

The *Hispanic* Network



Kern County Hispanic Chamber of Commerce

www.kchcc.org

JUNE 2006

May Mixer Hosted by Cambridge Mortgage



The Hispanic Chamber May mixer, hosted by the Cambridge Home Mortgage, proved to be a success.

Cambridge Home Mortgage located at 1518 Mill Rock Way hosted a great networking mixer on the warm evening of May 10. About 50 people packed the beautiful offices near the Market Place and enjoyed a couple of hours of catching up with old friends and meeting new ones getting new leads on business. That's what these networking mixers are all about.

Chairman Frank Dominguez called the group to order then introduced several Board members who were present. He also introduced Scott Hacker, the owner of Cambridge Mortgage who in turn introduced his staff and talked a little of what Cambridge has to offer. After handling some chamber business and mentioning upcoming events, Frank called on the Mixer Committee, Donna Herman and Mary Ellen Saldana to raffle several items donated by members of the chamber.

Cambridge Home Mortgage, Inc. is a full service mortgage brokerage offering a wide variety of home loan products. Cambridge

Home Mortgage was founded with two anchoring factors: Ethical business practices, and superior customer service. They offer a wide variety of first mortgage loans including conventional, jumbo, construction, and commercial. They can be reached at 661-847-5200 to answer your questions or handle all your requests.

Our next mixer will be June 14 at California State University, Bakersfield from 5:30 to 7:30 PM. For more information contact Kelly Baird at 654-6148.



Scott Hacker, owner of
Cambridge Home
Mortgage.

In this issue:

- ~ The message from the Chairman of the Board
- ~ Meet Your Directors
- ~ New Yellow Pages in Kern County
- ~ Highlights of the Kern County Sheriff candidates forum
- ~ Advice for business owners

Calendar of Events June/July 2006

June 4 – Latino Food Festival & Menudo Cookoff
Stramler Park, 11:00 AM – 6:00 PM

June 8 – Government Relations Committee –
Hodel's, Olive Drive & Hwy. 99.
7:30 AM – 8:30 AM, Guest Speaker
– Gene Tackett.

June 14 – Business Mixer, Cal State University, Bakersfield, 5:30 – 7:30 PM.
Kelly Baird 654-6148 for more information.

June 27 – Workshop, "The Five Biggest Reason for Workers Comp Cases" – Hodel's
11:30 AM – 1:00 PM,
\$15 members, \$20 non-members,
633-5495.



Welcome new members

Paramount Farms

33141 E Lerdo Hwy
Shafter, Cal 93308
(661) 399-4456
mariac@paramountfarms.com

Paramount Farming Company is a large privately held agricultural company situated in the San Joaquin Valley in Central California. PFC was built through a series of acquisitions beginning in 1986. Paramount Farming Company is headquartered on Lerdo Highway just off Highway 99 and has operations from Mettler to Madera. The company is the largest grower of almonds, pistachios, and pomegranates in the U.S. Stewart and Lynda Resnick are the owners of Roll International Corporation, parent company for Paramount Farming Company, Paramount Farms Incorporated, Paramount Citrus Association, Paramount Fruit Processing, Teleflora, PomWonderful, Fiji Water and The Franklin Mint.

Sue's Beauty

2710 Brundage Lane
Bakersfield, CA 93304
(661) 324-8442
martha1946@sbcglobal.net

Sue's Beauty is a beauty salon providing hair, nail services and some retail. The salon has been open for over 40 years and has changed owners 4 times. Martha Medina has owned the shop since 1998 and is currently in the process of renaming the business. The shop has room for 3 manicurist and 5 hairdressers, which are considered independent contractors.

Supervisor Michael J. Rubio, 5th District

1115 Truxtun Avenue
Room 505
Bakersfield, CA 93301
(661) 868-3690
michael@change kern.org

The Fifth District Supervisorial office provides county constituent service to residents of East Bakersfield, Southeast Bakersfield, South Bakersfield, Greenfield Lamont, and Arvin. The Supervisor oversees all administrative and fiscal functions of Kern County as part of the Board of Supervisors.

Buckley Radio

3651 Pegasus Drive Suite 107
Bakersfield, CA 93308
(661) 393-1900
mbriggs@killy.com

Buckley Radio was founded in 1956 and is a radio broadcasting company with 21 stations across the United States including four stations in Bakersfield. They are Killy 95.3 FM, KKBB 99.3 FM The Groove, KSMJ 97.7 FM The Breeze, and KNZR 1560 AM news/talk.

Universal Lending Solutions

2401 M Street
Bakersfield, CA 93301
(661) 363-0935
margieorgeon@yahoo.com

Universal Lending Solutions is a sister company to New World Realty and Loan which was founded in 2001. They work mostly with the Hispanic community and their goal is to educate them in all the financing aspects of real estate with honesty and integrity. They work with their clients from the beginning to the end.

