

# **100+ LATINOS CLEVELAND MUST KNOW 2025 PROGRAM OVERVIEW**

**PRESENTED BY AMMORE CONSULTING**



**[AMMORE.US/BE100](https://ammore.us/be100)**

*A Little about you:*

- **STORY + BACKGROUND (PERSONAL & PROFESSIONAL)**
- **WHY DO YOU WANT TO BE PART OF THE 100+ LATINOS?**

# AmMore Consulting

Helping Organizations  
Become Latino-Ready

AmMore Consulting is committed to creating more diverse, inclusive and equitable workplaces by supporting organizations develop long-lasting strategies and systems to effectively attract, recruit and retain Latino talent to succeed and thrive.



AMMORE.US





# Marcia V. Moreno

President & Founder  
AmMore Consulting LLC

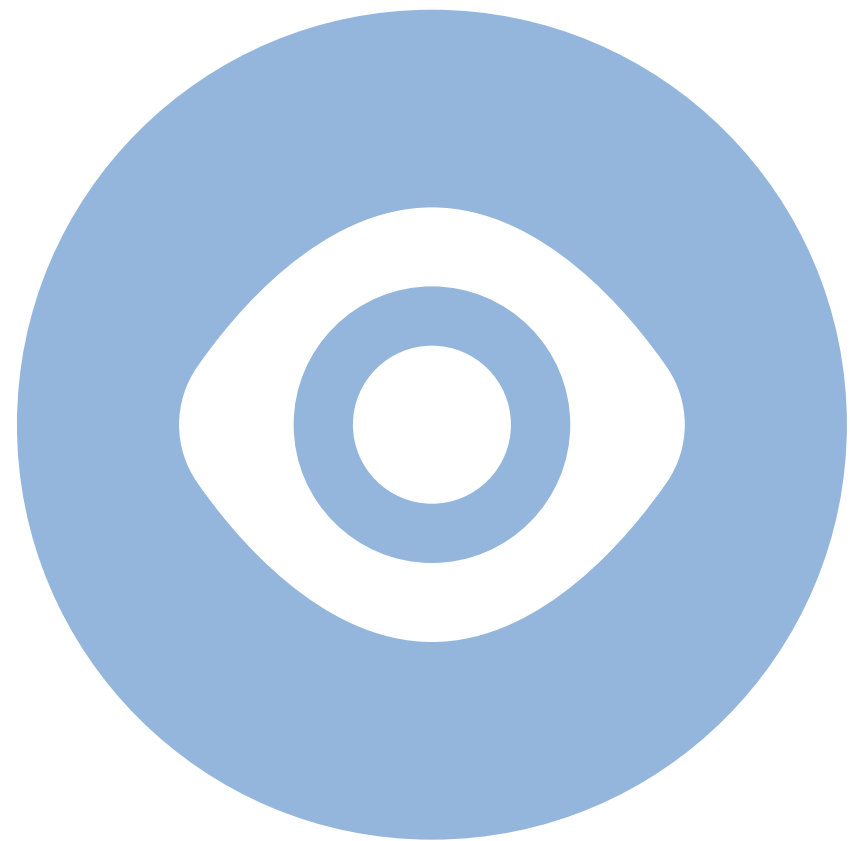
**Marcia** has 16+ experience advancing Latinos by developing culturally competent programs, strategies and systems to diversify workplaces and empower Latino individuals to become a **TRUE ECONOMIC & CULTURAL FORCE.**

She is an **engaging trainer and speaker**, who has delivered hundreds of programs to organizations looking for quality, evidence-based programming.

