

# The *Hispanic* Network



Kern County Hispanic Chamber of Commerce

www.kchcc.org

FEBRUARY 2007

## Azteca America Hosts First Mixer of 2007



**General Manager of KERO TV-23, Craig Jaehelka, during the First Mixer of 2007 at Azteca America, the fastest growing Hispanic network in the United States**

KERO TV-23 and Azteca America, the new kid on the block in terms of Spanish-language television, hosted the chamber's first mixer of the year.

And what a mixer it was! Approximately 100 business people jammed into the studios and enjoyed an evening of camaraderie, good food and beverages, and plenty of good networking opportunities.

Jan Bans, the 2007 Chairperson of the Board kicked it off by welcoming everyone and introducing members of the chamber's Board of

Directors. She then introduced Craig Jaehelka, the General Manager of the station who talked about the new affiliate and their desire to be involved in the community.

Then he introduced Crystal Figueroa, the news anchor on Azteca America, who talked about the new network and showed a presentation highlighting the network and its activities.

Azteca America is the fastest growing Hispanic network in the United States. They

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- ~ **Group Life — An affordable benefit for your employees**

### Calendar of Events

#### February 3, 2007

Installation of Officers Dinner  
DoubleTree Hotel  
6:00PM to 9:00PM

#### February 14, 2007

Valentine's Day

#### February 15, 2007

Business Mixer  
Omar's Custom Designs  
1105 So. H Street  
5:30 – 6:30 PM

#### February 20, 2007

Workshop "Employing  
Generation X"  
Weill Institute  
2100 Chester Ave.  
11:30 AM – 1:00 PM  
Lunch will be served  
\$15 members  
\$25 non-members

# Chairman's Letter

Dear Members and Friends,

January has come and gone ... too quickly. We are off and running at the Kern County Hispanic Chamber of Commerce.

Our annual installation and business awards dinner was held on Saturday, February 3 at the DoubleTree Hotel. It was a wonderful evening. Let me take this time to once again thank our members who sponsored the annual event:

Mercado Nuevo, Leyva Security, Occidental Petroleum, Klein Denatale-Goldner, Univision KABE-39, Chevron, Home Builders Association of Kern County, BrightHouse Networks, Wells Fargo Bank and Azteca America.

Thank you for being tremendous supporters of the Kern County Hispanic Chamber of Commerce!

Congratulations to the Businesses and Individuals who were recognized during the evenings program.

Business Man of the Year – Omar Ramirez, owner of Omar's Custom Designs;  
Business Woman of the Year – Cecelia



Carrasco-Sebesta, sales representative at Fidelity National Title;

Small Business of the Year – Agustin Ortiz, owner of Los Malcajetes Mexican Restaurant;

Large Business of the Year – Golden West Casino;

Corporation of the Year – Three-Way Automotive Group

Community Service Award – Steve Sanchez

2006 Chairperson's Recognition Award – Jay Tamsi

Each of these awardees has, in their respective categories, distinguished themselves and was selected for their extraordinary contributions towards the Kern County Hispanic Chamber of Commerce and the Kern County community at large.

Members of the 2007 Board of Directors were sworn into office, thank you to Senator Roy Ashburn for his continued support of the Kern County Hispanic Chamber and for administering the oath of office.

Key committee chairs were announced. These Directors have graciously taken on the task of ensuring that the goals laid out during the 2007 Strategic

Planning Session will not only be met, but exceeded.

A BIG thank you to the following board members for chairing these committees:

Hilary Baird – Government Review Committee, Frank Dominguez – Business Services, Carmen Handy – Membership, Dennis Brown – Fundraising – Dennis will be the lead for all Fundraising activities.

Individual chairs of our annual fundraisers are: Jesse Bonales and Cruz Morales – Menudo Cook-Off; Cecelia Sebesta and Kevin Gutierrez, Trade Show; and former board member Connie Hinojos will once again chair the Chambers' Fall Social.

These committees are open to all Chamber members. Please contact the Chamber if you are interested in joining a committee or volunteering, we'd love to have your participation.

Finally, February is National Plant the Seeds of Greatness Month! What a motivator!

All the Best!

**Jan Bans**  
2007 Chair 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 M<sup>ÁS</sup> magazine, *The Northwest Voice*, *The Southwest Voice* and *Bakotopia.com*, affiliates 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 2100 Chester Ave. First Floor Bakersfield, Calif. 93301

## EXECUTIVE OFFICERS

Chair of the Board  
Chair-elect  
Vice-Chair  
Secretary  
Treasurer  
Past Chair

Jan Bans  
Fernando Aguirre  
Hilary Baird  
Ann Cervantes  
Jesse Bonales  
Frank Dominguez

## BOARD OF DIRECTORS

Chris Bernal  
Kevin Gutierrez  
Donna Hermann  
Joe Jimenez  
Cruz Morales  
Rebecca Rivera, M.D.  
Cecelia Sebesta  
Jay Tamsi

Dennis Brown  
Carmen Handy  
Ramona Herrera  
Mario Martinez  
Richard Rios  
Risto Rubio  
Stephanie Verrell

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](mailto: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  
Administrative Assistant Minerva Lepe

For more information, please contact the Kern County Hispanic Chamber of Commerce office at 661-633-5495 or visit us at [www.kchcc.org](http://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."

