



SPONSORSHIP FORM

Join the Illinois Landscape Contractors Association and the Latino Relations Committee for an educational virtual program!

***Lost in Translation:
The Five Things Businesses Must Understand About the Latinx Culture***

Spanish-speakers and Latinx employees comprise over 50% of the Illinois landscape industry. Bridging the gap is bigger than language. It is a cultural understanding that can reap tremendous dividends. This is a can't miss webinar for anyone looking to bridge the cultural divide and establish a more productive and harmonious workplace. Join us for this discussion that will cover the following topics:

1. How we show respect and disrespect - Even our handshakes are different
2. Ambition in the Latino culture - How to spot it and cultivate it
3. Education - The Old School vs. the New School
4. Pride in our companies - How we show you we care
5. We are immigrants and we are patriots - Yes, it is possible to have two homes

The presenter will address these points and address some of the biggest misconceptions of working alongside Latino employees.

**Wednesday, November 18, 2020
1:00pm-2:00pm**

Share your support for the Latino Community by sponsoring the program! Our audience will consist of owners, managers, supervisors and anyone else looking to bridge the cultural divide

**Latino Community Sponsor - \$250
(unlimited)**

- Receive 2 attendee tickets.
- Company name in email blasts, logo on website.
- Recognition in bi-lingual article about the program in *The Landscape Contractor* magazine.



Register for your sponsorship online [HERE](#)

All event registrations and sponsorships are done online. Please do not utilize this form for registration.