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Greater Philadelphia Hispanic Chamber of Commerce (GPHCC).
Serving Latino businesses, entrepreneurs, and professionals across the region.

EXECUTIVE LEADERSHIP

President & CEO: Jennifer Rodríguez
Board Chair: Néstor Torres

JOURNAL COORDINATOR

Maria de los Ángeles Durante

WRITERS & CONTRIBUTORS

Valeria Uribe – 2PuntosPlatform
Yael Tacher – Small Business Education Programs
Mayra Soto – Member Engagement Manager
Maridarlyn Gonzalez – LULAC PA Director

DIRECTOR OF DESIGN & PRODUCTION

Jenée Chizick Agüero

GPHCC STAFF

President & CEO: Jennifer Rodríguez;
Membership: Mayra Soto; Education Programs:
Yael Tacher; Administration: Maria Durante;
Membership & Operations: Rafael Cruz; Digital
Communications: Brandon Cisneros.

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Aguirre, Mike González, Natalia Ortiz-Torrent,
Edward García.

CONTACT

Greater Philadelphia Hispanic Chamber of Commerce
141 E. Hunting Park Ave. Phila, PA 19124
Website: philahispanicchamber.org
Email: info@gphcc.org
Phone: 215-845-5456

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LETTER FROM THE EDITOR

Dear Members, Partners,
and Friends,

At GPHCC, our mission is clear: to create the conditions for Hispanic businesses to grow, compete, and build wealth. Every initiative we launch is designed with that purpose in mind, ensuring that our work delivers measurable outcomes for the businesses and entrepreneurs we serve.

This edition of *Éxito Business Journal* reflects that commitment. Throughout these pages, one idea becomes clear: meaningful connections create opportunity, and opportunity fuels growth.

One of the strongest examples is our Latino B2B Referral Circle. In this issue, you'll see how this initiative is creating direct pathways between prepared businesses and contracting opportunities. By connecting graduates of our Build Latino program with Pro Turn Construction, we are demonstrating what can happen when business readiness is paired with intentional access.

This is more than networking. It is a strategy for building trust, strengthening relationships, and creating results. Build Latino equips entrepreneurs to compete, while the B2B Referral Circle helps ensure they are seen, considered, and connected.

The FIFA World Cup was a once-in-a-generation opportu-

nity for our region, generating unprecedented economic activity across multiple industries. From the beginning, GPHCC was committed to ensuring that Hispanic businesses were not simply spectators, but active participants in the opportunities created by this global event.

We are proud to have seen many of our members secure contracts, build new partnerships, and increase their visibility through World Cup-related projects and initiatives. Their success demonstrated that preparation, strong business networks, and intentional access can translate into meaningful economic impact. We are equally proud that members of our own team served as FIFA volunteers, strengthening our connection to one of the most significant events ever hosted in our region.

The momentum created by the World Cup did not end with the final match. It reinforced the importance of continuing to connect Hispanic businesses with opportunities that drive long-term growth, while showcasing the strength, talent, and resilience of our business community on a global stage.

Creating opportunities, however, is only part of the equation. Sustained growth depends on strong relationships and an engaged business community. That is why



we introduced My Glue, GPHCC's new membership experience, making it easier for members to connect, engage, and maximize the value of their chamber membership.

Taken together, these initiatives reflect something larger than individual programs. They represent an ecosystem designed to prepare businesses, strengthen connections, and open doors to long-term growth.

As you explore this issue, I encourage you to stay engaged. Participate in our programs, build new relationships, and take full advantage of the opportunities available through My Glue. Even something as simple as updating your member profile can lead to meaningful new connections..

Saludos,

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

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

BOARD MEMBER PROFILES



DORIAN S. SEVILLA

Dorian S. Sevilla has led Sherwin-Williams' Philadelphia operations since February 2020. In this role, he is responsible for the leadership and performance of both the architectural and protective and marine business segments, overseeing a team of 565 professionals across sales, management, technical support, and customer service.

He previously served as director of sales for the Brazil region, overseeing operations in Brazil, Paraguay, and Bolivia, and as district manager in Puerto Rico. Across these roles, he led the architectural, protective and marine, and general industrial business segments, consistently delivering strong results.

He holds a Bachelor of Business Administration in Marketing from the University of Georgia.

Dorian is married to Ailyn Birnberg-Sevilla and is the proud father of three children: Eric, Daniel, and Amelia.



EDWARD GARCIA

Edward Garcia is the CEO and co-owner of Queen & Rook, the award-winning board game restaurant and bar that has become the largest concept of its kind on the East Coast. Under his leadership, the business has earned recognition for its innovative blend of dining, entertainment, and community engagement, with a second location slated to open in 2026.

Garcia brings a diverse professional background spanning government finance, nonprofit management, and youth development. He holds an Executive MBA from Temple University's Fox School of Business, where he strengthened the strategic and leadership skills that continue to guide the company's growth.

