LETTER FROM THE PUBLISHER

Welcome to our sixth annual celebration of one of the most important and exciting sectors of business within the Los Angeles economic landscape today – the Latino business community!

Our 2015 Latino Business Awards event, as well as the special supplement you hold in your hands now, are designed to share our honorees’ and finalists’ inspiring success stories and contributions to Los Angeles business as a whole. Once again we have singled out some of the organizations and leaders in the Latino business community who are setting a tremendous example for all of us doing business in the region.

Join us as we applaud those very special honorees and finalists we celebrated at our Awards luncheon on Tuesday, January 20th at the LA Hotel Downtown.

Five Latino Business of the Year honorees are announced in this section as well as winners of two additional, very special awards. We congratulate each of these remarkable honorees, as well as the wonderful collection of finalists, also listed and described in these pages.

We hope you enjoy this special section, which contains some insights on the creative ways in which some of LA’s leading Latino businesses have made prestigious names for themselves.

Special thanks go out this year to our presenting sponsors, California Bank & Trust and Ernst & Young as well as Gold Sponsors Mount St. Mary’s University, Phillips Graduate Institute and ProAmerica Bank and Community Partner, the Latin Business Association. And again, congratulations to all the great Latino businesses in Los Angeles who play such an integral role in our business community as a whole.

Best regards,

Matthew A. Toledo
Publisher and CEO

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Coming to the United States from Mexico at the young age of 16, Rigo Rodriguez took a job as a laborer at Accurate Plating, a company that performs quality metal plating, specializing in zinc. Quickly showing his work ethic and acumen, he was promoted often, moving from laborer to shipping/receiving then to plating and on to foreman and then to general manager of the plant in just 15 years.

His work ethic was accompanied by a thirst for knowledge and Rodriguez took ESL classes, completing his high school degree at night. He continued to take college classes at East LA College and attend various trade schools to learn everything he could about the plating business.

It was obvious to the company's owners that Rodriguez was a dedicated and essential employee and in 2004, they awarded him 5% ownership of the company. Five years later, he became Vice President, and in 2013, he not only ascended to President, but he was also able to start the purchase of the remainder of the company, which he will complete (and have 100% ownership) in late 2015.

By working his way through the ranks and touching every aspect of the business, Rodriguez knew exactly how to take Accurate Plating to the next level. He knew two things were key to the successful future of Accurate Plating - focusing on service, empowering the employees and making the company more efficient and green.

The changes instituted by Rodriguez have had a dramatic impact on the company. Under his stewardship, the company has decreased water usage by 30% while increasing production. The company also hired a full-time chemist consultant to develop more environmentally friendly ways to plate.

Things continue to look bright for the company, which has grown revenues by more than 25%, since Rodriguez took over, crossing the $2 million threshold for the first time in 2013.

Kosmont & Associates, Inc. (doing business as “Kosmont Companies”) is a nationally recognized real estate and economic development advisory firm that happens to be 100% minority owned. The firm was founded in 1986 by Larry Kosmont to serve the economic development and land use needs of cities, counties, public agencies, private corporations, institutions, landowners and developers across California.

Kosmont’s services include public/private real estate transactions, economic development strategies, financial structuring, land use planning, asset management strategies, strategic planning, due diligence/entitlement evaluation, and real estate project management for its diverse client base. The firm approaches real estate transactions with the goal of enabling public agencies to accomplish development projects and attract private investment to achieve public policy objectives as well as private capital needs.

The firm’s president, Larry J. Kosmont, has an exceptional track record as a public/private real estate advisor and developer, with expertise in creating and managing real estate transactions, government approvals, negotiations, financing, and project implementation for deals, exceeding $10 billion. He has managed several projects ranging from large-scale economic development to site-specific real estate strategies.

Kosmont believes that the American dream flourishes in cities large and small. That fundamental value structure, cultivated as a young kid growing up in the hard streets of Spanish Harlem, drove him to build a business that can help cities to create and complete life-changing economic development projects which can deliver a platform of opportunity for their less fortunate citizens that otherwise would not exist. One of the company’s most recent projects celebrated its grand opening on August 23, 2014 after over seven years of hard work convincing retailers and lenders that South Gate residents deserve a modern shopping center. Since its grand opening, the project has created hundreds of permanent jobs for local residents in a community with double-digit unemployment levels, as well as a town plaza that functions as the new center of South Gate.
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The Law Offices of Juan J. Dominguez, APLC is a leading personal injury law firm in the Southern California region. The firm represents clients who have been injured in a variety of accidents, including workplace accidents under the California workers’ compensation system.

Attorney Juan Dominguez was raised in southeast Los Angeles. Upon graduating from law school at UC Hastings in San Francisco, Dominguez returned to the Los Angeles area to open his own law practice, helping LA’s working people to get back on their feet after being injured on-the-job or in an automobile accident or other unfortunate incident. Since opening his practice in 1987, the firm has grown to more than 70 employees and has recovered in excess of $300 million for injured clients.

