



FOR IMMEDIATE RELEASE

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THE LOS ANGELES LATINO CHAMBER OF COMMERCE WELCOMES NEW BOARD
MEMBER CARMEN RAD TO ITS BOARD OF DIRECTORS

Los Angeles, CA - October 10, 2017 - The Los Angeles Latino Chamber of Commerce (LALCC) welcomes Carmen Rad, CEO President of [CR&A Custom](#), Inc. (CR&A), as the newest member of its Board of Directors. The Board is comprised of groundbreaking leaders in their industries and stewards of the Los Angeles Latino community.

Chairman of the LALCC Board, Gilbert R. Vasquez said, "In order to continue uplifting our business community and providing them with the power of a united voice, we are excited to extend a seat at the LALCC Board to Carmen Rad. She brings with her business acumen and the all-important perspective of the Latina entrepreneur. I believe that Carmen's addition to our team will provide us the insights needed to change the procurement process with local government agencies into one that is equitable and transparent."

Carmen Rad's background consists of a 24-year resume, which commenced at the age of 26 when she started CR&A, then an apparel promotional company, out of an office bedroom. CR&A has since transformed into a highly regarded large format printing company that works out of a 25,000 square foot facility in Los Angeles, with its work featured all around the city, including AEG's LA Live's Plaza. Carmen has also served as President and CEO of the National Association of Women Business Owners of Los Angeles in 2014 and 2015, and has been recognized by a variety of organizations for her work and community involvement.

"Based on these qualifications, we believe Carmen Rad will make an excellent addition to the LALCC," states LALCC Executive Director, Moises Cisneros. "She brings to the table the entrepreneurial wisdom to create and implement projects from the ground up, as well as an eager willingness to serve her community."

In her newest role, Carmen Rad feels "honored and privileged for the opportunity to serve the Chamber's members." She adds, "I am looking forward to working together with fellow board members in bringing about advocacy, change, and resources to local and small businesses."

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The LALCC actively promotes the economic development and interests of the 300,000 Latino owned businesses in Los Angeles County. The LALCC is committed to creating an environment where Latino business revenues are doubled by 2023. The mission of the LALCC is to facilitate the upward mobility of the Los Angeles Latino community. For more information, visit us at [LALCC .org](http://LALCC.org)

Carmen Rad, President of CR&A Custom, Inc.



At AEG's LA LIVE PLAZA, Netflix congratulates all the Emmy nominees and 92 of their own with a large exterior window graphic printed and installed by CR&A Customs, Inc.

