

## **Building a Legacy in West New York**

### **A&R Media Business Spotlight - March 2025**



Any P. Oliva-Valera, CEO & Editor in Chief,  
A&R Media Group

### **Building a Legacy in West New York**

Fifteen years ago, Any P. Oliva-Valera embarked on a bold new chapter, leaving behind the vibrancy of Mexico City to pursue opportunity in the United States. Her destination? West New York—a choice driven by both heart and strategy, as her husband, Juan Gonzalez, had already laid down roots. This community would soon become the launchpad for an entrepreneurial dream: the creation of A&R Media.

More than just a printing and media company, A&R Media, serves as a vital link—connecting businesses, institutions, and the Latino community with dynamic marketing, advertising, and commercial printing solutions. Whether through custom branding materials, corporate magazines, large-format prints, or promotional giveaways, Any and her team transform ideas into powerful marketing tools. Their mission is clear: to uplift and empower organizations of all sizes with professionalism, sustainability, and integrity.

But A&R Media is about more than just print—it's about building reputations and relationships, amplifying visibility, and fueling business growth. A shining example of this is the company's bilingual publication, *Negocios Hispanos USA Magazine*, which fosters collaboration by showcasing success stories, services, and opportunities for Latino entrepreneurs.

### **Navigating Growth Through Business Development Programs**

Understanding the intricacies of the U.S. business landscape was a pivotal step in A&R Media's evolution. To bridge the gap, in 2018, Any applied and was accepted into the Statewide Hispanic Chamber of Commerce of New Jersey's (SHCCNJ) Hispanic Entrepreneur Training Program (HETP). In March 2022, Any was also accepted into UCEDC's Virtual Incubator Program (VIP).

As her mentor, Dr. Jairo Borja, DBA, Training & Technical Assistance Officer at UCEDC worked with Any to fine tune her approach to growing her business and to secure certification as a Small Business Enterprise (SBE) and a Woman, Minority Business Enterprise (WMBE).

UCEDC's VIP program equips small business owners with the knowledge, tools, and support to overcome common challenges, particularly in underserved communities facing funding and education gaps. Through targeted resources and personalized support, UCEDC breaks barriers and creates pathways to success.

"Each session is designed for maximum impact, even for busy entrepreneurs. Our goal is to build lasting relationships while delivering actionable solutions that drive success," said Dr. Borja.

Over the various sessions with Dr. Borja, Any was able to sharpen her expertise in business strategy, audience targeting, and operational management. Thanks to these insights, Any and Juan launched a specialized printing service—a venture that now accounts for 50% of A&R Media's revenue. This milestone underscores the power of education, strategic thinking, and ambition.

### **Certifications, Expansion & The Road Ahead**

As Hudson County continues to thrive, A&R Media is poised to grow alongside it. Programs like UCEDC's VIP program have broadened Any's business acumen and unlocked essential mentorship and networking opportunities. She also recognizes the game-changing power of SBE and WMBE certifications.

"Participating in these incredible programs has been instrumental to our success. The insights I've gained have helped us navigate multiple certification processes—credentials that bolster our credibility and open doors to new ventures. Looking forward, we are eager to embrace new growth opportunities while staying true to our commitment to community, service, and long-term impact," said Any.



A&R Media Group corporate magazines.

"The Hudson County Economic Development Corporation's (HCEDC) work with UCEDC has evolved to include education and mentoring. While our focus has historically been lending, in the last 8 years we see a need for early-stage businesses to access education in a learning environment that provides networking opportunities and one-on-one mentoring. Any's story serves as an inspirational reminder that with the right resources, determination, and a strong support system, anything is possible," said Michelle Richardson, Executive Director.

**For more information about how the HCEDC can help grow your business, explore the HCEDC website!**

Explore: <https://hudsonedc.org/>

A&R Media <https://www.instagram.com/negocioshispanosusamagazine/>