The Law Office of Juan J. Dominguez, APLC stands for three ideals: the dignity of the individual, excellence, and service. These three guiding principles represent the belief system of the law firm. The paramount objectives are providing courteous and professional service and obtaining the best results for the firm’s clients.

Care and compassion for the community – particularly for those who are underserved – began at an early age for Dominguez. The example of his hard-working immigrant parents, his humble upbringing in Southeast Los Angeles and his experiences working at two major trauma centers helping the seriously injured have greatly influenced his life.

Dominguez contributes to and is involved with more than 50 charitable causes, both in the U.S. and abroad, helping disadvantaged families, children, and the homeless, and sponsoring sports teams for both children and senior citizens.

Other philanthropic contributions focus on education. Dominguez established a college scholarship fund for students graduating from Los Angeles area underprivileged, inner city schools. He has sponsored scholarships to the Neighborhood Academic Initiative program at the University of Southern California, which is designed to prepare low-income neighborhood students for admission to a college or university.

The story of Quality Material Handling's President and CEO, Hector Pinto, is nothing short of inspiring. Pinto was born in what is now one of the most dangerous cities in the world, San Pedro Sula, Honduras. Born into poverty, he was one of eight children. Though he grew up in what would be considered harsh living conditions, he knew at a young age that he would make something out of his situation. It was his plentiful, positive energy and optimism, along with his partner/wife Brenda’s support, that would be the driving force behind his success.

Pinto moved to the United States at the age of 14. He did whatever work he could get his hands on and regardless of the task, put his heart and soul into it. At the age of twenty, he was introduced to an industry that he would later lead, the material handling industry. After years of working for material handling companies, Pinto felt it necessary to take a leap of faith. So, he and Brenda went home to their condo where he decided to start his own material handling company right out of their living room – with a pad of paper, folding table and a phone. A one-man team, he found himself changing outfits at gas stations to go from installations to sales calls. He did everything from closing sales, deliveries, and visiting customers to installations on his own.

In his first year of business, Pinto grossed $127,000. Now, 23 years later, Quality Material Handling, Inc., a multi-million dollar company growing by the day, services companies such as Southern California Edison, Harley Davidson, Warner Bros., Porsche, Mitsubishi, Boeing, HAAS Automation, AIDS Project LA among many others. It is largely through Pinto’s relentless work ethic that the company is where it is today, going from one employee to now providing jobs for over 45 employees.
When we work together for a common vision, there are no boundaries.

By celebrating our entrepreneurs, innovators and risk-takers we celebrate the spirit that drives Los Angeles forward.

EY is proud to sponsor the 2015 Latino Business Awards and congratulates this year’s honorees for their dedication to the communities in which they serve and for building a better working world for all of us.

To find out more about how EY serves entrepreneurs, please visit www.ey.com/sgm.
The story of Santa Cecilia Orchestra can’t be told without first sharing the story and accomplishments of Sonia Marie de Leon de Vega. It is a story of overcoming obstacles, breaking through roadblocks and dedicating one’s life to bringing beauty to the lives of others.

De Leon de Vega moved to Los Angeles when she was four years old and quickly became an accomplished pianist and organist. Her graduate studies led her to love and specialize in conducting and it is on this journey that she faced many barriers and naysayers, none of which ever stopped her. When she wanted to start a symphony specifically for Latinos, she was told that “Latinos do not care about classical music - you are wasting your time.”

This didn’t stop De Leon de Vega. She charged forward, breaking down walls and completely overhauling stereotypes by starting a Symphony on her own – creating a corporation, applying for (and being granted) non-profit status and now employing four full time staff and more than a 125 part time musicians, teachers and mentors.

Santa Cecilia Orchestra is the only symphony in the nation with a specific mission to bring music to the Latino community and with a bilingual website. To further De Leon de Vega’s mission, the Orchestra offers a “Discovering Music” program De Leon de Vega takes to 16 Title I schools (97% in Latino neighborhoods), touching 20,000 students every year. The program is brought to schools that do not have any significant music/arts programs, introducing the beauty of classical music to many children for the first time. Various musicians employed by the Santa Cecilia Orchestra visit every single classroom in these schools as part of the “Discovering Music” program. The program also invites all the children and their families to attend the concerts held at Santa Cecilia Orchestra’s venue free of charge.

SINCE 1922, Woodcraft Rangers has been recognized as one of the most pioneering and successful providers of after school services in the Greater Los Angeles area. In the last year, more than 14,000 young people benefited from Woodcraft Rangers’ Nvision programs and more than 80% were Latinos, from Spanish speaking homes all across LA County.

