



DEL RIO HISPANIC CHAMBER OF COMMERCE

MONTHLY NEWSLETTER | MARCH 2023

BRIDGING THE GAP BETWEEN THE HISPANIC COMMUNITY AND THE BUSINESS WORLD

MARIA DE LA LUZ LICHLYTER Director of Woman Issues

My name is Maria De La Luz Lichlyter, I'm a wife and mother. For the past 14 years I have had the opportunity to work in different places serving our community in various capacities and roles. All of them are different from each other, but uniquely impactful in its program goals and outcomes. Professionally, I have worked at BCFS (Health Human Services) as a Facilitator in the Domestic Violence Program, Parental Liaison at Del Rio Middle School, and currently as the City of Del Rio WIC Program as Breastfeeding Peer Counselor.

The Special Supplement Nutrition Program for Women, Infants, and Children (WIC) provides support from pregnancy, to deliver, to raising a toddler and up until your child's 5th birthday. WIC offers free Breastfeeding and Nutrition Counseling. Also, WIC's Online Classes make it easy for you to learn about a variety of nutrition and Breastfeeding topics. As a Breastfeeding Peer Counselor my goal is for Mom's Reach their goal and be healthy. The City of Del Rio also has a World Breastfeeding Week celebration at the Civic Center where many local agencies support the event, providing free guidance and resources to citizens of our community. It is a very impactful event and it's a perfect example of how the community comes together for a good cause.

I'm honored to serve as the Director of Woman Issues on Del Rio Hispanic Chamber of Commerce.

As a woman, I feel the empowerment in every job that I have served. I feel that I have a voice to make the difference, but together we can rock the world!

In March we celebrate the International Women's Day. Empowering women is the fundamental right of women. All women have equal rights to



Maria De La Luz Lichlyter

participate in education, society, economics, and politics. Empowering women have numerous benefits both for women themselves and society as whole. For example, studies have shown that when women are economically empowered, they are more able to support their families, contribute to their communities, and invest in their own education and future.

When women have access to education and job opportunities, they are also able to reduce poverty and inequality. In addition, when women are represented in political decision-making, their voices are heard, and they can advocate for policies that benefits their communities.

Women's empowerment also leads to improved health and well-being. When women have access to reproductive healthcare and education, they are much prepared to make informed decisions about their bodies, which can lead to improved health outcomes, including an improved maternal health.

There is no force more powerful than a woman determined to rise to the occasion. Every Woman's success should be an inspiration to another. We're Strong when we cheer each other on!

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2116 Veterans Blvd - Suite 1 - Del Rio, Texas 78841



hispanic.chamber@drhcc.org



<http://www.delriohipspanicchamber.org>



830-488-7422



@delrioicc



Del Rio Hispanic Chamber of Commerce

EMPOWERING WOMEN

We celebrated empowerment! Thank you to all people who joined us for this breakfast network! We had a great time and it was very inspiring hearing our speaker Maria Martinez CEO of @borderfcu and her successful history! BFCU was our main sponsor as well! Thank you to all the people who made this possible and all our empowered members for supporting us!





SAVE THE DATE!

ADMINISTRATIVE PROFESSIONALS' DAY CELEBRATION

APRIL 26, 2023

RAMADA INN SUNBLOSSOM ROOM
11:30 AM - 1:00 PM

WHAT DO WE DO?

Through our many programs, committees, and partners, DRHCC advocates for a healthy business climate, education, a productive workforce, tourism, and improving the quality of life in Del Rio and Val Verde County.

Electronic Media Promotion—website, Facebook, and Instagram to promote your business events. We'll even create your event flyer at no additional charge. You just have to send us the information and we'll have it done for you!



Company listing in online & printed directory.

Marketing & Community opportunities.

Tourism and Convention Promotion.

Ribbon Cuttings, Ground Breaking, Breakfast Network, and Special Events.

Monthly Newsletters: You will receive a copy every month and with this the opportunity to be a sponsor in our business spotlight *(Please see the attached information)*

Texas Association of Mexican American Chamber of Commerce - access to TAMACC resources.

NEWSLETTER PROMOTION

In our monthly Newsletter edition, you have the opportunity to promote your business with our Sponsorship Options in our section: "Business spotlight"

FRONT PAGE

Full Color
7" wide by 2" tall
\$100

SECOND PAGE

Full Color
3.5" wide by 2" tall
\$50

YOU CAN TAKE ADVANTAGE OF THESE BENEFITS WHENEVER YOU NEED!

Contact
Heidi Xiquin | Administrative Assistant
for any assistance,
we are here for you!

(830) 488-7422
2116 Veterans Blvd Ste #1
Del Rio, TX 78840

