

PRESS RELEASE



2310 SAN BERNARDO AVE.

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The Laredo Chamber of Commerce Unveils the 2022 Business Development Certification Program

For Immediate Release: Tuesday, December 28, 2021

Laredo, TX – Today, the Laredo Chamber of Commerce unveiled its curriculum for the 2022 Business Development Certification Program. Initially launched in 2016 as the Business Development Seminar Series, the 8-module course has become one of the Chamber’s hallmark initiatives providing business owners with the essential tools for sustainability, growth, and success.

“The Chamber has always prided itself on its ability to provide relevant and essential tools for growth and success. However, in times such as these, the information provided through these modules is critical,” said Gabriela Morales, Chamber President and CEO. “The ongoing global pandemic has forced us to re-examine how to succeed in this new normal. That is why I strongly encourage all businesses in Laredo to register and help us stimulate the economy together.”

The Certification consists of eight different modules (approx. 1 hour each) that will empower businesses of all sizes. The modules will take place at Falcon Bank, on 7718 McPherson Rd. Laredo, TX 78045. The schedule goes as follows:

- *January 13, 2022 – Entrepreneurial Innovation
- *February 24, 2022 – Disaster Recovery and Cybersecurity
- *March 24, 2022 – Small Business Tax Duties
- *April 14, 2022 – Opportunities and Credit Building
- *May 26, 2022 – Hire and Retain Employees
- *June 16, 2022 – Brand Building and New Trends
- *July 14, 2022 – Expand your Business with Ecommerce
- *August 15, 2022 – Healthcare Programs for Employees
- *September 15, 2022 – Certification Breakfast Ceremony

The registration is now open: www.laredochamber.com at no cost to Chamber members and for a fee to non-members. We encourage all non-members to join the Chamber now to also receive this training for free, plus utilize our many other benefits.

Should you have additional comments or questions please call the Laredo Chamber of Commerce at: (956) 722-9895.

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About the Chamber

Founded in 1915, the Laredo Chamber of Commerce is Laredo's and Webb County's longest running business organization. Headquartered at 2310 San Bernardo Ave. since 1974, the Laredo Chamber has been an advocate for the local business community for over a century. With 608 members representative of every industry in the community, the Laredo Chamber is accredited with 5 stars by the U.S. Chamber of Commerce. Only 200 chambers out of 7000 across the country are accredited by this organization.