The organization works with over 8,000 families a year (mostly Spanish speaking), across LA County, including South Gate, Huntington Park, the San Fernando Valley, Whittier, Rosemead and South Central Los Angeles. It provides after school programs Monday through Friday from 3 pm – 6pm at 63 school sites and in the summer the organization offers summer camps in South Gate and South LA.

Boys and girls aged 6-18 can pursue their interests and develop new ones through the Nvision after school programs. Many of these youth have little access to positive, structured activities in their communities and are left with little or no adult supervision during non-school hours. Children in these circumstances are vulnerable to gang recruitment and being drawn into other risky behavior. Woodcraft Rangers programs offer a positive alternative, as exhibited by the following statistics:

- More than 82% of Woodcraft Rangers’ High School students graduate compared to 62% in the LAUSD general student population;
- Elementary school students who participated in Woodcraft Rangers programs for at least 120 days showed improvement 10 times higher on California Standardized Math Tests than the statewide average for After School programs; and
- Middle school students who participated in the Nvision program for at least 120 days showed improvement four times higher on English Language Arts scores than the statewide average for After School programs.

Led by its CEO Chris Johnson, Woodcraft Rangers’ relationship with the Latino community runs deep due to the large percentage of Latino students in the programs and the communities it serves. Additionally, more than 75% of Woodcraft Rangers’ leadership staff and managers are Latino.
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Robert Reyes was born in the Dominican Republic in 1950, six months after the death of his father. Left on her own, Reyes' mother learned the sewing trade. She became a seamstress, earned a living, raised her four children and never remarried.

In 1962 Reyes' mother moved to the US to find a better life for her family. Reyes quickly learned the language by setting a goal to learn several words each day until he learned the language of his new country. Upon graduation he was hired by an insurance company as a computer programmer and operator, and was transferred to Los Angeles in 1971, also the year of his marriage.

At the age of 20, Reyes started his first business with the help of his new wife – a garment sewing contracting business while still working the night shift at the insurance company. That business was subsequently sold to a group of investors. At the age of 23 Reyes launched into what would be a long and prosperous real estate career, acquiring, holding, and selling properties since he acquired his first property in 1973.

In 1984, Reyes purchased a steel construction company from its original founder. The company, which is run today by Reyes' son, is still prosperous.

At the age of 45, Reyes decided to go back to college and earn a Bachelor's degree in Business Administration. He later went back at age 51 and earned a Master's degree. Because of a passion for art, wine and winemaking, Reyes envisioned having a small vineyard to produce small amounts of ultra-premium wines for family and friends. In 2002 he purchased the beautiful land where the Reyes Vineyard and Winery are located today. As of December of last year, Reyes Winery has won 56 medals and awards from various major competitions and Reyes wines are distributed throughout Southern California and are shipped all over the country.
The Dominguez Firm

“Justice For The Injured”

Los Angeles Business Journal
2015 Latino Business of the Year
JANET Rodriguez founded and owns All Access Events, LLC. After being abruptly laid off by a large medical institution during the economy shortage in 2009, she decided to put her skills to use and begin an event planning company. She had already been planning many parties for friends, family and at her employers as a Project Manager, so the transition made sense. Now All Access Events has a client portfolio that consists of entrepreneurs, entertainers, doctors, athletes, investors, teachers and more. All Access Events plans events for small to large events, ranging from 50-2000 people in attendance. Rodriguez and the company have held events at many local Los Angeles venues – from nightlife to daytime events. Events consist of galas, CD release parties, award ceremonies, symposiums, training seminars, weddings, investment classes, birthday parties, retirement parties, and much more.

ABIGAIL BARRAZA FOUNDATION

Abigail Barraza Foundation thrives on educating women, teens, and young girls on the importance of early detection and breast cancer awareness. The Foundation believes that through its work it has instilled the power of knowledge into females and that alone is greater than any sold out charity event. The uniqueness of the organization is that it mentors local teens and educates them on breast health so in turn, they can return home and educate their families. Since her mother passed away from breast cancer while she was in high school, Barraza personally knows what it is like to put your life on hold and the teens the organization works with can relate. Barraza and the organization are firm believers that if a meaningful connection is to be made with young Latina women early, they will be more likely to spread the message and potentially save lives.

THE AGENCY

The Agency is a full-service, luxury real estate brokerage and lifestyle company representing clients worldwide in a broad spectrum of classes, including single-family residential, new development, resort and hospitality, residential leasing, commercial real estate and luxury vacation rental. The Agency was co-founded by Mauricio Umansky, who was born in Mexico City. Shunning the traditional brokerage model of cut-throat agents competing against each other, The Agency fosters a culture of partnership in which all clients and listings are represented in a collaborative environment by all its agents, thereby ensuring its clients and listings have the competitive edge. This approach has proven highly successful. In less than two years, The Agency has closed more than $1.5 billion in residential sales and established itself as one of the preeminent players in the luxury real estate market, representing many of the country's most visible and high-end properties.

