

The *Hispanic* Network



Kern County Hispanic Chamber of Commerce

www.kchcc.org

February 2006

LEGISLATIVE UPDATE 2006



Legislative Update 2006 was held on Tuesday, January 10th, at Hodel's Country Dining. This event was the first joint meeting between the Hispanic Chamber and the Bakersfield Employer Advisory Council (EAC), and if it was any indication as to the success of this new partnership, good things are sure to come.

Approximately 30 people attended this workshop where presenter Katy C. Raytis, Esq. of Klein, DeNatale, Goldner, Cooper, Rosenlieb & Kimball, LLP gave a

thorough look at the legislation and case law decisions that took place in 2005 on the issues of employer information, leaves of absences, health and safety issues, worker's compensation, insurance coverage, ERISA, employee information, harassment/discrimination, wage and hour issues, terminations, and other miscellaneous cases with possible implications for businesses.

This workshop was the first in a series of workshops that will be offered through the Chamber and the Bakersfield EAC in 2006

In this issue:

- Chairman Announces Chamber's CEO
- Installation Dinner to set tone for the year
- Legislation 2005: What you missed
- Well's Fargo Grant impacts community

Coming this month

February 8th, 5:30pm
Business Mixer
Three Way Cadillac
4600 Wible Road
\$3 Members, \$5 Non-Members

February 9th, 7:30am
Government Relations Meeting
The Jungle Café
700 Truxtun Avenue

February 18th, 6pm
Annual Installation Dinner
Petroleum Club, 5060 CA Ave.
\$60 per person, \$480 table of eight

Clinica Sierra Vista Breaks Ground for New Center

Members of the Bakersfield City Council and the Kern County Board of Supervisors, as well as various community leaders joined Director Steve Schilling and Clinica Sierra Vista staff recently in a ground breaking ceremony to start the construction of a new health center. The event took place on Wednesday, January 4, 2006 at 301 Brundage Lane.

The new health center will expand access to the community of central Bakersfield. Since 1994, Clinica's California Avenue Community Health Center has demonstrated an annualized growth rate of approximately ten percent. In 2004, the California Avenue center alone provided services to over 5,000 unique users.

The new facility will occupy 8,000 square feet and will have 10 patient examination rooms, a treatment room, a laboratory, x-ray room and four full-time health practitioners. Scheduled for completion December 1, 2006, the new clinic will primarily benefit persons of low/moderate incomes who reside in central Bakersfield. Clinica Sierra Vista has been providing health care services to families, including uninsured families, in Kern County for over thirty years.

2006 Kern Economic Summit on the Horizon

Save the Date!

The Kern County Economic Summit is coming on Wednesday, March 29th, 7:30am to 12pm, to the Doubletree Hotel. This annual event enables us to, "take the pulse," of business and development in Kern County so that we might know and adjust to the strengths and challenges our county faces in our economy, workforce, development, and infrastructure.

If your business would like to be a sponsor of this exciting event, please call Beth Huggins at KernEDC at (661) 862-5156. Sponsorships range from \$500 to \$5,000.

Welcome new members



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This is a non-profit organization comprised of both retired and current law enforcement officials and other community members. It was formed to provide financial assistance to the Victim Witness Assistance Program through fundraisers. The financial assistance provides for the emergency needs of victims of crime in Kern County.

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HOW TO BECOME A MEMBER?

Contact
The Kern County Hispanic Chamber of Commerce
The Hispanic Chamber is located at
1401 19th St. Suite 110
Bakersfield, Calif. 93301
Phone: 633-5495
Web site: www.kchcc.org

Thank you for Renewing Your Membership!

