

The *Hispanic* Network



Kern County Hispanic Chamber of Commerce

www.khcc.org

April 2006

March mixer hosted by Mi Casa Magazine and Armijo and Lopez Advertising

Mi Casa Magazine was established locally in April 2005 to meet the growing demands of the Hispanic housing market. It was the first and only all Spanish real estate publication in Kern County. Real estate professionals and their clients both agree that Mi Casa Magazine is the best tool to reach the Hispanic housing market in their language of comfort. Currently Mi Casa has tripled in size and continues to grow.

As stated in their web-site, Armijo and Lopez Advertising is the only full-service bilingual advertising agency that combines original creativity, quality production, and efficient media buying. They have over 30 years of combined experience in both general and Latino marketing and advertising. They offer marketing solutions for television, radio, newspaper, billboards, web-site, promotions, jingles, infomercials, & logo design.

For more information about how they can help your business to grow, visit their web-site at www.armijoandlopezadvertising.com or call their office at (661) 322-3200.



In the upper right, Wendy Armijo, co-owner of both businesses, stands behind Donna Herman and Mary Ellen Saldana, Mixer Committee Chairs (bottom left), with others to welcome guests to the festive event.



The March 9th Mixer hosted by Armijo & Lopez Advertising and Mi Casa Magazine was both well attended and unique.

In this issue:

- ~ Status update from the Chairman of the Board
- ~ Protecting your business
- ~ Spring Social just around the corner
- ~ Now accepting vendors for Menudo Cookoff

Calendar of Events:

April 12

Mixer at Kern Security Systems,
2701 Fruitvale Avenue
5:30pm-7:30pm

April 13

Government Relations Meeting.
Hodel's Country Dining
5917 Knudsen, 7:30am-8:30am

April 25

Workshop — Protecting your business:
Policies, procedures, handbooks.
Hodel's Country Dining
5917 Knudsen Drive
11:30am-1:00pm

May 10

Mixer at Cambridge Mortgage,
1518 Mill Rock Way
5:30pm-7:30pm

May 11

Government Relations Meeting.
Hodel's Country Dining
5917 Knudsen, 7:30am-8:30am

May 20

Spring Social, 7:00pm-11:00pm
Golden West Casino
1001 S. Union Ave.

May 24

Workshop — Managing business and performance: How to measure, monitor, and track progress.
Hodel's Country Dining
5917 Knudsen Drive
11:30am-1:00pm

Welcome new members



Hodel's Banquets and Catering

5917 Knudsen Drive
Bakersfield, CA 93308
(661) 399-3340

Hodel's is a family owned and operated buffet restaurant. They offer complete banquet facilities in their nine banquet rooms as well as a professional staff to cater off-site events for as many as 3000.

Fabious' Corner Best BBQ

13061 Rosedale Hwy, Ste. 1
Bakersfield, CA 93314
(661) 587-7302

This company was founded in 2001, and was formerly located at 730 Union Avenue. They offer catering for all occasions that includes barbeque and Cajun deep fried turkey with baked goods. You can either dine-in or take food for carry-out. They specialize in large company picnics and parties.

Best Tax Services

217 Mt. Vernon Avenue, Ste. 1
Bakersfield, CA 93307

This company was founded in 2005, and services provided are as follows: tax preparation, long-form, business taxes, partnerships, audits, W-7's, bookkeeping, payroll, notary, sales taxes, resumes, and translations.

Elva Cervantes, Real Estate Agent, Notary

Elva Cervantes is a real estate agent with Ultima Realty, a notary public, loan-signing agent, and legal document assistant. She is bilingual in Spanish/English.

Allstar Auto Sales

2413 So. Union Avenue
Bakersfield, CA 93307
(661)831-8151

This company was founded in 1987 and provides a good selection of newer SUVs and pick-ups.

Fresno Pacific University

1330 Truxtun Avenue, Ste. A
Bakersfield, CA 93301
(661) 864-1515

www.fresno.edu/bakersfield

The Bakersfield Center offers bachelor degree completion programs and graduate programs for working adults. Their bachelor degree programs include: Organizational Leadership, Business Management, Liberal Arts, Christian Ministries, and Early Childhood Development (spring 2007) . They also offer various Master of Arts Degrees in Education and Kinesiology, and a Credentials program in Educational Administration, School Counseling/Psychology, Library Media, Special Education, and Teacher Education.

**Thank you
for Renewing
Your
Membership!**

- Air-Draulics Sales & Service
- All Kern Financial Corp
- Assemblywoman Nicole Parra
- At the Shop
- Bakersfield College
- Chevron Corporation
- Coseree's Kitchen
- Employers Training Resource
- Gregory A. Stainer M.D.
- Interactive Healthcare Medical Group
- Oasis Air Conditioning
- PrintShack
- Raymond's Trophy & Awards
- South Kern Cemetery District/Arvin
- TV Azteca America of Central California.

