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UMOS RECOGNIZED WITH PRESTIGIOUS OHTLI AWARD FROM THE GOVERNMENT OF MEXICO President & CEO to Accept Recognition on Behalf of Milwaukee-based Agency

MILWAUKEE, WI – OCT. 20, 2025 – The Consulate of Mexico in Milwaukee has announced that it will award UMOs, Inc. with the 2025 Ohtli Award at a ceremony on Friday, Oct. 24. UMOs's fifth President and CEO, José Martinez, will receive the honor on the agency's behalf.

The Ohtli Award (Reconocimiento Ohtli) is granted by the Institute of Mexicans Living Abroad (IME) from the Mexican Ministry of Foreign Affairs. It honors those who strengthen relations with the Mexican community that resides outside Mexico.

"The Ohtli is the highest award that the Government of Mexico confers to those individuals or organizations whose service opens up paths for Mexican communities abroad to grow and thrive," said Ambassador Claudia Franco Hijuelos, Head Consul of Mexico in Milwaukee.

"The distinction is bestowed upon UMOs to recognize the organization's 60-year trajectory to benefit migrant workers and their families in the United States," she said.

Martinez will accept the award at the UMOs annual corporate luncheon event, held at the Italian Community Center, 631 E. Chicago St., on October 24. The ceremony begins at 12:15 p.m. The media are invited to attend.

"I want to express my heartfelt gratitude to Ambassador Claudia Franco Hijuelos and the esteemed members of the Mexican Government," said Martinez. "It is truly an honor to receive such a prestigious recognition."

Martinez, a Mexican American who grew up in a family of migrant workers, shared that the Ohtli Award holds a deeply personal and culturally significant place in his heart. He said, "This recognition not only symbolizes my individual journey, but also the shared experiences and struggles of my community, uniting us in our common goals and aspirations."

Mexico founded the annual award in 1996. It consists of a medallion, a silver rosette, and a diploma. The name of the award comes from a Nahuatl word that means "road" or "path."

In 2025, UMOs entered into two Memoranda of Understanding with the Mexican Consulate in Milwaukee and Brownsville, Texas. Martinez said the agency will continue to strengthen its relationship with Mexico, "ensuring that mechanisms are in place for us to work collectively and connect our *paisanos*, addressing their needs through our concerted efforts."

Interview opportunities are available before the ceremony. B-roll is available at <https://youtu.be/B7cfA7AVj1E>

UMOS, a multi-state nonprofit organization, is dedicated to empowering individuals, families, and communities through integrated workforce development, education, social services, and partnerships. Its work inspires hope and a brighter future for all. More information is available at [UMOS.org](https://umos.org).

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