- 1st Metropolitan Mortgage
- All Community Loans
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- Bakersfield Association of Realtors
- Bakersfield Suit Outlet
- Benavides Law Office Inc.
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- California State University Extended Div
- Castle & Cooke
- Celeste Garcia Realty
- Chicago Title
- Clinica Sierra Vista
- Coldwell Banker America West/
- Coldwell Banker Preferred
- Emporium Western Store
- Floyd's Office Solutions
- Maggie Gomez
- Good Ol' Boys Muffler Service & Automotive Service
- Goodwill Industries of So. Central California
- Guarantee Shoe Center
- H&R Block
- Hall Ambulance Service Inc.
- Heise Media Group
- Herbert P. Sears Co. Inc.
- Holiday Ford Lincoln Mercury Inc.
- Hopson-Anspach Family Mortuary
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- In-N-Out Burger
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- Kern Schools Federal Credit Union
- Kern Security Systems
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- KGET-TV 17
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- Ordiz-Melby Architects, Inc.
- Orion Payment Systems
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- Santa Cruz Realty
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- Southern California Gas Company
- Stinson Stationers
- Tel-Tec, Inc.
- Three Way Chevrolet
- Westside Energy Service Training & Education

Wells Fargo's \$100,000 Technical Assistance Grant impacts the Kern County Community

Monday, January 8, a KCHCC team traveled to Wells Fargo's corporate office in San Francisco to provide them with an overview and summary of the community impact, partnerships, and program sustainability that was made possible with the award of Wells Fargo's \$100,000 Technical Assistance (TA) grant.

Our President/CEO Lou Gomez had been successful in identifying a need by the Hispanic business entrepreneur for a business education program in the native language of the targeted customer - (Spanish speaking entrepreneurs) promoting English acquisition skills. Lou developed and submitted the grant proposal and was successful in securing the Wells Fargo technical grant in 2004.

As the Program Director, Mr. Gomez recruited Mr. Jesus Giovanetti, to be the course instructor, and worked with Mr. Giovanetti in developing the basic business curriculum. The topics included in the 4 week Training sessions included: Introduction to Economics, Financial Planning, Business administration, Accounting procedures and maintenance, Business Plans, Strategic Business Components, developing Mission, Vision, Purpose and Goals. Guest Speakers collaborating with the Chamber to provide this much needed information were: Wells Fargo: banking, credit, and financing, Telemundo and Univision: Advertising plans and marketing, State Farm Insurance: insurance coverage, Employment Development Department: tax regulation etc.

Organizations referring and requesting collaboration with the Kern County Hispanic Chamber of Commerce in providing these services for their Hispanic business entrepreneurs were: The Small Business Development Center, Delano Chamber of Commerce, Buttonwillow Chamber of Commerce, City of Shafter Economic Development, Employers Training Resource, Arvin/Lamont Chamber, and the Taft Chamber of Commerce.

Additional organizations requesting collaboration with Kern County Hispanic Chamber of Commerce to provide training (certified and non-certified): Cal State University Bakersfield, City of Delano – A proposal has been submitted to the City Council to provide technical assistance training and consulting.

To Date 214 Clientele and 92 Business owners over the duration of the grant period have been provided with technical assistance and some businesses have now grown and expanded their businesses to other locations within Kern County.

Our thanks to Debbie Rodriguez at the Business Center, who volunteered her technical skills, in helping us capture the Technical Assistance programs accomplishments and impact in a powerful power point presentation. On behalf of the KCHCC and all of the Kern County businesses and employees that benefited from the Technical Assistance program, we send our heartfelt thanks to Wells Fargo for their investment in Kern County's future.



Hispanic Chamber consultant Jesus Giovanetti with Salvador Cervantes of Telemundo and others, at the 2005 mixer held at Mercedes Benz.

Wants to host a mixer in 2006?

What better way to market your business and develop new relationships than hosting a mixer? The Kern County Hispanic Chamber is now accepting reservations of companies wanting to host such an event this year.

Call the Chamber office at 633-5495 today!

Get Involved and Be a Voice for your Business



The Government Relations Committee schedules meetings each month to enable our business customers to connect with leaders at the local and state level who can provide interactive discussions on the issues affecting our economy and communities.

Meeting are on second Thursdays

Meetings are now held on the second Thursday of each month, and all business representatives are encouraged to attend in order to be informed and to voice their opinions. Next month's meeting will be held on Thursday, February 9th, at the Jungle Café.

What was attempted, but vetoed in 2005?