ALQUIMIA ORGANIC TEQUILA

Alquimia Organic Tequila is a family-owned and operated company. The Murillo family actually began this work 21 years ago when they had the opportunity to take over the running of their family ranch in Arandas, Jalisco, Mexico. This was the ranch first farmed by Dr. Murillo’s grandfather. Dr. Murillo used his science background to develop the organic protocol that the Murillo’s use to grow their agave. They are widely regarded as the pioneers of organic agave in Mexico. Alquimia uses the ranch as an outdoor laboratory, experimenting and refining its organic program. As the Murillos began to see the results of their organic program, they took their work a step further – using the ranch as an outdoor classroom, teaching many growers how to improve the productivity of their soil, and thus, their way of life.

A NOISE WITHIN

A Noise Within, founded in 1991, is among the country’s pre-eminent presenters of classical theatre and is the leading presenter of these plays in Southern California. The company’s mission is to produce world-class performances of the great works of drama in rotating repertory with a resident company; to educate and inspire the public through programs that foster an understanding and appreciation of history’s great plays and playwrights; and to train the next generation of classical theatre artists. Led by Cuban born Julia Rodriguez-Elliott and her team, the Company held its first performances in rented storefronts before finding a permanent home in the historic Masonic Temple in Glendale, where it mounted repertory performances of classic theatre for nearly two decades. In 2012, after a successful $13,500,000 capital campaign spearheaded by Rodriguez-Elliott, ASW built its new theatrical home on the eastern edge of Pasadena, on the donated premises of the architecturally distinguished Stuart Pharmaceutical Building.
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For over two decades, Art Lewin Bespoke Clothiers – a distinct national leader in premier custom clothing – has planned, coordinated and maintained the wardrobes of California’s most prominent corporate leaders and some of Hollywood's A-List movie stars so that they are perfectly attired for any occasion. As a second generation clothier, Lewin says that his clients tell him that his company's workmanship, knowledge, attention to detail and service make it readily apparent why they have been able to establish such a loyal following -- with a remarkably impressive 94% retention rate. At Art Lewin Bespoke, fittings begin well before measurements are taken. The team analyzes the client's posture and how he/she moves to determine the personalities selected bespoke suits will exude. The fit of the bespoke suit follows the way the client wears and experiences the suit along with body ergonomics and lifestyle.

AURA TONER SUPPLIES, INC.

If you or your business needs a printer cartridge, inkjet cartridge, toner cartridge, or any other printing supply, Aura Toner Supplies can help. The company, led by its President Brenda Duarte, a Mexican American entrepreneur born and raised in the city of Long Beach who has started several businesses), carries a large inventory so that its customers can rely on the shipment of toner cartridges, ink cartridges, printer cartridges, and any other supplies, in a timely and efficient manner. Aura Toner Supplies works to keep its products available to its customers at extremely competitive prices so that it can be a one-stop toner supply provider. A family operated business with over ten years of experience, Aura Toner Supplies strives to provide quality service and build lasting business relationships. The company's motto is, “we are building our business... by helping build yours.”

BELLA SOL THE SALON

California native Lurdes Medina is a devoted mother and passionate business owner who does not believe in the word “impossible.” Being the sole owner of newly expanded Bella Sol The Salon in Pasadena is an obvious challenge that this single mother of three gladly takes on. Medina began her career in the beauty industry over nine years ago with her initial focus in airbrush and UV tanning. Her precision for detail with the airbrush quickly established her as one of the best in the industry. This success led her to expand Bella Sol this year into a full service salon, adding space for hairstyling, makeup and nails. What separates Bella Sol The Salon from its competitors is the quality of customer service Medina and her team provide and her attention to detail in everything from the services to the salon itself.
**BUCHANAN & ASSOCIATES**

Led by its founder, Gilbert Buchanan, Buchanan and Associates is a Latino advocate organization that provides a specialized service that no other management consulting firm or economic development agency in the State of California currently provides— to help Latino, other minorities and small businesses become business-ready, contract-ready and bank loan-ready so that they can confidently obtain contract opportunities. Buchanan & Associates not only provides client companies of all sizes with a plan of action, it is involved in its execution and provides tools to ease the process. The firm’s variety of resources includes entrepreneurial training and workshops, management support, human resources, business plan writing, technical support and many additional services.

**CENTRO LATINO FOR LITERACY**

Centro Latino for Literacy teaches non-literate Spanish speaking adults to read and write in Spanish first as a foundation for lifelong learning and English. It has been delivering literacy solutions to Latino adults since 1991 when its founders observed many students drop out of ESL classes because they could not read or write in their own languages. Founders Marcos Cajina and Melanie Stephens began teaching basic reading and writing skills in borrowed classrooms with the support of a committed group of volunteers. In 1998, Centro Latino established its permanent office in the Westlake/Pico-Union neighborhood near downtown Los Angeles. As of late 2014, Centro Latino, currently led by President and CEO Mari Riddle, has taught Pre-ESL literacy skills, including basic math, grammar, and financial literacy to 5,614 non-literate adults. In addition, through education partners, an additional 9,682 low-income Latino adults have been taught Basic English, computer skills, job readiness and parenting.