A Philadelphia resident, Garcia shares both life and business with his partner and co-owner, Jeannie Wong. Together, they are raising two children and five cats while building a destination that brings people together through play, food, and meaningful connections.



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WHY REGIONALISM MATTERS FOR LATINO ECONOMIC MOBILITY

*By Maridarlyn González, President of the Board,
LULAC PA Council*

As Southeastern Pennsylvania's leaders increasingly embrace regionalism as a blueprint for economic growth, the conversation is expanding beyond county and state lines. For the region's 675,000 Latinos—one of its fastest-growing and most influential populations—the success of this strategy will depend not only on creating jobs and attracting investment, but also on ensuring that economic opportunity reaches the communities where Latino families live, work, and build businesses.

Philadelphia remains home to the largest Latino population in the area, with roughly 250,000 residents. Yet the broader 11-county metropolitan region—including counties in Pennsylvania, New Jersey, Delaware, and Maryland—contains approximately 675,000 Latinos. The data reveal meaningful differences. The median household income for Latinos across the region is \$66,127, compared with \$51,106 for Latinos in Philadelphia. Roughly 3,900 Latino households in the city earn more than \$200,000 annually, but that number rises to about 18,810 across the region—nearly 80% of high-income Latino households live outside Philadelphia. Poverty rates also diverge: 14% for Latinos outside the city versus 31% within it.



From Left to Right: Ramery DeLuna, Ex-Regional Northeast Vice President; Mari Gonzalez, Pennsylvania State Director; Aric Herrera, National Vice President for Young Adults and Roman Palomares, National President.

Still, Philadelphia's story is more nuanced. The Latino poverty rate has declined significantly over the past decade, and as the population grows, so does the urgency of creating pathways to economic mobility. This challenge mirrors a broader regional reality. Research from Opportunity Insights found that the Philadelphia metropolitan area ranks last among the nation's 50 largest regions for upward mobility among low-income residents. Brookings reports that the region also fell short of expected job growth over the last decade, missing thousands of opportunity jobs that could have provided family-sustaining wages.

In response, leaders across Southeastern Pennsylvania have united around a regional growth strategy focused on expanding "good job" positions: roles offering living wages, benefits, and advancement. High-growth sectors such as digital

technology, precision manufacturing, and biomedical production are identified as key drivers of the future economy. For Latinos, this presents both opportunity and challenge. As one of the region's fastest-growing populations, Latinos represent an essential share of the workforce, entrepreneurs, and future talent. To move the region forward, Latinos must be included in talent pipelines, supplier networks, and business ecosystems.

Economic development must prioritize access—not only attracting companies but ensuring growth reaches families in Philadelphia, Norristown, Kennett Square, Camden, and beyond. Latino communities across the region are interconnected through commuting patterns, business networks, and cultural ties. Regionalism means recognizing that the Latino economic story is not urban or suburban—it is fully regional.



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B2B LATINO

MORE THAN REFERRALS, A COMMUNITY THAT DRIVES BUSINESS GROWTH



*By Mayra Soto,
GPHCC Membership Engagement Manager*

When people hear “referrals,” they often think of new business opportunities—and they’re right. A referral can transform a company. But members of the Greater Philadelphia Hispanic Chamber of Commerce’s B2B Latino initiative know it offers far more than connections.

B2B Latino is a community of GPHCC members who meet monthly in a virtual setting to share experiences, present their businesses, and create opportunities for growth. Over time, these meetings evolve beyond traditional networking and become spaces where genuine relationships form—built on trust, collaboration, and mutual support.

A key feature of the program is its limited seats per industry, which reduces competition and allows each entrepreneur to serve as the ambassador and subject-matter expert of their niche. Referrals emerge naturally through the trust participants build.

The initiative has also sparked strategic alliances. In the B2B Latino Construction group, several companies have combined expertise and



resources to pursue larger projects together.

Beyond business growth, B2B Latino strengthens professional development. Members refine presentation skills, expand networks, and learn from mentors and business leaders who support programs like GPHCC’s CHISPA webinar series.

Behind each group is a dedicated team of volunteers and women leaders: Julissa Almonte (afternoon circle), Karen Machín (morning circle), and Juana Gutiérrez (B2B Latino Construction).

Ultimately, B2B Latino is about building lasting relationships and shared success.

To join a B2B Latino circle, email us B2BLatino@gphcc.org



TRACTION+GROWTH

WHERE ENTREPRENEURS REFINE AND REINFORCE THE BUILDING BLOCKS OF THEIR BUSINESS

By Yael Tacher,
Program Manager



Managing a growing business can feel overwhelming—and no one should do it alone. Traction+Growth is a 10-week course designed for entrepreneurs who want to refine strategy, address specific challenges, or strengthen the foundations of their enterprise. Participants gain practical tools as well as the confidence and support needed to move forward.

