

MARCH - DECEMBER 2022



SUAZO IN THE COMMUNITY



A MESSAGE FROM OUR PRESIDENT AND CEO

Hello, friends of the Suazo Center, Supporters, and Donors,

Have we had an exciting past few months. In the pages of this newsletter, you will see a highlight from one of our clients who won an opportunity to take his business to Air Force One (Ricardo Alatorre. BMR Auto Detailing Studio; pg. 2), for which we are very proud and extremely excited. You will also read about one of our most active Board Members, Jennifer Tarazon, the Associate State Director of Communications at AARP Utah (pg. 4). In between these spotlights, you'll be amazed at the reach of the Center, which is due in large part to our donors, and all those who take time, energy, and resources to support our mission of providing quality service to Utah's underserved communities by providing training, advising, and resources to break cycles of poverty, build wealth, and promote self-reliance.

In 2022, we were able to participate in so many wonderful events, with some of the best partners we could ever imagine. The Mayor of Salt Lake City, Erin Mendenhall, invited me to participate in her Pay Equity Conference in March; and we partnered with WGU Academy to provide scholarships for members of our community, such as Andrea Viteri (pg. 5). During the Summer months, we partnered with SelectHealth to spotlight a vast array of our Mothers and Fathers who work tirelessly to provide for their families; and we graduated our very first cohort of the KBA: Business Accelerator program, our top level course for developed business owners who need just a little boost to grow their businesses (pgs. 6-7). The Fall months brought our Chief of Staff, Claudia Ponce, as a key member of the Women in the Money conference, hosted by the Utah State Treasurer; and I was selected as one of Utah Business Magazine's Women of the Year (pgs 7-8)! To finish off the year with strength and conviction, our team expanded to St. George with the hiring of our first advisor in Southern Utah, Cristina Zavala; and our Director of Business Development, Edward Bennett, lead a very insightful panel discussion at the Salt Lake Chamber's Diversity Summit, titled, "How Diverse is Your Diversity?"

2023 is shaping up to be just as big a year, with just as much to celebrate, and I cannot emphasize enough how much the contributions of our donors and partners mean to our community. Every time our team goes out into the community, we change lives, and without YOUR support, none of these things would have been possible.

Thank you for all you do,

SILVIA CASTRO, MBA
PRESIDENT AND CEO
Suazo Business Center



CLIENT HIGHLIGHT

RICARDO ALATORRE - BMR CAR DETAILING



Ricardo Alatorre is the owner of BMR Auto Detailing Studio, a car detailing business based in Ogden, Utah, that offers interior and exterior services for vehicles. Ricardo has been in business since 2013 and is passionate about serving the community: *"Our services are not limited to those who have luxury cars; it is for everyone!"* he says. His business is not only his job but his passion.

In 2020, Ricardo was given the title of car detailer of the year by *The Detail Mafia Group* and continues to be invited to prestigious car shows in the U.S. With the help of the Suazo Business Center, he was able to participate in the restoration and detailed project of the Presidential Plane Air Force One, at the airplane museum in Seattle WA., a volunteer project that only a few are selected nationally, *"It was nice to give back to a country that has opened up so many doors for me."* And was selected to participate in this year's restoration.

"I'm enrolled in both tracks, and they have opened up my vision. To see my business from another perspective, I have learned basic accounting, the importance of having all the licenses up to date, having adequate insurance, and a business plan and much more!"



OUR IMPACT

OUR EVENTS REACHED
22,288 PEOPLE FROM
MARCH - DECEMBER 2022

22,075
ONLINE VIEWS

213
PEOPLE

IN ADDITION TO COMMUNITY
AND IN PERSON EVENTS

IN ATTENDANCE TO OUR
IN-PERSON EVENTS



BOARD MEMBER HIGHLIGHT

JENNIFER TARAZON

ASSOCIATE STATE DIRECTOR, COMMUNICATIONS – AARP UTAH



“Suazo has a reputation among the community and different business organizations As being a really trust worthy and straightforward organization. I know I can recommend the Suazo Business Center to other organizations I work with.”

Jennifer Tarazon is the Associate State Director of Communications at AARP Utah, she was appointed as a Commissioner for the Utah Department of Alcoholic Beverage Control by Governor Spencer Cox for the state of Utah, and is the **first Latina** to serve in this capacity. She is also an Advisory Board Member for PBS Utah and the Suazo Business Center. And has been involved in the board of directors of Suazo since 2020.

