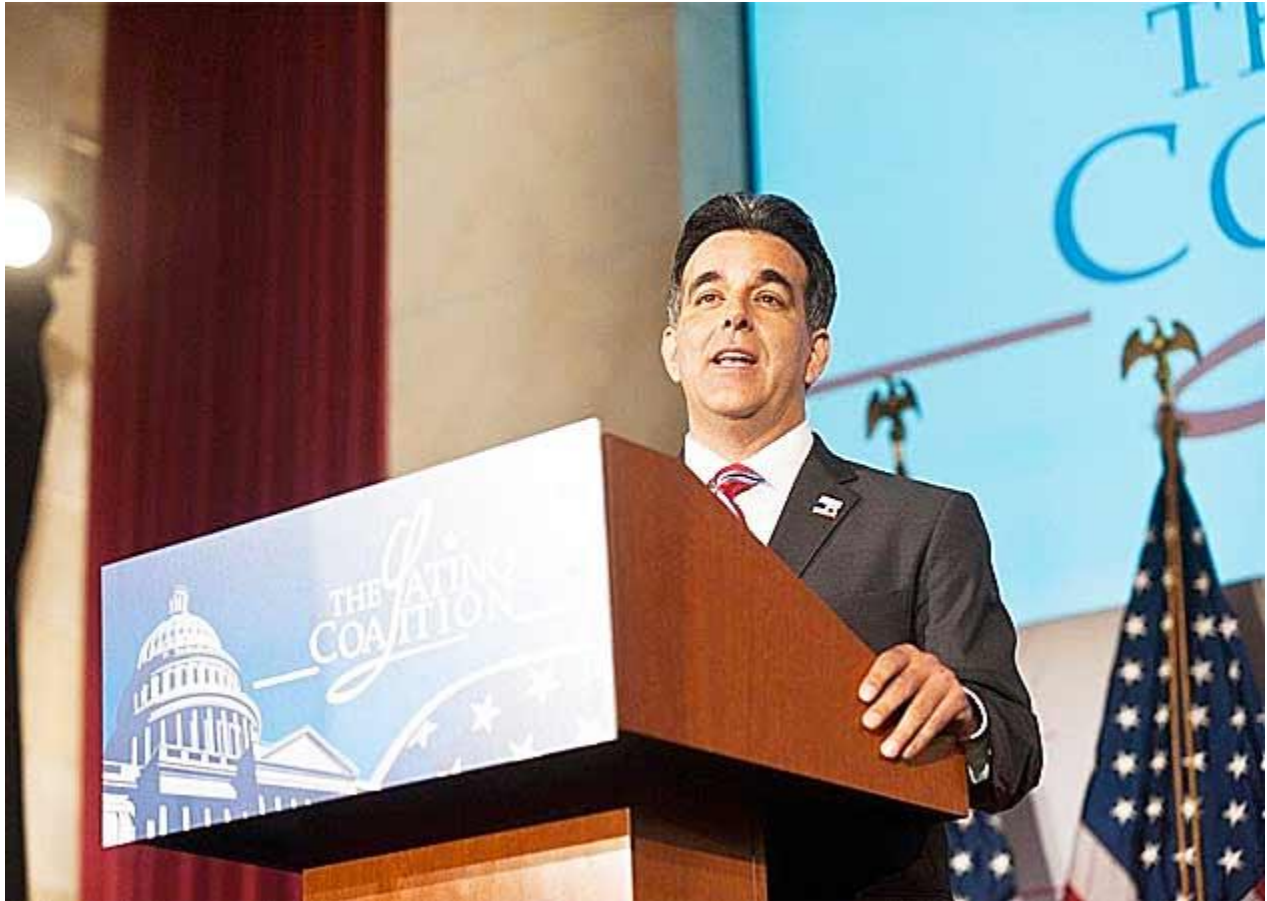


## [The Latino Coalition champions for Hispanic small businesses](#)

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Hector V. Barreto, Jr., Chairman of The Latino Coalition. (TLC)

In times when so much is heard about the role of large corporations as job creators, the power of numbers can be enlightening. In the wake of the worst economic recession since the 1920s, who really are the movers and the shakers of the economy and what is their economic power?

