

GHCC Launches Business Development Programs for Hispanic Startups

The Georgia Hispanic Chamber of Commerce (GHCC) has partnered with The University of Georgia's Small Business Development Center (SBDC) on a pair of new business development programs, *Crecer* and *Creciendo Juntas*, to help Hispanic startups in Georgia grow.

In the six-week programs, Hispanic startup owners will participate in business training courses and individual business consultation sessions that will cover core business management practices including business plans, cash flow, financial planning, marketing, and personnel management. Each program will be delivered in three cohort groups and will also include a complimentary GHCC membership.

Crecer, facilitated in English by ACUITY Business Consulting, graduated its first Cohort on March 10, 2021. "Being part of CRECER has been a privilege and a blessing!" said Erika E. Morales, Crecer Cohort 1 Graduate. "I not only considered a downshift, but I also considered closing my office! That's why, this Cohort came at the right moment, and brought me back on my feet. I have learned to identify my business needs, establish goals, and make a strategic plan to CRECER [grow]!" The second *Crecer* Cohort will commence on April 28th. Business owners can obtain more information about the program at <https://ghcc.org/en/crecer/>

Creciendo Juntas, delivered in Spanish and focused on Latina entrepreneurs, was created thanks to the incredible work of Norma Zúñiga-Cardoza, Senior Director of Program Development of the GHCC, with the assistance of other Latina Professionals. Creceindo Juntas cohort members are also receiving additional individualized business consulting provided by Prospera throughout their participation in the program. "I have been incredibly inspired at the resiliency and strength of our Hispanic small business community in the midst of a pandemic and endless barriers," said Norma Zúñiga-Cardoza. "We are excited to partner with SBDC and be able to offer programs that are specifically focused on supporting Hispanic startups during those early stages when businesses are most at risk of failure." Business owners can apply for the next Cohort at <http://ghcc.org/en/creciendo-juntas/>

Applicants must be a Hispanic-owned for-profit business located in Georgia and have been operating for 1-5 years.

About Georgia Hispanic Chamber of Commerce:

Established in 1984, the GHCC is focused on advancing business formation, growth, and economic impact for Hispanics statewide through access to resources, education, and programming, as well as serving as an advocate for the community in all areas of business and government.