Initially, when she first moved to Utah she learned about the center through Silvia Castro, the President and CEO, and was able to work on partnerships and other initiatives that made her understand the impact the organization was making in the Hispanic community. As a board member, she enjoys witnessing the different efforts the Suazo offers: *“it’s been rewarding, to be able to see what Suazo is doing, and be part of it, it’s really rewarding. Here in Utah, part of the population is recent immigrants who need language and culturally competent help. And to be part of an organization that offers that resource, and affordably, that’s really meaningful to me.”*

SUAZO'S PRESENCE IN THE COMMUNITY



MARCH 2022

WE SHARED LATINA LEADERS OF THE COMMUNITY HIGHLIGHTS VIA OUR SOCIAL MEDIA PLATFORMS.



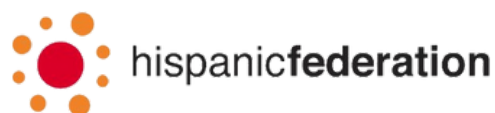
MARCH 2022

OUR PRESIDENT AND CEO, SPOKE DURING SALT LAKE CITY'S MAYOR, ERIN MENDENHALL PAY EQUITY CONFERENCE.



MARCH 2022

ANDREA VITERI WAS AWARDED A WGU SCHOLARSHIP THANKS TO THE HELP OF THE SUAZO BUSINESS CENTER.



MAY 2022

THE HISPANIC FEDERATION AND COMCAST NBC UNIVERSAL TELEMUNDO SELECTED SUAZO AS ONE OF 20 LATINO ORGANIZATIONS TO PROVIDE ACCESS TO DIGITAL SKILLS LEARNING IN LATINO COMMUNITIES.



MAY 2022

PART OF OUR TEAM ATTENDED THE U.S. SMALL BUSINESS ADMINISTRATION AWARDS.



MAY 2022

IN PARTNERSHIP WITH SELECTHEALTH WE SHARED HIGHLIGHTS OF SMALL MOM BUSINESS OWNERS OF OUR COMMUNITY #SOYSUAZO.



MAY 2022

OUR PRESIDENT AND CEO, SILVIA CASTRO JOINED THE SALT LAKE CHAMBER'S #SPEAKINGONBUSINESS PODCAST TO TALK ABOUT HOW TO FOSTER A DIVERSE ECONOMY.



JUNE 2022

OUR DIRECTOR OF BUSINESS DEVELOPEMT, EDWARD, ATTENDED THE CHINA CHALLENGE SUMMIT REPRESENTING SUAZO.



JUNE 2022

IN PARTNERSHIP WITH SELECTHEALTH WE SHARED HIGHLIGHTS OF SMALL DAD BUSINESS OWNERS OF OUR COMMUNITY #SOYSUAZO.



JUNE 2022

WE HAD OUR FIRST GROUP OF GRADUATES OF THE KBA: BUSINESS ACCELERATOR IN SPANISH.



AUGUST 2022

SUAZO WAS SELECTED TO JOIN THE STAND TOGETHER FOUNDATION ON THEIR PROGRAM AS A NONPROFIT MAKING IMPACT AND CHANGE.



SEPTEMBER 2022

OUR CHIEF OF STAFF PARTICIPATED IN THE WOMEN IN THE MONEY CONFERENCE.



SEPTEMBER 2022

SUAZO JOINED THE SALT LAKE CITY COUNCIL IN THE PROCLAMATION OF HISPANIC HERITAGE MONTH.



SEPTEMBER 2022

OUR PRESIDENT AND CEO, SILVIA CASTRO WAS NAMED AS ONE OF THE WOMEN OF THE YEAR BY UTAH BUSINESS MAGAZINE.



SEPTEMBER 2022

OUR OGDEN TEAM ATTENDED THE OGDEN WEBER CHAMBER OF COMMERCE: WOMEN'S EMPOWERED LEADERSHIP CONFERENCE.



OCTOBER 2022

OUR DIRECTOR OF BUSINESS DEVELOPMENT PRESENTED THE SESSION: HOW DIVERSE IS YOUR DIVERSITY? AT THE UTAH'S BUSINESS DIVERSITY SUMMIT.



OCTOBER 2022

WE WELCOMED A NEW BUSINESS ADVISOR TO OUR TEAM: CRISTINA ZAVALA.



DECEMBER 2022

GOLDMAN SACHS CHOSE THE SUAZO BUSINESS CENTER TO BE PART OF THEIR 2022 COHORT OF COMMUNITY DEVELOPMENT CHAMPIONS!



DECEMBER 2022

IN ASSOCIATION WITH AARP UTAH WE PROVIDED 30 GIFT CARDS TO OUR SMALL BUSINESS COMMUNITY MEMBERS IN THE HOLIDAY SEASON.

WE THANK YOU

It is because of you that we are able to do what we do. We appreciate your continued and valuable support. Thank you for helping us help others!



**Governor's Office of
Economic Opportunity**



ZIONS BANK



WELLS FARGO



Google Fiber

Stand Together
Foundation.



LAWRENCE T. & JANET T.
DEE FOUNDATION

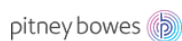


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