

The *Hispanic* Network



Kern County Hispanic Chamber of Commerce

www.kchcc.org

JULY 2006

Kern County Hispanic Chamber hosts the Latino Food Festival and 8th annual Menudo Cook-off



Restaurant owners Martin Mayorga of Jacalito Grill and Ruben Gutierrez fo Ruben's Mariscos taste and judge the menudo entries.

The Kern County Hispanic Chamber of Commerce Latino Food Festival and 8th annual Menudo Cook-off took place on June 4th at Stramler Park.

This day long event was a family day of fun, entertainment and food that included a Jalapeno and Ice Cream eating contest, the menudo cook-off, and entertainment and fun times for the kids.

This year's entertainment included Mariachi Juvenil from Porterville, D.J. Mario "C" and Christina Martinez from the Groove 99.3, D.J. Noe G from 94.1 Radio Station, and the

famous Latin Group "Tierra" – think "Together." The band was named "Best R&B Vocal Group" by four leading magazines including Billboard. They started their career in East Los Angeles with a blend of rock, pop, jazz, R&B and salsa. The result was a Latin R&B rhythm which produced classics like "Together", "Gonna Find Her", "Memories" and "Zoot Suit Boogie". The band's quarter century commitment shows a dedication that can only be understood by listening to their smooth and soulful sounds. Tierra was the first

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Calendar of Events July 2006

July 12, 2006

Mixer
Global Mortgage
333 Union Avenue Suite 107A
5:30 pm - 7:30 pm
\$3.00 (Members) \$5.00 (Non-Members)

July 13, 2006

Government Relations Committee
Hodel's, Olive Drive & Hwy 99
7:30 am - 8:30 am
Speaker

July 26, 2006

Workshop
"The Varied Roles of Management and Supervisors"
Hodel's, Olive Drive & Hwy 99
11:30 am - 1:00 pm
\$15 (Members) \$20 (Non-Members)
(661) 633-5495 for information

Gambling on Long-Term Care: Study shows many not prepared for likely need

By Ramona Herrera

State Farm® agent

A 48-year-old father of two is left with permanent injuries after an auto accident. A 66-year-old recent retiree suffers a serious stroke. An otherwise healthy 75-year-old grandfather falls and breaks his hip. These people have one thing in common. Quite unexpectedly they're each likely to need some form of long-term care, through nursing care at home, in a nursing home or at an assisted living facility.

The odds are good that many Americans will find themselves in a similar situation, as estimates by the Health Insurance Association of America indicate that over 70 percent of people over age 65 will need some form of long-term care. But a Roper survey recently released by the American Society on Aging (ASA) and funded by State Farm shows that most Americans are willing to try to beat those odds because so few have done anything to prepare for the high cost of long-term care.

"Long-term care may not be a subject people like to talk about, but it's something every family should discuss and plan for," said ASA's Jim Emerman. "The need for long-term care can arise so suddenly that unless we're financially prepared, it can rob a family of its assets and its financial future."

With government data placing the average cost of nursing home care at \$56,000 a year, failing to plan can be a costly gamble. According to the Roper study, two-thirds of Americans 45 years of age and over say it's very important they have enough money to be able to choose the setting in which they'll get long-term care if they need it. But only 37 percent say they've been able to put aside money for this purpose and only 17 percent have purchased long-term care insurance specifically designed to cover it. By comparison, nearly nine in ten of the adults surveyed have health insurance and three out of four own a life insurance policy. Why don't people plan better? Many tend to procrastinate, the Roper study shows. Half of all adults over the age of 45 believe they won't need long-term care until they're older and don't want to think about it now. Others take the long-term care gamble because they mistakenly believe they're already covered or that the government will pay for it.

Americans need to protect themselves and their financial assets by making sure they insulate themselves from the high costs of long-term care. That's why I urge people to visit a financial services professional to talk about long-term care insurance. It can help protect assets, preserve long-term care choices and help control independence.

Long-term care insurance is one of the most important components of a family's financial plan.

Homeland Security Offers Preparedness Guides

The Department of Homeland Security (DHS) recently launched the Ready Business Mentoring Initiative, which helps owners and managers of small to medium-sized businesses with emergency preparedness. DHS has asked the Homeland Security Advisory Council (HSAC) to be an official partner on this project and disseminate information about it to the business community.

