

Silvia Ichar - Biography

Silvia Ichar, founder and publisher of nationally recognized PARA TODOS magazine, was born and educated in Argentina. As a bi-cultural and bi-lingual professional, Silvia utilizes her multi-cultural background and business expertise to enrich Latinos in Southern California.

In 1988, Silvia moved and settled in Orange County. Her vision and entrepreneurial spirit recognized an immense need within the Latino community. Her desire to serve Latinos compelled her to research, create and launch the first Spanish-language magazine in Orange County, PARA TODOS, in October 1995. PARA TODOS is a free publication and in its very essence translates to “for everyone” and continues to this day to embrace, educate and be a catalyst for change within the community. The magazine, celebrating 25 years of business, is one of the most valuable and recognized sources of information among Latinos and is distributed to over 1000 commercial locations and offices in the counties of Orange and Los Angeles. PARA TODOS has over 136,000 readers per issue and its online presence: www.paratodos.com has become one of the most visited Spanish websites online as well as a large social media following.

Silvia Ichar exemplifies an unwavering commitment to enhance small business opportunities and growth not only through her publication, but also participating on several local and international organizations. She is regarded internationally and speaks to women in business on her own experiences and challenges as a Latina entrepreneur through organizations and universities in Guatemala, Panama and Peru, which are coordinated by the U.S. State Department and the U.S. embassies of those countries. She is a founding board member to the San Juan Capistrano Task Force; the Hispanic Business Women Association, OC; the Latina Business Women Association, OC; served as board member of the Latin Business Association, LA; serves as board member to the Hispanic Chamber of Commerce of OC; the OC Conservation Corps; and the Advisory Committee to the Segerstrom Center for the Arts in OC.

Silvia Ichar and PARA TODOS have been widely recognized with receiving numerous awards. Some of them are: 2017 Congresswoman Loretta Sanchez: A female owned business role model; 2010 Hispanic Public Relations Association PRemio Award: Journalist of the Year; 2009 U. S. SBA: Journalist of the Year; 2008 CHCC: Hispanic Business Woman of the Year; 2005 LBA: PARA TODOS's 10th Anniversary Award; 2001 The National Association of Hispanic Publications: Outstanding Magazine Content; 2000 OCHCC: Small Business of the Year; 1998 OC Register: PARA TODOS delivering for Hispanics; 1996 OC Register: Latin publisher sets example as business role model.