

Hispanic Triangle News

Business of the Month SUCIO Unlimited



Rosendo Ramirez/Hispanic Triangle News

Juan "Nelo" Ceja, Herman Sanchez and Luis Becerra pose with their latest creations for SUCIO Unlimited.

Three friends create online business SUCIO

By Rosendo Ramirez
Hispanic Triangle News

In November 2007, three friends gathered at the Tropical Grill in Port Arthur to celebrate the launching of SUCIO Unlimited. They were Luis Becerra, Nelo Ceja and Herman Sanchez.

These Memorial High School graduates became Hispanic businessmen by uniting their talents, education and culture to create a niche in the Internet market.

The Spanish word "sucio" means something dirty, but Luis Becerra explained the use of the word like this, "We all felt the word at first seemed offensive, but it symbolized the way Hispanics are made to feel after the tragedy of 9-11. All of a sudden Hispanics, whether born here, legally here or here undocumented, are treated like something dirty or un-American. We decided to use our designs to make light of

this stereotype and unite the Hispanic community under this label."

He brings his double major in finance and economics from Lamar University to the company. Nelo Ceja brings his degree in graphic design with a minor in Web design from the Art Institute of Houston to the Internet business.

"I want to create a brand for Latinos to call their own," Nelo said.

Herman Sanchez says his varied background in the work place is what he brings to the group. He credits his training at Stilwell Technical Institute in auto body shop during high school for his flair for color and design. He said his associates of applied science degree from Lamar Institute of Technology gives him the technical training needed for the business.

To view their creations online, go to sucionlimited.com.

Learn a Living.

- ★ Convenient campus location
- ★ Job placement assistance
- ★ Teachers care
- ★ Financial aid
- ★ Approximately 73% of all first-time Texas college students attend Texas public 2 year colleges
- ★ Almost one-half of Texas university students get their start in a 2 year college
- ★ Curriculum fulfills the first 2 years of a 4-year degree
- ★ Convenient schedule of day and evening classes
- ★ Full array of vocational and technical programs
- ★ State-of-the-art equipment and facilities

LEARN HOW TO SAVE UP TO
\$500 PER LONG SEMESTER
BY ATTENDING
LSCPA

LAMAR STATE COLLEGE PORT ARTHUR

Member of The Texas State University System An equal opportunity/institution. www.lamarpa.edu

1500 Procter Street • Port Arthur, Texas • 409.983.4021 • 1.800.477.5872 • www.lamarpa.edu