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**Synergy Design Group Honored with Hispanic Chamber of Commerce of Louisiana's 2018 Excelencia Gala Award**

*Exhibit Design Company Recognized for Contributions to the Hispanic Business Community of Louisiana*

NEW ORLEANS, LA (May 29, 2018) — Luz Lobos, President and Founder of Synergy Design Group, is one of five recipients of the Hispanic Chamber of Commerce of Louisiana (HCCL)'s 2018 Excelencia Gala Awards. HCCL selected five businesses and leaders based on “their achievements, leadership, inspiration and active engagement with the Hispanic community” (HCCL 2018). The ceremony on September 21st, 2018 at the InterContinental New Orleans recognizes the following honorees:

**Cox Communications - Corporate Partner**  
**ASI Federal Credit Union - Community Leader**  
**New Orleans Baby Cakes - President's Choice**  
**Luz Lobos, Synergy Design Group - Small Business**  
**Alejandra Guzman, New Orleans Business Alliance - Young Leader**

Salvadoran-born Lobos founded award-winning exhibit design company Synergy Design Group in 2000. The design group contributes time and resources to initiatives that further HCCL's mission to increase visibility and economic growth for Hispanic businesses in Louisiana. As one of HCCL's sponsors, Synergy designs banner stands, backdrops, outdoor tents, promotional items and other display products for Hispanic Chamber events. In 2017, the Synergy team transformed the front lobby of HCCL's Bilingual Workforce Training & Business Development

Center in Kenner, Louisiana before its grand opening. The center provides career counseling, job placement, training and business development seminars to Hispanic community members.

Synergy brought cohesion to the space with professional branded signage for the entrance door and reception area and a color-coordinated wall.

Proceeds from the 2018 Excelencia Gala's silent auction and raffle will help fund the Bilingual Workforce Training & Business Development Center's programs and services. Attendees will enjoy a dinner dance, musical performance from Julio y Cesar Band and meal from the InterContinental's Chef Arthur Batiste. The awardees "exemplify what it means to move a region forward," explains Mayra Pineda, President and CEO of HCCL. "This will be a special evening to thank this year's honorees and all of our supporters for their generosity and commitment."

### **About Synergy Design Group**

Synergy Design Group is an exhibit design company that develops trade show booths, display rentals, branded interiors, museum exhibitions and retail spaces. Synergy turns clients' visions into exhibits that exude professionalism and credibility, generate qualified leads, increase visibility and promote products and services for small- to large-sized companies. The team at Synergy combines detail-oriented design, marketing and logistics to exceed clients' expectations. For more information, call 504-522-6453 or visit [www.synergy-dg.com](http://www.synergy-dg.com), Twitter @SynergyDG and Facebook @SynergyDesignGroup.

### **About the Hispanic Chamber of Commerce of Louisiana**

The Hispanic Chamber of Commerce of Louisiana is a non-profit organization committed to creating and facilitating a business climate within the Hispanic community which will result in economic development and progress for Louisiana. HCCL is also dedicated to the expansion of trade relations between the state of Louisiana and Latin America. Its mission is to foster the continued economic growth, development and promotion of Hispanic businesses and their associations in the state of Louisiana and to serve as the conduit between the Hispanic business community and the community at large. For more information visit <https://www.hccl.biz/>.

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