



**Pittsburgh Metropolitan Area
Hispanic Chamber
of Commerce**

Press Release: Empowering Business Owners and Professionals to Weather The Uncertainties Of Covid-19 and Develop a Renewed Resiliency For The Future

Hillman Foundation Provides \$75,000 for scholarships to the Hispanic Chamber's BSA Business Success Academy Program

Pittsburgh, PA. (December 23, 2021) – The Pittsburgh Metropolitan Area Hispanic Chamber of Commerce and CE Leadership Group are partnering to launch its 2021 class of the Business Success Academy (BSA) Program to combat the disproportionate effect of the COVID-19 pandemic on Hispanic Businesses in addition to the existing business achievement gap. Applications are being accepted at www.pmahcc.org/bsa until January 21, 2022 and participants will be notified by February 14th.

“With Hispanics creating 87% of all new jobs since the great recession and Latinas (alone) creating 50% of all new jobs in the country today, it is more important than ever, to the United States Economy, that we ensure that Latinx entrepreneurs are equipped for success and poised for growth.”

- Melanie Marie Boyer, Executive Director, PMAHCC

While the numbers for starting businesses and creating jobs are higher than other ethnic groups, Hispanic businesses remain the least likely to reach one million dollars in revenue. The goal of the Business Success Academy is to provide professional and business development training to empower entrepreneurs and business owners to grow to new levels and weather the uncertainties of the coronavirus pandemic and develop a renewed resiliency for the future and thereby strengthening the local Hispanic community and the region at large.

“The program is designed to grow critical professional and business skills needed to improve leadership and get work done faster, better and at a lower cost ; in all aspects of human interaction both in business and professional contexts thereby increasing overall professional performance, productivity and success.”

- Joe Eliza, CEO & Founder - CE Leadership Group

The Hillman Foundation has provided funding in the amount of \$75,000 to provide 20 Hispanic Small Businesses with scholarships for the program that include: Professional Entrepreneurial Program Costs, Software, Trainers, Workbooks, one-on-one Marketing (through local Marketing Company, Higher Images) or Financial Consulting Services, a print ad, graduation ceremony, video documentation and Small Business Membership with benefits (for non-members). Corporate Sponsorships are also being sought.

To Apply Now Visit: www.pmahcc.org/bsa

Contact: MelanieMarie@pmahcc.org

Or call 412-533-9300

To learn more about the Hispanic Chamber, visit: www.pmahcc.org



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