ISSUE
APRIL 2026

# LAREDO IS ON THE RISE!

# Border Insight



## What Actually Helps

By Enrique J Cervantes

A PUBLICATION OF THE
LAREDO ECONOMIC DEVELOPMENT CORPORATION

Featured Article

**LONDON CONSULTING GROUP**

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# Border Insight

A publication of the Laredo Economic Development Corporation

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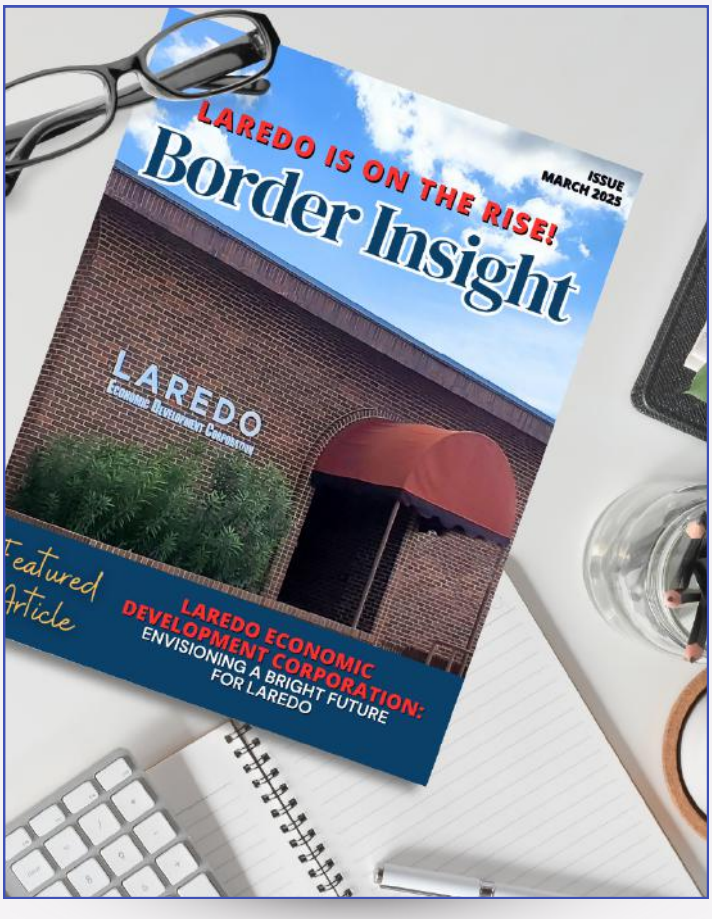


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# What Actually Helps

*A practical read of AI for motor carriers operating in the Laredo corridor*

**By Enrique J Cervantes**
*Business Development Director, USA — LCG*



The operators I talk to in this corridor already know what most of the slide decks on this topic will tell them. They know what an ELD looks like at three in the morning when a driver is forty minutes from his hours-of-service ceiling. They know what it costs when a Pedimento gets bounced back, and a trailer sits in Nuevo Laredo for an extra day.

They know, because they have lived it, what happens when a CBP officer waves a truck into secondary and the dispatcher's cell phone starts ringing.

I have spent much of the past year in conversation with these operators: motor carrier owners, customs brokers, dispatchers, the people who finance the trucks, and the people who drive them. What has come through in those conversations, more clearly than I expected, is not skepticism toward technology. That would have been the easy story. It is fatigue. These are people who have been told for two years that artificial intelligence is going to change everything, and they are trying to figure out, in a market that has given them no margin for error, whether any of it will actually help them on Monday morning.

That is the real question for everyone working this corridor right now. Laredo handled roughly $339 billion in international trade in 2024. Between sixteen and eighteen thousand trucks cross every day. Close to forty percent of all U.S.–Mexico freight passes through one of our bridges. The corridor is the busiest land port in the hemisphere. Yet, the businesses that make it work, the carriers, the brokers, the cross-dock operators, the family-held companies that built this region, are running on the thinnest economics most of them have ever seen.

The conversation about AI in our industry has been led, almost entirely, by people who do not load trailers. I want to write this as someone who has worked alongside the people who do. Not a technology advocate, not a vendor, just an honest read of where AI is already useful for a motor carrier in this region, where it is not, and what the difference between the two actually depends on. This is not a brief about the future. The future, if you are running trucks across the bridge tomorrow, is not the question. The question is what helps now.

## The Math

I start there because the math is the reason any of this matters. According to the American Transportation Research Institute, the total cost of operating a truck reached approximately $2.27 per mile in 2024–2025. That number has risen by more than thirty percent since 2019.

Spot rates over the same period have risen by about ten percent. If you put that on a sheet of paper, what you have is a five-year compression of the gap between revenue and cost. There is not much of a gap left.