The journey begins with reflection, helping entrepreneurs connect their strengths, challenges, and goals to their business vision. They then explore their market position, ideal customers, and the elements required to build a strong, sustainable foundation.

As the program progresses, participants examine what it truly takes to grow. They identify funding needs, learn how to protect what they are building, and refine their plans so they can clearly communicate their vision—whether to customers, partners, or investors. By the final stage, the focus shifts to action: creating efficient processes and preparing for both opportunities and obstacles.



GPHCC's first co-hort of Traction + Growth meet at FIFA Headquarters.

Powered by the nationally recognized FastTrack® curriculum, Traction+Growth is led by a dedicated facilitator who fosters a supportive environment. Participants receive one-on-one guidance, tailored sessions, and build meaningful peer connections that last beyond the program.

Ultimately, Traction+Growth is about community—building relationships, learning together, and celebrating each entrepreneur's progress. At GPHCC, we support not just businesses, but the people behind them.

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PRO TURN CONSTRUCTION



By Valeria Uribe, 2PuntosPlatform

As a first-generation Cuban American, Robertin Nuñez has built his life—and his business—on discipline and resilience. Those values helped him establish Pro Turn Construction, a firm that has created lucrative opportunities for other Latino-owned businesses with support from the Greater Philadelphia Hispanic Chamber of Commerce over the past year and a half.

Nuñez's entrepreneurial education began in childhood. He watched his mother buy abandoned houses with plans to renovate them. The family moved into those homes, even when they lacked windows, water, or heat. Those experiences taught Nuñez to see potential where others saw obstacles. "This all started with seeing what is and what it could be," he said. "When I see an abandoned house now, I don't see an abandoned house; I see a house I lived in at some point."

Pro Turn Construction began renovating houses in 2023, and both of Nuñez's children eventually joined the family business. Today, the firm manages a portfolio of more than 100,000 residential units across Philadelphia, New Jersey, Wilmington, and Baltimore.

Mentorship has been central to Nuñez's growth. Every morning at 9, he spends 20 minutes speaking with his mentor, David Eagle. Before Eagle, Masjesne Tani guided him in the late 1990s, teach-



ing him to "find where the people are" rather than searching for them one by one. That advice led Nuñez to the Hispanic Chamber in 2024, where he knew he could connect with other Latino construction entrepreneurs.

"Pro Turn came in this year with a will to connect with the construction industry," said Mayra Soto, membership engagement manager at the chamber. Nuñez told her he wanted to offer "solid opportunities" to fellow business owners. The chamber introduced him to B2B Latino, a referral exchange circle that helps entrepreneurs expand their client base and build long-term partnerships.

Soon after joining, Nuñez hosted an open house at his North Fifth Street office to explore collaboration. "I thought it was very creative to have people within the same industry talking the same way," he said. "I

didn't go there just to listen. I was hiring."

Since then, Pro Turn has offered opportunities to B2B Latino members including Hope Sisters, Terra Nova, and Giraldo Real Estate. Nuñez also brought on German Toainga, who is working with Pro Turn through December on a 22-unit project. Collaboration has strengthened Pro Turn's operations while advancing Nuñez's mission of creating opportunities for others. "They learn from us, and we learn from them," said Yadhira Duran, ground operations manager. "We are grateful for everyone we've met through the chamber."

This community building comes at a challenging time. Thirty-two percent of workers in the construction industry are Hispanic, and 28% of firms reported being affected by immigration actions in 2025. "The industry is having a hard time... it's running out of workers," Soto said. "These opportunities give them security and peace."

Despite the storm, Nuñez remains optimistic. "All shall pass," he said. "We are resilient people... there is always sun after the storm."



PRO TURN CONSTRUCTION

Robertin Nuñez ha construido su vida —y su empresa— sobre la disciplina y la resiliencia.

Como cubanoamericano de primera generación, estos valores ayudaron a Nuñez a fundar Pro Turn Construction. Durante el último año y medio, la firma ha generado oportunidades lucrativas para otros negocios latinos con el apoyo de la Greater Philadelphia Hispanic Chamber of Commerce.

La educación empresarial de Nuñez comenzó en su infancia, cuando su madre compraba casas abandonadas con la intención de renovarlas. La familia se mudaba a esas viviendas, incluso cuando no tenían ventanas, agua o calefacción. Esa experiencia le enseñó a ver potencial donde otros solo veían obstáculos. “Todo empezó con ver lo que es y lo que podría ser”, dice. “Cuando ahora veo una casa abandonada, no veo una casa abandonada: veo una casa en la que viví en algún momento”.

Pro Turn Construction comenzó a renovar viviendas en 2023, y con el tiempo sus hijos se unieron al negocio familiar. Hoy, la firma administra un portafolio de más de 100.000 unidades residenciales en Filadelfia, Nueva Jersey, Wilmington y Baltimore.

