



Small Business Development Center  
Kutztown University of Pennsylvania  
Latino Business Resource Center



HISPANIC  
CHAMBER OF COMMERCE  
OF THE LEHIGH VALLEY

### **KUTZTOWN UNIVERSITY HONORED BY USHCC FOUNDATION**

KUTZTOWN, September 26 --- Kutztown University received the U.S. Hispanic Chamber of Commerce (USHCC) Foundation President's Award at the Foundation's Annual Gala on September 23 in Philadelphia.

One of two major awards presented at the banquet, KU received the honor for its outreach to the Hispanic business community. KU's outreach was demonstrated by the launching of the Latino Business Resource Center, a division of the KU Small Business Development Center (SBDC.)

During the 27<sup>th</sup> Annual USHCC National Convention, the KU Latino Business Resource Center unveiled two bilingual online business development courses. The project was a result of grant from the USHCC Foundation and AT&T Foundation and collaborations between the Berks County Latino Chamber of Commerce and the Hispanic Chamber of Commerce of the Lehigh Valley. In addition, KU Latino Business Resource Center director Carlos Ojeda Jr.'s support of the USHCC Bizfest program, a Latino Youth Entrepreneurship Program, and the bilingual business development workshops conducted in Latino communities such as Kennett Square and Coatesville, PA were highly considered.

We are honored and delighted by this recognition," said KU President Dr. F. Javier Cevallos," As a public institution, we are committed to serving the needs of the people in our region and our Commonwealth. We have a fast growing Hispanic population in Pennsylvania, and our role is to do all we can to help them thrive. Our SBDC has been an agile and visionary organization and I am proud of their accomplishments."

The USHCC Foundation is committed to the purpose of giving Latino youth alternatives for life preparation and life-long learning by developing and implementing initiatives and educational campaigns to awaken and nurture the entrepreneurship spirit. The Foundation will leverage corporate and public support to ensure that Latino youth gain access and achieve success in the world of business.

"The work and commitment of Carlos Ojeda deserves great praise," said Frank Lopez, president of the U.S. Hispanic Chamber of Commerce Foundation. "Carlos embodies the character of a true role model who motivates and inspires students of all backgrounds. His message of discipline, perseverance and diligence to make dreams come true is highly commendable. I am delighted to present him with this special award."

The Kutztown University Latino Business Resource Center (KULBRC) mission is to help Latino entrepreneurs start, grow and flourish by building the capacity of economic development organizations to work more effectively with Latino entrepreneurs and will provide Latino entrepreneurs with business consulting, education, research and business tools. For more information about the KULBRC contact Carlos Ojeda Jr. via phone at 484.646.4101 or via email at [ojeda@kutztown.edu](mailto:ojeda@kutztown.edu).

More information about the USHCC Foundation and the USHCC is available at [www.usbccfoundation.org](http://www.usbccfoundation.org).



*From left: Lenin Agudo, Andres Toral, Associate Business Consultants, KU SBDC, Ernie Post, Director of KU SBDC, Carlos Ojeda Jr., Director of KULBRC, Frank Lopez, President of USHCC Foundation, Don Martin, Director of Learning Resources KU SBDC.*



*Carlos Ojeda Jr. accepting the USHCC Foundation's President Award from Frank Lopez, President of USHCC Foundation.*