Cargo insurance hit a record $0.102 per mile in 2024, climbing for the fifth straight year, with nuclear verdicts continuing to push premiums in a direction no underwriter has been able to reverse. New trucks manufactured in Mexico, which make up most of the equipment running this corridor, have become as much as $35,000 more expensive per unit due to the 2025 tariffs—parts and components, followed by another twenty-five percent. And diesel, after a stretch of relative calm, jumped thirty cents in a single week in March 2026, pushing the national average toward $5.38 per gallon. For a truck getting six miles to the gallon, every cent matters, and an additional six to eight cents per mile in fuel cost is the kind of move that does not just reduce profit. It eliminates it. In some lanes, it inverts it.

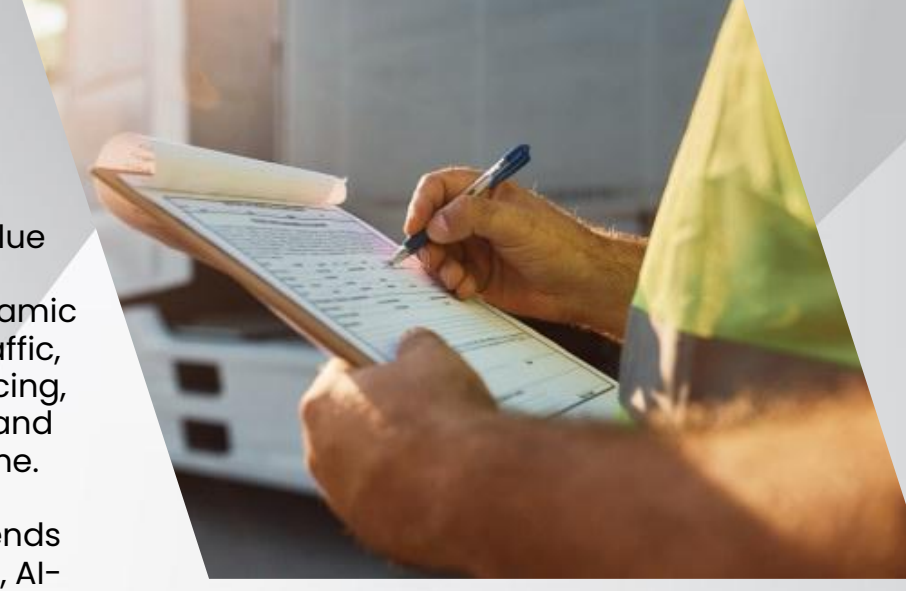
This is the context in which the AI conversation is taking place along the border. It is not a conversation about chasing trends. It has been forced on the industry by a stack of cost pressures that show no sign of easing, and on a calendar in which the 2026 USMCA review adds yet another layer of structural uncertainty. Operators here are not asking whether AI is interesting. They are asking, very specifically, whether anything in this category of tools will help them keep a rig moving and a payment cleared.

## Five Functions

Before answering that, it helps to strip the word "AI" of the noise wrapped around it. Good operators, in my experience, do not buy technology because it is new. They buy leverage because the pressure is real. So the right way into this conversation is not through the marketing, but through the function.

In plain language, AI does five things. It predicts, meaning it forecasts what is likely to happen next based on patterns in the data you already have, whether that is which truck is going to break down next or which lane is going to tighten in two weeks. It summarizes a thirty-page rate confirmation, an inbound email chain, and a stack of regulatory updates, condensing them into something a dispatcher can act on in under a minute. It automates routine keystrokes, filings, and status updates, moving them off a human's desk and into a system that handles them faster and without human error. It recommends which carrier to assign a load to, which appointment to reschedule, and which classification to use for a new SKU, based on what worked the last hundred times. And it detects, finding the anomaly, the fraud signal, the temperature deviation, the late-shift driving pattern that an experienced eye would catch on a good day, but cannot watch over thousands of miles.

That is the entire vocabulary. Predict, summarize, automate, recommend, detect. There is no sixth thing hiding behind the slides. When a vendor walks into your office and demonstrates a product, what they are showing you is some combination of those five functions applied to a specific operational problem. The reason this matters is that it makes the buying decision concrete. You stop asking, "Do I need AI?" and start asking, "Where in my operation would prediction, automation, or anomaly detection produce more dollars than they cost me?" That is a question a freight operator can answer.



## Where It's Working

The places it is already producing value in trucking are not theoretical. Route optimization is the most mature: dynamic routing engines now integrate live traffic, hours-of-service constraints, fuel pricing, and known dock congestion to plan and re-plan in something close to real time. Compared with manual dispatching, which is reactive by nature and depends on driver feedback to course-correct, AI-assisted routing tightens the loop. The benefit, in a market where deadhead percentages routinely run twenty to twenty-five percent against an industry target of fifteen, is direct. Every empty mile you eliminate is one less mile against the $2.27.

Predictive maintenance has become equally tangible. Sensor data from telematics platforms, Samsara, Geotab, Verizon Connect, Lytx, and Trimble feeds anomaly detection models that flag a developing fault before it becomes a roadside breakdown. Fleet maintenance platforms layered on top, like Uptake, turn that data into actionable maintenance suggestions. The reported impact is a twenty to thirty percent reduction in repair costs. Anyone who has had a tractor go down on the I-35 corridor at the wrong moment understands what that number is worth.