El apoyo de otros también ha sido clave en su crecimiento. Cada mañana a las nueve, Nuñez dedica veinte minutos a conversar con su mentor, David Eagle. Antes que él, Masjesne Tani lo guio en los años noventa y le enseñó a “encontrar dónde está la gente”, en lugar de buscar a cada persona una por una. Ese consejo lo llevó a acercarse a la Hispanic Chamber en 2024, donde sabía que podría



conocer a otros empresarios latinos de la construcción.

“Pro Turn llegó este año con la voluntad de conectarse con la industria de la construcción”, señala Mayra Soto, gerente de participación de miembros. Nuñez le explicó que quería ofrecer “oportunidades sólidas” a otros dueños de negocios. La Cámara lo presentó a B2B Latino, un círculo de intercambio de referidos que ayuda a los emprendedores a ampliar su base de clientes y construir alianzas duraderas.

Poco después de unirse, Nuñez organizó un open house en su oficina de North Fifth Street para explorar colaboraciones. “Me pareció muy creativo tener a personas de la misma industria hablando el mismo idioma”, dice. “No fui solo a escuchar. Fui a contratar”.

Desde entonces, Pro Turn ha ofrecido oportunidades a miembros de B2B Latino como Hope Sisters, Terra Nova y Giraldo Real Estate. También incorporó a German Toainga, quien

trabaja con Pro Turn hasta diciembre en un proyecto de 22 unidades.

La colaboración ha fortalecido las operaciones de la empresa y ha contribuido con la misión de crear oportunidades para otros que propone Nuñez. “Ellos aprenden de nosotros y nosotros de ellos”, menciona Yadhira Duran, gerente de operaciones. “Estamos agradecidos por todas las personas que hemos conocido a través de la Cámara”.

La creación de esta comunidad ocurre en un momento difícil. El 32% de los trabajadores de la construcción son hispanos, y el 28% de las empresas reportaron impactos por acciones migratorias en 2025. “La industria está teniendo dificultades... se está quedando sin trabajadores”, dice Soto. “Estas oportunidades les dan seguridad y paz”.

A pesar de la tormenta, Nuñez mantiene el optimismo. “Todo pasa”, afirma. “Somos gente resiliente... siempre hay sol después de la tormenta”.

MEDIAVERSE



By Valeria Uribe, 2PuntosPlatform

In October 2024, Alberto Córdova received a surprising phone call from the Philadelphia Soccer 2026 Host Committee. The FIFA World Cup was coming to Philadelphia, and the committee needed a communications firm to produce content for the event—they wanted Mediaverse, his company, to take it on. At first, Córdova thought it was a prank, until he learned that the Greater Philadelphia Hispanic Chamber of Commerce had recommended him.

The FIFA World Cup is one of the most significant sporting events in the world, drawing elite teams and generating billions in revenue. The 2026 tournament will take place across 11 US cities, plus Canada and Mexico, and is projected to be the most lucrative sporting event in history.

The day after the call, Córdova presented Mediaverse to the selection committee. He emphasized not only the firm's capabilities but also the passion that soccer inspires in Latino communities. "We started with the passion we feel about soccer and



Alberto Cordova

how excited we were to combine what we do best—producing content—with our love for the sport," said Córdova, founder and managing director of Mediaverse.

Typically, Mediaverse produces technical content for companies such as WhatsApp and Adobe. But the World Cup offered a chance to merge creativity with cultural enthusiasm. The firm produced content for Mexico, Canada, and the US, including billboards and countdown visuals like the one at City Hall. "It was like a playground for us," Córdova said.

How Mediaverse was Born:

Mediaverse began in 2014 as a side business called Mass Video, with Córdova writing multiple scripts weekly for major brands. After moving to the US in 2017, he expanded the company and eventually rebranded as Mediaverse in 2022. Today, the firm employs 34 people across Argentina, Mexico, Brazil, and Spain, with Córdova as the sole US-based team member.

Latino representation in tech remains limited, and that motivates Córdova. His company now partners with Meta, Oracle, and Google. Seeking community, he joined the Hispanic Chamber and its B2B Latino program in 2024, where he connected with other Latino entrepreneurs. That relationship led directly to Mediaverse's World Cup opportunity.

"The Hispanic Chamber has been immensely supportive," Córdova said. "Every time I join those meetings, I feel energized by the stories of small business owners striving to thrive in this country."



Mediaverse team celebrates being selected to work with FIFA.

MEDIAVERSE

En octubre de 2024, Alberto Córdova recibió una llamada inesperada del Philadelphia Soccer 2026 Host Committee. La Copa Mundial de la FIFA llegará a Filadelfia en dos años, y el comité necesitaba una empresa de comunicaciones para producir contenido para el evento. Querían que Mediaverse, su empresa, asumiera la tarea. Al principio, Córdova, fundador y director general, pensó que era una broma, hasta que supo que la Cámara Hispana de Comercio de Filadelfia lo había recomendado.

