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## **RHBA closes out successful year**

The Rochester Hispanic Business Association held its last networking event of the year, a Dec. 14 reception at Casa Hispana on the campus of Nazareth College in Pittsford.

**The event:** Throughout the year, the RHBA, an affiliate of the Rochester Business Alliance, has a few networking events unique to the organization. Over the years, both the Cinco de Mayo event and the December Holiday Celebration have become popular with members as they are also a time to celebrate culture.

"This is an opportunity to get to know the culture and the businesses of the people we network with," said Eduardo Navarro, president of the RHBA.

"People feel more comfortable if you can have an understanding of their culture and they can have an understanding of your culture," he said.

As the association does every year, the RHBA chose a local Hispanic restaurant to cater the event. This year's caterer was El Conquistador Restaurant on Clifford Avenue in Rochester.

The event was held at Casa Hispana, Nazareth College's Hispanic culture center, which the RHBA frequently uses for events. The relationship between the group and Casa Hispana began because there were no Spanish houses other local college campuses.

"This is a way to connect students of the college, those in the Spanish program, with Spanish businesses," said Sergio Esteban, president and chief executive of LaBella Associates in Rochester.

**The crowd:** The members who attended have been with RHBA for many years, such as Esteban's LaBella Associates and Navarro's EIC Electronics Inc., both in Rochester. Some of the new members in attendance included REBOOT Technologies in Greece, Pinky's Pet Service in Rochester and JR Language Translation Services in Webster.