

A DECADE OF RESILIENCE



10th Annual Gala & Business Awards

Saturday, April 13th, 2019 | Waterfront Convention Center | Featuring Keynote Speaker Mark L. Madrid





## Robert Ontiveros

As Founder of the Greater Quad Cities Hispanic Chamber of Commerce I would like to thank you for joining us as we commemorate "A Decade of Resilience." This gala is a true celebration of our past, present, and future. It is a chance to recognize those who helped establish the organization in October of 2008. It is an opportunity to acknowledge those who build and now operate the organization which consists of many members, sponsors, and supporters.

It is an opportunity to recognize those who develop and currently deliver culturally relevant programs and services to support our community. It is also a time to take a glimpse into our future and deliver a charge to those who will help us further impact our community.

I am proud of what we have accomplished these 10 years and recognize that we could not have delivered on our mission without the support of our community. Only through your support can we continue to spearhead important community initiatives and lead the way for our business community. Thank you also to the Board of Directors and staff along for all your hard work to bring this organization to our Quad Cities area. The Greater Quad Cities Hispanic Chamber of Commerce has overcome many obstacles but like many with the entrepreneurial spirit and desire to create positive impact has been resilient and continues to be present in our community.

Thank you to all our colleges and universities for investing in our future by bringing students to participate in this evenings event. Thank you to all the organizations, nonprofits and businesses, that are fully engaged and have come together to work on the challenges of our Hispanic business community.

It is an exciting time to be a member of the Greater Quad Cities Hispanic Chamber of Commerce. We are creating unique opportunities to help our member businesses succeed and celebrating milestones like our 10 years brings us all closer together as we work to show a more inclusive and diverse community.

Thank you,

**Robert Ontiveros**

"Everyone wins when people get an opportunity to show what they can do."



## Zenaida Landeros

Thank you for supporting the Greater Quad Cities Hispanic Chamber of Commerce. It is my honor to welcome you to the 10th Annual Gala and Business Awards. We are excited to celebrate this milestone with our community. We welcome people of all cultural backgrounds to be part of our organization and it is because of you that the Hispanic Chamber can provide a voice for businesses in our community.

I want to thank everyone who contributed to making this gala a success. I especially want to take this opportunity to extend my gratitude towards our Program and Office Manager, Janessa Calderon.

The theme of our gala, "A Decade of Resilience," speaks to the commitment and support received from our members and supporters for ten years. Their investment and desire to have a space for our community is something to celebrate. I am proud to represent and be part of an organization that is so committed to fulfilling its mission to supporting local businesses and empowering our Latino community.

Congratulations to all of the award recipients for their dedication and for empowering our Hispanic community by example. Our Quad Cities is full of dedicated individuals who are true leaders and an integral part of our growing community. Tonight's recipients have not only impacted the Hispanic community this past year but have shown resilience throughout this last decade and we recognize them tonight.

It's amazing to be able to provide a platform to recognize the contributions of Latinos in the Quad Cities and for everyone to connect with our talented community.

Thank you to our committed board of directors for their support and invaluable effort towards advancing the Hispanic Chamber. Together we have sustained the Hispanic Chamber for a decade and with much work ahead of us, we can realize our vision of promoting and supporting our Latino community.

It's a privilege and incredibly exciting to watch how the Greater Quad Cities Hispanic Chamber of Commerce continues to grow and impact the Quad Cities business community. Thank you again for your membership, supporting our programming, and working with us to empower our Latino community.

**Zenaida Landeros**

Executive Director

## Hispanic Chamber Leadership

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Patty Casas  
Pete Perez

Sergio Mendoza  
Adam Guthrie  
Todd Ashby  
Melinda Alatorre  
Neva Tapia

### Empowering Latina Leadership Alliance

Juanita Zertuche  
Zenaida Landeros  
Graciela Macias  
Patty Casas  
Dulce Pollock  
Margarita Mojica  
Ana Preciado

### Hispanic Chamber Team

Zenaida Landeros  
Janessa Calderon  
Jessica Raya



## From Angela Cervantes

On September 27, 2018, I had the distinct honor to present to a full room for the Greater Quad Cities Hispanic Chamber of Commerce's Multicultural Speaker Series. As I spoke from the podium about my journey to become a published author and the current state of diversity in children's literature, I was touched by the room full of business and community leaders who nodded back at me from their seats in agreement that reading is crucial to our children's future and that Hispanic children deserve to see themselves reflected in the books that they read.

