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California Hispanic Chambers of Commerce to recognize Benjamin Ramirez "El Elotero" at the 38th Annual Convention

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LOS ANGELES, CALIF., Aug. 14 2017 – Benjamin Ramirez, most recently known as "El Elotero" – the street vendor who in mid-July defended his business on a Hollywood street corner from racist and violent behavior – will personally deliver his message for small business owners participating in the annual convention of the California Hispanic Chamber of Commerce this month in Sonoma County. *"No hay que quedarnos callados. Hay que defender nuestros derechos de vendedores ambulantes,"* dijo Ramirez. *"We should not remain quiet. We should defend our rights as street vendors,"* said Ramirez.

The California Hispanic Chamber of Commerce (CHCC) at its annual convention will continue to spread this and other messages on behalf of its small business owner members. *"Building Bridges for a Stronger Tomorrow"* is the theme for this year's convention, which will be held August 24-25, 2017, in Sonoma at the DoubleTree by Hilton Hotel Sonoma Wine Country.

"The basic rights of honest, hardworking small business owners to operate their businesses without fear of harassment or violence is a basic right that the CHCC protects with a passion," said Frank Montes, CHCC Chairman of the Board. *"Benjamin is an example of what it takes to own and operate a small business – hard work, integrity, courage and tenacity. It is these basics of business which create economic prosperity for our communities and for our nation. The CHCC, its members and sponsors are proud to advocate on behalf of our small business community,"* said Montes.

In addition to **Benjamin Ramirez**, other participants of the CHCC Convention include **Oscar de la Hoya**, a former professional boxer nicknamed "The Golden Boy" while winning 10 world titles in six different weight classes, and **Cheech Marin**, an American stand-up comedian, actor, voice actor, writer and activist who gained recognition as part of the comedy act Cheech & Chong during the 1970s and early 1980s.

About the California Hispanic Chambers of Commerce

The California Hispanic Chambers of Commerce (CHCC) represents the business interests of over 800,000 Hispanic owned businesses throughout the State of California. Through a network of regional Hispanic Chambers and business associations, the CHCC promotes the economic growth and development of Hispanic entrepreneurs and California's emerging businesses.

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