

# Celebrate Hispanic Heritage Month

Sponsored by: MATC & Hispanic Collaborative

## Latino Owned Businesses, COVID-19 and What We Learned

Thursday, October 8, 2020

12Noon to 1:00PM

Latino businesses have been hit during COVID-19 and this timeframe have shown light on opportunities for technical assistance and supporting Latino entrepreneur's skills in order to strengthen the sector. You will hear first-hand experiences of helping Latino businesses prepare to apply/participate in grant assistance programs and what was learned in that process. We will discuss the specific digital challenges that this pandemic has placed on our businesses and how important is it that we fix this. We will also discuss the outreach needed to increase the use and participation in assistance programs and working together to achieve that.

### PANELISTS



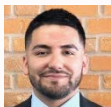
Lily Alvarado, *Bilingual Business Consultant*, WWBIC



Teresa Mercado, *Executive Director*, Mexican Fiesta and Wisconsin Hispanic Scholarship Fund



Chris Rasch, *Director of Government/Community Relations*, 16<sup>th</sup> Street Community Health Center



Carlos Vasquez, *Founder*, HablaCode

Register: <https://bit.ly/registerhchhm-oct8>