



October 19, 2020

It is my pleasure to write this letter of recommendation for Ms. BeNeca Griffin.

I had the pleasure to work with Ms. Griffin in 2019 during the California Hispanic Chambers of Commerce (CHCC) 40th Annual Statewide Convention, where Ms. Griffin spoke on a small business panel discussion on "Rebooting Your Brand" and presented a custom training on personal branding to college students in the Creating A Path to Success (CAPS) program hosted by the CHCC Foundation.

As a Board Member for the organization and Chair for the CAPS program, I am highly involved in the development of programming and selection of experts chosen to deliver the curriculum. Moments of Focus was selected based on their track record of success and expertise.

As a panelist on the "Rebooting Your Brand" breakout session, Ms. Griffin shared her stories of success and strategies small business owners can utilize to increase brand awareness and create a strong value proposition. This information was critical for entrepreneurs in attendance to learn how to adapt to the digital environment and struggling with telling their story.

As a guest speaker for the Creating A Path to Success program, Ms. Griffin provided technical assistance directly to the 2019 cohort of college students from throughout California. Ms. Griffin explained the importance of a personal brand, how to develop your personal brand and best practices to leverage your personal brand. The training was received extremely well by the CAPS cohort as they were preparing for their own presentation, building their network of professionals and entering the workforce.

I would highly recommend Moments of Focus' CEO, Ms. BeNeca Griffin for any training or facilitation as it relates to growth strategies for businesses and career development for any individual.

Best regards,

David Betancourt  
Board Member - California Hispanic Chambers of Commerce Foundation  
Chair - Creating A Path to Success