Designed to offer practical assistance in preparing your company for a broad range of hazards, the initiative includes the new Ready Business Mentoring Guides and a compilation of business preparedness tools. The Mentoring Guides are actually two workbooks – the Mentoring Edition and the User Edition – each consisting of more than 50 pages of step-by-step information which will help you learn about no-cost and low-cost ways to better protect your business. These tools will enable you to create and execute an emergency preparedness plan that meets your organ-

izations' unique needs. Specifically, the Ready Business Mentoring Guides include:

1. Business Continuity and Disaster Preparedness Sample Plan
2. Business Emergency Supply List
3. Insurance Discussion Form
4. Computer Inventory Form
5. Testimonials and a list of additional resources

We hope all of you will use the link below to access these new Ready Business materials. As most of you know, just taking a few simple steps now to prepare your business for an emergency can make a real difference.

www.ready.gov/business/mentor

Feel free to call the Homeland Security Advisory Council office at (213) 346-9425.

Low voter turn out? Voting snafu? What really happened on June 6th?

Hilary Baird,

State Farm Insurance

If you missed the Government Relations Committee meeting on June 8, 2006 then you missed a masterful review of the June 6, 2006 primary by Gene Tackett. Gene brought along some very disturbing numbers that every citizen should be worried about. For example, only 30% of the registered voters in Kern County voted. That might not sound horrible, but it is when you consider that only about 50% of the people eligible to vote in Kern County (over 18, legally able, etc) actually are registered to vote! That means, that of all the people who could have voted, only about 50% were registered to do so and then only 30% of them actually cast a ballot! To put some numbers on those percentages, in 2000 (the last time the census was taken) there were 450,266 residents of Kern County who were over age 18. Now, granted, some of those residents may not be able to vote, but the total number of people who voted in the June 6 election (including absentee votes) was around 99,391. That is approximately 22% of the population over 18! That is just a disgraceful show of citizenship!

Gene had some interesting ideas as to why voter turn out was so low – none of which excuse our collective lapse in engaging in one of the greatest constitutional rights we have, that of voting. Gene proposes that there are several possible contributing factors in the low voter turn out, including voter fatigue. We have been voting a lot. In fact, since I moved here in 2003 we have voted at least every year if not twice a year! Between special elections and normally scheduled elections, we are just voting a lot. Some citizens may experience “voter burn out,” but there is another way to look at it. Every time you cast a vote, you are standing up and being heard. Every time you vote you create a “government of the people, by the people, for the people” so more opportunities to vote should not be tiring but invigorating! If you are tired of politics and politicians as they are then educate yourself (through meetings like GRC) about the issues and cast votes that let your elected officials know that they represent you and that you are going to hold them accountable, through your voting, for what they do. Let your elected official know that you are an educated constituent and that you realize the power you have as a voter!

Those who did vote did make some decisions for the county, including deciding to “Keep Kern Clean” by voting yes on Measure E (a position supported by the Kern County Hispanic Chamber of Commerce). While this decision by the citizens of Kern County will most likely be appealed in the judicial system, the fact that 82.7% of the voters want the sludge out should help the legal battle. Also decided was 2nd District



Clockwise from Left: Jan Bans, Consultant Gene Tackett, Fernando Aguirre, Ramona Herrera, Lou Gomez, Hilary Baird, analyzing what really happened on June 6, at Hodel's Country Dinner, in Bakersfield.

Supervisor (Don Maben), 3rd District Supervisor (Mike Maggard) and the candidates who will face off in November for the 30th (Nicole Parra and Danny Gilmore) and 32nd (Maribel Vega and Jean Fuller) Assembly District Seats. Several of these races were hotly contested and brought a host of negative advertising to Kern County.

What Kern County could not decide on was a Sheriff. Not one of the seven candidates received the necessary majority so the top two vote getters Sheriff Mack Wimbish (with 26.9% of the vote) and Donny Youngblood (with 25.3% of the vote) will face off in November.

Statewide decisions made on June 6 included no on Proposition 82 (Universal Preschool – the Kern County Hispanic Chamber of Commerce was opposed to this proposition) and no on Proposition 81 (a library bond initiative – the Kern County Hispanic Chamber of Commerce supported this proposition). In addition, Phil Angelides edged out Steve Westly for the Democratic gubernatorial candidacy and will face off against Arnold Schwarzenegger (Republican), Edward Noonan (American Independent), Peter Camejo (Green), Art Olivier (Libertarian) and Janice Jordan (Peace & Freedom) in November.