*"Thank you to our Multicultural Speaker Series Sponsors for your continued support!"*



I wasn't surprised that my lecture about representation resonated with the membership of this great organization. After all, just weeks before my presentation, The U.S. Hispanic Chamber of Commerce had named The Greater Quad Cities Hispanic Chamber as Small Hispanic Chamber of The Year for its efforts in raising the profile of Hispanic-owned businesses. Furthermore, the night before my lecture, I had the privilege to dine with members of the Chamber's Empowering Latina Leadership Alliance (ELLA) and their commitment to fostering a community that supported one another impressed me very much.

What I learned from meeting many of you, is that creating a robust business community is in many ways like writing a new novel: it starts with a dream of "what could be."

Of course, to make the dream and story come to life, various strong characters full of grit, skill, compassion and imagination must join together. Under the leadership of Executive Director Zenaida Landeros, the Greater Quad Cities Hispanic Chamber of Commerce seems to be bursting with grit, skill, compassion and imagination. I have no doubt you'll continue to make a positive and profound difference in the Quad Cities and beyond!

Truly, it was an honor to be part of the Multicultural Speakers Series and meet many of you. I send my best wishes as you join together to celebrate your Annual Gala!

Sinceremente,

**Angela Cervantes**  
Author and Speaker

Books by Angela Cervantes

Lety Out Loud (Scholastic; 2019)

Me, Frida and the Secret of the Peacock Ring (Scholastic; 2018)

Coco: The Junior Novel (Disney Publishing; 2017)

Allie, First at Last (Scholastic; 2016)

Gaby, Lost and Found (Scholastic; 2013)



## UHSCC Letter

On behalf of the United States Hispanic Chamber of Commerce, I would like to congratulate the Greater Quad Cities Hispanic Chamber of Commerce on an outstanding 10 years of service for the Hispanic business community. A two-time recipient of our Chamber of the Year Award in both 2012 and most recently in 2018, we have found the Greater Quad Cities Hispanic Chamber of Commerce to be a shining representation of the impactful and inspiring work chambers enact in our community.

In 2017, we were thrilled to provide the Greater Quad Cities Hispanic Chamber of Commerce with a grant to help fund their Empowering Latina Leadership Alliance, a program aimed at elevating the Latina business community in the Quad Cities region. Rooted in our commitment to invest in the future of the Latina Small Business owners as well as local Hispanic Chambers of Commerce, it has been a joy to watch this program flourish.

I would also like to offer a special congratulations to the Greater Quad Cities Hispanic Chamber of Commerce Executive Director Zenaida Landeros. Zenaida was a recipient of the Notre Dame Mendoza School of Business Fellowship for Chamber Executives as a Program Director. She graduated in 2017 through our program with a graduate business degree designed to elevate nonprofit leaders seeking advanced, accredited business leadership and managerial skills. It is with immense pride that I am able to now recognize Zenaida as Executive Director, making excellent use of this educational opportunity to lead one of the best chambers in the country.

Thank you, Zenaida, and thank you to the Greater Quad Cities Hispanic Chamber of Commerce for all of the hard work you have committed to advancing the Hispanic Business Community. I look forward to a bright future for your Chamber and our community in the Quad Cities region.

