

**Moises Cisneros**  
**Executive Director**  
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**MY JA STORY**

Junior Achievement opened up a world I didn't know existed and provided me tools to build up my confidence –without which, I could not have accomplished what I have nor be in a leadership positioning advocating on behalf of 200,000 Latino business owners in Los Angeles County. At a time in my life when my influences were mostly negative, JA was an oasis of care and positivity.

Moises attended Montebello High School in Montebello, where he experienced JA. He added, "I've always been a shy person. I recall being coached by a JA mentor on how to present to my audience - little tips that worked. My big take-away was not so much the technical aspects of presenting, but that someone cared enough to spend their time on me. I felt valued. In the process, I had fun with my fellow JA mates and got a cool shirt!

Moises is the Executive Director of the Los Angeles Latino Chamber of Commerce, which serves more than 200,000 Latino-owned businesses in Los Angeles County. Learn more about the LALCC at <http://lalcc.org/>