

The Latino Coalition

IMPACT REPORT 2025



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A MESSAGE FROM TLC LEADERSHIP



MICHAEL FERNANDEZ | TLC BOARD CHAIR



CARLOS F ORTA | PRESIDENT & CEO

As the saying goes, "The windshield is bigger than the rearview mirror for a reason. What's in front of you is so much more important than what's behind you."

This quote captures the spirit with which The Latino Coalition approached everything 2025 had in store. Rather than dwelling on challenges, we kept our eyes fixed on the future, on new opportunities, new partnerships, and a milestone worth celebrating: 30 years of advocacy.

We began the year with fresh leadership energy, welcoming Michael Fernandez as our new Board Chair, along with two new board members, Jackie Krick, an entrepreneur and communications expert, and Jose Niño, an international businessman and steadfast champion of U.S. Hispanic businesses.

Throughout the year, TLC remained deeply engaged with our corporate partners and members through a wide variety of events, advocacy efforts, podcast productions covering timely and relevant topics, and participation in the annual meetings and conferences where our community gathers and grows.

In April, TLC hosted our "Pancakes & Politics" breakfast, a bipartisan conversation exploring President Trump's first 100 days in office. Over the summer, we hosted a highly successful "Pop-Up" event at the UnidosUS Annual Conference, further strengthening our presence and partnerships within the broader Latino community.

Hispanic Heritage Month brought an especially meaningful season of activity. In late September, TLC led a delegation of Latino leaders to Richmond, Virginia, to experience the Frida Kahlo Exhibit, an inaugural trip that proved powerful in deepening relationships with fellow Latino organizations and leaders, and in celebrating the richness of Latino culture through art. TLC also partnered with the U.S. Capitol Historical Society for their "Hispanics in Congress" educational symposium, which highlighted the remarkable contributions of Hispanic members of Congress. We closed out Hispanic Heritage Month on a high note by hosting our Latina Prosperity Summit in Washington, DC.

As Hispanic Heritage Month unfolded, we also celebrated TLC's 30th anniversary, a proud milestone marked by the launch of a refreshed logo, a more polished and modern reflection of the organization we have grown to become.

On the membership front, we were proud to welcome Constellation Brands and CTIA, the Wireless Association, and to welcome back DoorDash, Google, and Verizon. We are equally pleased to report a 90% retention rate and a 100% collection rate, a testament to the trust and value our members find in TLC.

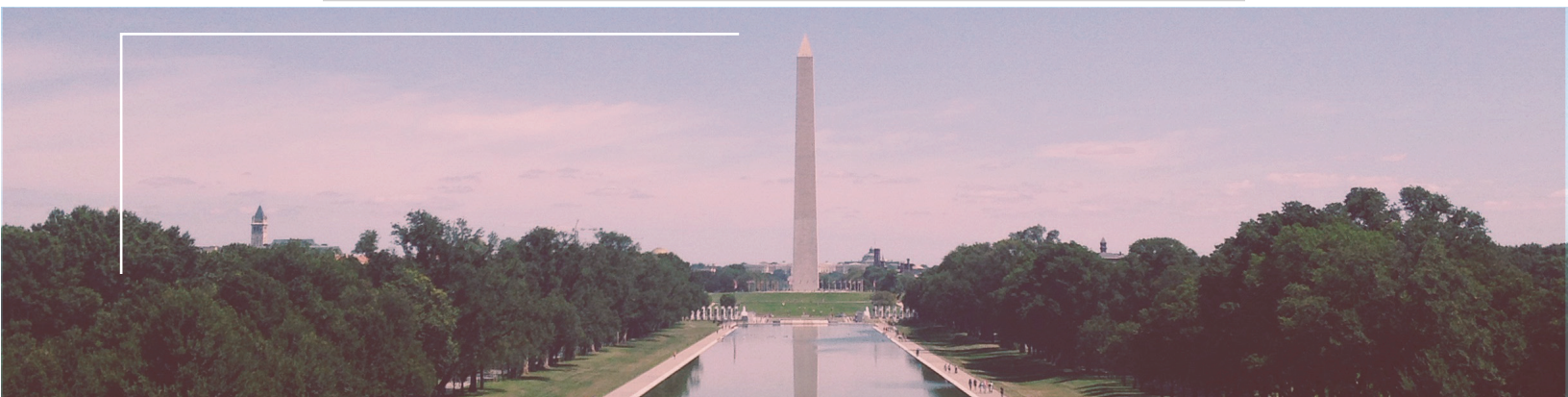
Finally, we were delighted to welcome Jaime Rojas to TLC's Board of Directors. Jaime is an accomplished entrepreneur with deep knowledge and expertise across all facets of the California market.

As we look ahead to 2026, we do so with gratitude for all who have walked alongside us, and with great excitement for what the next chapter holds.