Demand forecasting, predicting which lanes are going to tighten and when, is helping carriers price contracts and position equipment with less guesswork. Smart shipment tracking, layered on top of the ELD and GPS infrastructure most carriers already operate, gives shippers the real-time ETAs they have started asking for and gives carriers proactive exception alerts before a customer has to call to ask where their load is. None of this is exotic infrastructure. Most of it sits on data fleets are already generating.

The application most specific to this corridor, and the one that deserves the most attention, is documentation. The cross-border move from a factory in Monterrey to a warehouse in the U.S. interior runs through five points of friction: pickup in Mexico, customs and document flow, cross-dock at the border, U.S. handoff, and the customer exception alert that closes the loop. Each step generates documents: the commercial invoice, the packing list, the Bill of Lading, the USMCA Certificate of Origin, the Pedimento filed through VUCEM, the U.S. entry filed through ACE, the e-Manifest filed at least an hour before the truck crosses, and the QR code lead sheet CBP has required at Laredo since August 2024.

What AI is now doing, through platforms like CargoWise, Descartes CustomsInfo, Livingston's SmartBorder, Camtom on the Mexican side, and CargoMatrix layered into the broker workflow, is the thing operators in this corridor have asked for since long before AI was the term: extract data from physical documents, suggest the correct HTS classification, validate USMCA rules of origin, and pre-populate the filings. Camtom reports tariff classification accuracy of around ninety-five percent. CargoMatrix reports document data extraction at ninety-nine percent. ISF filings that are late or wrong carry CBP penalties of up to $5,000 per violation. The case for automating away that exposure does not require a slide deck.




## Why Most Efforts Fail

If the use cases are real and the technology is mature, the natural question is why most companies that announce they are "implementing AI" produce no meaningful results. The answer is the most important part of this article, because it is the part vendors will not tell you.

The technology is rarely the bottleneck. The organization is. AI efforts stall, in our experience and in the field broadly, for five reasons that have very little to do with the model and almost everything to do with how the company is set up. The first is the absence of a clear use case: a vague mandate to "do something with AI" produces a project no one can finish because no one has ever defined what "finishing" looks like. The second is data and process: insufficient, low-quality, or inaccessible data atop a fragmented operational workflow held together by informal expertise. You cannot run advanced AI on top of an undocumented process. I wrote on LinkedIn last year that you cannot install Microsoft 365 on a computer running Windows 95, and I will repeat the metaphor here, because it is the right one.

The third reason is ownership. If no one in the organization is accountable for the AI initiative, if it is on the dispatcher's desk on Monday and the CFO's desk on Tuesday, and no one's desk by Wednesday, it dies quietly. The fourth is workforce resistance, which usually traces back to a real fear: that the tool is being introduced as a prelude to a layoff rather than as a way to take a tedious task off someone's plate. The fifth is poor change discipline: buying the software, deploying it once, and never returning to teach, measure, or refine.

At LCG, when we work alongside an operator on this kind of program, the work is rarely about the model. It is about getting those five things in shape. The technology is downstream of the organization. It is always downstream of the organization.

## Where to Start

So if you are running a motor carrier or a brokerage in this corridor and you want to do something useful with AI in the next ninety days, the question to start with is not "How do we become an AI company?" That is the wrong question, and it produces the projects that fail. The right question is much smaller, and much harder to dodge: what is the single operation costing me the most money or creating the most friction right now, and is there an AI tool that already addresses it?

For most carriers I talk to in this region, the answer is something close to home. It might be the time the documentation team spends manually keying data from a commercial invoice into a customs filing. It might be the lost mileage from dispatches that do not factor in real-time bridge wait times. It might be the maintenance bay that keeps absorbing failures that, in retrospect, the sensors had been signaling for a week. The point is that the answer is operational, not strategic. The tool is selected to fit the problem, not the other way around.

What I would do in those first 90 days is identify the two or three workflows causing the most pain. Honestly assess whether the data and the process are in good enough shape to support a tool, or whether there is some cleanup to do first. Pick one pilot. Assign one owner. Measure it against a number you can defend in front of your board. Then expand only when you have proof that the first one worked.

That is the work. It is unglamorous, and it is repeatable, and it has the property of telling you the truth, which is the property no slide deck can give you.
I think often, in this corridor specifically, about how much of the work is invisible. The drivers who pick up in Monterrey at four in the morning. The Mexican broker who has been working on a Pedimento since the night before. The dispatcher in Laredo has the U.S. tractor staged before the trailer has even cleared the bridge. AI, used well, joins that work quietly, without much theater, and lifts the small frictions out of it. Used badly, it adds another layer of noise on top of a system already saturated with it.

The operators that will continue to succeed in this region are not the ones reaching for the most ambitious technology. They are the ones who understand their business deeply enough to know exactly which thirty minutes of their day the right tool could give back to them. That is where I would start. That is, in fact, where I think most of us are starting.



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- Not knowing where to start?
- Technology vendors with no business understanding?