La Copa Mundial de la FIFA es uno de los eventos deportivos más importantes del mundo: reúne a equipos de élite y genera miles de millones en ingresos. El torneo de 2026 se celebró en once ciudades de EE. UU., además de Canadá y México, y se proyectaba como el evento deportivo más lucrativo de la historia.

Un día después de la llamada, Córdova presentó a Mediaverse ante el comité de selección. No

solo destacó las capacidades de la empresa, sino también el entusiasmo que el fútbol despierta en las comunidades latinas. “Comenzamos con la pasión que sentimos por el fútbol y lo emocionados que estábamos de combinar lo que mejor hacemos —producir contenido— con nuestro amor por el deporte”, señala Córdova.

Normalmente, Mediaverse produce contenido técnico para empresas como WhatsApp y Adobe. Pero la Copa Mundial ofreció la oportunidad de unir creatividad y entusiasmo cultural. La firma produjo contenido para México, Canadá y EE. UU., incluidos anuncios y visuales de conteo regresivo, como el instalado en City Hall. “Para nosotros fue como un parque de juegos”, dijo Córdova.

Mediaverse comenzó en 2014 como un negocio paralelo llamado Mass Video, donde Córdova escribía varios guiones semanales para grandes marcas. La empresa se expandió tras mudarse a EE. UU.



Mediaverse team

en 2017, y en 2022 se rebrandeó como Mediaverse. Hoy emplea a 34 personas en Argentina, México, Brasil y España, mientras que Córdova es el único miembro del equipo en EE. UU.

La poca representación latina en la industria tecnológica global impulsa su trabajo. Mediaverse actualmente colabora con Meta, Oracle y Google. Buscando crear comunidad, Córdova se unió a la Cámara Hispana de Comercio de Filadelfia y al programa B2B Latino en 2024, donde conectó con otros emprendedores. Esa relación lo llevó directamente a la oportunidad de participar en la Copa Mundial.

“La Cámara Hispana de Comercio de Filadelfia ha sido inmensamente solidaria”, menciona Córdova. “Cada vez que asisto a las reuniones, me energiza escuchar las historias de pequeños empresarios que buscan prosperar en este país”.



Alberto Cordova



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Participants will refine their business concepts, strengthen their business models, connect with customers, and develop a clear roadmap for launch and growth. With a small cohort of just 20 businesses, Traction+Growth offers a supportive and collaborative environment where entrepreneurs can build confidence, gain traction, and take their ventures to the next level.



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Start: September 10, 2026

Duration: 10 weeks

Hybrid model: 60 % virtual, 40% in-person

Cost: Free for GPHCC Members. (Membership is not required to apply; however, accepted participants must become members.)



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BUENA VISTA RESTAURANT: BUILDING A FAMILY LEGACY THROUGH FOOD, CULTURE, AND PERSEVERANCE

For Jorge and Jessie, Buena Vista Restaurant is more than a business—it is the realization of an American Dream built on hard work, resilience, and a passion for sharing authentic Mexican cuisine with the community.

The journey began in 2008 with their first restaurant in Horsham, Pennsylvania. Like many small business owners, they faced significant challenges. The economic climate was difficult, and the cost of rent proved unsustainable. Despite their dedication, they were forced to close. For Jorge and Jessie, however, it was only the beginning.

Determined to continue pursuing Jorge's dream of owning a restaurant, the couple relocated to Frazer, Pennsylvania, where they opened a second Buena Vista location in 2010. Through perseverance, long hours, and an unwavering belief in their vision, Buena Vista steadily grew. Today, that family dream has expanded into six thriving locations across the Philadelphia region, including Malvern, Wayne, Ardmore, Fairmount, South Philadelphia, and Old City.

At the heart of Buena Vista's success is a philosophy centered on family. While customers notice the vibrant décor, colorful furnishings, and warm atmosphere celebrating Mexican culture, the restaurant's strongest foundation lies behind the scenes.

"Our employees become part of our family, we call ourselves the Buena Vista Family," Jessie explains.



Jessie and Jorge Martinez, owners of Buena Vista Restaurant



"They are what makes Buena Vista Restaurant, and without them, we wouldn't be who we are today."

That commitment to people extends to every aspect of the business. Jorge and Jessie, parents to six children, remain closed on Christmas Day and close early on

Christmas Eve, allowing employees and loved ones to spend time together during the holidays.

Buena Vista has also earned a loyal following for authentic Mexican specialties inspired by the culinary traditions of Michoacán, Mexico. The restaurant is especially known

for its *Carnitas a la Michoacana*, *Birria estilo Michoacano*, Chipotle Chicken, Guacamole, and Al Pastor. At the Malvern location, the Cream of Crab Soup has become a local favorite and hidden gem.

