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As the presidential race heats up in Pennsylvania, it has not gone unnoticed that two candidates are of Hispanic descent. This is remarkable considering the fact that both candidates have relatively recent roots to the U.S. The term Hispanic or Latino is used in many cases interchangeably and often times misunderstood to be monolithic. The term Latino is used to describe people from Latin America and the Caribbean, while Hispanic also includes Spain. In the case of both Presidential candidates, their roots can be traced to Cuba.

Both Marco Rubio and Rafael Edward “Ted” Cruz have lineage to Cuba dating to the late 1950s and 1970s. Both have achieved remarkable success in the U.S. and it is a testament to their hard work ethic and perseverance. The Lehigh Valley Hispanic Chamber is also relatively new as an organization that includes a very diverse membership consisting of business owners and professionals that can trace their roots to the Caribbean, including North, Central, South America and Spain.

When describing people of Latino or Hispanic descent, consideration should be given as to the extreme diversity the term represents. What is evident is that this group will make both a social and economic impact on the U.S. and the Lehigh Valley. While the Hispanic Chamber is focused on business issues, members are cognizant not to forget their heritage and look to celebrate it in both the past and the present. The Hispanic Chamber of Commerce is organized and committed to advancing the business and professional interests of its members and utilizes guiding principles as a benchmark for group activity: Advocacy, Business Development and Community Engagement. For more information regarding events and partnership opportunities with the Hispanic Chamber, please contact Samantha Cartageña at 484-547-8970 OR [samanthac@lehighvalleychamber.org](mailto:samanthac@lehighvalleychamber.org)