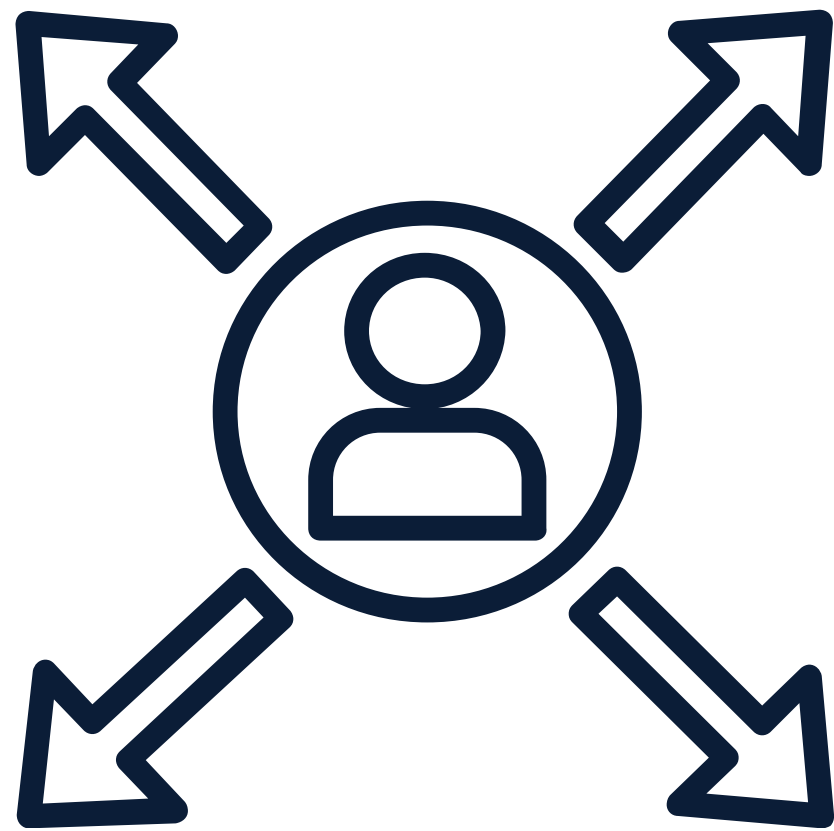


# *What is the 100+ Latinos Cleveland Must Know?*

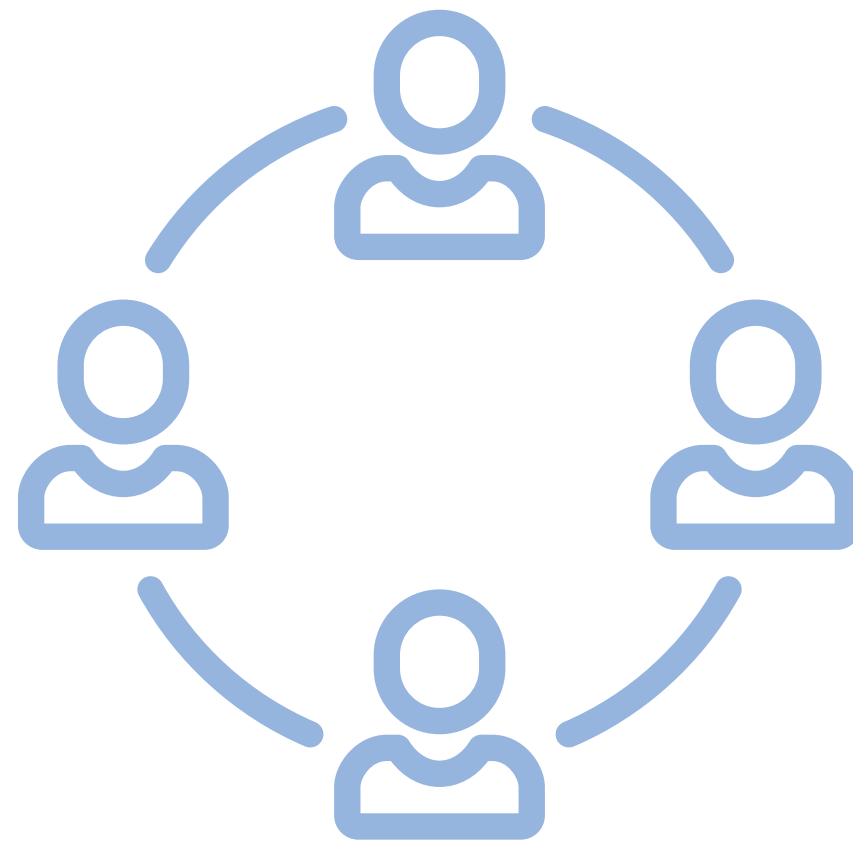
**A PLATFORM FOR**



**VISIBILITY**



**EXPOSURE**



**NETWORKING**



**COMMUNITY**



# What is the 100+ Latinos Cleveland Must Know?

**A platform for:**

**greater visibility**  
**exposure, networking,**  
**professional + leadership development,**  
**community building+**  
**civic engagement opportunities**  
**for professionals that self-identify**  
**as Hispanic, Latino or Latinx**  
**currently living in Greater Cleveland.**