**EUROPEAN WAX CENTER**

In 2009, Yvette Beaulieu walked into a new franchise concept that originated in Miami, Florida. European Wax Center had opened its first center outside of Florida in Scottsdale, AZ. They were intent on going national. Beaulieu saw the value in a business that better served the body waxing needs of women (and men). She invested, buying development rights for Los Angeles, Ventura, Santa Barbara, San Francisco, Marin, Napa and Sonoma counties. After five short years, she now oversees and supports a portfolio of over 50 companies. She is on track to own and operate five businesses, while providing regional oversight/support to the balance of independent franchise owners. She leads a team of over 50 associates. She applies the basic principles of never losing sight of the customer, and developing employees so they succeed professionally.

**FONDA DON CHON**

Fonda Don Chon is not your ordinary Mexican restaurant. The family-owned and operated establishment focuses on new Estilo Jalisco (Jalisco Mexican style) food. Fonda Don Chon Restaurant features a cozy dining room and an elegant buffet line with a view of the kitchen. The menu is inspired from Don Chon’s Estilo Jalisco dishes which are typical in the state of Jalisco Mexico. The original Covina location is now famous for house specialties like Molcajetes which is served in a Volcanic rock dish filled with a combination of beef, chicken or shrimp surrounded by Oaxaca cheese, nopal (cactus), cilantro, green onion, and chorizo topped with a special house sauce. Established in 2009 by Auinction Hernandez who learned everything he knows about Jalisco Mexican style food from his grandmother in Jalisco Mexico, the business recently expanded to a second location in the city of Rancho Cucamonga.

**ENGAGEBUILDER**

After many years of running a company that provided self-service apps for the Veterans Administration, Luis Lorca wanted to create a product that he could sell globally to any business while not depending on one client for revenue as he had done previously. He followed technology trends and started to dream of new ways to implement solutions to marketing needs. In November of 2012 this dream became a reality as he started to develop the EngageBuilder digital marketing platform. He then developed marketing modules that work together, making EngageBuilder an omni-channel marketing platform. In a nutshell, EngageBuilder helps marketers and businesses of all sizes to engage, communicate, socialize, sell and get insights from customers and consumers via mobile, e-mail, social media and web.

**HM FLOORING GROUP**

HM Flooring Group is distinctive because it acts as a wholesale operator, where it is reviewed as a distributor of flooring products to independent contractors, DIYs and DIFMs (“do it for me”). Secondly, the company also has a property management division where the company services more than 1000 apartments in LA County, San Bernardino County, Orange County, and Las Vegas. The comparative advantage on this front is that HM Flooring Group designs and imports products directly from China, reducing COGS and passing on the savings to property management clients. Lastly, the company employs a commercial construction division, working on public works and private projects. The company was founded in 1982 by Hector Montalegre as a sole proprietorship, which grew from one-man shop into a business with four thriving locations, with further expansion anticipated for 2015.
LATINO BUSINESS AWARDS 2015

KADIMA SECURITY SERVICES, INC.

LOUIS Perry was born and raised in Brooklyn by his Dominican single mother, and spent his childhood dreaming of being an actor. With that goal in mind, at the age of 18 he took his life’s savings of $200 and moved to Los Angeles. While pursuing his dream of being actor, he also pursued a career in security to help make ends meet and found his true passion. At the start of his career in the security industry, Perry developed relationships with many of the executives at several companies. Through those relationships he began providing security at prestigious private parties and it was then that he decided to launch his own company, Kadima Security Services. Today, Kadima Security is one of the preferred high-level security companies in Los Angeles. Kadima Security provides services for celebrities (personal protection), religious centers, high-rise buildings, apartment complexes and offices, residential communities, concerts, and special events.

L.A. FATHERS PROGRAM

Leo by program manager Carla Hill, L.A. Fathers is a program within the Division of Adolescent Medicine at Children’s Hospital Los Angeles. The goal of the L.A. Fathers program is to provide a comprehensive fatherhood program that integrates economic stability services, healthy relationship education, and non-violent parenting classes to help young fathers be responsive to the needs of their children. The target population for this project is young fathers ages 15 through 25 in metropolitan Los Angeles and throughout Los Angeles County. The L.A. Fathers Program serves young fathers, regardless of their immigration status. In fact, 50% of the program’s budget for marketing is geared towards Spanish-speaking communities. The goal in working with young parents in the Los Angeles area is to help empower them to become self-sufficient, stable, and loving homes for their children to grow up in.