Over the years, Buena Vista's commitment to quality and hospitality has garnered recognition. The restaurant has been featured on PHL17, Fox News, Telemundo, and Dine Latino Restaurant Week, while receiving awards recognizing it among the region's top restaurants.

Yet success has not shielded the business from the realities facing restaurant owners today. Rising food, fuel, and payroll costs continue to pressure operations. While Buena Vista has made modest menu price adjustments, the owners have worked hard to absorb much of the increased expense themselves.

Despite these challenges, their outlook remains optimistic.

"We know better days will come," Jessie says. "This storm will not last forever. We will overcome these challenges just like we have in the past."

Perhaps the most remarkable measure of Buena Vista's success is not found in awards or expansion, but in the relationships built over nearly two decades of serving the community. Some customers have become lifelong friends, and one family became so close to Jorge and Jessie that they now serve as godparents to their children.

These connections reflect the values that have guided Buena Vista from the beginning: hospitality, authenticity, and a genuine commitment to treating everyone who walks through the door like family.

From a difficult start during an economic downturn to six successful locations across the region, Buena Vista Restaurant stands as a testament to perseverance, community, and the enduring power of sharing great food with others.



RECIPE: QUESA-BIRRIA TACOS

Ingredients

6 oz of Flat Iron Steak
1 Plum tomato
1 Cup of water
3 Garlic Cloves
A pinch of Salt and Pepper
1/4 Onion
1 Guajillo Pepper
1 Chile Pasilla
1 Chile Ancho

Preparation:

1. Broil the steak with the tomato, garlic, onion, guajillo pepper, chile Pasilla, chile ancho, three garlic

cloves, and the water. Broil for an hour at medium heat, until the steak is tender.

2. Remove the beef from the pot and pull it apart and shred it with two forks.
3. Dip a corn tortilla in the birria stew and place it in a pan.
4. Add shredded Chihuahua and Monterrey cheese, finely chopped fresh cilantro, finely diced onions, and birria.
5. Fold the tortilla to make a taco and serve with a side of birria stew.



Jorge Martinez mixing a drink at Buena Vista Restaurant

ON THE MOVE

2026 Annual Membership Meeting

GPHCC kicked off 2026 with its Annual Membership Meeting at Esperanza, bringing together 160 members, partners, and supporters for an evening of connection, reflection, and forward-looking conversation. With Comcast NBCUniversal as lead sponsor, the program featured a fireside chat between former PECO CEO David Velazquez and NBC10's Claudia Vargas, who explored leadership, career growth, and the evolving energy landscape, including the rise of data centers. One of the evening's most meaningful moments came from Harold Ortega of HRP Group, who spoke about feeling genuinely welcomed by GPHCC. Guests also enjoyed offerings from Mural City Cellars, On Charcoal, Tutto Alfajores, and Mr. Plátano.



Dine Latino Restaurant Week (Spring Edition) and Chef's Tasting

Sponsored by the City of Philadelphia, Comcast, and Visit Philadelphia, the 2026 Spring edition of Dine Latino Restaurant Week took place from April 5th to 11th. More than 40 restaurants, bakeries, and food trucks joined in the celebration of the rich diversity of food and culture embraced by our city. Cashman & Associates conducted proactive media outreach to local and regional publications through targeted media pitches that secured a mix of print, digital, broadcast, radio and social media coverage totaling over 418 million impressions. The Chef's Tasting featuring Puyero Venezuelan Flavor was the perfect finale to the week. This exclusive culinary experience offers guests a unique opportunity to go beyond the plate, as a featured chef prepares a curated menu while sharing the story behind their restaurant, their culinary journey, and the traditions that inspire each dish.



Chamber Day with Pennsylvania Legislative Latino Caucus

On April 28, GPHCC joined the Berks County Latino Chamber, Lehigh Valley, and the Pittsburgh Metro Area Hispanic Chamber for a landmark visit to the Pennsylvania State Capitol, marking the first time Hispanic Chambers were officially welcomed in the State Chambers. Welcomed by Latino Caucus Chair Johanny Cepeda-Freytiz and other lawmakers, chamber leaders elevated the voice of Hispanic business in conversations about entrepreneurship, collaboration, and the growing role of Hispanic Chambers across the Commonwealth. Representing GPHCC, Jennifer Rodriguez also met Chair Joanna McClinton. The visit underscored a shared priority: strengthening chamber capacity to better support Pennsylvania's expanding Hispanic business community.



GPHCC STAFF BRING THEIR LOVE OF FÚTBOL TO FIFA WORLD CUP 2026

Rafael Cruz, who oversees IT at the Greater Philadelphia Hispanic Chamber of Commerce, has a lifelong passion for *fútbol*. A devoted supporter of Spain, Puerto Rico's El Huracán Azul, and Real Madrid, he traces his love of the game to the 2006 FIFA World Cup, when a family trip to Canada became an unforgettable cultural experience. Cities came alive with fans, flags, jerseys, and crowded cafés, turning him from a casual viewer into a dedicated fan. Since moving to the United States, soccer has helped Rafael build friendships and find connection across cultures. This summer, he experienced his first World Cup as a volunteer in Philadelphia.