CASA seeks volunteers

Court Appointed Special Advocates (CASA) of Kern County is looking for you!!! Or someone you know to ... "Stand up for children, so they'll stand a chance."

We are now accepting applications for the next training class which begins on May 16, 2006. CASA can supply a small poster for your employee work areas, or give a brief staff presentation.

We will train community members to advocate for abused and abandoned infants, toddlers, children and youth. Please visit our website at www.kerncasa.org to get additional information on becoming a CASA volunteer and download an application or call 631-CASA (2272) for more information.

Now Accepting Vendors & Sponsors for the 8th Annual Menudo Cookoff

Now's your chance to promote your business to our growing community by becoming a sponsor or vendor at the Annual Menudo Cookoff on June 4th at Stramler Park!



This event is a family day of fun, entertainment, and food that will include a Jalapeno Eating Contest, an Ice Cream Eating Contest, the Annual Menudo Cookoff, live entertainment for adults, and fun times for the kids!

If you think your menudo is the best in the county, then you need to register for this year's contest!

This is also a great time for businesses and food vendors to showcase what's on their menu and attract new customers.

Sponsorship levels vary, and time is limited to reserve your spot! Contact the Chamber office today at 633-5495 to register your company for this exciting event! This one of the many opportunities that the Kern Hispanic Chamber of Commerce provides to help promote your company to our growing community!

CASA's Light of Hope Candlelight Vigil

You are invited to CASA of Kern County's Light of Hope Eventa Candlelight vigil, "Seeking Advocates for ALL Children," on April 27, 2006 presented by Tejon Ranch.

The lighting of candles will begin at 7:00 p.m. around the Marketplace Fountain. The goal is to bring public awareness to April as National Child Abuse Prevention Month.

CASA of Kern County is a member of the National Court Appointed Special Advocate Association, more than 987 local community programs that recruit and train citizen volunteers to advocate for the rights of abused and neglected children. "Every day, our volunteers work to bring hope into the lives of children who need hope the most. That is why we are lighting candles in parks and courthouses across the country, to

remind us all that there is always hope for a child," Michael Piraino, CEO, National CASA Association.

So when you think to yourself, "What can one person do?"... in the case of an abused and neglected child, you can do more than you'll ever know. Nothing touches your heart more than helping a child," said Colleen McGauley, Executive Director of CASA of Kern County. "And helping a child who's been abused or neglected will affect you in ways you'd never expect."

We invite you to purchase a candle to light as a sign of support in the fight against child abuse. Your purchase of a \$5 candle will provide funds to support recruitment, screening, training and supervision of CASA volunteers. For more information please see our website at www.kerncasa.org or call 631-(CASA) 2272.

¿Sabes Que?

72% of Hispanics in Bakersfield state that they prefer to receive their media in English.

Connect with your customers.

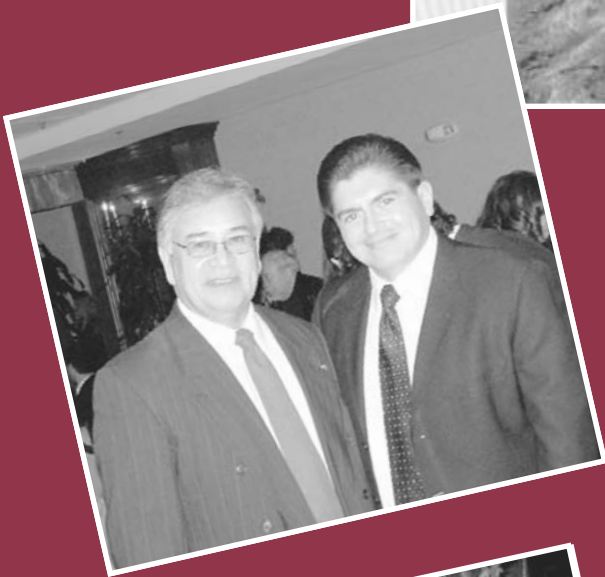
MÁS

**Mas, for today's
Latino Market.
(661)716-8640**

Annual Installation Dinner: A Night to Remember

The Kern Hispanic Chamber of Commerce's Annual Installation Dinner was a night to remember, as those who attended overlooked the city from the 12th Floor of the Petroleum Club on Saturday, February 18th.

Numerous dignitaries were present, and Gene Voiland, President and CEO of Aera Energy, LLC, gave a compelling speech honoring the 2006 Chairman of the Board, Frank Dominguez, and provided words of insight from his experience serving as the 2005 Chairman of the Board of the California Chamber of Commerce.



