



2026
Annual
Membership
Luncheon



AGENDA



Welcome – HMC

Mayor Anne McEnery-Ogle of Vancouver Remarks

Presentation of Board Member Candidate Slate for Election

Executive Director Annual Report – *Presentation*

Keynote Speaker – Marissa Ramirez, NALCAB

Announcements: Events & New Membership

Thank You to Our *Supporting Sponsors!*



KeyBank



NW Natural[®]



Port of Vancouver USA



**COMMUNITY
FOUNDATION**

SOUTHWEST
WASHINGTON



LATINOS UNIDOS
Y FLORECIENDO



**HOFFMAN
CONSTRUCTION
COMPANY**

Our Mission - Increase the economic advancement of Latino businesses and professionals in Oregon and SW Washington, creating pathways for connection, influence, and growth.

Our Vision - We envision a thriving and prosperous Latino community.



2026 HMC BOARD OF DIRECTORS



Gabe Gomez
Board Chair
Bank of America



Alan Avila
Vice Chair
JE Dunn Construction



Andrez Jimenez
Treasurer
Edward Jones



Dalila Molina
Secretary
A-dec



Darilís García, Ph.D.
Board Member
Warner Pacific University



Elizabeth Gomez
Board Member
Bridge City Contracting



John Jackley
Board Member
Advanced Technology Communications



Gabriela Mann
Board Member
Keller Williams Realty



Gerardo Ochoa
Board Member



Sandy Ragnetti
Board Member
Seed and Sow



Seth Tindall
Board Member
U.S. Bank



Carlos Quesnel Melendez
Honorary Board Member
Consulado de México en Portland



Gale Castillo
Honorary Board Member
Brown Castillo LLC

HMC STAFF



Nicole Davison León
Executive Director



Dámaris Martínez-Guzman
Events & Operations Manager



Norma Palacios-Patricio
Programs Manager



Andrea Forstag
Business Development Manager



Kimberly Quiroz
Senior Business Developer



Yaremy Clara
Business Developer



Carlos Hueso Córdoba
Outreach & Communications Coordinator



Diana Ospina
Business Developer



Omar Salomon
Business Developer



Claudia Valencia
Business Developer



Joel Vazquez
Business Developer

Pillar Programs



Entrepreneurship



Education

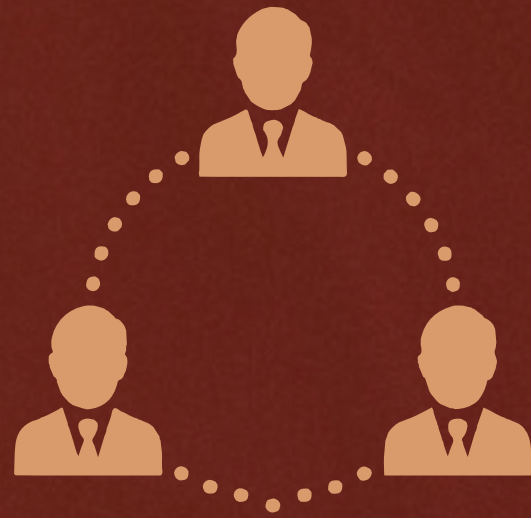


Leadership

Community
& Belonging



2025: Small Business Development Program



621 Unique Businesses
Served (One-on-One TA)



6,553+ One-on-One
Advising Sessions



57% Women owned



Capital Leveraged: \$1,068,279

*Includes matched savings, grant awards, and partner-administered capital facilitated by HMC.

Entrepreneurship

2025 Highlights:



Diana, the owner of Retorica, OR
Retorica's Journey from Holiday Pop-Up to a
Cherished Downtown Business



Club Carrusel Daycare
Grand Opening, WA



Home Helper Solutions LLC
fully licensed and ready to offer reliable home repair
and maintenance, WA



El Viejón:
3rd Location, OR & WA



Government Contracting :
Micro-Businesses to Strategic Partners: Breaking
into the Public Sector



Merry's Minimart
SBRN Loan-

A woman with dark hair tied back, wearing a dark blue t-shirt, is sitting and looking down and to her left with a slight smile. The background shows a room with white shelves containing various items, including colorful toys and a red container. The floor is light-colored wood or laminate.

In the aspect of forming the business.

Individual Development Savings Account



2025 IDA's:

11 accounts matched: \$117,000

1 Educational

9 Business

1 Asset Purchasing

Total Year to Date Participants: 271

2025 Scholarship Program



- 47% first generation students
- 12.5% DACA Recipients
- 62% immigrants or refugees
- 12.5% graduate students
- 72% identified as Female

\$114,000 to 32 students

Cohort 19 Leadership Class



Latino Leadership Investors

— 2025 Investors —

- ▶ A to Z Wineworks
- ▶ AAA Oregon/Idaho
- ▶ Alpha Omega Translations
- ▶ Anning -Johnson Company
- ▶ Centro Cultural
- ▶ Lake Productions
- ▶ Marion County
- ▶ OnPoint Community Credit Union
- ▶ Rivermark Community Credit Union
- ▶ SAIF Corporation
- ▶ Unitus Community Credit Union
- ▶ Washinton State University - Vancouver

