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## GHCC celebrates its first virtual gala “A Night into the Future”

Atlanta, November 13, 2020. The Georgia Hispanic Chamber looked to the future and the past **November 13** at its 2020 GHCC Awards Gala. The event’s theme was “A Night into the Future,” but the event, held virtually for the first time because of Covid-19, also reflected on a year that was difficult for its member businesses and individuals.

“This year is different – we will not meet for a party with dinner, drinks and networking,” said Gabriel Vaca, the GHCC’s interim President. “However, we are still coming together to celebrate achievements from extraordinary people as well as to raise funds to support our businesses since our members have been devastated, our Hispanic community has record numbers of unemployment and record numbers of infections and hospitalizations and ultimately we are all suffering from an economic crisis.”

The Chamber departed from its usual awards by honoring three front-line workers “for their incredible work and the sacrifice that they demonstrated” and five businesses for demonstrating resiliency during this difficult year.

Winners of the **GHCC Latino Unsung Front-Line Hero Award** were **Juan Terrazas**, a Dreamer and immigrant who is community director in one of the Path Project communities in Lawrenceville, Ga.; Gwinnett County police officer **Yhoselvy Taveras** and Smyrna firefighter and paramedic **Luis Luna**.

**GHCC Latino Small Business Resilience Awards** went to: Orayka Alexander of tax firm **Alexander Multiservices**; Karie Colburn and Ramon Atunez of survey company **GeoTerra USA**; Elisa Molina of retailer **Covedoza** and restaurateurs Helio Bernal of **The Real Mexican Vittles** and Diego Velazquez, owner of **Tacos and Tequilas**.

The **GHCC’s Sara J. Gonzalez Lifetime Achievement Award** went to **Ed Martinez**, retiring President of the UPS Foundation and UPS Chief Diversity and Inclusion Officer.

The night’s other honorees included: **Hilda Abbott**, Chief Operations Officer at WePartner (Hispanic Business Women of the Year); Georgia Power executive **Charmaine Ward** (GHCC Community Champion Award); **Lisa Clarke**, president and founder of ATL Search Group (Small Hispanic Business of the Year); **Henry Molinet**, (GHCC Lifetime Ambassador Award) and **Genny Castillo**, who received the HYPE (Hispanic Young Professionals and Entrepreneurs) Leadership Award.

Other winners included **Ruben Cruz** (GHCC Lifetime Award) and **Janet Sevilla** (GHCC EME Leadership Award).

**Delta Air Lines** was recognized as the GHCC Corporation of the Year and **UP Advertising** as the GHCC Hispanic Marketing Agency of the Year.

The event was sponsored by UPS. Additional sponsors included Telemundo, The Coca-Cola Co., AT&T, Delta Air Lines Inc., and The Urbina Law Firm.

GHCC board chair Ivan Shammass urged attendees and others to support Hispanic businesses that need help getting through the Covid economic crisis by donating to the GHCC Hispanic small business relief initiative at [ghcc.org/donate](http://ghcc.org/donate).

“We can provide a bright future for our members, business owners and their families with guidance, financial education, access to capital and basic education for their businesses,” said Shammass. “These are fundamentals that the GHCC can provide business owners and the GHCC can do this with your help.”

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#### *About the GHCC*

*Established in 1984, the GHCC's primary focus is on business formation, business growth and education and access to resources as well as civic and leadership development and engagement. It serves entrepreneurs and business owners through consultations, workshops, and seminars. With over 1,300 members, the GHCC is one of the largest Hispanic Chambers in the country and can be found at [www.ghcc.org](http://www.ghcc.org)*