The Pros and Cons of Prop 82

Don't miss the next Government Relations meeting on Thursday, April 13, 2006 at 7:30 am at Hodel's

Speaker: Diane Duquette, Kern County Libraries
Topic: Proposition 81

On Thursday, March 9, 2006, the Government Relations Committee (GRC) welcomed Susan Hersberger who presented an opposition to Proposition 82, the Preschool for All Initiative to the GRC committee.

Wendy Wayne was also invited to present information in support of the proposition, but she was unable to make the meeting. Using notes from the GBCC GRC meeting where Wendy presented, GRC Committee Chair, Hilary Whitcomb, served as proxy for her part of the presentation.

Proposition 82
Support Website: <http://www.preschoolforallca.com/> or <http://www.yeson82.com>
Oppose Website: <http://www.stoprein-er.org/>

This proposition is sponsored and created by a wide range of organizations including preschool advocates, community leaders, legislators, labor unions and some chambers of commerce. It is an effort to offer preschool to every 4-year-old child in California. It proposes:

- Taxing individuals who make over \$400,000 (married over \$800,000) to obtain \$2.4 billion dollars.
- This dollar amount would pay for administrative costs for the preschool program (limited to 6%), training for teachers (who would now be required to have a bachelor's degree and credential), facility, etc.
- The proposition hopes to provide preschool to 70% of the states 4-year-olds (currently 66% are in a preschool program of some sort).
- This funding would allow students to receive preschool at no-cost.
- Programs funded by this proposition would have to be 150-day programs, they would have to pay teachers commensurate with K-12 teachers, and the teachers would be able to enter into collective bargaining agreements.

The Board of Directors will review the pros and cons of Prop 82 and make a definitive stance about this ever important issue at an upcoming meeting. Look for an official statement in the May 2006 Newsletter.

Veja Nuestras **Noticias Locales** A la 6PM

KKEY TELEMUNDO 11

Canal 29 en **COX COMMUNICATIONS** Canal 30 en **bright house**

TIERRA DE PASIONES

lunes a viernes
A la 8pm

Protecting your business: Policies, procedures, and handbooks

Doing business in California means adhering to many labor and employment laws. This means that having a thorough and complete company handbook is essential in order to protect your business from potential litigation.

At the April 25th Workshop, you'll hear from expert Tom See about what should and shouldn't be included in the policies, what are the must-have components of your company handbooks, and procedures that need to be in place to address potential issues.

Tom See graduated from California State Polytechnic

University, San Luis Obispo where he majored in Business Administration with concentrations in Industrial Relations and Psychology. He obtained his Masters degree from Cal State University, Bakersfield.

He has over thirty years of experience in the Human Resource field (Shell Oil, Williams Brothers Engineering), and is an Adjunct Lecturer and instructor for the Human Resources Certificate program at CSUB.

He has served on the American Arbitration Association's Panel of Labor Arbitrators, and he also serves on several organizational Board of Directors.

Spring Social just around the corner

Mark your calendar now to attend the upcoming Spring Social hosted by Golden West Casino on Saturday, May 20th, 7pm-10pm. There will be music, food, and games galore as we enjoy one of the Chamber's fundraising events of the year.

This will be a fun night on the town for our Chamber members complete with dinner, a poker tournament, raffles, and a silent auction like none other!

Purchase your tickets in advance from the Chamber office at 633-5495. Tickets are \$25 per person.

Planning for Success: March workshop addressed the essentials

If your company doesn't have a tangible, active plan for business success, you can expect to achieve very little of it.

At the March Business Services Workshop, Peter DeArmond, Director for the Small Business Development Center of Kern, lead an interactive and informative discussion about the many components and purposes of a Mission, Vision, and Goals, which is really the starting point for such a plan.

"Your vision statement describes where you want your company to be," Mr. DeArmond explained. It is the ultimate goal of your business.

While the need to develop this plan for a small business is evident, the vast majority of small business owners don't realize that they need it, DeArmond explained. He often hears, "We seem to be doing pretty well, why do we need a vision statement now?"

Here's a litmus test to see if you really are doing well or not:

1. In regards to your business last year, what were your goals?

2. What did you actually accomplish?

3. What intentions did you act upon?

4. How effective were you?

5. What did you do wrong? Often the most powerful lessons we learn in business

6. What did you simply skip?

If you can't generate a report and provide specific answers to these questions, you're not doing as well as you think.

He continued to explain how the most effective development of these plans is done when an outside facilitator, someone who has no vested interest or bias one way or another about the direction of the company, can lead the group to a mutually agreed upon consensus.

Companies can't just stop there though; a well defined mission statement must be created next in order to describe the overall purpose of the company. Then, each employee must be able to recognize their role in helping the organization to accomplish that purpose.