MADALYNS CUPCAKES

Known as a purveyor of “some of the best cupcakes in the world...at an affordable price,” Madalyns Cupcakes is a business that Kris Lara started on his own, and it has grown over the past two years due to his hard work and uniquely delicious cupcakes. Growing up, Lara was constantly around the aroma of baked goods due to his mother’s love of baking. Lara’s inherited love of baking and his desire to start his own business led to the creation of his business. Lara chose to offer not just a basic cupcake, but cupcakes that would have unique mousse-based frosting, rich ingredients, and moist, delicious cupcakes at the “gourmet” level. Everything is freshly made from the mousse, to the cake, and toppings. Lara strives to provide a cupcake that delivers ingredients to consumers that want them to come back for more.

Accurate Plating Company is dedicated and committed to providing superior quality plating service to our customers. We are so proud to be named one of the Los Angeles Business Journal’s 2015 Latino Business Awards Business of the Year. Congratulations to all of this year’s finalists and award recipients for all you do to inspire the Latino business community.

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MAJOR CART SALES & SERVICES

For over 20 years, Major Cart Sales Inc., has been in the business of fixing, cleaning, aligning, refurbishing, renting, and selling shopping carts and other related equipment for large and small grocery chains in the Southern California Area. The company is dedicated to quality and service. Its core values are: Integrity, Quality, Safety, Reliability, and Efficiency.” The company was founded in 1989 by John Ondrasik II (President of Precision Wire Products), and Mike Orozco (Plant Director of Precision Wire Products), leading the way with over 70 years of combined industry experience. Orozco has been in the tubing and wire business for more than two-thirds of his life with over 45 years of industry experience – working tirelessly to increase his knowledge of the industry. Over the past 25 years, alongside John Ondrasik II, the duo has turned a small wire shop into a multimillion-dollar corporation.

MAYA

MAVA Advertising & Communications is a leading social marketing agency with a multicultural approach. MAYA is committed to removing the cultural and linguistic barriers that might hinder access to essential goods and services for Hispanic Americans and other hard-to-reach populations. Led by its CEO, Luis Vasquez-Ajmac, the firm’s pioneering approach has helped clients bring their messages to underserved and hard to reach communities for over two decades. With offices in Redondo Beach and Washington, D.C., MAYA can draw from its diverse arsenal of communication tactics. Using these tools, the team at MAYA crafts innovative strategies that cut through linguistic, cultural, and ethnographic divides to effectively reach some of America’s fastest growing markets. MAYA’s clients, including the U.S. Department of Education and the Department of Housing and Urban Development, understand that MAYA knows how to package important messages and educational products for their target populations.

MISSION REAL ESTATE CONSULTING GROUP, INC.

The story of Mission Real Estate Consulting Group, Inc. is largely the story of the company’s president, Ramon Lamelas, who came to the US from Cuba at the age of 12 and to this day works tirelessly to provide and is compelled by an overwhelming sense of duty to the intrinsically Latino notion of family. As the patriarch of a large extended and adoptive family, he has always been a provider—for his family, the families of his employees, the families of his clients and investors, and the communities of Southern California. He has set up Mission Real Estate as completely family-owned and operated, employing seven family members. He treats his other employees, most of which are now independent contractors, as members of his own family as well. And he and his company have revitalized the communities of Southern California with hundreds of beautiful new and like new homes.

MIXED UP CLOTHING, INC

SONIA Kang was born in Puerto Rico to a Latina mom and African-American father. She was raised in Hawaii before coming to California. People were fascinated and would ask questions about her cultures. When she married her Korean husband and had four children, the questions about culture continued. This exciting blend of cultural influences is reflected in Kang’s company, Mixed Up Clothing, Inc. When her kids were small she would sew clothes for them using fun ethnic prints to help nurture pride of heritage. When people would stop her on the street and want to buy the clothes, she knew she had a good idea. She left a 15-year career as a registered nurse to pursue her dreams of designing unique and ethically diverse children’s clothes that celebrate cultural diversity and inclusion. People learn all about the cultures by reading the special tags on the clothes designed to build “friendships through fabrics.”

ONSOURCE SUPPLY SOLUTIONS

In 2010, Bob Zamarripa founded OneSource Supply Solutions, LLC., a company focused on the electrical, industrial automation, lighting, switchgear, pole line hardware, transmission and distribution, industrial supply, tooling, tool repair, safety, manufacturing and subassembly arenas. The company’s unique capabilities include particularly strong information systems capabilities, alliances with manufacturers and industry specific strategic partners and innovative Supply Chain Solutions, among other strengths. Everything that OneSource strives to do has its customer’s needs as the primary focus. The company’s goal is to work closely with customers to reduce costs and provide them with highly motivated, skilled associates dedicated to service. Further, OneSource was named “Green Supplier of the Year” by PG&E in 2012. Over the past few years, OneSource has implemented many green initiatives and has continued to demonstrate strong environmental performance and implementation of a business model that provides for best practices in product distribution.

