

# LATINO AMERICAN COMMISSION

ESTABLISHED IN 1972 | JUNE 2018 NEWSLETTER | WWW.LATINOAC.NEBRASKA.GOV



**Mission Statement:** The mission of the Latino American Commission is to serve as a voice in the Nebraska State Government for Latino Americans/Latinos.

**Vision Statement:** The vision of the Latino American Commission is to empower the Latino Community through a pro-active approach to issues that affect their access to educational, political, economic and social opportunities in Nebraska.

## NUMBER OF LATINO OWNED BUSINESSES NEARLY DOUBLES

**Latino owned businesses increased by 97 percent from 3,063 to 6,048 between 2007 and 2012.**

This increase of 97 percent is far greater than the 2.8 percent increase in non-Hispanic owned firms. These were the findings of a report commissioned and published by the Latino American Commission.

This report highlights and summarizes the main findings from the **2012 Nebraska Survey of Business Owners (SBO)**<sup>1</sup>, filtered with “Hispanic” ethnicity, published by the U.S. Census Bureau in December 2015.

Highlights of the report show that Latino owned businesses in Nebraska **increased 97 % from 3,063 to 6,048 the five years between 2007 and 2012.** This increase of 97% is far greater than the 2.8% increase in non-Hispanic owned firms. 2017 numbers are not available at the Census website.

Annual sales increased from 786 million dollars to more than **\$ 1 billion**; employment increased from 3,300 to over 5,000 employees.

Forty-four percent of Latino firms are owned by **females** ( $n = 2,638$ ), 49% are owned by males ( $n = 2,956$ ), and 7% are equally owned by females and males ( $n = 454$ ).

It is important to remember that this growth took place during years of **recession** and with limited access to credit lines by the Latino entrepreneurs.

It is a fact that Hispanic/Latinos are a business-oriented group and as they gain better understanding of rules and regulations, and better access to financial resources, the number of businesses will continue to grow at a rapid pace.

To access the full report, [Click here](#)



## A Message from the Executive Director

Every day the media report a never-ending stream of controversial issues that refer to the Hispanic/Latino population.

Some of the frequent ones are the wall, DACA, illegal immigration, chain migration, MS-13, welfare recipients, and recently, the zero tolerance policy where children are separated from their parents.

Very few times, we see positive inputs. No one talks about contributions; Latinos are the immigrants more likely to start a business (of which there are over 6000 in Nebraska alone), we have scientists, professionals, technicians, and a myriad of hard working people who have helped and continue helping to create this great nation. For a view of some of these contributors, [Click here](#), ICONS OF LATINO AMERICA. We Latinos have every reason to be proud of our accomplishments and our people. We are not what ails this country; we are a big part of the cure.

Cada día los medios de comunicación reportan un flujo interminable de asuntos controversiales que se refieren a la población Hispana/Latina.

Algunos de las más frecuentes son la pared, DACA, inmigración ilegal, migración de cadena, MS-13, y recientemente, la política de cero tolerancias donde los niños son separados de sus padres. Muy pocas veces vemos noticias positivas.

Nadie habla de las contribuciones; Los latinos son los inmigrantes que inician más negocios, (más de 6000 en Nebraska solamente), científicos, profesionales, técnicos y un sinnfín de personas que trabajan muy duro y que han ayudado y siguen ayudando a crear esta gran nación. algunos de estos colaboradores se pueden ver [AQUI](#), los iconos de LATINO América. Los Latinos tenemos todas las razones para estar orgullosos de nuestros logros y nuestra gente. No somos el mal que aqueja a este país. Somos una gran parte de la curación.

### Latino American Commission Commissioners

**ADRIAN SANCHEZ** (Chair)

**DEYANIRA "DEYA" SALGADO** (Secretary)

**ADOLFO "Danny" REYNAGA** (Vice-Chair)

**ADRIANA CARVAJAL-RODRIGUEZ**

**RAUL AGUALLO**

**LETICIA RODRIGUEZ**

**AIDA EVANS**

**JAIME SUAREZ**

### STAFF

**Dr. LAZARO A. SPINDOLA, M.D.**

EXECUTIVE DIRECTOR

**DORA LIMA**

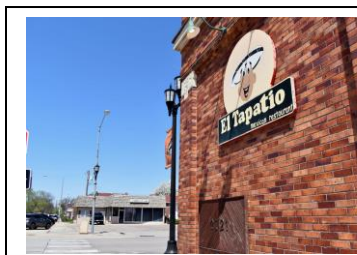
STAFF ASSISTANT I

### Do you want to start a business?

Starting a business in the United States is not an impossible task. Read more to see where you can get help.