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# Texas Freight Mobility Plan (TFMP) Update – Round 1 Stakeholder Workshops

On April 7, 2026, the Laredo Economic Development Corporation (LEDC) proudly participated in the 2027 Texas Freight Mobility Plan Industry Workshop held in Laredo.

The workshop brought together key stakeholders from across the region to discuss the future of freight transportation and its vital role in sustaining economic growth.

Hosted by the Texas Department of Transportation, the session provided a collaborative platform for local leaders, industry experts, and community representatives to share insights on freight transportation needs, current infrastructure conditions, and emerging trends that will shape the region's logistics landscape. Through open dialogue, participants contributed valuable perspectives that will help inform the development of the 2027 Texas Freight Mobility Plan.

Attending the event on behalf of LEDC was Rey Reyes, Vice President of International Business Recruitment, who engaged with stakeholders and reinforced the importance of Laredo's role in statewide freight planning efforts.

LEDC's participation reflects its continued commitment to strengthening Laredo's economic competitiveness and ensuring that the region remains at the forefront of freight and logistics innovation.

Through conversations that shape long-term transportation policy, LEDC helps position Laredo to meet the evolving demands of global trade and support sustainable growth for years to come.



# North American Manufacturing Expo & Summit

The North America Manufacturing Expo & Summit 2026 took place April 15–16 at the Henry B. Gonzalez Convention Center in San Antonio, bringing together OEM manufacturers and suppliers across key industries.

The Laredo Economic Development Corporation (LEDC) proudly participated as a sponsor.

Representing LEDC were David Stedman and Rey Reyes, who engaged with companies to strengthen connections within the USMCA network.

The event featured an exhibition floor, B2B meetings, expert panels, and networking opportunities, with insights on cross-border logistics, tariffs, trade trends, and manufacturing costs.

One of the highlights of this year's event was an exclusive plant tour of the Toyota Manufacturing Plant, operated by Toyota. The tour offered participants a firsthand look at advanced manufacturing processes and innovations driving efficiency and competitiveness in the automotive sector.

Overall, the summit reinforced the value of collaboration and cross-border partnerships in advancing North America's manufacturing sector.














# LEDC Participates in Viva Fresh Expo 2026

The Laredo Economic Development Corporation (LEDC), in partnership with Port Laredo, participated in the Viva Fresh Expo held April 17–18, 2026, at the JW Marriott San Antonio Hill Country Resort & Spa in San Antonio.

Recognized as a premier event for the fresh produce industry, the expo brought together growers, shippers, and buyers from across the Tex-Mex corridor and beyond.

During the event, LEDC focused on promoting the Hot City Cold Chain initiative while expanding awareness of Port Laredo's strategic advantages. As the number one inland port in the United States, Port Laredo plays a critical role in facilitating produce shipments across the U.S.-Mexico border.

Discussions throughout the expo highlighted Port Laredo's ability to conduct secure produce inspections without disrupting the cold chain—an essential component in preserving the quality and freshness of perishable goods. The event also served as a valuable opportunity to strengthen relationships with key industry stakeholders and further position Port Laredo as a preferred gateway for fresh produce trade across North America.

# World Trade Bridge 26th Anniversary



On April 15, the City of Laredo proudly commemorated the 26th Anniversary of the World Trade Bridge—a milestone that highlights more than two decades of economic vitality, cross-border collaboration, and shared progress between the United States and Mexico.

The anniversary event brought together an esteemed group of leaders and partners who have played a vital role in shaping the bridge's success. Among those in attendance were Mayor Victor D. Treviño, State Representative Richard Peña Raymond, Consul General Juan Carlos Mendoza, and Bridge System Director Elsa Hinojosa.

Throughout the ceremony, speakers reflected on the transformative role the World Trade Bridge has played in facilitating international trade and strengthening regional industry. Guest speakers Sidney A. Mielke, P.E., of Structural Engineering Associates, and Derek Barrs, Administrator of the Federal Motor Carrier Safety Administration, emphasized the importance of continued investment in infrastructure, safety, and innovation.

For 26 years, the World Trade Bridge has served as far more than a port of entry—it has been a gateway to opportunity. It has connected not only goods and services, but also people, families, and communities across borders. Its continued success reflects the strength of partnerships, the dedication of the workforce, and the visionary leadership that positions Laredo as the nation's leading inland port.

The Laredo Economic Development Corporation proudly congratulates the City of Laredo on this significant milestone, recognizing the collective efforts that have made the World Trade Bridge a cornerstone of economic growth and international trade.

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# Laredo College Showcases the Future of Workforce Training at Automotive Technology Center Open House

On Thursday, April 23, Laredo Economic Development Corporation attended the Raquel González Automotive Technology Center Open House, “Driving the Future,” hosted by Laredo College at its South Campus.




The Laredo EDC was honored to be invited to this important event, which highlighted the college’s continued commitment to workforce development and innovation in transportation education.






The open house showcased the recent expansion of instructional facilities dedicated to Transportation and Automotive Technology. These enhancements reflect Laredo College’s investment in modern infrastructure and cutting-edge training designed to meet the growing demand for skilled professionals in transportation-related fields—careers that are essential to economic growth, public safety, and regional mobility.