So, what happened on June 6? Well, many decisions were made, but many people did not exercise their right to be a part of that decision making process. The Kern County Hispanic Chamber of Commerce and the Governmental Relations Committee hopes that all of our members who are able to vote will take that responsibility and decision making process seriously and vote on November 7. Until then, attend GRC meetings so that you are informed and educated about the issues facing California and Kern County – we meet the second Thursday of every month at 7:30 in the morning at Hodel's – we would love to have you join us! Our next meeting is July 13, 2006!

A Letter From Cathie Ong-Herrera

The Betty Ann Ong Foundation

I'd like to take this opportunity to thank the Kern County Hispanic Chamber of Commerce for joining us in the celebration of the new office of the Betty Ann Ong Foundation and the Ed Herrera Insurance Agency on May 24, 2006. It was wonderful to see so many familiar faces and to establish new friendships.

The Betty Ann Ong Foundation was established in honor of my sister Betty Ann Ong, an American Airlines, Flight 11 (first aircraft to become hijacked), flight attendant, who heroically gave her life on September 11, 2001.

Betty was a lover of life and people. Her joy for life illuminated through the sparkle in her eyes and smile. She was really a kid at heart and had a great love for children. Betty believed that it was important for children to have a positive self-image and self-confidence at an early age. She learned this early on herself because as a child she had already towered over the heights of many of her classmates and friends. She felt awkward and shy, but it was an interest in sports where she excelled and flourished. It was her passion for team sports that taught her to embrace victory and that hard work builds character and strength of mind that can overcome obstacles. Betty tried to instill the same positive attitudes in the minds of the children whose lives she touched.

Never in my life did I ever think that my family and our nation could be impacted with the tragic events of September 11th. As the events of that horrific, day unfolded, I learned that my sister Betty was directly involved in the fight against the terrorist attack. For 25 minutes by air phone, she relayed vital information to American Airlines ground personnel about the unthinkable events taking place on her airplane and helped to identify the hijackers before it crashed into New York's World Trade Center North Tower. It has been acknowledged by the 9/11 Commission that Betty was the very first responder to report on the attack, which eventually led to the closing of airspace for the first time in the history of our nation and that she possibly helped to save many lives. She was recognized as an American Hero.

Focusing on the positive issues of surviving a tragic loss has been difficult for our family but we felt that there had to be more to Betty's life than a sudden and tragic ending. We believed that her strength of character, goodness and kindness was more powerful than any evil's act.

In memory of Betty, the Betty Ann Ong Foundation (BAOF), a not-for-profit public charity was established to continue Betty's legacy. We wanted to capture her spirit and because of her belief and love for children, the Foundation's goal was created to work with children in an area that has been underserved and is just now receiving public awareness, childhood obesity.



From Left to Right: Cathie Ong-Herrera, Kandice Jacinto (recipient), Marisela Jacinto (mother), Ed Herrera, Kali Huff.

This summer, the BAOF is sponsoring youths to attend the Yosemite National Institute's outdoor education program and the Wellspring Adventure Camp California, a summer camp for overweight youths. We are currently in the midst of creating an outreach program to work with children living in low-income communities, to educate them to the positive benefits of life long physical activity and healthful eating habits, and to provide children with the opportunity to experience the great outdoors, so they can become healthy, strong and productive individuals.

It is rewarding to know that we are helping to improve the lives and the future of our children but we have our work cut out for us. In honor of Betty's legacy and to help empower the children she so loved, we ask for your support by becoming a sponsor or by sending in a tax deductible donation to the Betty Ann Ong Foundation P.O. Box 1108 Bakersfield, CA. 93302. Your generosity will be greatly appreciated.

Cathie Ong-Herrera
President/CEO
Betty Ann Ong Foundation
www.bettyong.org
beebuzz911@aol.com
FEIN 56-2305946

Save the Date!

Workshop "The varied roles of Management and Supervisors"
Hodel's, Olive Drive & Hwy 99

11:30 a.m. - 1:00 p.m.

\$15 (Members) \$20 (Non-Members)

More Information calling to 661-633-5495

Board Member Recognized for Contributions to Education

Risto Rubio, a member of the Kern County Hispanic Chamber of Commerce Board of Directors was recently awarded the Golden Apple Award for 2006 and was honored and recognized for his contributions to public education. The Golden Apple Award is presented by the Association of California School Administrators (ACSA) to a lay person who is not directly connected with public education, but who has helped promote education through their efforts.



