

Local Hispanic Chamber Executive & Member Recognized Statewide
Prestigious awards will be presented at CHCC's annual convention.

Sacramento, CA (September 7, 2021) - The Sacramento Hispanic Chamber of Commerce (SACHCC) is proud to announce that its President and CEO and one of its local business members are the recipients of two of the California Hispanic Chambers of Commerce (CHCC) prestigious awards which will be presented at the CHCC's annual convention in Palm Springs this week.

Cathy Rodriguez Aguirre, President and CEO of SACHCC, has been selected as the 2021 CHCC Chamber Executive of the Year. Mrs. Aguirre was recognized for exemplifying the highest level of professionalism, passion, and drive towards supporting Hispanic small businesses and community.

"Across the state, chamber leadership worked tirelessly to ensure that our small businesses had access to the assistance and resources needed to keep their doors open," said Rodriguez Aguirre. "I am in a great company of fearless leaders who every day advocate on behalf of our Hispanic-owned businesses, and this past year, this was needed more than ever.

Chef and founder of Sacramento's Chando's Enterprises, Lisandro "Chando" Madrigal, is also being recognized with the Central Region Business Award. The honor is given to an exemplary Hispanic small business in the Central Region that makes significant contributions to the advancement of our communities.

Madrigal left his career at Apple in 2010 and started his first taco stand. The Chando's brand has expanded throughout Sacramento and Madrigal is set to open two restaurants in the Atlanta-area. He has competed on Food Network's "Chopped" and readers of the [Sacramento Bee](#) named Chando's Sacramento's Best Tacos.

"I'm humbled to have been nominated for this award, and incredibly honored to have been chosen," said Madrigal.

His incredible accomplishments match his big heart. In 2018, during the Paradise Fire, he drove out his taco truck to feed the firefighters and first responders during the response and at Thanksgiving. The success of his business is largely due to putting his employees first.

"To be recognized by the CHCC as the Chamber Executive of the Year is a great honor. I am thankful to all our Hispanic small businesses and community in our Sacramento region that inspire me with their resilience and perseverance. This award is for them," added Rodriguez Aguirre.

Rodriguez Aguirre and Madrigal were recognized at the [42nd Annual CHCC Statewide Convention](#) which took place from September 9th - September 11th in Palm Springs.

Both the CHCC and SACHCC are committed to bringing California's Hispanic-owned businesses to the forefront of regional, state, and national economic agendas.

"It is an honor to represent Sacramento's Hispanic businesses, celebrate our successes and continue to break down the socioeconomic barriers in our communities," Aguirre said.

About the SACHCC

The Sacramento Hispanic Chamber of Commerce (SACHCC), established in 1972, is a gateway organization designed to foster business and economic growth in the Sacramento Region. Its mission is to promote and develop business growth for members and provide access to the Hispanic market.