Mayra Soto, GPHCC's Membership Engagement Manager, also volunteered with Philadelphia Soccer 2026, helping amplify Spanish-language media engagement and connect the Hispanic community to the excitement of the tournament. She has served as a Spanish-language spokesperson for major announcements, community activations, and media opportunities. A supporter of Argentina, Puerto Rico's El Huracán Azul, and the Philadelphia Union, Mayra also takes pride in the Puerto Rico U-17 women's national team becoming the first Puerto Rican squad in any category to qualify for a FIFA World Cup. Her passion deepened during a 2014 trip to Portugal, where she attended a Portugal-Germany match and saw firsthand how soccer unites people through culture, identity, and emotion.

Originally from Buenos Aires, Argentina, where *fútbol* is more religion than pastime, **María de los Angeles Durante** serves as Administrative Assistant at GPHCC and enjoyed volunteering at the 2026 FIFA World Cup in

Philadelphia. A lifelong supporter of Argentina's national team, she has celebrated three World Cup victories and remains devoted to Lionel Messi, whom she calls "the true GOAT," as well as Boca Juniors, the club she has followed since childhood.

Maria's earliest memories are tied to sunny Sundays in Buenos Aires, when radio broadcasts, television commentary, neighborhood asados, and Boca-River Clásico celebrations filled the city. She remembers the joyful "goooooool" calls echoing across neighborhoods and the humor and rivalry known as *el folklore del fútbol*. Victories over rivals such as Brazil and Italy often led to celebrations at the *Obelisco*, reinforcing the unity the sport inspires. As she prepares to volunteer at Philadelphia Stadium, Maria's dream is to see Argentina lift the trophy again, this time in the United States, a country she also calls home.

For **Brandon Cisneros**, GPHCC's Communications Specialist, soccer is a connection to family, culture, and memorable experiences. He supports Ecuador's national team and Real Madrid, with Ecuadorian midfielder Moisés Caicedo among his favorite players. His passion began by watching his uncle cheer for Ecuador from the family living room, turning every match into a family event. Later, a 2019 tour of Santiago Bernabéu Stadium gave him a behind-the-scenes look at Real Madrid's locker rooms, press areas, hall of fame, and pitch. In 2023, he documented the New York Red Bulls' Latino Night from behind the scenes, seeing matchday operations up close. Now, Brandon is preparing for another milestone as a volunteer with the media team for the 2026 FIFA World Cup in Philadelphia.

FÚTBOL HAS TAKEN OVER THE GPHCC



Left top: Mayra Soto, Brandon Cisneros.
Left bottom: Maria (de los Angeles) Durante
and Rafael Cruz.



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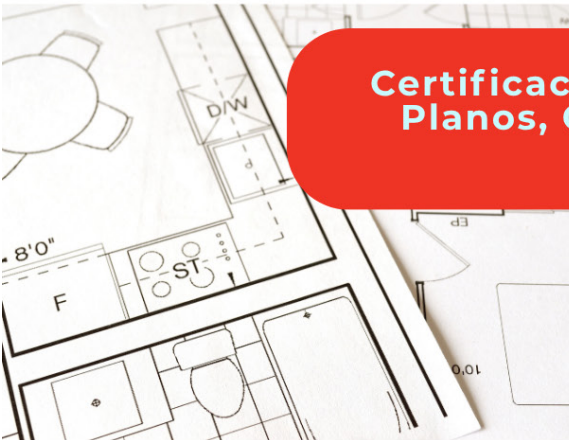
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Inicio: 26 de Octubre, 2026

Modalidad: 12 sesiones virtuales mas 4 sesiones presenciales.

Costo: Gratis para miembros de GPHCC (No tienes que ser miembro para solicitar al programa.)

DETALLES
AQUÍ



www.gphcc.org



We proudly announce that several of our members have been awarded the Philadelphia Inquirer's 2026 Best of Philly Award in their respective categories: **LUHV Vegan Deli** - Gold Best Vegan Dining; **La Llamita Vegana Food Truck** - Silver Best Dining and Bronze Best Catering; **Eagles Staffing** - Best Staffing Company; and **Queen & Rook Café** – Best Place to Play Bar Games



El Mercurio's founder, **Sofia de Leon**, has been elected as a board member to the PA Restaurant and Lodging Association.



LUHV Food, a manufacturer and fast casual vegan deli, has signed a contract to sell their brand products at PHL Airport through Hudson News.



La Casa Post's documentary, *Peg of My Heart*, about Peg Davis, a local farmer and her journey to create a new line of heirloom tomatoes, was featured by PBS Saton, WETA.