ORTHOPAEDIC INSTITUTE FOR CHILDREN

Orthopaedic Institute for Children (OIC) was founded in 1911 by Charles LeRoy Lowman, as a clinic for children with crippling disorders. The mission then is the same as the mission today: to provide excellence in orthopaedic care regardless of the family’s ability to pay. To support this mission, the Orthopaedic Foundation was established in 1917 and it has been an integral support to the care OIC provides today. Today, OIC treats children with congenital and acquired orthopaedic disorders in addition to providing expert life-long care for hemophilia. Under the direction and vision of Dr. Anthony Scaduto, President and CEO, and the many talented surgeons, the OIC continues to straighten curved spines, correct clubfeet, reconstruct deformed or short limbs, replace torn ligaments, and repair complex fractures. Whenever possible, OIC physicians apply non-surgical techniques and less invasive procedures with the goal of reducing a child’s discomfort or time to recovery.
IN 1995, an idea to create a company with an environmentally friendly objective was born. By January of 1996, San Fernando Valley Pallet Company was founded by Susana and Jorge Eroza. Together their vision was to create a company that would include a strategy to reduce waste and protect the environment. By January of 1996, San Fernando Valley Pallet Company was founded by Susana and Jorge Eroza. Together their vision was to create a company that would include a strategy to reduce waste and protect the environment.

PRIMESTOR DEVELOPMENT, INC.

Led by its CEO Arturo Sneider, Primestor Development Inc. has its roots embedded in the retail sector since its original formation. Primestor has been involved in the development, leasing, management, and acquisition of several million square feet, and currently manages 3,300,000 square feet in three states. The firm oversees a portfolio in excess of $750 MM. The Company has had a diverse Real Estate portfolio; including residential units, office buildings, community retail centers, industrial properties, and open land. Primestor team members have acquired an extensive amount of experience in all aspects of the Real Estate industry with an emphasis in urban markets and the Hispanic community.

PROMOSHOP INC.

GUILLERMO “Memo” Kahan created Promoshop after falling in love with the high energy and business and creative savvy needed to succeed in promotional premiums sales. He learned the manufacturing and supply side from Western Badge & Trophy, where he worked in 1992 after graduating from UC Berkeley, where he was a soccer player. He learned about the client and supplier relations side. In March of 1998, he opened Promoshop, creating a boutique style firm offering a full array of marketing services as well as top tier creative, sourcing, compliance and shipping capabilities. Fifteen plus years after its inception, the company has grown to ten physical offices as well as sales representation throughout the United States and into Canada to service the complex needs of its 2500 active clients.

RDI INC.

Hector Mendoza, the son of Mexican immigrants, he and his three siblings learned early on what sacrifice and hard work meant from their parent's and grandparent's example. Soon after graduating high school, Mendoza began his first company, which he ran out of his parent's pool house, to support himself through his first years of college. Mendoza came to envision a company that could address various aspects of development for a variety of stakeholders through services in real estate, construction and engineering design. He created Roque Development & Investment, Inc. (RDI) in 2009, becoming its CEO and President and setting a large vision for its future. Fast forward to early 2014 when RDI entered into a contract for a massive Southern California Edison project. RDI took on SCE's unprecedented 9-year Pole Loading Project (PLP) as one of two sub-vendors who will conduct pole-loading services for all of SCE's 1.5 million poles located throughout the southern California area.

SAN FERNANDO VALLEY PALLET COMPANY

In 1995, an idea to create a company with an environmental objective was born. By January of 1996, San Fernando Valley Pallet Company was founded by Susana and Jorge Eroza. Together their vision was to create a company that would include a strategy to 'save the planet' via creating a working model of materials to reuse in the pallet production process. Over 90% of all pallets and wood received back from customers and vendors are recycled. In 2003, with all their retirement savings on the line, the Erozans expanded the business and purchased a 10-acre facility in Lancaster. From this location, they ship finished products directly to the Santa Clarita Valley and to the plant in Chatsworth. Today, they have two multi-acreage facilities to better serve the whole Southern California area, with more than 20,000 pallets in stock to keep inventories of custom and standard sizes to meet customers' requirements.

SAXON LATIN FUSION CATERING

CLAUDIA Quihuis, founder of Saxon Latin Fusion, learned to cook in her mother’s kitchen and has been in the restaurant industry for over 20 years. Since the passing of her mother, Quihuis has picked up different Latin dishes by traveling and eating out in many Latin restaurants, trying different Latin cuisines – and giving them a healthier twist. As she tells her catering customers, “expect the unexpected!” Saxon Latin Fusion offers healthy Latin food to the community, and has been doing so for six years. Not only is the food delicious, it is also healthy. Saxon has customers that have lost weight and have improved their health thanks to the healthy options provided. And for those with a sweet tooth, Saxon has an award-winning flan – said to be among the best in Los Angeles!