Thank you for Renewing Your Membership!

- Bakersfield Center for Womens Health
- CASA of Kern County
- Central Valley Business Forms
- Clear Channel Radio
- Costco Wholesale
- Democratic Women of Kern
- Direct Distributing
- El Popular Newspaper
- Gaskill Custom Home Builders
- Hector De Jesus M.D. Inc.

- iKnowTechnology, Inc
- Kern County Network for Children
- Kern Federal Credit Union
- Mary Cruz Realty
- McDonald's Golden Empire Co-Op
- Pacific Gas & Electric Company
- State Farm Insurance/Ramona Herrera
- State Farm Insurance/Sal Brito
- TELACU Millennium LLC
- The Law Offices of H.A Sala
- White Lane Wal-Mart #1574

Improving Your Business Means Enhancing Your Management Techniques

**By Debbie Rodriguez,
Business Workshops Chairperson**

Most business people agree that they would like to improve their business, generate greater profits, and ultimately make more money. However, many lack the tools they need to effectively accomplish these goals.

At the May 24th Business Services Workshop entitled, "Managing business and performance: how to monitor, measure, and track progress," Frank Dominguez, business consultant and former Manager of Operations in California for Aera Energy shared what the critical components of success are for any organization.

"If your not tracking, measuring, and monitoring it (your business activities, performance, and operations), you're not managing it," Mr. Dominguez states.

Mr. Dominguez provided insight and the mechanics on how to establish measurement

tools, what is important to track, and how to use these techniques to enhance your business performance.

Mr. Dominguez was manager over environmental compliance with Aera Energy for the California operations where he had to oversee and ensure that the company met literally 1,000's of permit conditions. Without strong and effective management tools, this would have been an impossible task to accomplish. He now serves as a business consultant where he has helped local education providers and private businesses establish the management techniques that they need to achieve and progress.

This workshop was held on May 24, 2006, and is one of a series of workshops designed to enable your business to lay the foundation for growth.

The next workshop is scheduled for June 27, 2006, on "The Five Biggest Reasons for Worker's Comp Cases". If interested in attending, please call 6335495 to RSVP.

All Businesses Need Insurance

**By Sal Brito,
CPCU, State Farm Agent**

The dream of owning a business becomes a reality for thousands of people each year.

For many of these would-be "captains of industry", that means starting the operation on a small scale. However, your enterprise may be in jeopardy if you don't have business insurance.

You need business insurance because most beginning entrepreneurs don't have the financial resources to handle adversity if it should come. Adversity can happen in many ways: fire can destroy your inventory, a power outage could cause your goods to spoil or a customer could be injured accidentally while visiting your location.

Business insurance can protect you from

these hazards and others by providing many or all of the coverages listed below:

- Accidental direct physical loss coverage for business personal property,
- Broader off-premises property coverage,
- Loss of income coverage
- Extra expense coverage.

This list is just a sample of what's available. You should contact your State Farm agent to see what coverages are right for your business.

Many entrepreneurs start their businesses on shoestring budgets and try to cut corners by keeping expenses at a minimum. But when you consider what you get, business insurance becomes a tool you can't afford to work without.

Awaiting Results

By Hilary Whitcomb

May's Governmental Relations Committee meeting was a huge success! The Kern Hispanic Chamber of Commerce, in conjunction with Más Magazine, Channel 29 and the Kern Press Club, hosted a very successful Candidates Forum for all of the seven candidates who ran for Kern County Sheriff.

While we all may very well know the results of the election by the time we receive this edition of the newsletter, on May 11, the race was still being decided. This Forum provided the opportunity to hear the candidates and have some of your questions answered. The questions were very insightful, ranging from inquiring about what the candidates have done to convey their message in outlying areas to what they feel the role of the sheriff's department is in enforcing immigration policy.

There was time for opening and closing statements and six questions from the audience. Here are a couple of highlights for each candidate.

Steve Perez

– Steve feels that the Sheriff's job requires administrative leadership and feels he has the necessary experience to fulfill that role. He feels that he has the experience to know how to solve problems presented to the Board of Supervisors in order to get necessary funding for the Sheriff's Department. When discussing the gang problem he feels that there needs to be a short term and a long-term plan – short term he wants to make arrests to take out the leaders and use intelligence on gang members. In the long term, it requires the whole community, not just law enforcement to solve this problem.

Donny Youngblood

– Donny feels that both management experience and experience in law enforcement is necessary and that with 19 years in management in the Sheriff's department he has both. He feels that illegal immigration is that, illegal and that he would uphold the law. He wants to make it very uncomfortable for gang members in our county to try

to combat gang problems. He feels that the department needs a leader to correct its problems and he feels that he has the leadership experience necessary. He wants to work more closely with local Kern County high schools to try to recruit more officers that reflect our community.