### ¿Quiere iniciar un negocio?

Comenzar un negocio en los Estados Unidos no es una tarea imposible. Lea más para ver donde usted puede obtener ayuda



According to a study by the Stanford Graduate School of business, Latino entrepreneurs are starting small businesses faster than the rest of the startup population and becoming a bigger part of the total U.S. market every day. This is true in Nebraska and in the United States as a whole.

When Latino entrepreneurs start a business, 70 percent of their funding comes from personal savings, according to the Stanford study, while just six percent comes from commercial loans. Furthermore, more than 40% of non-citizen Latino business owners, all of whom are here legally, are rejected when they apply for their first business loan.



In order to help our constituents who might want to start a business or expand their current business, this newsletter and others in the future will provide information on organizations that can help.

Según un estudio de la Stanford Graduate School of Business, los empresarios latinos inician pequeñas empresas más rápido que el resto de la población y son cada vez más una mayor parte del mercado total de Estados Unidos. Esto es cierto en Nebraska y en todos los Estados Unidos.

Según el estudio de Stanford, cuando los empresarios latinos inician un negocio, el 70 por ciento de su financiamiento proviene de ahorros personales, mientras que sólo el seis por ciento proviene de préstamos comerciales. Además, más del 40% de dueños de negocios Latinos que no son ciudadanos, son rechazados al solicitar su primer préstamo de negocios, aunque estén aquí legalmente.

#### CONSULADOS MOVILES

##### **Guatemala:**

Cuando: Sábado 23 y Domingo 24 de junio.

Dónde: El centro de las Américas 8 am – 5pm 210 O Street, Lincoln, NE

##### **El Salvador:**

Cuando: Sábado 16 y Domingo 17 de Junio

Dónde: 2418 E Street, Omaha NE 68107

Con el fin de ayudar a nuestros hermanos Latinos que quieran iniciar un negocio o ampliar su negocio actual, este boletín y otros en el futuro proporcionará información sobre organizaciones que pueden ayudar.

## **R.E.A.P. Rural Enterprise Assistance Project (Proyecto de asistencia de empresas rurales)**

*Our Rural Enterprise Assistance Project is committed to strengthening rural communities through small, self-employed business development. We offer four essential services: financing (micro loans), business training, technical assistance, and networking.*

Si ya tiene su propio negocio o si está pensando abrir su propio negocio llame a REAP en donde le proporcionaremos ayuda en la búsqueda de su mercado, ideas de mercadotecnia, asuntos relacionados a la gerencia, así como asistencia técnica en la planeación y formación de su negocio y acceso a préstamos para pequeños negocios. Para hablar con un Especialista de Negocios en español contacte a:

### **REAP Latino Business Center specialists**

#### **Latino Business Center, West Region Specialist:**

##### **Nancy Flock**

Loan Specialist

PO Box 2337

North Platte, NE 69103

Phone: 308.534.3508

Email: [nancyf@cfra.org](mailto:nancyf@cfra.org)

#### **Latino Business Center, Central and Southeast Region Specialist:**

##### **Griselda Rendon**

Latino Loan Specialist

PO Box 294

Grand Island NE 68802-0294

Phone: 308.850.4820

Email: [griseldar@cfra.org](mailto:griseldar@cfra.org)

#### **Latino Business Center, Northeast Region Specialist:**

##### **Veronica Spindola**

Latino Business Center Loan Specialist

PO Box 343

Columbus, NE 68602

Phone/Fax: 402.942.1113

Email: [veronicas@cfra.org](mailto:veronicas@cfra.org)

#### **Contact Information**

##### **Latino American Commission**

Sixth Floor, State Capitol

P.O. Box 94965

Lincoln, NE 68509-4965

Phone: 402-471-2791

Email: [latino.info@nebraska.gov](mailto:latino.info@nebraska.gov)

Website: [www.latinoac.nebraska.gov](http://www.latinoac.nebraska.gov)

Twitter: @NLACommision

[www.facebook.com/NebraskaLatino-AmericanCommission](https://www.facebook.com/NebraskaLatino-AmericanCommission)