"When you can ask any employee in the organization what their job is, and they can convey how their role fits

in with the mission of the company, you've arrived," DeArmond shared.

The workshop continued by outlining the next steps necessary to implement the company's mission and vision: addressing the Broad Goal Areas, determining measurable incomes, deciding who is responsible for what, developing a timeline for goal attainment, and then status management of progress.

Many business owners and managers have the attitude that, "If it's not broken, don't fix it," but, as Mr DeArmond stated, "You're smart if you want to constantly improve your performance... You change for a reason," he declared, "You change to affect performance improvement. You don't just change for changing sake."

This workshop was the first in the Laying the Foundation for Growth series sponsored by the Kern Hispanic Chamber of Commerce in conjunction with partners of the Bakersfield Employers Advisory Council and the Small Business Development Corp.

Join us next month as we dissect and develop your company handbook, policies, and procedures on April 25th. Call 633-5495 to RSVP.

Chairman's Letter

Dear Members and Friends of the Kern County Hispanic Chamber of Commerce:

The first quarter of the year is now behind us, and if it is any indication as to how we will do the rest of the year, it promises to be a great year!

Business Services committee chair Debbie Rodriguez has been busy planning, scheduling, and coordinating Business Enhancement Workshops for 2006. The business programs are a joint venture with the Bakersfield Employer Advisory Council and supported by the Small Business Development Center. The business theme for the year is, "Laying the Foundation for Growth" and the workshops are designed to enable your business to lay the foundation for continued growth and prosperity. Please refer to the workshop schedule in this Newsletter to ensure that you don't miss out on these value-adding business presentations.

The Mixer committee chairs, Donna Herman and Mary Ellen Saldana, have done a great job of scheduling and coordinating the 2006 events on behalf of the Chamber through the first quarter.

We have one (1) month open for the remainder of the 2006 year that we do not have a mixer scheduled, so if you're interested in hosting such an event, please contact the Chamber office as soon as possible.

February 8th we had a great mixer provided by our outstanding hosts at 3-Way Cadillac where we had over 100 business representatives in attendance.

March 9th Armijo and Lopez hosted a mixer at their office that again had over 100 business persons in attendance. Both of these business hosts provided those present with an overview of the excellent goods and services that they provide, introduced their customer-focused staff, and provided great food, entertainment, and prizes. Most importantly, there were great opportunities to mix and mingle. Please review the Mixer schedules

planned for the year in this Newsletter and put them on your business calendar of must attend business opportunities.

Fundraising committees have been busy planning and scheduling some outstanding events for the year, so make sure and put these events on your calendars:

- May 20th "Spring Social" hosted by Golden West Casino will be an evening of great food, fun prizes, and a Silent Auction that has some great items up for bid. Tickets for this event are limited, so please call the Chamber office in advance and make your reservations early.

- Our Annual Latino Food Festival and Menudo Cook-off including the hot Jalapeno eating contest is scheduled for June 4th at Stramler Park. The committee has some outstanding musical entertainment planned for this event along with delicious Latino food vendors who will be bringing their specialties to the event. The best Menudo chefs in Kern County will be competing for bragging rights and prize money, admission is \$5 in advance or \$6 at the door, and free for children under 5, and kid's entertainment will be available as this promises to be a fun-filled family entertainment day. More information to come on this event.

As always, we look forward to serving you throughout the year, and appreciate your constructive feedback.



Regards,
Frank Dominguez,
Chairman of the Board

THE HISPANIC NETWORK

The Hispanic Network Newsletter is published by the Kern County Hispanic Chamber of Commerce in partnership with Mercado Nuevo, LLC.

All material is considered for publication. We reserve the right to edit and/or refuse material. The articles/opinions expressed herein are not necessarily those of the Kern County Hispanic Chamber of Commerce. To submit an article, please call 633-5495.

The Kern County Hispanic Chamber of Commerce is located at
1401 19th St. Suite 110
Bakersfield, Calif. 93301

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To place an ad in The Hispanic Network newsletter, please contact Olivia Garcia of Mercado Nuevo, LLC, at 661-716-8644 or email: ogarcia@masbakersfield.com

Advertising rates per issue are as follows:
Business card - \$35
1/4 Page - \$50
1/2 Page - \$75
Full Page - \$100

ADMINISTRATIVE STAFF

President/CEO	Lou Gomez
Office Administrator	Andrea Dominguez
Administrative Assistant	Sara Pacheco

For more information, please contact the Kern County Hispanic Chamber of Commerce office at 661-633-5495 or visit us at www.kchcc.org

KCHCC Mission Statement

"To create, promote and enhance business opportunities for our membership, and provide business, cultural and resource linkages with special emphasis in the Hispanic community."

Kern County Hispanic Chamber of Commerce Sponsors



Thank you!



¡Gracias!

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