Attendees were given guided tours of the upgraded Raquel González Automotive Technology Center, where they explored new equipment and facilities supporting evolving automotive technologies. The event also provided insight into how Laredo College is preparing students for high-demand careers aligned with industry needs and public-sector priorities.

The event brought together school district officials and industry leaders, reinforcing the importance of collaboration in building a responsive and future-ready transportation workforce for the region.




# 2026 Economic Development Week Press Conference

On Monday, April 27, 2026, the Laredo Economic Development Corporation (LEDC) officially launched Economic Development Week 2026 with a successful press conference held at the LEDC offices.

Community leaders, partners, and stakeholders gathered to emphasize the power of collaboration in driving regional growth and to unveil an exciting week of events dedicated to economic progress, business development, and community engagement.

Welcoming remarks were delivered by David A. Stedman, President & CEO of LEDC; Cliffe Killam, Chairman of LEDC; Mayor Victor D. Treviño; and Rogelio Treviño of Workforce Solutions for South Texas, who also announced the upcoming Business Expo & Job Fair.

This kickoff event set the tone for a dynamic week focused on strengthening partnerships, expanding opportunities, and advancing Laredo's economic future. LEDC is proud to work alongside its valued partners in building a stronger, more prosperous community.

### 2026 Economic Development Week Planned Events:

- Proclamation Day
- Small Business Awards & Women Entrepreneurs Rock Series
- State of Transportation & Infrastructure
- Luncheon Presentation
- State of Economic Development Forum
- Spring Membership & Networking Mixer
- Texas Workforce Commission Presentation
- Business Expo & Job Fair

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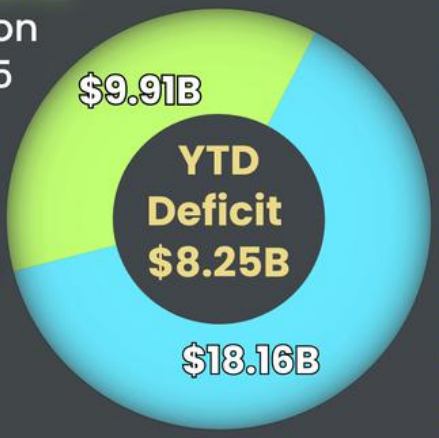
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# PORT LAREDO'S TRADE JANUARY 2026

## JANUARY 2026 OVERVIEW

Port Laredo **Exports** totaled **$9.91** billion -5.53% from 2025

While **Imports** were valued at **$18.16** billion 4.30% from 2025




## TOP TRADING PARTNERS

**MEXICO $27.31B**
Exports $9.90B Fell -5.5%
Imports $700.53M Rose 4.19%

**FRANCE $126.18M**
Exports $0
Imports $126.18M Rose 111.14%

**CHINA $116.62M**
Exports $0
Imports $116.62M Fell -10.38%

**JAPAN $74.58M**
Exports $1.81M Rose 9.78%
Imports $72.77M Fell -161%

**THAILAND $73.02M**
Exports $0
Imports $73.02M Rose 63.39%

## JANUARY 2026 IN DETAIL (BY VALUE)

### PORT LAREDO EXPORTS

Motor Vehicle Parts fell -18.64% compared to last year
**$938.94M**

Computer parts rose 314.74% compared to last year
**$462.67M**

Gasoline, other fuels fell -17.79% compared to last year
**$270.34M**

Motor Vehicle engines rose 1115.63% compared to last year
**$282.36M**

Computers rose 179.67% compared to last year
**$245.97M**

### PORT LAREDO IMPORTS

Computers rose 119.39% compared to last year
**$3.36B**

Motor Vehicle Parts fell -2.58% compared to last year
**$1.90B**

Passenger vehicles fell -36.67% compared to last year
**$1.02B**

Cell phones, related equipment rose 40.39% compared to last year
**$994.17M**

Insulated wire, cable rose 13.91% compared to last year
**$504.09M**

**Source: US Trade Numbers-WorldCity**

**Compiled by Laredo Economic Development Corporation**

# Economic DASHBOARD
## February 2026 Year-over-Year Report

LAREDO ECONOMIC DEVELOPMENT CORPORATION

## *Workforce

**Employment**
116,246
▲+0.49% from 2025

**Labor Force**
122,065
▲ +0.71% from 2025

**Unemployment Rate**
4.8
▲ +4.35% from 2025

| Indicator | Feb 2026 | Feb 2025 | % Change (YoY) | Trend |
|---|---|---|---|---|
| Employment | 116,246 | 115,679 | 0.49% | ▲ Positive Growth |
| Labor Force | 122,065 | 121,203 | 0.71% | ▲ Growth |
| Unemployment | 5,819 | 5,524 | 5.34% | ▲ Risen |
| Unemployment Rate | 4.8 | 4.6 | 4.35% | ▲ Risen |