Chevy Garza

– Chevy feels he is a proven leader with more than 37 years of law enforcement experience and 23 years with the Kern County Sheriff's Department. He has moved around within the department so that he knows how it runs and wants to be a working sheriff. He realizes that the county is huge and that everyone should be heard so he has representatives in place already listening to concerns, which has helped him to shape his 2-year plan that includes an internal audit and a reorganization of the department. He feels that if he has not made a significant difference within 2 years, he does not deserve another term.

Larry Studer

– Larry has tried to communicate his plans for the Sheriff's Department by driving to outlying areas of the county and meeting with groups like the Kiwanis or Rotary clubs. His two main goals are to increase staffing and make the department more effective. He will follow the law as Sheriff, whether he agrees with it or not, but feels that enforcing immigration law is the responsibility of border patrol. He has a plan to use the DROP program, which gives retiring officer five more years on the force that will help with staffing problems and keep some of the most experienced officers around.

JR Rodriguez

– JR feels that there has not been true representation by the Sheriff's department in outlying areas and he would like to change that with having more and better-staffed substations. He would like to increase the number of bilingual officers through mentorship programs but he also wants to represent all of the communities within Kern County including Asian and East Indian populations. He would

support aggressive recruitment in Kern County before we looked elsewhere. He believes that he offers proven leadership and will work to make the Sheriff's department accountable and respectable.

Mike Lage

– Mike is a retired officer of the Kern County Sheriff's department and he feels that this is his department. He is experienced and will bring honesty and common sense to the leadership. He feels that gangs should not be coddled and that they are bullies and thugs but inherently cowards and if they are confronted by the Sheriff's Department they will back down. He feels that when the Board of Supervisors find out that he is honest and will use money for what it is designated to be used for that they will meet funding requests.

Mack Wimbish

– Mack has created a citizens advisory committee that helps him to understand the needs of the outlying communities. He feels that gangs should be fought by a broad coalition of local, state and federal groups. He has helped to get representation on the federal level and recently testified for a bill in Sacramento that will help us to hold gang members for longer. He has targeted bilingual candidates for the current academy and is reopening the substation in Delano to help with the Hispanic community. He feels that the Sheriff's department should reflect the community it serves. He feels that he has had only a short period to fix large problems and that he has started to bring the Sheriff's Department back.

By now, we know who our next Sheriff will be . . . probably; it all depends on what happens on June 6, 2006 – Election Day! Of course, if none of the candidates received a majority, then the top two vote getters will face off in November. It is definitely an interesting race.

Curious as to what June's GRC meeting will be? Well, then come and see. We meet on June 8, 2006 at 7:30 am at Hodel's. Look forward to a rousing wrap up of election results from a political insider! See you there!

New Hispanic Yellow Pages Launched in Kern County

At a noontime luncheon at El Cazador Mexican Restaurant, Francisco Perez and his wife, Dora, launched a new Spanish-language telephone directory in Kern County – Directorio Hispano. The new yellow page publication will be a directory and advertising guide for Hispanic and other businesses wishing to access the Hispanic market. The directory will include information on all governmental offices as well as information on issues of concern to the Hispanic community such as diabetes and other illnesses.

Their new office will be located at 1603 California Avenue, Suite 143, in Bakersfield and will include all the communities of Kern County. For advertising opportunities, one can contact the office directly on 661-323-2140 or Mr. Perez on 661-378-1636. One can also communicate the business via e-mail at fperez@directoriohispanokern.com. Check out their website at www.directoriohispanokern.com.



Jesús Giovannetti & staff of Directorio Hispano



Francisco & Dora Perez, owners of Directorio Hispano



Jesus Giovannetti, Consultant

Chamber Receives Wal-Mart Donation

Members of the Kern County Hispanic Chamber of Commerce Board of Directors were recently invited to the East Hills Wal-Mart Store where manager Bill Johnson presented a check for \$1,000 to Chairman of the Board Frank Dominguez.

Wal-Mart has been very generous to the Chamber of Commerce and over the last two and half years has donated over \$5,000 between the East Hills, Rosedale and White Lane stores. The money has been used to continue the business enhancement programs that the

chamber offers small businesses.

Several other organizations also received contributions at the event, and then Bill and his staff treated everyone to hot dogs, hamburgers, tri-tip, beans, salad and chips.

Many thanks to Wal-Mart and their excellent staff for their generosity and hospitality. It is with friends like Wal-Mart that we are able to help small Hispanic-owned businesses in the community prosper and succeed.

Meet Your Directors

Jay Tamsi is a graduate of Delano High School and Bakersfield College. He is currently employed with Dreyer's Grand Ice Cream, Inc. as a Product Development Specialist. At Dreyer's Jay played a key role in starting the first Research and Development Grooves Task force committee, participated in the Bakersfield Veterans Parade and has raised funds for the Kern County Junior Achievement Program.