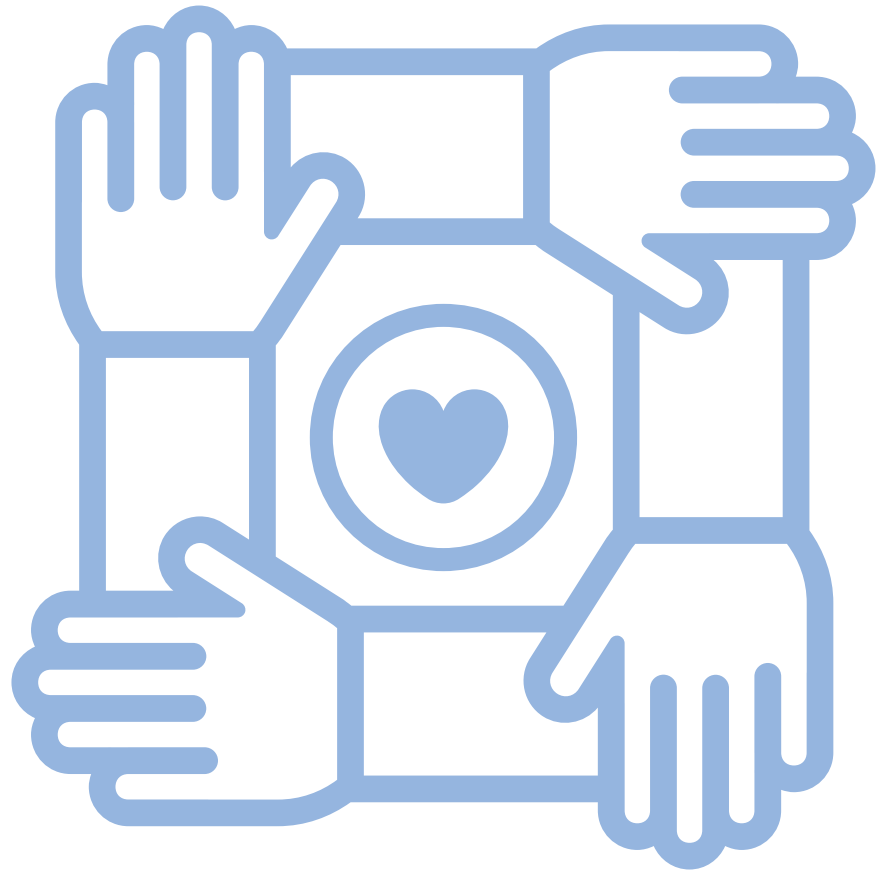
**100+**  
**LATINOS**  
**CLE**  
*Must Know*

# What is the purpose of the 100+ Latinos Cleveland Must Know Initiative?

- Shine a positive light around Latinos + the Latino community in Greater CLE
- Change the narrative and perceptions around Latinos + larger Latino community
- Increase awareness and visibility around who Latinos are + our contributions to the U.S.
- Provide Latinos with professional & leadership development, exposure, visibility, community building + networking



*What are the core values of  
the 100+ Latinos Cleveland Must Know Initiative?*



**BELONGING**



**COMMUNITY**



**RESPECT**



**EMPOWERMENT**





# Eligibility

**1. Self-Identify as Hispanic, Latino/a/x/e**

**2. Current Greater Cleveland resident:**

- Cuyahoga County
- Geauga County
- Lake County
- Lorain County
- Medina County
- Summit County
- Portage County