## *Sales Tax

**Sales Tax Revenue $7.34M**
▲ +0.29% from 2025

| Indicator | Feb 2026 | Feb 2025 | % Change (YoY) | Trend |
|---|---|---|---|---|
| Sales Tax Revenue | $7,340,047 | $7,319,185 | 0.29% | ▲ Increase |

## *Bridge Traffic Distribution (Southbound)

| Indicator | Feb 2026 | Feb 2025 | % Change (YoY) | Trend |
|---|---|---|---|---|
| Pedestrians | 195,903 | 181,615 | 7.87% | ▲ Increase |
| Non Comm. Vehicles | 399,810 | 364,166 | 9.79% | ▲ Increase |
| Buses | 1,975 | 2,182 | -9.49% | ▼ Decrease |
| Commercial Vehicles | 236,275 | 229,657 | 2.88% | ▲ Increase |
| Non Comm. Vehicles (AVI) | 150,887 | 141,190 | 6.87% | ▲ Increase |
| Total Vehicles | 638,060 | 596,005 | -7.06% | ▼ Decrease |

## Bridge Traffic Distribution (Northbound)

| Indicator | Feb 2026 | Feb 2025 | % Change (YoY) | Trend |
|---|---|---|---|---|
| *Pedestrians | 239,427 | 219,637 | 9.01% | ▲ Increase |
| *Non Comm. Vehicles | 402,633 | 365,487 | 10.16% | ▲ Increase |
| *Buses | 1,979 | 2,412 | -18.0% | ▼ Decrease |
| *Commercial Vehicles | 236,218 | 232,373 | 1.65% | ▲ Increase |

**Data Sources:**

*Texas Labor Market Information *Texas State Comptroller *City of Laredo Bridge System
*U.S. CBP-Inbound Traveler & Conveyance Data *U.S. DOT-Bureau of Transportation Statistics

Prepared by: Ana Laura Benavides-Del Bosque

# Economic DASHBOARD
## February 2026 Year-to-Date Report

LAREDO ECONOMIC DEVELOPMENT CORPORATION

## *Workforce

**Employment**
116,280
▲+0.65% from 2025

**Labor Force**
122,094
▲ +0.96% from 2025

**Unemployment Rate**
4.8
▲ +6.67% from 2025

| Indicator | Jan-Feb 2026 | Jan-Feb 2025 | % Change (YoY) | Trend |
|---|---|---|---|---|
| Employment | 116,280 | 115,530 | 0.65% | ▲ Positive Growth |
| Labor Force | 122,094 | 120,938 | 0.96% | ▲ Growth |
| Unemployment | 5,814 | 5,408 | 7.51% | ▲ Risen |
| Unemployment Rate | 4.8 | 4.5 | 6.67% | ▲ Risen |

## *Sales Tax

**Sales Tax Revenue $12.83 M**
▲ -1.62% from 2025

| Indicator | Jan-Feb 2026 | Jan-Feb 2025 | % Change (YoY) | Trend |
|---|---|---|---|---|
| Sales Tax Revenue | $12,833,482 | $13,044,157 | -1.62% | ▼ Decrease |

## *Bridge Traffic Distribution (Southbound)

| Indicator | Jan-Feb 2026 | Jan-Feb 2025 | % Change (YoY) | Trend |
|---|---|---|---|---|
| Pedestrians | 394,155 | 369,681 | 6.62% | ▲ Increase |
| Non Comm. Vehicles | 808,419 | 752,321 | 7.46% | ▲ Increase |
| Buses | 4,586 | 5,042 | -9.04% | ▼ Decrease |
| Commercial Vehicles | 460,312 | 464,814 | -0.97% | ▼ Decrease |
| Non Comm. Vehicles (AVI) | 305,487 | 287,710 | 6.18% | ▲ Increase |
| Total Vehicles | 1,273,317 | 1,222,177 | 4.18% | ▲ Increase |

## Bridge Traffic Distribution (Northbound)

| Indicator | Jan-Feb 2026 | Jan-Feb 2025 | % Change (YoY) | Trend |
|---|---|---|---|---|
| *Pedestrians | 485,412 | 452,883 | 7.18% | ▲ Increase |
| *Non Comm. Vehicles | 835,636 | 781,861 | 6.88% | ▲ Increase |
| *Buses | 4,569 | 5,347 | -14.6% | ▼ Decrease |
| *Commercial Vehicles | 461,892 | 472,198 | -2.18% | ▼ Decrease |

**Data Sources:**

*Texas Labor Market Information *Texas State Comptroller *City of Laredo Bridge System
*U.S. CBP-Inbound Traveler & Conveyance Data *U.S. DOT-Bureau of Transportation Statistics

Prepared by: Ana Laura Benavides-Del Bosque

*Let's Welcome*

# OUR NEWEST MEMBERS!

## Karen Chen

## Adrian Althoff

VantageBank



# LEDC MEMBER OF THE MONTH

Laredo EDC proudly recognizes a distinguished Member in its monthly Border Insight for:

- The company's commitment to the betterment of the community
- Special Efforts above and beyond the normal scope of job and performance services

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# MEMBER OF THE MONTH

THE ORGANIZING STUDIO







Hayley Summers, founder of The Organizing Studio by Livin' la Vida Local, has built her business around a simple but powerful idea: creating calm, functional spaces that truly support everyday life. With a compassionate and nonjudgmental approach, Hayley helps clients transform overwhelming, cluttered areas into peaceful environments they can enjoy and maintain. Her work goes beyond organizing, it's about helping people feel more at ease in their homes.

