

About Get in Motion Entrepreneurs

Get in Motion Entrepreneurs is a Nonprofit organization whose purpose is to create a new generation of Latino Leaders that creates sustainable communities.

We provide Educational Business for the development of entrepreneurs and small business owners in the greater Coachella Valley region and Riverside County. With years of experience in business education and outreach particularly with the Latino community, we work with highly underserved small business populations in the language of their preference: Español.



Mission

Improve economic opportunities and Eliminate Poverty in Latino Communities thru Entrepreneurship.

Purpose

Create a new generation of Latino Business Leaders that generates sustainable families through Entrepreneurship.

Vision

Latino communities living in prosperity and supporting minorities to succeed.

TESTIMONIALS

"It was scary at first getting a website not understanding how they work and the importance of owning one, but little by little attending the seminar and learning I've been making progress and have started getting phone calls from to it!"

- America Lopez, CEO of Cleen LLC



7 | Get in Motion Media Kit

Brief Story of Get in Motion Entrepreneurs

Get in Motion Entrepreneurs is an organization founded by Armando Ehrenzweig. Back in the 2000's, Armando was already an entrepreneur struggling to make his ventures grow. He saw the need to look for a business assistant to grow his micro business. He quickly learned that there were not enough Spanish programs or support for people like him.

Armando saw a gap to serve the Latino community that prefers Spanish to get Business Literature and support. In 2011, he filed his fictitious name to start Get in Motion Entrepreneurs. In 2017 we adopted the Nonprofit Model.

It has been an adventurous journey to serve, understand and engage with the Latino Business Community.

2011

First Event of Get in Motion Entrepreneurs at Heritage Palms in Indio, CA.
135 people attended. We are a Sole Proprietor business.

2012

We partner with more organizations to do Events in Spanish: SCORE,
SBDC, CVEP, CVWBC, Etc.

2015

We become a Corporation LLC
First Mixer Latino

2017

Executive Director get a Certificate in "Nonprofit Management" from UCR
Palm Desert Campus

Mixer Latino reached 300 people in attendance at Spotlight 29 Casino

We become Nonprofit and get the IRS Letter of determination that we are
officially a 501(c)(3) Nonprofit starting 2017. Board Members

Jose Trinidad John, Secretary

Maria Guadalupe Cruz "Maricruz", Treasure

Cesar Arreola, Vice

Armando Ehrenzweig, Chair

2018

Executive Director get a Certificate in "**Advance** Nonprofit Management"
from UCR Palm Desert Campus

2019

230+ people attend to Spanish Seminar "How to start a home based food business"

Started Recruiting new Board of Directors

2020

7 New Board of Director Members

New Chair / President

New Treasurer

New Secretary



Photo: Armando Ehrenzweig at UCR Palm Desert, CA