



Latino Business Chamber of Greater Los Angeles

September 11, 2009

Ms. Mary L. Schapiro
Chairman
U.S. Securities & Exchange Commission
100 F Street, NE
Washington, D.C. 20549-1090

Support of Proposed SEC Diversity Ruling

Dear Ms. Schapiro,

As a small business owner, I am commenting upon the reasons why I think diversity disclosure of nominees as well as the diverse make-up of directors in the corporate boardroom needs to be added to the existing list of elements required by the SEC in the filings of publicly traded companies.

I recognize enhancing director and nominee disclosure with diversity reporting adds an extra ingredient in the qualification mix that must be considered by nominating committees. However, the time spent seeking and reporting greater diversity in the boardroom ultimately is the corporate community's responsibility. This is because not doing so will decrease investor return since failure to advance Diversity Best Practices into the corporate boardroom is already one of the reasons companies have lost market share in today's diverse global economy.

The value proposition inherent in having diverse perspectives engaged in board governance is too great to ignore since it directly affects:

- A. When diverse business leaders enter the corporate boardroom
- B. Ability to ask questions differently and views issues from different perspectives

America's future market share in the global economy is dependent in how well companies are governed. It is important that American companies utilize the talent available within the diversity pool—the candidates best suited for corporate governance and the boardroom.

Sincerely,

Jorge C. Corralejo
Chairman & CEO
Latino Business Chamber of Greater Los Angeles