Oblea Fusion, a Philadelphia-based dessert experience business founded by Julián Ramos, won \$5,000 prize in GPHCC's 2nd annual Éxito Pitch Competition. They were selected from four finalists who presented to a panel of judges during GPHCC's Éxito Conference for Entrepreneurs. Those finalists were: **Diagnostics Your Way**, a medical diagnostics company; **Delco Balloons**, an event decoration provider; and **Accesso Care**, transitional support and ongoing private-pay home care.



In National Small Business Week 2026, the U.S. Small Business Administration (SBA) Eastern Pennsylvania District Office honored **Rodriguez Consulting** with the Eastern Pennsylvania Entrepreneurial Success of the Year award. This recognition celebrates the firm's 18 years of service to the City of Philadelphia and surrounding communities, its work in civil engineering, land surveying, municipal services, and workforce development through Rodriguez University

Congratulations to **GPHCC Instructor Lenin Agudo**, who received the 2026 Capital Formation Award from the Pennsylvania Small Business Development Center.

Main Line Parent and Philadelphia Family named **Spanish Workshop for Children** its 2026 LOVE award for Best Language Classes for Kids and Best Language Program.



TaxSpace, a provider of bilingual financial support and **BR Hardscape and Landscape Design**, designers and builders of commercial and residential landscapes, are two graduates of GPHCC's Accelerate Business program who received grants from the City of Philadelphia Small Business Catalyst Fund.



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prolensstudios.com

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urdaneta.net

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elondevelopment.com

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tmo.com

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Voyage-investments.com

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angelinosfairmount.com

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Barbacoa
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chefcristinamartinez.com

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donhectorusa.com

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IG: @elbochinche Philly

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elsarapebluebell.com

ESS Bakery Café
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geronimosambler.com

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jezabelsphil.com

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jocelynbakery.com

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elmerkury.com

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muchoperu.com

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queenandrookcafe.com

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plazagaribalditogo.com

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puyerooflavor.com

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taqueriamorales.com

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tamalexbarandgrill.com

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IG: @tinascfe29

Tierra Colombiana Inc.
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tierracolombianarestaurant.com

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IG: @vistaperuphillly

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sherwin-williams.com

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(917) 600-3343

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Beauty

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phillybeauty.com

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IG: divinestetic_

Eudanis J Makeup
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La Reyna Nails Studio
(215) 341-7141
lareynanailsstudio.com

Maribella Salon
(302) 274-2990
maribellasalon.com

Shanah Makeup Artistry
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Eagle Staffing Co.
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eaglestaffing.net

Halo Home Care
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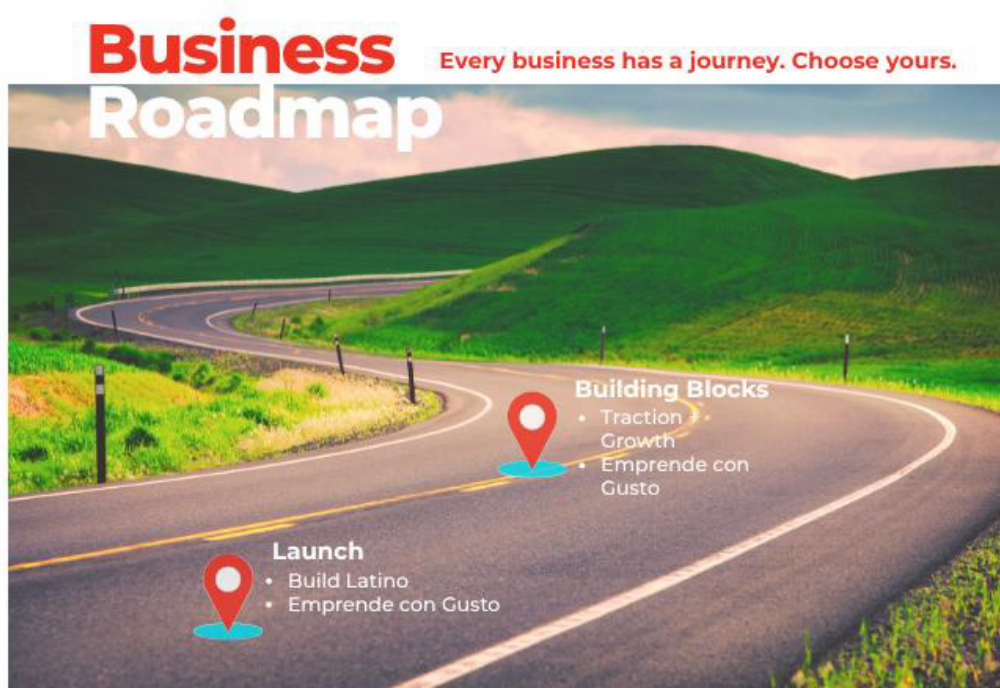
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