Risto Rubio

In the nomination, Mr. Rubio was described as... "a very talented and dynamic individual that is always aspiring to improve the communities of Lamont, Shafter, McFarland, Weedpatch, Arvin, and the Kern High Schools in innovative ways". Even with a full time job, other commitments, and a family, Risto volunteers his time to make meaningful and significant contributions in many forms to these communities, partic-

ularly in education. Most recently he launched the "Looking into the Future" program, which engages students from the middle and high schools through a series of assemblies on the importance of education. He brings prominent business people and professionals from the community to relate their life's experiences to the students, and to talk about determination, persistence, hard work, commitment and the importance of staying in school. It is this dedication that is vital to the students in achieving their own personal goals.

Not only has Mr. Rubio made significant contributions to education in our community, but he has also impacted some of these communities with personal donations and by collecting and delivering food baskets during the Christmas holidays. He also hosts an Annual Memorial Service for fallen war veterans at the South Kern/ Arvin Cemetery.

Mr. Rubio is currently the manager of the South Kern District Cemetery in Arvin. He has been involved with the Hispanic Chamber of Commerce for several years, and is serving his first term on the Board of Directors. Congratulations to Risto Rubio.

MENUDO COOK-OFF: John Krbec won the jalapeño-eating contest for the third year in a row

Continued from Page 1

Latino band to have four songs on the national chart and two simultaneously in the Top 100.

A very special thank you to all of our sponsors (Platinum Sponsors) Advanced Beverage – Budweiser, Bakersfield Center for Women's Health, MAS Magazine, Buckley Radio – 99.3 the Groove, Omar's Printing, KGET – KKEY, Wells Fargo, State Farm, (Silver Sponsors) Bakersfield Memorial Center, Cingular Wireless, Liberty One, Law Office of H.A. Sala, El Popular Newspaper, Pepsi Bottling Company, Dreyer's Grand Ice Cream, Inc., La Preciosa Radio, (Bronze Sponsors) Dream Home Lending, Mortgage One, D&R Financial, Assemblywoman Nicole M. Parra, Farmers Insurance – Vanessa Green, Home 123, CM Enterprise (Special Contributors) Mexican American Political Organization, Ordiz-Melby Architects, and Maximus III.

This year we had thirty contestants who participated in the Menudo Cook-off. Thank you to all our contestants for taking part in our event, we look forward to seeing you next year!

8th annual Best Decorated Menudo Booth

1st Place – Robert Bruce Forney
2nd Place – Sandra Buenrostro
3rd Place – East Bakersfield Optimist Club



Defending champion John Krbec, Harry Jara and another contestant compete in the jalapeño-eating contest. Krbec won the contest for the third year in a row.

8th annual Menudo Cook-off Winners
1st Place – Chicano Correctional Workers Association
2nd Place – Bakersfield Raiders Booster Club
3rd Place – Magica's Gourmet Menudo – Michael Mendoza

Judges for the Menudo Contest
Victor Lopez – El Adobe
Luis Aguilar – El Pueblo

Ruben Gutierrez – Ruben Marisco's
Martin Mayora – Jacalito Grill
Kenneth Gamez – Mexicali

The event was chaired by Board Members Jay Tamsi and Dr. Rivera, and assisted by Joe Cornejo, Cecilia Sebesta, Cruz Morales, Richard Rios, Risto Rubio, Araceli Alvarez, Frank Dominguez, Lou Gomez, Andrea Dominguez, Sara Pacheco, and Noe Garcia.

Chairman's Letter

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

June was a very busy month for the Chamber as we had multiple events taking place throughout the month. For those of you who attended the Chambers June 4th Latino Food Festival and Menudo Cook-off fund raising event at Stramler Park you know that it was a huge success as judged by the positive feedback we received from the 4,000 plus people who attended the fun filled family event. The children enjoyed the bouncy rooms, Bobo the clown, face painters, giant cool raspados, hot dogs, pizza and tacos, etc. From a cultural perspective, the colorful professional folklorico dancers shared the cultural dances from various regions throughout Mexico, the Mariachi provided the cultural music that has been handed down through the years and for those who appreciate more contemporary music the much anticipated popular band "Tierra" played to the delight of those in attendance. The day had something for everyone who attended including a jalapeno eating contest followed by an ice cream eating contest. A special thanks and recognition to the event co-chairs Dr. Rebecca Rivera, Jay Tamsi, Joe Cornejo, and our CEO/President Lou Gomez, for the countless hours in planning and scheduling the event. To all of the Sponsors, News media, Television, Radio stations, and volunteers who donated their much appreciated time to making the event a success, again we thank you.

