



State of Nevada

Department of Business & Industry

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State Appoints Ombudsman to Assist Minority Consumers

Las Vegas – State Director of Business & Industry Terry Johnson announced today that he has appointed Christina Fuentes as Ombudsman for Minority Affairs. *“Business & Industry plays an important role in ensuring a fair and competitive marketplace for businesses and consumers, particularly those facing cultural or language barriers,”* said Johnson.

The Ombudsman for Minority Affairs’ primary duties are the design and implementation of outreach activities in minority communities. Ms. Fuentes will focus on overcoming the common barriers facing minorities, including unfamiliarity with contracts and the banking system, literacy and linguistic barriers, lack of awareness of available services, and reluctance to trust government agencies

She will also mediate consumer complaints regardless of citizenship status.

“Scams against minorities often go unreported, perhaps because the victims don’t know where to go for help or they’re afraid of government,” said Fuentes. *“I look forward to reaching out to them through the media, grassroots organizations and other partners.”*

Ms. Fuentes is a Spanish speaker with a strong background in minority relations. She was most recently employed as Program Manager at Nevada Microenterprise Initiative where she provided training, business technical assistance and other support services for the Hispanic community. She has also worked as Regional Sales Manager for Retention Education and Manager of Diversity Relations at MGM Mirage.

Ms. Fuentes has a Bachelors degree in Business Management from the University of Phoenix. She is president of the board of Imagine School and is active with EMPLEO, the Latin Chamber of Commerce, the Nevada Center for Entrepreneurship and Technology, the Southern Nevada Hispanic Employment Program, and the Southern Nevada Regional Housing Authority.

The Nevada Department of Business & Industry is a cabinet level agency in State government. It licenses and regulates various industries to protect consumers and promote lawful commerce. Business & Industry runs the Fight Fraud Taskforce which is dedicated to educating businesses and consumers on the warning signs of scams and directing them to the right resources to get help. Business & Industry also offers small business advocacy to Nevada entrepreneurs by helping them with access to capital, and other resources, as well as providing assistance in navigating the State's regulatory environment.

To make an appointment with Ms. Fuentes, call (702) 486-4575. For more information about the Ombudsman for Minority Affairs, go to <http://business.nv.gov/new-MinorityOmbudsman.htm>.

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