Through her experience, Hayley recognized that many individuals don't need more storage solutions or rigid systems, but rather a thoughtful process tailored to their routines, families, and personal goals. This understanding became the foundation of her business and the guiding principle behind the team she has built. Her approach focuses on meeting clients where they are and creating solutions that feel realistic and sustainable.

The mission of The Organizing Studio is to help clients feel lighter by simplifying their spaces and reducing daily stress. Whether working in a single room or throughout an entire home, Hayley and her team bring structure and clarity to areas that often create the most friction, including offices, garages, and storage spaces. Their goal is to create systems that are not only functional but easy to maintain long-term.

What sets Hayley apart is her commitment to practical, lasting results and her hands-on support throughout the entire process. From organizing and product installation to assisting with moves, downsizing, and managing unwanted items, her team provides comprehensive support every step of the way. With over a decade of combined experience across Texas, her women-led team brings both efficiency and care to every project.

Through her work, Hayley Summers continues to make a meaningful impact by helping individuals and families create spaces that bring peace, clarity, and balance into their daily lives.

**Hayley Summers**
**Owner, The Organizing Studio**

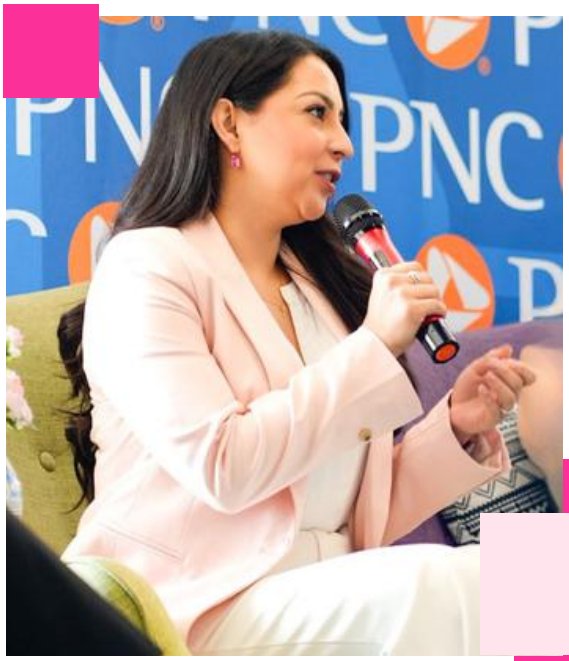
MILEONE

# WOMEN ENTREPRENUERS ROCK SERIES



On April 16, 2026, MileOne proudly launched the first session of the Women Entrepreneurs Rock Series, a six-month initiative designed to empower, connect, and elevate women across a variety of industries. The series opened with a powerful and inspiring theme: Women in Law.

The evening brought together an exceptional panel of leaders who have made a lasting impact in the legal field and the Laredo community. Featured speakers included Commissioner Rosaura “Wawi” Tijerina, Attorney Martha “Marti” Cigarroa, Attorney Ana Karen Garza Gutierrez, and Judge Leticia Martinez. Each shared personal stories, professional insights, and meaningful advice that resonated deeply with attendees, offering both inspiration and practical guidance for navigating careers in law and leadership.




The conversation was skillfully guided by moderator Carlos Evaristo Flores, whose thoughtful questions and engaging presence helped create a dynamic and impactful dialogue. Together, the panel explored themes of resilience, growth, and the importance of representation, leaving a lasting impression on everyone in the room.

Adding a unique touch to the evening, the event embraced a Bridgerton-inspired theme, bringing elegance and charm to the experience. From the décor to the ambiance, every detail contributed to a welcoming and memorable environment that encouraged connection and celebration.

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The success of the event was made possible through the support of dedicated partners and sponsors. The series is proudly powered by PNC Bank, with catering provided by Café Dolce and event photography captured by The Bravo Co. Attendees also enjoyed the presence of local vendors and small businesses, including Kendra Scott, Deli Desserts by Erika, La Coquet, Manjares de la Tierra, Today's Imprint, Claudia Lopez Realtor (RE/MAX), HOTWORX, Sol Handmade, and Sol Creations. Additional creative elements, such as window paintings by I on the Moon, added to the vibrant atmosphere of the evening.



The Women Entrepreneurs Rock Series reflects MileOne's ongoing commitment to fostering a supportive and empowering environment for women in business. By creating spaces for meaningful conversations and shared experiences, the series aims to inspire growth, collaboration, and leadership across the community.

As the series continues, MileOne invites women from all backgrounds to take part in upcoming sessions—offering opportunities to learn, connect, and be inspired.