By Bruce Matlock

California Employer Advisory Council Legislative Chair

- AB 48, Minimum Wage: Would increase minimum wage to \$7.25/hr, 1/1/06, and \$7.75/hr, 1/1/07. After that, minimum wage would increase annually according to inflation. Vetoed.

- AB 89, Health Insurance: As you know, in 2003, SB 2 was passed and signed by Governor Davis. That bill would have required employers with more than 200 employees to provide health insurance to employees. That law was repealed by an initiative vote in

November 2004. However, the issue of health insurance coverage will be around for a long time. This bill will require State agencies to notify the legislature of employees who apply for health services such as Healthy Families because the employer does not provide health insurance to employees. This applies to employers with more than 25 employees. Vetoed.

- AB 169, Gender Discrimination in Compensation: A similar bill was vetoed last year. This bill would provide a remedy of 2 times lost earnings where pay discrimination based on

gender can be proved, and up to 4 times lost earnings where intentional discrimination is proved. Vetoed.

- AB 391, Locked Out Employees: Under current law, employees who strike, or are locked out by their employer during a labor dispute, cannot receive unemployment insurance benefits. This bill would allow locked out employees to receive unemployment insurance benefits. Vetoed.

- AB 1698, Health Insurance for Dependent Children: Would require health plans to cover dependent children up to age 26. Vetoed.

Annual Installation dinner focuses on 2006 theme:

Laying the Foundation for Growth

What enables a business to be successful? Is it offering a great product alone? Will having a strong sales team cause growth and prosperity?

In 2006, the Kern County Hispanic Chamber will cover some of the foundation principles necessary for growth in business through a series of monthly articles and workshops.

This year's Annual Installation Dinner will kick-off the year-long theme entitled: Laying the Foundation for Growth.

The event will be held at the Petroleum Club at 5060 California Avenue on the twelfth floor on Saturday, February 18th, with a no-host social hour starting at 6pm and 7pm program and dinner. Mixing and mingling is to follow.

Recipients of the following awards will also be announced:

- Business Man of the Year
- Business Woman of the Year
- Small Business of the Year
- Large Business of the Year
- Corporation of the Year
- Community Service Award
- Chair Person's Award

The event will also recognize and honor the outstanding accomplishments of members of the Kern Hispanic Chamber of Commerce during this past year.

Cost to attend: \$60 per person or \$480 for a table of eight. This event sold out last year, so get your tickets early if you plan to attend. Call the Chamber office at 633-5495.



From Left to Right, 2005 Small Business of the Year Award Recipients, Fernando and Maritza Martinez of Casa Martinez, with Senator Dean Florez.

Chairman's Letter

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

Everyone understands the importance of having an effective leader at the helm of an organization or business that provides direction, guidance, and coaching to ensure that they are collectively maximizing the utilization of resources in achieving their goals in a cost effective manner.

I am very happy to announce that due to an overwhelming response from the community, our Board of Directors support and urging during our recent 2006 Strategic Planning Session, and ongoing pleading from myself and business members, we have been able to convince Mr. Lou Gomez to continue on as the Kern County Hispanic Chamber of Commerce's President/CEO!

We have made a very conscious effort to select a representative cross-section of the community's businesses to sit on the Board of Directors in order to get input from them as we continue to develop and implement business-focused programs that address our business community's specific needs. Most importantly, we have been very successful in recruiting some outstanding, committed individuals, who will be utilizing their collective experiences and knowledge to continually improve the programs and business enhancement opportunities that we provide for our membership. We will be providing you with bios of the Board members and the businesses that they represent as we go through the year.

We have a very aggressive business year planned for 2006 and will share them with you as we begin to move from the

planning stages into the implementation stages. We have selected some energetic committee chairs to lead our committees and are requesting anyone who is interested in getting involved and having the opportunity to meet some very positive, friendly, business and community minded people, to give us a call at (661) 633-5495 to get more information on the various committees that you may be interested in getting involved with.

The Kern County Hispanic Chamber of Commerce's business teams look forward to providing you with value-adding programs, services, business representation, and information on business related issues.



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

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

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

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Thank You! Gracias!

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