Respectfully,

**Ramiro A. Cavazos**  
President and CEO  
USHCC



2019 Business Award Recipients

Advocate of the Year  
Jacqueline Tome



Small Business of the Year  
Cristina Sanchez of Country Style Ice Cream



Nonprofit of the Year  
Mercado on Fifth



Corporate Member of the Year  
Easter Iowa Community College District



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### Special Guest and Keynote Mark L. Madrid

Mark L. Madrid is CEO of the Latino Business Action Network (LBAN), a non-profit 501(c)(3) organization focused on strengthening America through funding and supporting Latino research and education impact programs at Stanford University. LBAN collaborates with Stanford Graduate School of Business to champion the Stanford Latino Entrepreneurship Initiative., which explores and expands knowledge of the Latino entrepreneurship segment in our economy through research, knowledge dissemination, and facilitated collaboration. The goal of LBAN is to double the number of \$10+ million, \$100+ million, \$1+ billion Latino-owned businesses in the U.S. by 2025. In his role with LBAN, Madrid has cultivated strategic partnerships with the likes of the Federal Reserve Bank of New York, the International Economic Development Council, the International Women’s Entrepreneurial Challenge, the Aspen Institute and the United States Hispanic Chamber of Commerce (and Foundation).

Previously, Mark served as President/CEO of the Greater Austin Hispanic Chamber of Commerce, the 2015 United States Hispanic Chamber of the Year. Prior to serving in nonprofit executive roles, Madrid enjoyed a career in banking that began on Wall Street in 1995 with J.P. Morgan.

In January, Mark was named a finalist for the Influencer Award at the SaaStr Annual 2019 Annual Conference, the largest B2B software conference in the world. In July 2018 Mark was named one of the top Latino leaders in the United States by the National Diversity Council and in 2016 he was appointed to serve on the board of the McCoy College of Business Administration at Texas State University.

During the 2015 Notre Dame Mendoza College of Business Graduate Business Diploma Ceremony, Mark was honored with the Rev. Theodore M. Hesburgh, CSC Founder’s Award and the David J. LaBarre Community Service Award.

Mark is recipient of the Jefferson Award. He is a United States Army Honorary Colonel and a member of the Forbes Nonprofit Council. In May 2018 the San Francisco Business Times named Mark one of ten Outstanding Voices in the Bay Area for his standout presence as a role model in advocating for a safer, more inclusive space for LGBTQ employees. In August 2017, the United States Hispanic Chamber of Commerce named Mark the LGBT Advocate of the Year. In October 2017, Mark was appointed to the Honorary Advisory Board of The National Veterans Opportunity Coalition. In 2018 marked received a Certificate in Nonprofit Leadership from the Boston College Carroll School of Management Center for Corporate Citizenship, and he is an Extra Mile Award recipient of American Airlines.

Mark holds a BBA from the University of Texas at Austin McCombs School of Business, where he graduated with Honors and earned the designation as an Endowed Presidential Scholar.

Latino Leaders Magazine named Mark one of the nation’s top Latinos in the areas of finance and nonprofits. He was honored as an inaugural Texas Modern Hispanic Gentlemen by Texas Monthly and as a Houston Business Journal 40 Under 40. In 2015 Austin Mayor Steve Adler appointed Mark as Co-Chair of former President Barack Obama’s My Brother’s Keeper (MBK) Austin initiative. MBK’s goal is to ensure that all youth, including boys and young men of color, have opportunities to improve their life outcomes and overcome barriers to success.

Mark serves as a mentor for the University of Texas at Austin LBJ School of Public Affairs Executive Master in Public Leadership (EMPL) program. He is a former McBee Fellow for the Austin Area Research Organization (AARO). AARO is a non-partisan nonprofit organization that builds on the savvy

and brainpower of 100 prominent leaders from the Central Texas region of Travis, Williamson, Hays, Caldwell, Bastrop and Burnet counties. As well, he serves on the Board of Directors for the Central Texas Regional office of the Anti-Defamation League (ADL) in Austin.

Mark created the Mark L. Madrid Scholarships, which are awarded to deserving Latina and Latino college students majoring in business from the University of Texas at Austin, the University of Notre Dame and Texas State University.