— 2026 Investors —

- ▶ Alaska Airlines
- ▶ CareOregon
- ▶ Crowne Plaza Hotel Convention Center
- ▶ Centrol Cultural
- ▶ El Programa Hispano Católico
- ▶ Hispanic Metropolitan Chamber
- ▶ Home Forward
- ▶ La Casa de Mamá
- ▶ Morrison Child and Family Services
- ▶ Multnomah Education Service District
- ▶ NW Natural
- ▶ OnPoint Community Credit Union
- ▶ Port of Portland
- ▶ Port of Vancouver USA
- ▶ Portland Bureau of Transportation
- ▶ Rivermark Community Credit Union
- ▶ SAIF
- ▶ Unitus Community Credit Union
- ▶ Western Oregon University



Community & Belonging



2025 Highlights



- **Strategic Planning** – *Launched a multi-year strategic plan to guide HMC's growth and regional impact.*
- **Financial Literacy Summit** – *Brought together financial institutions and community partners to promote wealth-building in the Latino community.*
- **Asset Protection Program** – *Expanded legal and financial protections for Latino small businesses.*
- **Community Networking Events** – *Strengthened business connections through social mixers and member convenings.*
- **Operational Infrastructure Improvements** – *Upgraded internal systems to support increased services and data tracking.*

Looking Ahead: Strategic Priorities

1

Expanding Wealth Pathways : Grow HMC programs and increase participation by 20%, expanding services across Oregon and Southwest Washington.

2

Strengthening Partnerships & Membership: Deepen relationships with members, partners, and funders while expanding membership and engagement.

3

Elevating Latino Business Leadership: Launch an HMC alumni network and strengthen leadership pathways for entrepreneurs and professionals.

4

Amplifying Latino Economic Impact & Advocacy
Develop a Latino Impact Report highlighting economic contributions and opportunities in the Hispanic market.

5

Building a Stronger HMC
Strengthen organizational capacity, diversify funding, and expand HMC's regional influence

What This Looks Like in 2026

1. Launching the HMC Golf Tournament- Sept 23rd.
2. Introducing Shop Latino / La Ruta Latina- October
3. Partnership with SAIF for discounted workers' compensation
4. Expanding programs/events across Oregon and SW Washington
5. **Advocating** for Latino Businesses and Economic Opportunity

KEYNOTE SPEAKER



Marissa Ramirez

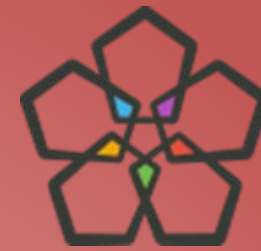
Public Policy Analyst at NALCAB

2025 Membership Updates

Program Investor



workforce
SOUTHWEST WASHINGTON



PROSPER
PORTLAND



CITY OF
Vancouver
WASHINGTON



Washington State
Department of
Commerce



Casa
of Oregon



business
oregon

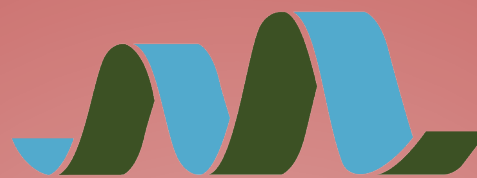
Visionary



COMMUNITY
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THE **Collins**
FOUNDATION



meyer
MEMORIAL TRUST

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Oregon
Community
Foundation

2024 Supporters Trailblazer

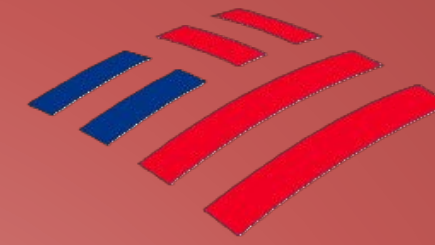


Champion



2025 Membership Updates

Ambassador



KeyBank



BANK OF AMERICA

THE GREENBRIER COMPANIES



PointWest
CREDIT UNION



saif Work.
Life.
Oregon.

canopy



Premium Members

Floor & Décor
Multnomah County
P3 Consulting
Partners in Diversity

Rainier Pure Beef Co.
Portland State University
Linfield University
A to Z Wineworks

Thank You Members & Donors!

Because of our **members, sponsors, and partners**, HMC continues to expand economic opportunity for Latino businesses and leaders across our region.

Thank you for being part of this work.



UPCOMING EVENTS

- ▶ **March 12, 2026** – Business After Hours
Location: Xenium HR
- ▶ **March 25, 2026** - Jefas y Café - Salem
Location: Maravillas Bakery
- ▶ **May 20, 2026** - Scholarship Luncheon
Location: The Avenue
- ▶ **June 10, 2026** - Jefas y Café - Portland
Location: Eco Trust
- ▶ **September 10, 2026** - Hispanic Heritage Gala
Location: Hyatt Regency
- ▶ **September 23, 2026** - HMC Golf Tournament
Location: Glendoveer Golf & Tennis



**Thank You For
Your Support!**

For more events visit us at:
www.hispanicmetrochamber.org



HOME WE ARE HMC MEMBERS PROGRAMS CALENDAR GALLERY CONTACT RESOURCES CAREER CENTER



Hispanic Metropolitan Chamber