SCALE 1:1

SCALE 1:1’s products are designed, developed and manufactured in Los Angeles. The company's product line of office furniture stimulates creativity and encourages collaboration. SCALE 1:1 office furniture can be found at the Google offices, Mass Mutual Financial Group, Galvanize Co-working facilities San Francisco and Denver among other notable companies throughout United States. Clara Reis, the co-owner and founder of SCALE 1:1, moved to United States from Brazil in January 2000, after graduating from a Sao Paulo University with Bachelor of Science in Physical Education. As a workplace ergonomic specialist who recognized a gap between the traditional office environment, Reis joined forces with her partner, architect and industrial designer David Winston and in 2010, SCALE 1:1 Inc, offering furniture solutions for the contemporary collaborative workplaces was started.

LATINO BUSINESS AWARDS 2015
SHRINERS HOSPITAL FOR CHILDREN – LOS ANGELES

Nominated this year thanks to the terrific professional reputation and community-mindedness of its Director of Marketing and Public Relations, Carla Valenzuela. Shriners Hospital for Children – Los Angeles is a uniquely positioned center of healthcare excellence. Located on the outskirts of downtown Los Angeles, Shriners Hospitals for Children – Los Angeles delivers the highest quality of care to children with a host of orthopaedic and neuromusculoskeletal disorders and diseases, as well as cleft lip and palate. The hospital’s inpatient and outpatient units are colorful, kid-friendly and designed to put patients and families at ease. Every member of the hospital staff, including Valenzuela and her colleagues, from surgeons to therapists, nurses to orthotists, is focused on providing the highest quality care that puts the family at the center of the team.

SOTOMAYOR & ASSOCIATES, LLP

Sotomayor & Associates, LLP was founded in 1991 by Managing Partner, Ecuadorian born Ivan Sotomayor. The business has grown to become a well-known international CPA firm with offices in Pasadena and Santo Domingo, Dominican Republic. In 1999, Sotomayor’s wife, Eugenia joined as a partner and through Sotomayor LLP established a related company Medical Business Concepts (MBC), a medical billing and practice management company. In 1999 Ivan’s sister, Carmen Sotomayor combined her accounting practice with the firm and joined as the third partner. This full-service professional CPA firm provides a comprehensive range of accounting and consulting services. Truly international in scope, the firm has completed work for organizations in Mexico, Colombia, El Salvador, Philippines, Cambodia, Thailand, Sierra Leone, and Uruguay, among others. It is Sotomayor’s desire to provide a broad spectrum of consulting and accounting services to all types of businesses and to partner international companies with American companies to create a synergy of business opportunity in the United States.

SOUTHERN CALIFORNIA HISPANIC CHAMBER OF COMMERCE

The Southern California Hispanic Chamber of Commerce is an association of business people dedicated to promoting and serving the economic, civic and cultural welfare of Southern California. The Chamber’s purpose (as a non-profit organization) is to provide its members with the best business retention programs available – from training seminars, legislative action, marketing, advertising, networking and more.

TACOS MANZANO RESTAURANT

TACOS Manzano Restaurant was founded in 2002 by the Manzano family. Their passion for traditional Oaxacan and Mexican cuisine, coupled with determination and a hard work ethic started what has now become a successful restaurant and business endeavor. The Manzanos are from the state of Oaxaca, Mexico. They work diligently to preserve and share their cultural traditions. The exquisite flavors that identify Oaxacan and Mexican gastronomy are the main ingredients that uniquely identify this thriving small business. Their concept of regional home-style cooking manages to convey an air of nostalgia both to those who grew up with Mexican food as well as those with the most demanding palates. Customer satisfaction is a key component for Tacos Manzano. They strive to not only satisfy a client’s culinary needs, they also try to create a safe, family style environment that brings comfort and peace of mind.

TRUCONNECT

TruConnect (formerly known as Telscape) is a privately owned business providing telecommunication services to the Latino community throughout Los Angeles. Co-owned by brothers Nathan and Matthew Johnson, the company provides services such as wireline home phone service, high speed internet, and wireless mobile service. The Company was founded in 1999 as a facilities-based competitive local exchange carrier (CLEC) service provider. It started with a mission to serve the Latino community’s unique and identifiable communications needs. TruConnect aims to meet these requirements by offering a customized telecommunications experience. In 2014, the California Public Utilities Commission selected Telscape as their initial partner in rolling out a Lifeline program that was revised to meet the evolving needs of the community. TruConnect created a new brand, Surelink Mobile, to serve California Lifeline customers. The offering has been incredibly successful, currently serving more than 225,000 customers and has experienced a subscriber growth rate that has increased by 463% in the last nine months.
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Over 300 guests celebrated the 2015 Latino Business Awards, held at the LA Hotel Downtown.