



# Dialogue on Diversity

## Entrepreneurs & Economic Recovery: A New Model for 2021

PRESENTED BY

**UNO Translations and  
Communications, LLC**



**CEO/Founder Brigitta S. Toruño is a born translator, often serving as an interpreter for her parents who immigrated from South America and spoke limited English.**

**Seeing her parents struggle with this language barrier led to a passion for language and culture.**

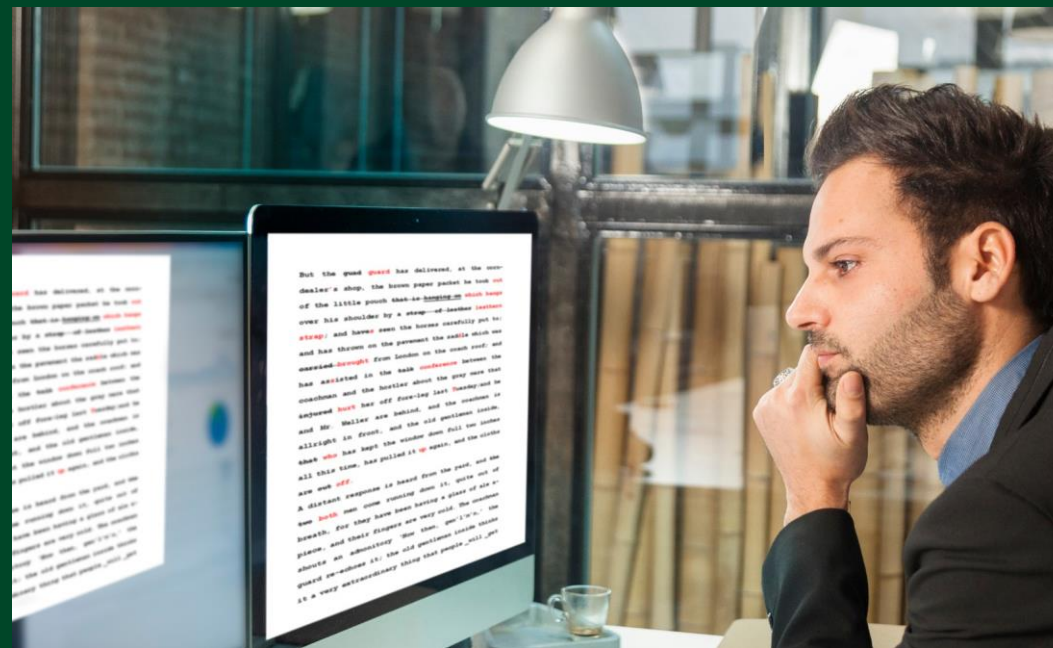


**23 years ago, as a young mother with two kids, Brigitta started UNO with the mission to provide heart-centered linguistic work to serve the community and the vision that language services are a humanitarian endeavor, and with these guiding principles:**

**Integrity, Empathy, Accuracy, Transparency, and Dedication**



**Always with a commitment to quality, UNO partners with talented and credentialed linguists to provide a broad array of language services in over 200 languages.**





**UNO is a family business that relies on a personal touch with our clients to meet their unique needs. Brigitta oversees the business operations with her son Guillermo.**





# LATINOS BRING **NEW ENERGY** TO AMERICA'S DNA



## MORE PEOPLE

51% OF THE TOTAL  
POPULATION GROWTH  
is attributed to Latinos



LATINOS ARE THE  
**SECOND LARGEST**  
segment with 62.1 million people

18.7% of the  
TOTAL POPULATION  
**IS LATINO** and 26% of the  
POPULATION  
**UNDER 18**



In California, Latinos are the  
**LARGEST GROUP**  
with 39.4% of the total population

## STATES WITH THE MOST LATINO POPULATION

|            |       |
|------------|-------|
| CALIFORNIA | 15.6M |
| TEXAS      | 11.4M |
| FLORIDA    | 5.7M  |
| NEW YORK   | 3.9M  |
| ILLINOIS   | 2.3M  |

## More high-skilled workers

.... IN THE LAST 10 YEARS ....  
**THE LATINO WORKFORCE  
INCREASED BY 36%**

(vs. 19% of total pop.)

**+52% IN COMPUTERS**

**+28% IN HEALTHCARE**

**+27% IN MANAGEMENT  
BUSINESS & SCIENCE**



**29%** more Latinos have received  
**BACHELOR & GRADUATE  
DEGREES**

**15% OF  
EARNED  
DEGREES** ARE FROM  
**LATINOS**

**2.5 MILLION**  
Latinos enrolled in college in 2019

## MORE GROWTH

**LATINOS  
REPRESENT:**



**46%**  
of new home  
growth



**68%**  
of auto industry  
growth



**67%**  
of video game  
usage growth

In 2050 .....

**53 MILLION** **WILL BE**  
**NFL FANS** **LATINO**  
up from 30 million in 2020

For more info go to [hispanicstar.org](http://hispanicstar.org)

## Economic Challenges — Lessons Learned

- Pre-COVID: Hispanics were a critical economic growth driver: strong consumption, GDP, strong labor force; steady population growth
- Disproportionate COVID impact
- Post-COVID economic outlook: Hispanics are **optimistic** about economic recovery; some rate of employment growth; learning to focus on post COVID economic improvement



# Lessons Learned — During COVID and Beyond

- Giving back to our communities
- Recognizing Community Beacons of Light: UNO Souls
- Mentoring women of all cultures
- Supporting Women Organizations



# New Economic Challenges

**Explore Ways  
to be More  
Inclusive**

**Explore Ways  
to be More  
Culturally Engaged**

**Become More  
Aware of ALL  
Cultures**



# What Sets Us Apart to Embrace and Understand Each Other Better?

- Cultural Awareness: **What** is my culture?  
Am I aware of other cultures?
- Cultural Knowledge: **How** can I learn more about my culture and that of others?
- Cultural Sensitivity: **Who?**  
Am I open to differences & can I respect them and avoid judging them?
- Cultural Competency: **Why** does it matter that we include each and every one of us?



**Communication is the  
cornerstone of everything we  
do. It can inspire and inform  
us. Its power is boundless as  
long as it is done well.  
Otherwise it is just words!**







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# Thank you!

**Brigitta S. Toruño, CEO**

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