

One Million+ Strong

## The 222 Corridor

The growth of this region is attributed to Latinos

Easton, Bethlehem, Allentown, Reading, Lancaster, Lebanon, York and Harrisburg are the cities recognized as 222 Latino Corridor of Pennsylvania. These municipalities are the engine for growth in the state.

Allentown is the state’s third largest city and Reading is the fourth largest city. Outside of Pittsburgh and Philadelphia Metro Area, Lancaster is the largest county in population and number 6 among all PA’s 67 counties. Berks, Lancaster, Lehigh and York counties are listed on the top 10 counties in total population. Lebanon County is second in population gains by percentage in the state, according to Census 2020.

The Latino student population in all municipalities in the 222 Corridor is the largest and fastest growing, representing more than half of the student population in Reading, Allentown, Lancaster and Lebanon. Apart from the capital city of Harrisburg, Latinos are the largest minority ethnic group in all cities and counties of the corridor.



Pennsylvania’s Latino population reached 1,049,615 for the first time in 2020. It is estimated that the population today stands at almost 1.1 million.



## POWER 100: Who’s Who in Pennsylvania Leadership

A legacy project for Latino children and future generations

Growing up in Pennsylvania and attending schools here does not guarantee you feel welcome. That’s the case of many Latino students in our public schools and colleges/universities. They read about the history of many people but not about individuals who look like them. POWER 100: Who’s Who in Pennsylvania is a legacy project intended to change just that.

Last year, the executive committee decided that in the fifth anniversary of the convention they would recognize the most influential Latinos in the state by creating Who’s Who in Latino Pennsylvania. A recognition of these individuals is planned during the convention’s Annual State Official Hispanic Heritage Month Gala.

However, the committee proposed and committed to take this legacy project much further. It is a gift to Latino kids and Latino students across the commonwealth.

Beyond recognizing these champions and trailblazers one night in Allentown, the goal of this project is to collect the brief bios of 100 men and women making a difference from Erie to Philadelphia, from Pittsburgh to Scranton, from State College to Gettysburg, and make them accessible to children everywhere by publishing a compendium of Latino leadership. The hope is for this publication to make it to our public schools and public libraries.

Convention organizers believe this would have a positive impact in communities that for far too long have been ignored or not included in the stories of towns and cities. By finding familiar faces or individuals who look like them, children can identify themselves and strengthen pride, empowerment, and self-esteem. There’s an opportunity for role models to play a crucial role in the lives of many. “When I grow up, I want to be like...” is powerful.

### Roberto Clemente Bethlehem

The Hispanic Center of the Lehigh Valley unveiled a mural honoring Roberto Clemente, first Latino inducted into the Baseball Hall of Fame.  
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### Hispanic Summit Lancaster

Alzheimer’s Association Greater Pennsylvania Chapter brought education and awareness to the Hispanic/Latino community of Central PA.  
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### Mexican Market Philadelphia

Mexican entrepreneurs are opening businesses, creating jobs, and revitalizing neighborhoods in South Philadelphia’s historic Italian Market.  
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## DYK: Some “Latino Trivia”

We must be the protectors, writers, and storytellers of our history

**German Quiles:** The first Latino to be elected to the State House of Representatives, he served one term. Elected from Philadelphia in 1969.

**Leslie Acosta:** Daughter of the second PA State Representative of Latino descent Ralph Acosta, Leslie was the first Latina women elected to the Pennsylvania General Assembly. Elected for one term in 2014 from Philadelphia.

**Jose Rosado:** In 2011, Jose became the first Latino Mayor in the history of Pennsylvania. Jose is the former Mayor of the Borough of Fountain Hill.

**Ben Ramos:** The first Latino appointed to serve as member of the Governor’s cabinet. He was not confirmed. Ramos was also the third Latino to serve in the Pennsylvania Legislature. Elected from Philadelphia in 1994.

**Nelson Diaz:** In 1981, became the first Latino judge in Pennsylvania history, as well as the youngest Philadelphia judge, when he was elected to the Philadelphia County Court of Common Pleas at the age of 34. Díaz served on the Court until 1993, when President Bill Clinton appointed him General Counsel of the Department of Housing and Urban Development. He was the first Latino General Counsel appointed by a president.

**Angel L. Ortiz:** Elected in 1985, Angel was the first Latino to join the ranks of the City Council of Philadelphia, the largest city of the state and one of the largest cities in the nation.

**María Quiñones-Sánchez:** Elected in 2007, Maria became the first Latina to serve in the Philadelphia City Council.

**Pedro A. Cortes:** In 2003, Pedro was appointed PA Secretary of State and confirmed by the Pennsylvania Senate. This historic conformation made him the first Latino confirmed cabinet member in Pennsylvania history.