In 2010, 27.9 million small businesses employed less than 500 people while only 18,500 firms had 500 employees or more, according to the [Small Business Administration](#) (SBA). Moreover, they represent 99.7 percent of U.S. employer firms and create 64 percent of net new private-sector jobs with an impact on over 44 percent of the total U.S. private payroll.

Sharing the impact in the new economy, [Latino entrepreneurs](#) make up 28 percent of small business owners, according to a new study by the Fiscal Policy Institute, and it is the fastest growing trend among all new businesses.

“The Latino Coalition database contains information of 1.2 million Latino businesses in the United States of the approximate three million that generate 500 billion in business revenue and doubles every five years,” said to VOXXI Hector V. Barreto, Jr., Chairman of The Latino Coalition (TLC) and Former Administrator of the U.S. Small Business Administration. The database has been vetted and validated by Dun & Bradstreet (D&B).

The almost 20-year-old membership organization based in Southern California, with offices in Washington, DC and Mexico, TLC also represents 60 Hispanic and non-Hispanic organizations nationwide. The focus of the organization is on economic development, although the ties with other defining topics in the life of a small business such as access to healthcare, educational opportunities and immigration cannot be disregarded, Barreto said.

## **2013 America’s Small Business Summit**

From April 29 to May 1, the U.S. Chamber of Commerce’s annual event [America’s Small Business Summit](#) will take place in Washington D.C. This year, the summit’s theme “Small Business. Big Impact.” intends to empower small business owners from across the country to network and discuss policy and legislative issues that affect, impact or facilitate their success while learning new tools, strategies and best practices that allow them to excel in a competitive and still recovering economy.

Since 2011, TLC has partnered with the USCC to conduct its B2B National Procurement Matchmaking Session, a 15-minute opportunity to connect attendees one-on-one with [procurement officers](#) from government agencies and Fortune 500 companies that already have confirmed their presence.

“In the last six years, TLC has facilitated over 80,000 matchmaking appointments nationwide which generated a verified 8 billion in new contracts,” Barreto shared. “We like to think of ourselves as the organization that champions for Latino small businesses.”

The B2B Matchmaking Session—which takes place on April 30 from 8:30 to 12:30—encourages companies to contract with a diverse suppliers’ base who become buyers and sellers of their products and services. These companies are not just practicing diversity and inclusion but also seeking a one trillion dollar Latino market in purchasing power.

“I have been a Latino all my life but suddenly it is ‘cool’ to be Latino,” Barreto joked about the increasing representation and empowerment of Hispanics in the national arena. “We are a national organization that represents 50 million Latinos and advocate for their most important social and economic issues.”

## **The Latino Coalition makes a difference**

According to the Chair of TLC, the difference between their organization and a chamber of commerce resides in their relevance as direct advocates for its members at a national level. While national chambers are umbrella organizations for local and regional professional associations

without direct members, smaller local and state chambers do not have the bandwidth to negotiate relationships at a national level.

“We combine the best of both worlds, providing also products and services directly from our partners and sponsors,” Barreto explained.

Due to the fast track nature of this program, attendees are encouraged to register soon—with previous mandatory registration to the Summit. Some [requirements](#) need to be met such as being [CCR registered](#) and having a DUNS number to be considered for participation.

Barreto makes it clear that Hispanic and non-Hispanic businesses are invited to participate at the B2B Matchmaking session and the summit. A jam-packed three-day agenda with numerous panels and break-out sessions include speakers of the stature of Malcolm Steven “Steve” Forbes, Chairman and Editor-in-Chief of Forbes Magazine; Bob Woodward, Investigative Journalist and best-selling author; Jim Koch, Founder and Chairman; The Boston Beer Company, Linda Alvarado, President and CEO, Alvarado Construction and Co-Owner of The Colorado Rockies; and General Michael Hayden, Principal, The Chertoff Group and former director of the Central Intelligence Agency (CIA).

**Source:** VOXXI News