June 8th, our Government Relations Committee chair and Board of Directors member Hilary Baird (formerly Whitcomb, recently wed, congratulations!) coordinated our monthly breakfast meeting at Hodel's with political analyst Gene Tackett to review and discuss the outcomes of the recent elections. Kern County had one of the "lowest voter turnouts" in recent history. Since the Kern County Hispanic Chamber of Commerce is a non-profit, non-sectarian, non-partisan organization we can only urge those of you who feel strongly about various measures, proposi-

tions, pending legislation, or political seat(s) that are being filled to let your voice be heard by exercising your voting rights. Your vote does and can make a difference! Please look for the next GRC meeting scheduled for July 13th to ensure you are aware and knowledgeable of new or pending business related issues that may impact your business in one way or another.



June 14th we had our monthly business Mixer that was hosted by Cal State University Bakersfield. The meeting was held appropriately in the Ray Dezember business center where the University's business curriculum and services were reviewed, CSUB president Dr. Horace Mitchell welcomed everyone and provided insight into the University's commencement programs, and its Division I status. June 27th Business Workshop entitled "Reasons for Workers Comp Cases" provided excellent information on this important business issue. Please check for the July's 26th workshop "Roles of Management and Supervisors" in your newsletter or call the chamber office for reservations.

Micro-Loan (\$5,000 to \$25,000) director, Lou Gomez and committee members are still reviewing loan applications for loan eligibility and adding to the list of successful loan awardees who have successfully utilized this funding mechanism to begin or improve their businesses. Please call the Chamber office if you have a business financial need and believe that you may qualify for this type of loan or want more information about loan eligibility and process.

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 would 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

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Hilary Baird	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."

Welcome new members



World Lending Group

230 S. Montclair
Bakersfield, CA 93309
(661) 619-9257
www.wfgonline.com

The mission of World Lending Group is to share their knowledge on how to become financially independent by teaching financial awareness so no family is left behind.

Fabious' Corner Best BBQ

13061 Rosedale Highway Suite
Bakersfield, CA 93314
(661) 587-7302
(661) 587-7469
e.worthy@sbcglobal.net

Fabious' Corner Best BBQ was founded on April 26, 2001 at 730 Union Ave and moved to their new location on July 6, 2003. They offer catering for all occasions and specialize in large company picnics and parties. You can dine in or dine out by ordering BBQ, deep fried turkey and baked goods. Hours of operation are Tuesday through Saturday 11:00 am to 8:00 pm. They are closed Sundays and Mondays.

Jose Luis Cisneros

Party Rentals and Flower Shop
2039 N. Baker Street
Bakersfield, CA 93305
(661) 321-9008

Thank you for Renewing Your Membership!

- Kern County Network for Children
- Mortgage Express Home Loans
- Pacific Gas & Electric Company
- Rodriguez & Associates
- Shafter Transmission & Smog

Small Business vs. Cybercrooks

Jessica Seid

CNN Money (06/05/06)

As they become more sophisticated, cybercriminals are turning away from large, corporate targets in favor of smaller businesses that are typically less adequately prepared to deal with an attack. A recent survey found that 56% of small business endured at least one security incident last year, but that less than 30% increased spending on security during the same period.

Cybercrimes cost U.S. businesses around \$67 billion last year, according to the FBI. Small enterprises are "the low-hanging fruit in terms of a target because they lack the infrastructure to have really good defenses," said MessageLabs CTO Mark Sunner. Larger companies will have multiple layers of defense and an in-house IT department. Small companies are also less likely to have policies in place to protect against viruses, and they will have fewer resources available to recover from an attack.

Small businesses must take certain basic steps to guard against cybercrime, such as installing and updating antivirus software on every computer and server and using an e-mail filtering application to weed out spam, spyware, and email borne viruses. Backing up mall data and drafting a formal antivirus policy are also good ideas.

Companies should ensure that their firewalls are strong enough to protect their network and that they extend to workers who access the network remotely.

Though implementing all these steps will certainly shore up the security of any business' systems, the cost can be prohibitive for some smaller ventures, which can make outsourcing security an appealing option for companies on a tight budget.

"When you are a small company, you should really think about outsourcing," said Tumbleweed CTO John Thielens. "Building an IT security infrastructure shouldn't be left to amateurs, because the bad guys are professionals".

Kern County Hispanic Chamber of Commerce Sponsors



Thank you!



¡Gracias!

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