Hispanic Center of the Lehigh Valley honored the great Roberto Clemente with a mural full of history, community pride and empowerment

Many Flags; One Community

## Roberto Clemente: Vive South Bethlehem mural dedication

Lancaster-based artist Salina Almanzar-Oree was commissioned to produce this Roberto Clemente mural for the Hispanic Center of the Lehigh Valley in Southside Bethlehem City. Historically, the southside has been home to Puerto Rican families migrating to Bethlehem searching for better opportunities. The mural, titled "De Boriken, al Mundo," can be seen at 520 E. Fourth St. in south Bethlehem.

The [Hispanic Center Lehigh Valley](#) recently unveiled this mural celebrating the legacy of this baseball legend and humanitarian who was the first Latino inducted into the Baseball Hall of Fame. Clemente was an All-Star in 13 seasons and finished his career with 3,000 hits. He was 38 and on a mission to deliver aid to earthquake victims in Nicaragua when his plane went down on December 31, 1972.

Many Flags; One Community

## Hispanic Summit on Alzheimer’s and Dementia Held in Lancaster

*Awareness and Education*

To proactively address health disparity research about Latinos and Alzheimer’s and Dementia and to educate the community, the Alzheimer’s Association Greater Pennsylvania Chapter hosted Lancaster Hispanic Summit.

According to the CDC, by 2060 3.5 million Latinos will suffer from the disease. Embarking on a proactive education and awareness agenda amplifying the voices of Latinos in this space benefit not only the community but our entire society.

During the Latino Health Summit at the PA Latino Convention in Allentown, this important topic is a part of the comprehensive and holistic health agenda for all Latinos in Pennsylvania.

To learn more about Alzheimer’s visit: <https://www.alz.org/pa>



Many Events; One Convention

### Young Professionals Chairman's Networking Event



The U.S. born account for 81% of Latinos ages 35 or younger in 2016, compared with 42% of Latinos ages 36 or older.

The Chairman's Young Professionals Networking Event is for professionals attending the convention and from the Lehigh Valley to exchange information and learn about opportunities and information related to advancing their careers across different fields, career paths and disciplines. It is an opportunity for the convention to serve as a bridge in

connecting young professionals with seasoned professionals and mentors.

This initiative is about fostering engagement, collaboration, knowledge sharing, and career development among our diverse young professionals and to empower brown young professionals to thrive within the community.

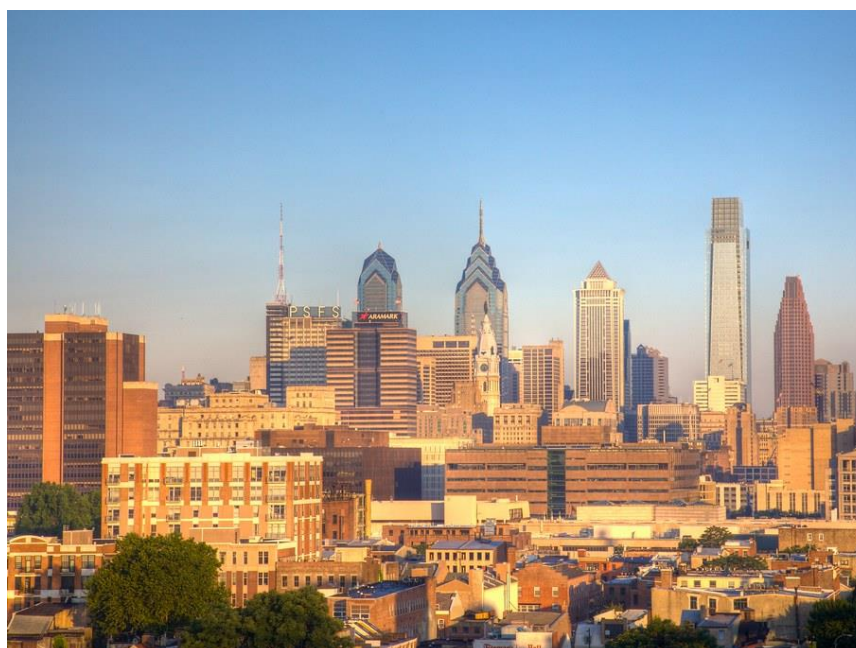
Additionally, this year-round network can positively impact communities and families by getting involved in local, regional and statewide efforts to advance the Latino agenda - health, education, the economy, civic engagement, entrepreneurship.

Latinos are the youngest community in the state and nation. This is an asset, yet it can be a challenge to develop capacity building in new and emerging industries due to multiple factors. Early engagement of young professionals in leadership development opportunities can minimize the gap and increase Latino representation in areas where historically they have not been invited, represented or welcome.