Warm Regards,

Michael Fernandez

Carlos F Orta



Governance



The Latino Coalition (TLC) is the leading advocacy and membership organization for US Hispanic Business. We are a pro-market, bipartisan, national Hispanic business advancement association with the goal of ensuring every Hispanic American who wants to start and grow a business has the opportunity and the right economic environment to do so.

Michael Fernandez

Chair
VMe Media

CiCi Rojas

Vice Chair
TICO / TLC

Ruben Maciel

Treasurer
The SL Group

Omar Franco

Secretary
Becker

Jackie Krick

Board Member
ECU
Communications

Jean Ibañez Payne

Board Member
TI Verbatim Consulting

Jeanette Prenger

Immediate Past Chair
ECCO Select

Johanna Diaz Soffer

Board Member
T-Mobile

Jose F Nino

Board Member
El Nino Group

Rafael Cuellar

Board Member
ShopRite of
Passaic/Clifton



The Latino Coalition Foundation (TLCF) is a 501(c)(3) nonprofit organization established to research and address issues that directly affect the well-being of Latinos in the U.S.A. We exist to promote initiatives that enhance the overall business, economic and social development of Latinos across the country.

CiCi Rojas

Chairman
TICO

Jeannette Prenger

Secretary
ECCO Select

Marcus Duron

Treasurer
Rocky Duron & Associates

Celeste Carrasco

Board Member
AT&T

Linda Lenza

Board Member
Bank of America



Constellation
Brands

T Mobile

Walmart
Save money. Live better.

WELLS
FARGO

The Latino Coalition (TLC)

Some of the most admired Fortune 500 companies partner with The Latino Coalition, a testament to the caliber of our work and the depth of our impact.

Our corporate partners don't just support TLC; they are fully invested in our mission. Together, we align strategy and purpose to help them achieve their legislative, marketing, and community objectives. Through cutting-edge public policy insights and bold legislative advocacy, we are building a stronger America, grounded in leadership, community, and partnership – that works for all Latino entrepreneurs.

TLC's Strategic Alliance Partners represent a powerful and diverse network of advocacy and membership organizations, giving our members and partners unparalleled access to critical information, essential services, and amplified leverage across our shared advocacy agenda.

Whether you are a business owner, a Champion of Business, Hispanic or not, TLC delivers a compelling and unique value proposition. Beyond our highly visible and effective networking events, TLC members have a powerful voice, represented in the halls of government and before the national media by an organization guided by a clear and unwavering philosophy: When it comes to small business, government's role is to create the best possible environment for success.

For corporate leaders, the opportunity is not just unique, it is urgent. The voice of Hispanic entrepreneurs can only break through with the strength of your partnership and investment behind it. In these challenging times, small business owners are stretched thin. They are running businesses, reinventing models, making payroll, raising families, and strengthening their communities. They simply do not have the time or resources to navigate the complex world of policy influence and advocacy.

That is where you come in. And that is why your partnership matters.

**For more information on joining TLC as a member or corporate partner,
please visit THELATINOCOALITION.COM.**

OUR PRIORITIES



The potential of Hispanic entrepreneurship is real and undeniable. At TLC, we are always looking for ways to make sure Latino business owners have what they need to fully realize their natural potential.

PUBLIC POLICY

TLC will remain committed to ensuring that our partners have access to community leaders and representation in the halls of government. Among those efforts in 2025 TLC will host SEVERAL Public Policy Roundtable Discussions, meetings and podcasts.

ADVOCACY

The work continues — and the stakes have never been higher. TLC will harness the power of our relationships, our collective voice, and our strategic alliances to fight for the public policies that open doors, create opportunity, and accelerate the advancement of the Latino business community.

CORPORATE PARTNERS

PLATINUM



Constellation
Brands



Walmart



GOLD



AT&T

Televisa
Univision

SILVER



PRMA

PMI | U.S.

verizon

CORPORATE PARTNERS



STRATEGIC ALLIANCES



ADVOCACY AND COMMUNICATIONS



TLC UTILIZES ITS GRASSROOTS, ADVOCACY INITIATIVES AND SENIOR LEADERSHIP FOR THE FOLLOWING:

- Press statements, news releases and social media posts on relevant issues;
- Opinion Editorials on advocacy issues or timely news topics;
- Earned media interviews across television, radio, print and digital outlets;
- Leverage breaking news developments, in order to generate content and drive/secure coverage;
- Web, email and social media communications with TLC members;
- And coordination with chambers, advocacy and business groups across the country.

AS BROADCAST IN THE FOLLOWING MEDIA OUTLETS:



THE WALL STREET JOURNAL.



MSNBC

Bloomberg



The Latino Coalition Foundation is dedicated to empowering the Latino community through transformative education, strategic resources, and meaningful experiences that cultivate the next generation of business leaders.