# Requirements

- 1. Personal Interview**
- 2. Current Bio**
- 3. Headshot**
- 4. Resume or CV**
- 5. Updated LinkedIn profile link**
- 6. Submit complete application (via Google forms)**
- 7. Attend mandatory orientation on Fri. Sept. 5**
- 8. Attend mandatory virtual launch on Mon. Sept 15,  
at Noon**
- 9. Attend Annual Meet & Greet on Oct. 24 (must  
purchase ticket)**



# TIMELINE 2025

**January 6**

Self Nomination process opens

**June 30**

Self Nomination process closes

**July 1 - August 31**

- Internal review of applications for accuracy + completion
- Official letter of acceptance + communication sent to YOU

**September 5**

Mandatory Orientation via Zoom

**September 1 to 10**

Media kits and communications package prepared and sent to 100+ Latinos cohort 2025

**September 14**

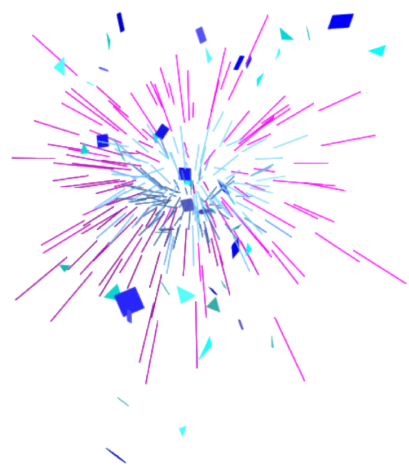
Email with all detailed instructions + docs for launch day

**September 15**

**LAUNCH DAY!!!**

**YOU ARE ONE OF THE  
100+ LATINOS IN  
2025!**

**October 24  
Launch Party**  
Details TBD





*Is there a cost to be part of the 100+ Latinos  
Cleveland Must Know?*

The 100+ Latinos Cleveland Must Know Platform is offered to you at **NO COST**.

**HOWEVER**, it is a requirement to purchase your ticket to attend the Annual Meet & Greet to be held on **October 24th, 2025**. Ticket must be purchased no later than Sept. 5.

**Ticket price is \$100 per person**



# 10 WAYS TO TAKE ADVANTAGE OF THE 100+ LATINOS PLATFORM

1. Be active + participate, attend in as many activities and programs as possible
2. Take time to connect via LinkedIn with the 400+ Latinos
3. Use the network
4. Be engaged: join, post and share requests and resources in the private LinkedIn and Facebook groups
5. Share good news about you with us so we can share with the world!
6. Share information about Latinos
7. Tag @AmMore Consulting and the @100+ Latinos in Facebook and LinkedIn
8. Be open to requests about speaking engagements, board members, jobs, general connections
9. Add to resume, your bio and LinkedIn profile
10. Tell your boss and friends



# **EXAMPLES OF PROGRAMMING OFFERED** **EXCLUSIVELY TO THE 100+ LATINOS MEMBERS**

## **JANUARY 2024**

Virtual training in partnership with Business Volunteers Unlimited: NON PROFIT BOARD SERVICE FOR LATINO PROFESSIONALS

## **FEBRUARY 2024:**

Virtual Meet & Greet with Latino Author Refugio Atilano, to talk about his latest book: The Latino Leadership Playbook

## **MARCH 2024:**

Virtual training in partnership with College Now of Greater Cleveland to learn about the benefits of becoming a Mentor for Latino students

## **Q2 2024**

In-Person Networking in partnership with JumpStart to talk about grow small businesses





*Do I have to reapply every year?*

**NO,**

**Good news!**

**Once you are part of the 100+**

**Latinos, you are always part of the**

**Program!**



*How many Latinos are currently included?*

2020 + 2021 + 2022 + 2023 + 2024

=

**500+**



*How can I make sure I will receive  
all your emails?*

**-Add the email: [100latinoscle@gmail.com](mailto:100latinoscle@gmail.com)  
to your safe list to avoid going to spam**

**-Check your **SPAM + JUNK FOLDER** to make  
sure you are not missing any communications.  
Move emails to **INBOX****





*Are you ready?*

**NOMINATE YOURSELF  
TODAY AT  
[AMMORE.US/BE100](https://AMMORE.US/BE100)**