### Agenda

#### GENERAL RECEPTION

Prestige Music  
Glenview Youth Mariachi Band

#### BIENVENIDA

Emcees:  
Montse Ricossa, KWQC-6 and Alvaro Macias

#### PRESENTATION OF AWARDS

#### DINNER

**Salad:**  
Cucumber wrapped Mixed Greens, Pickled Butternut squash, Frijoles Negros De La Olla, Grilled Corn and Poblanos, Queso Fresco and Creamy Cilantro Lime Avocado Buttermilk Dressing

**Entrée:**  
Prime Sirloin with Shrimp; Ginger, Fresh tomato and smoked sausage Pisto; and Lemon Lime Green Beans

**Dessert:**  
Chef Sheet Cake Presentation and Banana Foster fire display White Sheet Cake with Strawberry Icing served with Ice Cream and Banana Foster

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#### PROGRAM

Zenaida Landeros, Executive Director  
Keynote Mark L. Madrid, Latino Business Action Network

#### CLOSING REMARKS

#### ENTERTAINMENT

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Iowa American Water  
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TaxSlayer Center  
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The Bend  
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Unity Point Health - Trinity  
University of Iowa Community Credit Union  
Wells Fargo Bank  
West Gateway Partners L.L.C  
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WVIK, Quad Cities NPR

### Corporate

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### Small Business

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Global Awareness Consulting  
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Guthrie Development Inc.  
Hamilton Technical College

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Heritage Landscape Design  
Hoefler Law Firm  
Home Instead Senior Care Quad Cities  
Homewood Suites Davenport  
Honkamp Krueger, PC  
Junior Achievement of the Heartland  
Keller Williams Greater Quad Cities  
Landeros & Sons Construction, LLC  
Lane & Waterman LLP  
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Martin Oliva (Group Benefits, Ltd.)  
Media Link, Inc.  
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Newton Law, PLC  
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Purdue University Global  
Puryear Law P.C.  
Quad Cities Marathon & Festival of Races  
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Quad City Press  
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RE/MAX River Cities  
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### Non Profit

Better Business Bureau of the Quad Cities  
Big Brothers Big Sisters of the Mississippi Valley  
Boys & Girls Club of the Mississippi Valley

Butterworth Center & Deere-Wiman House  
Dress for Success Quad Cities  
East Moline School District #37  
Figge Art Museum  
Genesis Health Services Foundation  
German American Heritage Center  
Global Communities  
Greater Quad Cities Hispanic Chamber of Commerce  
Habitat for Humanity Quad Cities  
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Quad City Health Initiative  
Renew Moline  
Republican Party of Scott County  
Rock Island County Democratic Party  
Rock Island County Fair Association  
Rock Island County Republican Central Committee  
The ARC of the Quad Cities Area  
Transitions  
Two Rivers YMCA, Inc.  
University of Illinois Extension  
Warren County United Way  
West Liberty Iowa Chamber of Commerce

### Individuals

Kim Findlay  
Lisa Powell Williams and Katy Williams  
Louisa Ewert  
Luis Manuel Peralta-Gonzalez  
Maria Bribiesco  
Public Official Doug House  
Robert W Hill  
Zobeida & Mike Laufenberg



### About The Art

#### A Decade of Resilience

The Greater Quad Cities Hispanic Chamber of Commerce 10th Annual Gala and Business Awards, "A Decade of Resilience," we honor the people of the past and present that help contribute the growth of the Hispanic community within the Quad Cities. From War Veterans, farmers, industrial workers, professionals, and entrepreneurs who help cultivate their home in the past century, we remember them not only in history records but also in memorials created and designed by our own community members. We are now enriched today because of their resilience to make a positive impact within the Quad Cities community, through leadership, business, education, and organizations while still embracing and sharing our culture for all.

#### About the Artist

Lorena Ponce

Born and raised in the Quad Cities, Ponce earned an Associates of Fine Arts from Black Hawk College, Bachelors in Media Entertainment at the Illinois Institute of Art- Chicago, and is currently obtaining a Masters in Illustration at the Academy of Art University in San Francisco. She is also freelancing artwork to a variety of patrons.



