

PRESS RELEASE



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Laredo Chamber of Commerce Honors Business Development Certification Program Graduates

CEREMONY TO BE HELD FOR HONOREES OF LAREDO CHAMBER BDCP



Laredo Chamber of Commerce Business Development Certification Program participants earlier this year after presentation on Sales Strategies provided by Ana Rivera Soto, Director of Sales from Kill Tegna.

LAREDO, TX- [October 10, 2023]

The Laredo Chamber of Commerce is proud to announce the graduation of the Business Development Certification Program (BDCP), a groundbreaking initiative aimed at enhancing professional development and fostering connections within the Laredo business community.

The BDCP is a comprehensive program designed to empower

individuals with the essential skills and knowledge needed to excel in today's competitive business landscape. Consisting of six meticulously curated seminars led by industry experts, this program is available free of charge to Chamber members and only \$500 per individual for non-members. By offering this opportunity, the Laredo Chamber of Commerce is demonstrating its commitment to supporting the local business community and nurturing the growth of enterprises within the region.

The BDCP covers many critical areas, including time management, leadership, marketing, and more. Participants can expect to gain valuable insights and practical skills that will help them drive business success and reach their professional goals.

One of the distinctive features of the BDCP is its emphasis on networking and collaboration. The program offers unparalleled opportunities for participants to connect with other business professionals, share experiences, and build lasting relationships that can be pivotal to their career development.

This year's class of BDCP graduates is a testament to the program's success. The graduates represent a diverse group of professionals from various industries, including Elva Zepeda from Dulveria Laredo Sur, Victor Linares from Sabio Engineering & Associates PLLC, Lupita R. Canales of AR Canales INTL Brokers, Inc., Maria Elena Hernandez from Ambit Energy, Karen Chen and Anndy Murillo from Anndy Murillo Financial, Erika Martinez from

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LAREDO CHAMBER OF COMMERCE

Dulceria Laredo, Nadia De Leon from HDL Construction LLC, Yaritza Mendoza from KGNS, and Lilian Campos and Karla Cortez from Laredo Stroke Support Group, Inc. These professionals are being honored at a ceremony held at Falcon Bank on October 11, 2023.

The Laredo Chamber of Commerce remains dedicated to empowering its members and the broader business community with the tools they need to thrive. The BDCP is a prime example of this commitment, offering a unique personal and professional growth opportunity.

To learn more about the Business Development Certification Program and how to enroll, visit laredochamber.com.

For inquiries and further information, please contact: Manuel Vinales at membership@laredochamber.com

Founded in 1915, the Laredo Chamber of Commerce is Laredo's and Webb County's longest-running business organization. It represents approximately 675 businesses in the local community. The U.S. Chamber of Commerce accredits the Laredo Chamber of Commerce with five stars – the highest level of accreditation. Only a very small percentage out of approximately 7,000 chambers in the United States are accredited.

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