



GEORGIA HISPANIC
CHAMBER of COMMERCE



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The Georgia Hispanic Chamber of Commerce and the Hispanic Corporate Council of Atlanta Announces Delta Air Lines as Annual B/ERG Southeast Competition Winner

The Georgia Hispanic Chamber of Commerce (GHCC) and the Hispanic Corporate Council of Atlanta (HCCA) is proud to announce Delta Air Lines as the Southeast's top Business/Employee Resource Group (B/ERG) during the 2018 GHCC Hispanic Business Conference - Southeast B/ERG Corporate Competition in Atlanta, GA. Coca-Cola and Shaw Industries were recognized with the second and third place, respectively.

The inaugural event brings together B/ERGs from the Southeast to share best practices and provide compelling results on the value of diversity in corporate America, a key component of the GHCC Hispanic Business Conference and Expo. B/ERGs serve as a critical asset to corporations in their efforts to inform corporate strategies, develop talent, expand consumer segments, and recruit the best and brightest employees.

The Corporate Competition is based on four key areas: career advancement of Hispanic professionals, alignment of B/ERG initiatives and corporate objectives, community involvement, and cultural advancement within the company.

"On behalf of The Georgia Hispanic Chamber of Commerce, I am pleased to announce Delta Air Lines as the first annual winner in our Southeast Corporate Competition", said Chief Operating Officer Gabriel Vaca.

"Delta Air Lines - Adelante B/ERG serves as a strategic resource that builds awareness of Latin American and Hispanic culture and provides professional growth opportunities to employees. Adelante also helps to attract, retain, develop and promote high potential talent and increase inclusion and elevate Delta's role as a diverse company. It is for that reason that we are pleased to recognize them as our first ever winner in our Southeast Hispanic B/ERG Corporate Competition.

Through partnership and collaboration, The GHCC and the HCCA recognize the growing importance and value of business/employee resource groups (B/ERGs). B/ERGs are increasingly demonstrating that they have an impact on employee engagement, community outreach, insight into our community's businesses and most importantly, contributions to the achievement of business goals.

About the GHCC

Established in 1984, the GHCC's primary focus is on business formation, business growth, and civic and leadership development and engagement. It serves entrepreneurs and business owners through consultations, workshops and seminars. With over 1,000 members, the GHCC is one of the largest Hispanic Chambers in the country and can be found at www.ghcc.org

About the HCCA

The HCCA is a consortium of 41 local affinity groups for Hispanic professionals. We convene quarterly to pinpoint opportunities to collaborate, to share best practices for employee engagement, to celebrate professional accomplishments, to highlight community advocacy, and to champion Latino talent. Our aspiration is to galvanize the Corporate Community by championing high-potentials (HiPo) in Hispanic affinity groups through collaboration, inclusion, and employee engagement strategy. <http://hispaniccorporate.com/>