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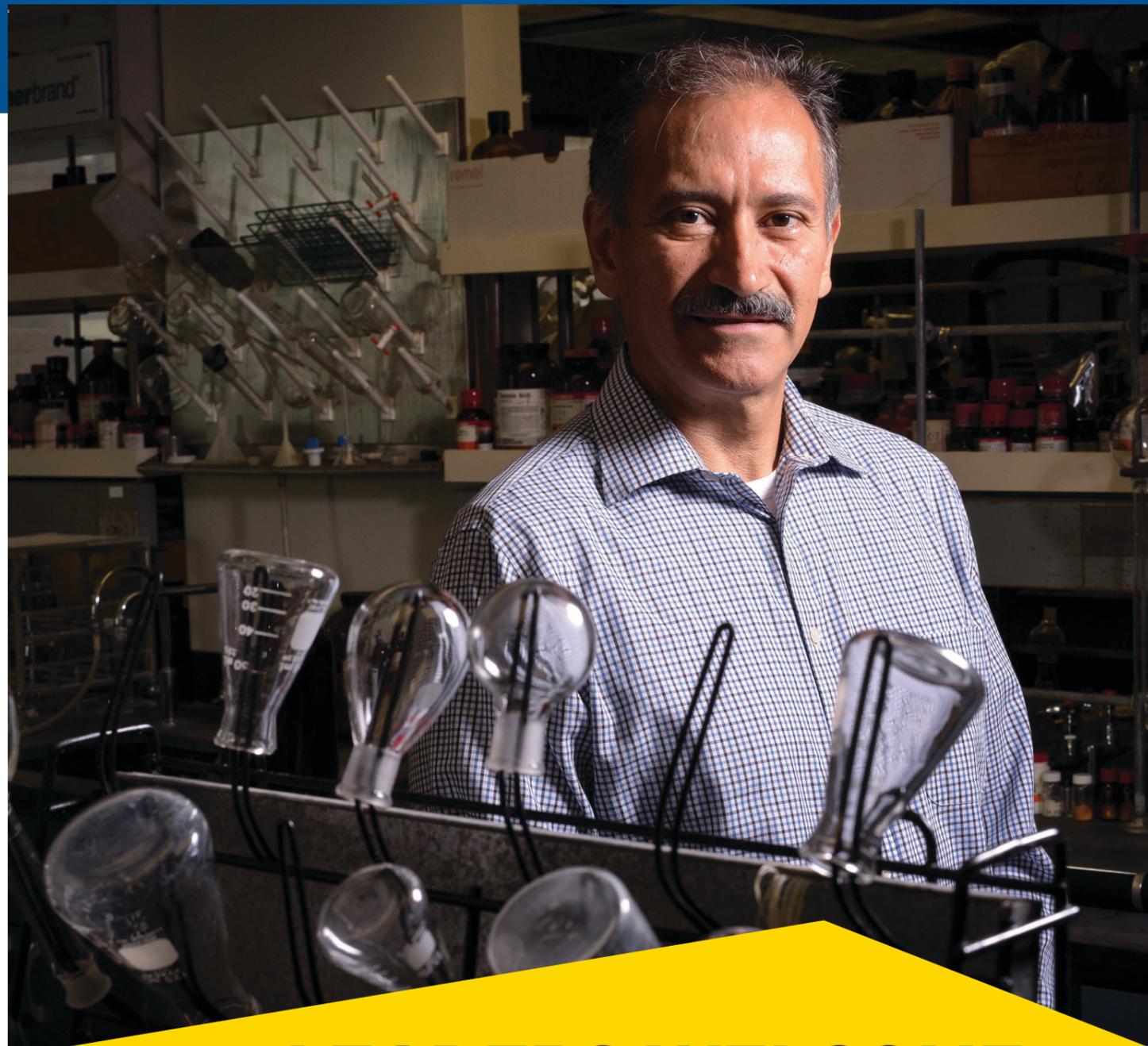
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