

Press Release:

**Alex Castro Named 2023 Hispanic Businessperson of the Year
PathStone Corporation's President & CEO to Receive 32nd Annual RHBA Award**

ROCHESTER, NY (July 28, 2023) The Rochester Hispanic Business Association (RHBA) has named **Alex Castro its 2023 Hispanic Businessperson of the Year**. With extensive direct housing experience, Castro was appointed President & Chief Executive Officer by PathStone's Board of Directors in 2020. PathStone Corporation is a private, not-for-profit community development and human service organization. Founded in 1969 as an advocacy and supportive services organization for seasonal and migrant farmworkers in Western New York, PathStone now offers workforce development, health & education, community development, and housing services in many parts of the northeast.

RHBA Chairperson Lisa Martinez DeVinney said, "Alex is a tremendous community leader and an asset to the City of Rochester, the County of Monroe, and the State of New York. He is a dedicated civil servant and much loved by his community. This recognition is well-deserved and long overdue."

Having previously served as Executive Director at both The Housing Council and the Rochester Housing Authority (RHA), Alex is well known and respected throughout the City of Rochester. Named one of the *Rochester Business Journal's* "Power 100" in 2021, 2022, and 2023, he is also an active member of Phi Beta Sigma, Inc., Theta Upsilon Sigma alumni chapter fraternity. Phi Beta Sigma consists of men dedicated to enhancing and promoting systematic fellowship, justice, equal rights, and service to America's communities. Earlier this month, Castro was invited by The White House to attend a White House Summit on Climate Resilience and Sustainability in Affordable Housing. Other service/volunteer activities include the Center for Governmental Research, the Enterprise Community Leadership Council (ECLC), Monroe County's Plan Forward initiative, Rochester's Downtown Development Corporation, Roc2025, Neighborhood Works, Rochester Housing Taskforce, United Way's Latino Leadership Development Program (LLDP), RCSD Classroom Reading, Red Cross blood drives, Habitat for Humanity construction, and Roc Clean Sweeps. Castro said, "I am truly honored to receive this award. This award serves as a reminder that success is not an individual accomplishment but a Rochester community triumph. I am incredibly fortunate to be surrounded by such talented individuals who constantly push me to be better. I am humbled and grateful to be recognized by my peers and I am excited to continue pushing boundaries, driving positive change, and leading by example."

The RHBA will honor Castro as the 32nd annual Hispanic Businessperson of the Year at a gala luncheon on September 19, 2023, at the Joseph A. Floreano Rochester Riverside Convention Center. RHBA will welcome USHCC's Senior Vice President of Corporate Relations, Synthia Jaramillo, as keynote speaker. Synthia has extensive experience in regional economic development and is a national thought leader on small business growth, community

empowerment, and entrepreneurship, with particular emphasis on supporting innovative and hard-working women of color. Originally from Albuquerque, NM, where she led the Albuquerque Hispano Chamber of Commerce for two decades, Synthia currently lives and works in Washington D.C. **Visit the [RHBA Businessperson of the Year](#) page to learn more about the award and purchase tickets. Sponsorships are also available.**

About RHBA:

The Rochester Hispanic Business Association (RHBA), an affiliate chapter of the U.S. Hispanic Chamber of Commerce (USHCC) was founded in 1989 with the mission to promote the economic growth and development of Hispanic-owned businesses and Hispanic professionals in the Greater Rochester area.

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