Many Events; One Convention

### Workforce Development Reimagining the future

This townhall at the convention is designed to create economic development opportunities for low-income communities. How can we create innovative spaces to provide workforce development, small business incubators, and coworking space benefiting entrepreneurs and start-ups, while maintaining offices of local non-profits actively working in the community and economic development sector. Join the conversation in Allentown!



*South Philadelphia is becoming a hub for Mexican entrepreneurs: opening businesses, creating jobs, revitalizing neighborhoods*

Many Flags; One Community

### South Philly's Mexican Market

Strengthening immigrant entrepreneurship in the historic Italian Market

For many years, Edgar Ramirez has been advocating for the growing Mexican community of South Philadelphia. He has been able to build bridges and to sustain community unity through his involvement and creation of community pride. For Ramirez, South Philadelphia means second chances to the growing community. Chances they are not wasting and are building businesses and reviving El Sur de Philly.

To support the three blocks of mostly Mexican businesses in the well-known Italian Market, Hector Herrada and others established Association of Mexican Business Owners of Philadelphia.

The association aims to provide bilingual technical support and enhance business opportunities.

We invite you to visit 9<sup>th</sup> Street Mexican Market in Philadelphia. It is a cultural experience in all its splendor and a hub for Latino entrepreneurs, outstanding Mexican food and immigrant life in the City of Brotherly Love and Sisterly Affection.

Mexican businesses are injecting economic activity and reviving the neighborhood joining other communities in attracting locals and tourists to an area which truly reflects the past, present and future of our state and nation.



**5<sup>th</sup> Annual PA Latino Convention Kick-Off**

Wednesday, September 28

**Interfaith & Spiritual Journey for All**

7:00 p.m. – 8:00 p.m.

Fuente de Vida USA  
729 St. John Street  
City of Allentown




## Celebrating PA Latino Excellence

Our legacy project for future generations and for Pennsylvania



The Pennsylvania Latino Convention is the most comprehensive and inclusive event in the state covering all aspects of Latino life, community, policy and agenda. Hotel reservations are available! [HERE: Book your group rate for Pennsylvania Latino Convention 5th Edition.](#)



**SPECIAL EVENTS DURING THE CONVENTION:**

- Respected Speakers, Expert Panels, Workshops, JOSEtalks
- POWER 100 Who's Who in Pennsylvania
- State Official Hispanic Heritage Month Gala
- PA Latino Health Equity Summit
- PA Latino Education Summit
- PA Latina Women Conference
- Business and Entrepreneurship Forum
- Workforce Development Townhall
- DEI Institute
- Welcome to Allentown Reception
- Caballeros Code Symposium
- Latino Leadership Luncheons
- Legacy Summit
- Young Professionals Network
- Calle Hamilton LatinFest and Community Fair

**AGENDA - AT - GLANCE**  
City of Allentown

<b>Wednesday, September 28   7:00 p.m. – 8:00 p.m.</b>
Faith-Based Service Opening Ceremony to Kick-Off Latino Convention Fuente de Vida USA, 729 St. John Street
<b>Thursday, September 29   7:00 a.m. – 10:00 p.m.</b>
Convention Registration Health Pavilion   Community Expo   College Fair
8:00 a.m. – Breakfast Opening Ceremony
9:00 a.m. – Plenary
10:00 a.m. – Ribbon Cutting Ceremony for Expo and Convention
10:15 a.m. – Workshops   Panels   Institutes   Summit   Roundtable
12:30 p.m. – State Latino Leadership Luncheon
2:15 p.m. – Workshops   Panels   Institutes   Summit   Roundtable
3:30 p.m. – Workshops   Panels   Institutes   Summit   Roundtable
6:00 p.m. – Welcome to Allentown Reception – Offsite
<b>Friday, September 30   7:00 a.m. – 11:00 p.m.</b>
Convention Registration Health Pavilion   Community Expo   College Fair
8:00 a.m. – Legacy Breakfast
9:00 a.m. – Plenary
10:15 a.m. – Workshops   Panels   Institutes   Summit   Roundtable
12:30 p.m. – National Latino Leadership Luncheon
2:15 p.m. – Workshops   Panels   Institutes   Summit   Roundtable
3:00 p.m. – 8:00 p.m. – Calle Hamilton LatinFest and Community Fair
3:30 p.m. – Workshops   Panels   Institutes   Summit   Roundtable
5:30 p.m. – Pre-Gala Political Receptions
6:30 p.m. – Gala Ceremony at The Americus – POWER 100 Who's Who
8:00 p.m. – Gala Dance at The Renaissance
<b>Saturday, October 1   9:00 a.m. – 12:00 p.m.</b>
Closing Brunch PA Latina Women Conference Caballeros Code Symposium
<i>*The convention is opened to everyone. Registration required to most events.</i>

