



# HUNTER:

DIVERSITY IN ACTION NEWSLETTER

# SEPTEMBER

**CELEBRATING HISPANIC/LATINX  
HERITAGE MONTH!**

In this month's edition of the Diversity in Action Newsletter we celebrate and honor Hispanic/Latinx\* Heritage Month, which spans until October 15th. As Dr. Devon Lee from [Jopwell](#) writes, this month is an opportunity for communities to come together to embrace the contributions of Latinx culture embedded in American society. From food and art to expanded union representation and [labor rights protections](#), [Latinx history](#) is a pillar in American history.

Despite tremendous gains for the Latinx community in the workplace, according to [LeanIn.org](#), for every 100 men promoted from entry-level to manager, only 71 Latinas are promoted while also facing a wider range of microaggressions at work. This Hispanic/Latinx Heritage Month we can commit to doing a better job at supporting our Latinx colleagues, particularly Latinas, by calling out bias when we see it and publicly recognizing a Latinx colleague's contributions.

*\* The term Latinx is used throughout this newsletter to refer to people that have migrated to the United States of America from Latin American countries and/or those with historical ties with what is now the United States of America, prior to colonization of the region. We have adopted the use of this term to speak to the complexity of identities that exist beyond gender binaries.*

## WORK THAT MATTERS

This Hispanic/Latinx Heritage Month, the Tequila Don Julio Fund is calling all Hispanic/Latinx entrepreneurs who follow their heart and demonstrate that the best things in life are made por amor (for the love) to apply for a business grant. Inspired by the entrepreneurial spirit of the brand's late founder, Don Julio González, and the love he poured into each bottle of tequila, the grant program continues to pay it forward and celebrate Hispanic entrepreneurs who live out their craft por amor every day.

This year, the Tequila Don Julio Fund is bringing together an ensemble of Hispanic/Latinx trailblazers to create a new Advisory Board that will help select this year's grant recipients while empowering them to build successful businesses. The newly appointed Advisory Board includes Singer-Songwriter Sofia Reyes, Fashion Designer Victor Barragan, Celebrity Photographer Carlos Eric Lopez, as well as the inaugural Tequila Don Julio Fund grant recipients including Progeny Coffee Co-Founder & CEO Maria Palacio, Tia Lupita Foods Founder & CEO Hector Saldivar, Jen Contracting Group Owner & CEO Jennifer Ramos Aguilar, YAPA Artisan Empanadas Owner Polo Valdes, and MARME Founder & CEO Maria Mejia.

Until October 15, Hispanic/Latinx entrepreneurs can apply at <https://hhmfund.donjulio.com> for a chance to take their business to new heights. Up to five qualifying entrepreneurs will each receive a \$20,000 grant, 5-year Gold membership to the Association of Latino Professionals For America (ALPFA), a digital marketing package and mentorship opportunities - all awarded through the Tequila Don Julio Fund and its Advisory Board.



## HUNTER EMPLOYEE SPOTLIGHTS

*What does Hispanic/Latinx Heritage Month mean to you? How do you celebrate?*

Hispanic Heritage Month for me is a celebration of the history, culture, strength, and legacy of my family. My family has instilled in me a sense of pride for my heritage and love for the people that have paved the way for me to be where I am at right now. As for celebration, I plan to spend time with family here in New York and continue to grow those relationships that I have longed for.



JANAE CLAXTON, Account Coordinator

*What are you most excited about seeing from brands or companies that celebrate Hispanic/Latinx Heritage month?*

As of right now, I am really thrilled to see how brands connect authentically with Hispanic Heritage Month. I believe there is a lot that can be done, and I would love to see commitments that span past this month. In the meantime, I plan on supporting and venturing into local Hispanic restaurants in Brooklyn.

*Can you tell us more about what being Afro-Latina means to you?*

Being Afro-Latina is something I am so proud of. I believe these two pieces make up who I am, and there is not one without the other for me. I am so thankful for both of my parents, their history, their culture, their passion, their strength, and when thinking about all the people that came before me, I hope on both sides they can look upon me and feel proud.



SYLVIA LOPEZ, Senior Account Executive

*What does Hispanic/Latinx Heritage Month mean to you? How do you celebrate?*

To me, Hispanic Heritage Month is a platform; it's a time when brands take note of the Hispanic community's influence in this country. I celebrate Hispanic Heritage Month every day of the year by proudly celebrating my culture through the music I listen to, the food I eat, and the clothes I wear.

*What's a campaign or brand that you believe celebrates Hispanic /Latinx Heritage Month authentically?*

Buchanan's What Glory We are Campaign celebrates Hispanic Heritage all year round by honoring the duality of the identity of Hispanic Americans as 100% Hispanics and 100% Americans, also known as the 200%ers. Buchanan's has supported small businesses, nonprofits, and voices that have continued to pave the way for success for Hispanic Americans.

*What's your favorite family/personal tradition that highlights your heritage?*

My favorite family tradition is our yearly trips to Mexico to see my Grandparents and celebrating them during the holidays on the family farm. In Hispanic culture, elders are the foundation and support system of families and provide wisdom that paves the way for their children, grandchildren, and great grandchildren towards success.

# WORDS THAT MATTER

Hispanic. Latino. Latinx. Latine. What's the difference between these terms, and why does it matter?

Terry Blas, illustrator and author, has artfully broken down the terms in his series of mini comics titled [You Say Latino](#) and [You Say Latinx](#).

The [Best Colleges](#) website succinctly breaks down each term like this:

**Hispanic:** The most widely used term, according to Gallup and Pew Research, is also the oldest used to describe the pan-ethnic communities of Spanish speakers and Latin American descendants. The term was adopted by politicians in the 1970s to identify a population.

**Latino:** The second most widely used term, Latino represents individuals who live in or descend from the Latin American region. While Latina is used to represent women, official U.S. documentation only uses Latino as an ethnic descriptor. Latino/Latina is how the population used to define itself when gender separation was essential and expected/accepted.

**Latinx:** Most widely used in the U.S., Latinx is a gender-neutral or nonbinary alternative to Latino. Only 4% of Latino and Hispanic populations say they identify as Latinx. While the term continues to hold space for younger generations, some have rejected the imposition of a colonizing letter – i.e., the "x."

**Latine:** The latest effort by the population to define itself in its own lexicon, Latine is used to describe all people. Latine adopts the letter "e" from the Spanish language as a representation of gender neutrality.

Of course, this will beg the question: Which term is the best to use? Which is the most correct? The answer is hardly cut and dry.

Ruben Espinoza, Ph.D., the Director of Chapman University's Latinx and Latin American Studies program, explains that "each one of these terms is trying to capture with one label a community that is so diverse, racially and ethnically, that it is impossible to come up with a singular term that everyone is going to agree with."

He goes on to explain that "it's important to know the difference [because] each term has its own history, its own problems, and its own benefits. Whatever people choose to identify with is a personal choice."