Our Foundation is committed to delivering sustained learning opportunities that drive measurable impact – strengthening the fabric of our community and generating lasting, positive outcomes for generations to come.

Key Events



If you're serious about influence, opportunity, and impact, TLC and TLCF events are where you need to be.



Each year, we bring together Hispanic entrepreneurs, corporate leaders, elected officials, national media, and power brokers for high-impact events designed to spark real connections and drive meaningful conversations for the Latino business community.

Since 2020, speakers have included leaders such as former SBA Administrator Jovita Carranza; Congressmen Emanuel Cleaver and Tony Cárdenas; the Hon. Ileana Ros-Lehtinen; NFL SVP Marissa Solis; and Hallmark Media EVP Sabrina Weiwal, among many others shaping policy, culture, and commerce.

In 2025, highlights included:

- An Inaugural Brunch in Washington, D.C. celebrating the 60th Presidential Inauguration
- A national policy discussion on the first 100 days of the Trump administration
- A pop-up event in Kansas City during the UnidosUS Annual Conference
- Policy conversations in partnership with ALLvanza and Hispanic100

TLC and TLCF continue to be a national platform where ideas, leaders, and opportunity come together.



Key Events



Commemorating Hispanic History in Congress Symposium

United States Capitol Historical Society & The Latino Coalition Foundation

Celebrating a Milestone, Embracing the Future! The Latino Coalition partnered with the United States Capitol Historical Society to celebrate a new benchmark: 52 Latino members in the 199th Congress: 7 U.S. Senators and 45 Representatives! With Latinos comprising close to 20% of the U.S. population but holding just 10% of Congressional seats, the gap in representation remains. To mark this historic milestone and spark a broader national dialogue, an extraordinary, one-day symposium exploring the complex and evolving legacy of Latino representation in the U.S. Congress was held in early October. This powerful gathering of lawmakers, scholars, Congressional staff, and cultural and civic leaders will reflect on the past, examine the present, and imagine a more equitable future for Latino political engagement in the United States.



The Latina Prosperity Summit honors America's most important economic leaders, our nation's Latinas, who are starting their own businesses at a higher rate than any other demographic group, and are taking their seat at all business, civic and community leadership tables. The 5th Annual Latina Prosperity Summit (LPS), produced by The Latino Coalition Foundation, took bold strides in elevating Latina leadership, business, and influence.

This year's theme, Empowered Elegance, came to life through a special opening night featuring a curated footwear experience, VIP Networking Reception sponsored by PNC, and the Empowered Elegance Fashion Show. Day two brought three inspiring panels and a dessert networking reception.

We are especially grateful to our sponsors Constellation Brands, T-Mobile, Walmart, and Wells Fargo, whose support made this important gathering possible.

Finally, a heartfelt thank you to our incredible Host Committee, made up of dynamic Latina leaders from across the country, whose vision and dedication helped make the Summit a success.





THE LATINO
COALITION

30th Anniversary • 1995 - 2025

TLC 30th Anniversary Rebrand

The TLC 30th Anniversary logo was created to celebrate a milestone three decades in the making. It reflects our evolution as an organization while honoring the mission that has guided us since day one: building pathways for Latino leaders, businesses, and communities to thrive—today and for the next 30 years.



THE LATINO
COALITION

30th Anniversary • 1995 - 2025



The logo features a five-point star with the silhouette of a capitol building centered within it, symbolizing unity, leadership, and purpose. The star represents aspiration, excellence, and the guiding values that shape the organization, while the capitol silhouette conveys strength, governance, and civic pride. Together, they create a powerful emblem that reflects a commitment to progress and collaboration, blending the ideals of community and leadership into a single, timeless mark that is both distinctive and versatile across all brand applications.

How AI is Shaping America's Future and Empowering Latinos



PARTNER PROFILE

The Latino Coalition and The Latino Coalition Foundation are proud to recognize T-Mobile as a valued Platinum Plus partner for over five years.

T-Mobile's commitment to connectivity, innovation, and digital inclusion has made a meaningful impact on the communities we serve. As a company dedicated to breaking barriers and expanding access, T-Mobile aligns closely with our mission to empower Latino entrepreneurs, families, and future leaders.

Through their continued partnership, TLC and T-MLCF have been able to expand our reach and deliver impactful programming, resources, and opportunities that help our communities thrive in an increasingly connected world.

PODCASTS AND WEBINARS

THE LATINO COALITION

Walmart Road to Opportunity Webinar

Mark Espinoza

Walmart

INVESTING IN AMERICAN JOBS

COMING IN 2026



- TLC Politics & Prosecco
- TLC CEO of the Year Award

- TLCF Webinars & Podcasts
- TLC Latina Prosperity Summit

Pancakes & Politics Breakfast

Latina Prosperity Summit





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TLC SOCIAL MEDIA



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