The next session, Women in Economic Development, will take place on May 5, continuing the momentum of this impactful initiative.



***"The Women Entrepreneurs Rock Series is about creating a space where women feel seen, supported, and inspired to lead. Each session proves the strength of our entrepreneurial community and the impact we can achieve together."***
***- COO, Cesar G. Hernandez***







## MILEONE HOSTS "INNOVATION AND IMPACT" WATCH PARTY WITH PNC BANK

MileOne recently welcomed entrepreneurs and community members for an engaging watch party in collaboration with PNC Bank, featuring Innovation and Impact: Scaling a Billion-Dollar Brand with Kendra Scott. Held during Women in Business Week, the event brought together local attendees for a shared experience focused on entrepreneurship, growth, and innovation.

The session featured Kendra Scott, Founder and Executive Chairwoman of her nationally recognized brand, who shared insights from her journey building a billion-dollar company. Her story highlighted the importance of resilience, creativity, and staying connected to purpose while scaling a business.

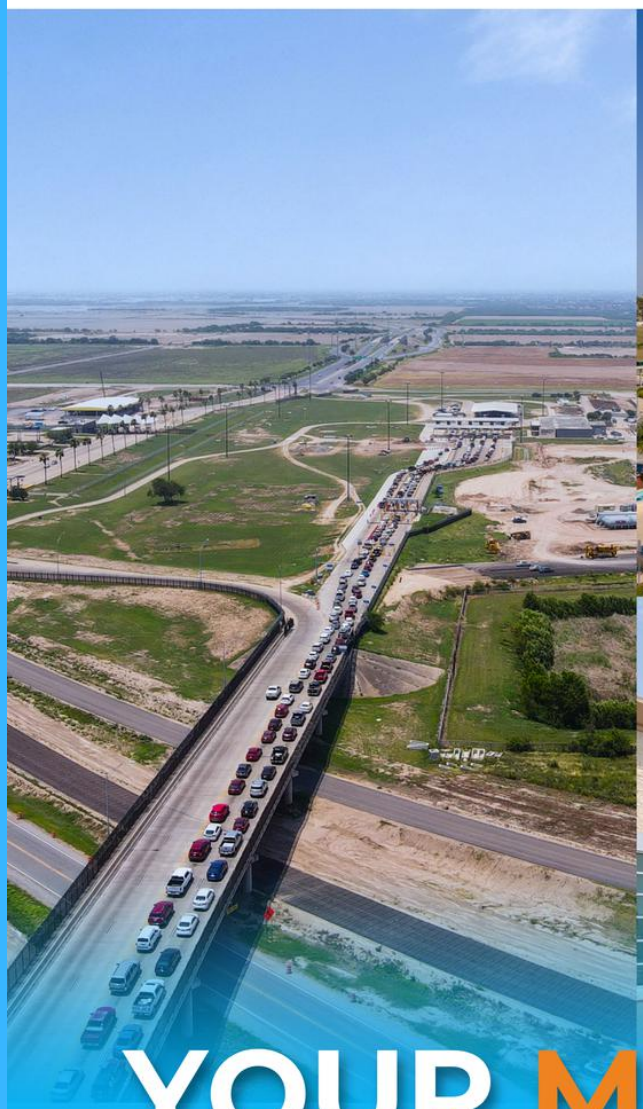
Attendees at MileOne joined more than 7,000 participants nationwide, creating a sense of connection beyond the local setting. The session was described as energetic and impactful, offering practical takeaways that resonated with entrepreneurs at all stages.

By hosting events like this, MileOne continues to provide meaningful opportunities for the community to learn, connect, and grow. Through partnerships with organizations like PNC Bank, MileOne remains committed to bringing valuable resources and experiences to support local business success.





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# UPCOMING EVENTS

| | |
|---|---|
| 28 APR | BUILDING OPPORTUNITIES: MEXICANA EMPRENDE 2026 MOU SIGNING CEREMONY |
| 5 MAY | WOMEN ENTREPRENEURS ROCK SERIES - WOMEN IN ECONOMIC DEVELOPMENT |
| 21 MAY | NEXT GEN CONNECT: FROM GRADUATE TO PROFESSIONAL |
| 11 JUNE | GOVERNOR'S SMALL BUSINESS SUMMIT |
| 18 JUNE | WOMEN ENTREPRENEURS ROCK SERIES - WOMEN IN HEALTHCARE |

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## FRIDAY, NOVEMBER 6, 2026

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# SAVE THE DATE

**For more information, visit our website at https://ledc-edi-gala.com/ or contact the LEDC staff at (956) 722-0563**

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**For more information contact:**
**Ana L. Benavides - Del Bosque at**
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## UPCOMING ISSUES

| Month | Featured Article | Topics | Closing Date |
|---|---|---|---|
| **May 2026** | **Featured Article: Union Pacific Railroad** | • Rail Transportation<br>• History<br>• Outlook/ Services/ Programs/ Projects | **May 18th** |
| **June 2026** | **Featured Article: LEDC Celebrates EDW** | • History<br>• Events | **June 18 18th** |

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