la comunidad empresarial local?

Presupuestos más grandes.

¿Qué hábito adoptado ha tenido un impacto significativo en su negocio?

Trabajar duro, prestar atención y tener un amigo de verdad en el equipo.

¿Cómo empieza el día y qué es lo primero que hace al despertarse?

Desayuno con mi familia, acaricio al perro durante 10 minutos y, por desgracia, lo primero que hago siempre es mirar el teléfono.

¿Cómo equilibra su vida laboral y personal?

A veces, la única forma es reservar unos días de vacaciones en algún lugar lejano. Mi pareja y mi hijo son un gran apoyo. También tengo un perro muy dulce y tranquilo.

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Éxito Business Conference

This year's Éxito Business Conference debuted a bold new chapter—with a fresh name, venue, and format designed to spark connection and fuel growth. The energy was undeniable as entrepreneurs and professionals came together to gain practical tools, build community, and leave inspired to elevate their businesses. Workshops tailored to business growth stages and one-on-one sessions in the Coaching Lab gave attendees meaningful takeaways. A special highlight: the chamber's first-ever pitch competition, where Gabriella Páez, founder of BR Hardscape & Landscape Design, took home top honors. Her compelling presentation and drive embodied the spirit of Éxito. Applause to all four finalists who delivered powerful pitches that lit up the room.



MED Week

Micro Economic Development (MED) Week shines a spotlight on the remarkable achievements of small, local, and underrepresented businesses in Philadelphia. This year, GPHCC proudly honored Felix Perez, founder of Perez Therapy LLC, with the Business Leader Award—a recognition of his dedication to community wellness and entrepreneurial excellence. GPHCC also joined forces with the Sustainable Business Network and Finanta to host EcoFuturo, a vibrant forum and mixer centered on green design, infrastructure, and sustainability in business. The event sparked engaging dialogue on building a future where innovation and environmental responsibility go hand in hand.



Concilio's Puerto Rican Day Parade

Philadelphia's 61st Annual Puerto Rican Day Parade brought a wave of pride, rhythm, and resilience to the Benjamin Franklin Parkway. Organized by El Concilio, the 2025 celebration honored the theme "De Pueblo a Pueblo: Unidos por Nuestra Cultura"—"From Town to Town: United by Our Culture"—highlighting Puerto Rico's rich heritage across generations and municipalities. The grand marshal, percussionist Pablo Batista, led the festivities. From bomba dancers to high school marching bands, the parade was a vivid reminder that Puerto Rican identity is not only preserved—but thriving—in Philadelphia.



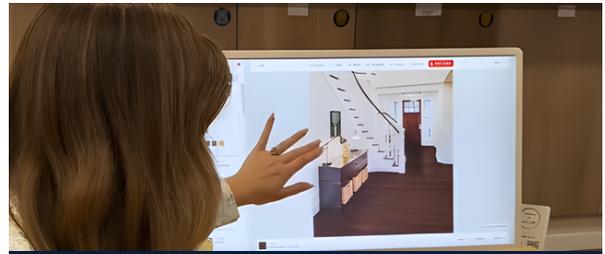
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Corrielus Cardiology celebrates its new Jenkintown location at The Pavilion on Old York Road, expanding access to cardiovascular education, screenings, and culturally competent care for the community.

Cultured Enuf hired its first full-time team member, Taylor Stokes, MS, to expand in Greater Philadelphia. The firm helps leaders strengthen organizational culture and build capacity for sustainable change.

With support from the Elevate Together Grant, **Rosales Communications** built a new recording studio, enhanced event space, and expanded storage to serve more clients.

Faiya expanded into manufacturing to meet rising demand and now proudly produces sauces for local restaurants—an unexpected and exciting new chapter for the brand.

In 2025, **Helados Chupi Chupi** participated in major community events, produced over 12,000 popsicles, expanded its flavor line, and became the exclusive vendor at Teatro Esperanza. A new industrial blender boosted production efficiency and quality.

Kommunity launched its beta web app in September 2024 and grew to 70+ users in its first month. The startup also secured \$5,000 in Elevate Together funding and its first investor commitments.

Damaso Painting completed the Build Latino and Accelerate

Business programs and is now participating in PGW's Diverse Business Development Program. This journey has sharpened business skills, professionalized operations and fueled continued growth.

Anavi Strategies marked major milestones this year, including hiring three full-time employees, completing a rebrand, registering with SAM.gov, and securing multi-year projects. The firm also launched a three-year growth plan, published new case studies, and enhanced its sales and marketing strategy.

Angela Fàlu proudly launched **Luzerne County Home Care Services LLC**, dedicated to providing compassionate, high-quality home care to Pennsylvania families. Visit luzernecountyhc.org or stop by 215 S. Main St., Wilkes-Barre.

Spanish Workshop for Children marked its 25th anniversary, won the 2025 Love Award, launched a new adult program, and expanded its Spanish immersion curriculum to more schools across the region.

JJS Property Services strengthened partnerships with minority vendors across multiple projects, fostering collaboration, learning, and growth while supporting equitable contracting opportunities.

After completing the Accelerate Business program in March 2025, **Melanated Women's Health** expanded staff, joined a UPS marketing campaign, and began Phase 1 of its New Jersey service expansion.

Pro Turn Construction reached its 2025 revenue goal six months early, partnered with the largest US property owner, and expanded its Hispanic contractor network through GPHCC connections.

After joining GPHCC, **Stefano Slack** taught in the Build Latino program, sharing 30 years of accounting experience to empower Latino construction entrepreneurs through financial education.

This year, **Hope Sisters Cleaning** secured a long-term contract with a regional cemetery chain, recognizing its reliability, quality service, and commitment to client service.

Pérez Therapy LLC expanded its provider network and began accepting Independence Blue Cross clients, strengthening access to high-quality mental health care.

Motivos expanded its national youth magazine subscriber base to Hawai'i, continues to design and produce GPHCC's Éxito Business Journal, and launched trauma-informed student engagement workshops and STEAM-infused culinary camps. Connect at linktr.ee/motivosmag to learn more.

LUHV Food's ready-to-eat vegan dishes are now available at six Hudson News locations throughout Philadelphia International Airport. This partnership marks a significant milestone for LUHV Food, which began as a small café in Hatboro and has grown into a regional favorite for wholesome, sustainable eating.



1. GPHCC co-hosts the Pennsylvania Legislative Luncheon in Harrisburg, bringing together leaders from across Pennsylvania to strengthen advocacy efforts in October, 2025. 2. GPHCC and Soccer 2026 organizing committee host Hispanic Heritage Month Mixer at Vista Peru, a GPHCC Dine Latino participant in October, 2025.



When we give back, our community leaps forward.

WSFS Bank sees every chance to support a local nonprofit as an opportunity to grow and enrich our Community. We're honored to support the positive impact made by the **Greater Philadelphia Hispanic Chamber of Commerce, Excelencia in Hispanic Business Awards.**

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- 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

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