



**U.S. Small Business Administration Names  
Silvia B. Ichar  
*Small Business Journalist of the Year***



SANTA ANA, CA – The Santa Ana District Office of the U.S. Small Business Administration has named Silvia B. Ichar, Publisher and Editor of *Para Todos* Magazine located in San Juan Capistrano, CA, Small Business Journalist of the Year. District Director J. Adalberto Quijada announced her selection stating, “Ms. Ichar is a journalist, a reporter, an entrepreneur and a tireless advocate for woman in business whose mission is to make a difference.” Ichar was nominated by Sallie Salinas, Director of the Institute for Women Entrepreneurs.

Ichar was selected from a group of competitors for her passion and talents as a journalist, entrepreneur, publisher and activist. For over two decades, Ichar has been a tireless promoter of educating and raising awareness of the contributions small businesses generate to the economy and finding media platforms to highlight and feature local entrepreneurs who are making a difference.

Born and raised in Argentina, Ms. Ichar draws from personal experience in understanding the unique challenges small business owners and immigrants face. Ichar is a visionary who recognized a need for a media tool that would meet the overwhelming demand for information in Spanish for the fastest growing Latino community in South Orange County. Overcoming a lack of capital, as well as personal and business obstacles, Ichar relied on her drive and determination to fulfill her dream of creating a reliable source of information to empower and ignite the Hispanic business community. *Para Todos* magazine, which translates in English to “For Us All,” was formally launched in 1996 as a 12 page publication with a readership of 15,000. Today, *Para Todos* has over 5,000 subscribers, including a distribution to over 2,000 commercial locations, and a readership of 200,000 who enjoy the bimonthly publication.

*Para Todos Magazine* is a complete and valuable source of information ranging from articles highlighting accomplishments of notable professionals to advertisements from a trustworthy source. The publication also offers a diverse range of editorials that reflect the needs and interests of the community Ichar loves and serves. *Para Todos* is a magazine that very much reflects the current diverse Hispanic community in the United States who are on the move, hard working and reaching for the stars. Ms. Ichar has captured this spirit in her magazine perfectly.

Ichar received national recognition for her content and advocacy, numerous accolades from politicians and community leaders, and commendations from professional organizations for her informative columns and community service. As an activist and an active member of the community, Ichar continually lends her talents, passion and editorial expertise to advocate and create opportunities for Latino businesses and provides exposure of the contributions the business community makes to the economy. As a highly regarded speaker, Ichar shares her personal story of triumph to women business owners on local, national and international levels, traveling as far as Guatemala and Peru to highlight the critical role of small business owners. Through the years, she has volunteered her time to multiple business boards including the Orange County Hispanic Chamber of Commerce, the National Latina Business Women Association and the Latin Business Association.

Silvia Ichar and other small business owners and champions will be honored at the 46<sup>th</sup> Annual Small Business Week Awards event on June 4<sup>th</sup> hosted by the San Manuel Band of Mission Indians in the Yuhaviatam Room at 777 San Manuel Blvd., Highland, CA.

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