Jay is currently serving his second year on the Kern County Hispanic Chamber of Commerce Board of Directors, and is this year's Chairman for the Latino Food Festival and 8th annual Menudo Cook-off. He is also on the Kern County Youth Mariachi Foundation Board, and a member and Public Relations officer for the Latin-American Citizens Association. Through L.A.C.A he helps in fund-raising for the organization's greatest pride which is its scholarship program rewarding the educational achievements of promising Hispanic students.

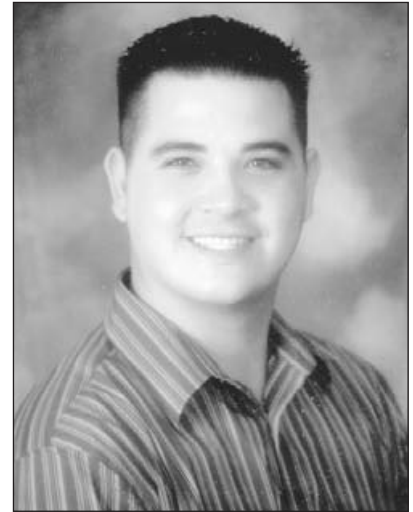
Jay is also serves on the Delano Harvest Holidays Board of Directors, Vice-President of the Filipino Community of Delano, and Chairman of Philippine Weekend Festivities. Jay is a past commissioner of the Filipino Athletic Basketball League, and was appointed by the National Chairman in Las Vegas, Nevada as Kern County's Youth Chairman of the National Federation of Filipino Americans Association. He is a on the American Cancer Society Delano's Relay for Life committee and an active member of St. Mary's Catholic Church, a member of the Feed the Children program, and a participant

in the Kern County Adopt of Family for Christmas program.

Jay is a member of the Greater Delano Youth Foundation Board, and was appointed by the State Assembly to sit on the North Kern & Kern Valley State Prison Citizens Advisory Committee.

In his spare time, he enjoys spending time with family and friends, especially his nephews Jaykobe and Tyler.

"It's a privilege to be part of the Kern County Hispanic Chamber of Commerce. It is such a great organization. The enthusiasm our Board executes will definitely lead us on our journey to expand and enhance business opportunities for our membership and through our events, provide cultural awareness for all cultures in Kern County"....says Jay.



Jay Tamsi

¿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

Chairman's Letter

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

It doesn't seem possible that we are already into the month of June and halfway through the 2006 year. The local Kern County business environment continues to be strong, as we are fortunate to be located in a location and climate that is rich in agriculture products, oil & gas production that are influenced by both local and global market supply and demand. Local hotel and food services, the real estate market, construction, the mortgage and banking industry's appear to be doing well. All of these Kern County attributes continue to make Kern County a desired location to live, work and raise families in.

Here at the Kern County Hispanic Chamber of Commerce we have been very fortunate to have many Corporate, Large, Small businesses and organizations that are partnering with us and supportive of our business enhancement programs that are designed to assist it's members to market and grow their businesses. As you review the monthly Newsletter please take time to acknowledge the generous sponsors that make it possible to plan, schedule and implement our events, and programs. Remember that we always promote doing business with Chamber members first.



The contributions of our Corporate, Large, Small, and Individually owned businesses do not end solely with their monetary contributions. We have been very fortunate to also have their employee's serve the Kern County Hispanic Chamber as Officers, Board of Directors, Event Chairs, and Chair members that are crucial to being able to providing the services that are provided for our members throughout the year. Also, many of our member's employees volunteer to help at our various fundraising events. As always, people, are the most important resource that a business or organization has that determines the attainment of success and its sustainability. If you would like to get involved, or would like to get more information on the many business services we provide for our members or would like more information about our committees, please give us a call at the Chamber office, at (661) 633-5495, we appreciate meeting you.

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., the publishing home of MAS magazine, Northwest Voice, Southwest Voice and Bakotopia.com and an affiliate of The Bakersfield Californian. 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

EXECUTIVE OFFICERS

Chair of the Board	Frank Dominguez
Chair-elect	Jan Bans
Vice-Chair	Richard Rios
Secretary	Cecelia Sebesta
Treasurer	Jesse Bonales
Past Chair	Elva Lopez

BOARD OF DIRECTORS

Fernando Aguirre	Chris Bernal
Anne Cervantes	Fran Florez
Ramona Herrera	Richard Rios
Jay Tamsi	Maria Chavira
Hilary Whitcomb	Rebecca Rivera
Dennis Brown	Risto Rubio
Ramona Herrera	

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

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 Sponsors



Thank you!



¡Gracias!

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