



HISPANIC CHAMBER
of **COMMERCE** *of Louisiana*



THE HISPANIC CHAMBER OF COMMERCE
OF LOUISIANA ANNOUNCES

WORKFORCE HEROES PROGRAM

New Orleans, Louisiana: The Hispanic Chamber of Commerce of Louisiana in a Partnership with Delta Administrative Services, announces a new initiative to support the community impacted by COVID-19 by recognizing Workforce Heroes. This program consists in placing impacted individuals into jobs for six-eight weeks at a time to help return displaced workers back into the workforce and stimulate the economy. The program is generously funded by our partners

at Delta Administrative Services, who share our interest in helping those who are most affected by the current situation.

The Hispanic community has been disproportionately impacted by the pandemic in different areas including health, access to capital, and unemployment. As the largest Hispanic business organization, we felt the need to respond to the urgency to help individuals without gainful employment. The Workforce Heroes Program is only one of the actions taken by our organization in response to COVID-19. During this extraordinary time, it is important to remember that there is strength in community and supporting each other through hardship is how we will rise together.

“We are grateful to be able to make a small difference for local families impacted by this crisis. HCCL recognizes the importance of lifting our hardworking community and providing opportunities to advance professionally and scale businesses. Thank you to Delta Administrative Services for their leadership and commitment to the community and our organization,” said Mayra E. Pineda, President & CEO, Hispanic Chamber of Commerce of Louisiana.

Regarding their collaboration with the Hispanic Chamber of Commerce of Louisiana, David Lawrence, CEO & Founder of Delta Administrative Services, had this to say, *“We here at Delta have been involved with the Community since our founder Victor Lawrence started us in the People Business in 1968! We are proud to be able to give back to a great organization such as the Hispanic Chamber of Commerce of Louisiana! Thanks for allowing us to help you make this world a better place.”*

About HCCL

The Hispanic Chamber of Commerce of Louisiana is a non-profit organization created in 1999 through the merger of The Louisiana Hispanic Chamber of

Commerce (1984) and The Gulf Coast International Chamber of Commerce (1990).

Our mission is to create and facilitate a business climate and build capacity within the Hispanic community to promote economic development in Louisiana. The HCCL also works with traditional American businesses to help them approach the fastest growing minority population in the United States. We connect communities and businesses to professionals across the board.

About DAS

Delta Administrative Services is a family-owned business, born and bred in the heart of Louisiana. In 1968, they started offering personnel services to local businesses, but soon recognized a need for a trusted local company that could help small businesses who were experiencing problems scaling and juggling HR issues at the same time.

DAS services New Orleans, Baton Rouge, Lafayette, and the rest of southeast Louisiana.



HCCL COVID-19 RESOURCES



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