# From Vision to Venture

## Self-Employment Training Offered in Bakersfield

Mission Community Services Corp. (MCSC), in collaboration with Kern County Hispanic Chamber Of Commerce (KCHCC), is pleased to offer From Vision to Venture, a 14-week Self-Training (SET) curriculum licensed by Women's Economic Ventures. This curriculum, developed and improved over 16 years, has educated over 3,000 people and actually created over 1,500 jobs for low-moderate income women in Santa Barbara, Ventura and San Luis Obispo region. MCSC & KCHCC are now extending self-employment education opportunities using this proven curriculum to interested individuals in the Bakersfield region.

MCSC Instructors Ross Griego and Linda Quiñones-Vaughan will each teach a 14-week SET class, beginning in early March of 2007. Linda's class will meet on Tuesdays beginning March 6th. Ross' class will meet on Wednesday evenings beginning March 7th and will be conducted entirely in Spanish. Both classes will meet in room 104 at Bakersfield College, 2100 Chester Ave., Bakersfield, CA.

To register, interested individuals must attend one free

orientation meeting at 6:00 pm on any Tuesday throughout the month of February in room 104 at Bakersfield College, 2100 Chester Ave in Bakersfield, CA. Registrations are being accepted on a first come, first serve basis only at these complementary orientation events. Please call MCSC toll free (877) 831-9377 or, in Spanish please call Ross Griego at (661) 364-7182 to reserve a space at an orientation meeting.

MCSC is dedicated to enhancing opportunities for potential entrepreneurs and small business owners to become self-sustaining, successful contributors to their communities, with special assistance for low-income, minority and non-profit businesses. Fees for the 14-week SET class are based upon income and family size and are structured to allow low-moderate income individuals access to high quality training and education at low cost. Comparable self-employment training in the private sector runs at least \$2,400 and often, even more. Scholarships are available to qualifying individuals with documentation of income levels.

One in 11 women is an entrepreneur. Women are

increasingly seeking avenues of economic improvement through self-employment, especially in California.

According to the Center of Women's Business Research, nearly half of all U.S. small businesses are 50% or more women-owned. Between 1997 and 2004, the estimated growth rate in the number of women-owned firms was nearly twice that of all other firms while their employment expanded at twice the rate of all firms. The number of firms owned by women of color has increased 32%, four times faster than all U.S. firms. Even more impressive, Latina-owned businesses are starting up at six times over all others.

Besides earning 74 cents for every dollar earned by a man, women face many obstacles to economic success. Women still bear the primary responsibility for caring for the family. As a result, many postpone business and career opportunities until their children are grown, putting them at a competitive disadvantage in the job market. Divorced women, who have spent many years as homemakers are particularly disadvantaged; 47.7% of all female-headed families with children under 18 years of age live in poverty in Kern

County.

Kern County's Economic Development Strategy projects that future opportunities for micro enterprise and self-employment look good in areas of retail trade, construction, real estate rental and leasing services, health care, professional and technical services, transportation and warehousing, and arts, entertainment and recreation sectors.

Self-employment is a viable option for improvement of women's financial standing, especially in the Central Valley where such opportunity abounds. It is MCSC's intention to increase opportunities for individuals to pursue self-employment and improve the income levels of low to moderate income women with the ultimate goal of improving their ability afford the high cost of housing and to become strong contributors within to their respective communities. While this SET class is designed especially for the needs of women, men are encouraged to participate as well.

For additional information, call the Kern County Hispanic Chamber of Commerce at 661-633-5495.

## Department Of Homeland Security: Passport Requirements for Air Travel Begin

The Departments of Homeland Security (DHS) and State issued a reminder that beginning January 23, citizens of the United States, Canada, Mexico, and Bermuda are required to present a passport to enter the United States when arriving by air from any part of the Western Hemisphere. Since announcing this requirement last November, the departments have been encouraging

all travelers to obtain passports before they travel. The public awareness of the air travel requirement continues to grow and current data shows that 88 percent of affected passengers are already traveling to the United States with passports. Since the week of Thanksgiving 2006, 83 percent of U. S. citizens, 94 percent of Canadians, 88 percent of Mexicans, and 99 percent of Bermudans have arrived at U. S. air-

ports with passports. The air requirement is part of the Departments of State and Homeland Security's Western Hemisphere Travel Initiative. This change in travel document requirements is the result of recommendations made by the 9/11 Commission, which Congress subsequently passed into law in the Intelligence Reform and Terrorism Prevention Act of 2004.

# What has the GRC done for you lately?

With the Government Relations Committee (GRC) hosting an informational GRC 101 meeting on February 1 and recruiting voting members of their committee, we thought we would take this opportunity to review some of the things that the GRC has done for the Kern County Hispanic Chamber of Commerce (KCHCC) in 2006!

## GRC in 2006

With two elections (the Primary in June and the General Election in November), the GRC hardly had time to breathe! It seemed that every meeting was a review of an issue that would appear on the ballot (there were two statewide ballot measures in June and 13 statewide ballot measures in November). If we weren't reviewing a ballot measure, then we were meeting with candidates (did you attend our excellent Sheriff's candidates' forum we held with MÁS magazine?). To make it even more exciting, we were always up against a deadline (whenever the next election is). In fact, we were so busy, we didn't even have time to review every proposition! Here is what we were able to do to represent each of you in our political process in 2006:

- **January 2006** – The GRC met at Hodel's to plan for the year and to start calendaring our meeting ideas. We also clarified when elections were and when Board meetings were so that we could be sure to have our recommendations to the Board of Directors (BOD) before the elections so that our membership and other interested parties could be informed of any positions that the KCHCC took on issues.

- **February 2006** – No meeting (everyone takes some time off occasionally).

- **March 2006** – Review of Proposition 82. Proposition 82 was the Preschool Initiative that appeared on the ballot statewide. We invited guest speakers from both sides of the process – Susan Hershberger spoke against 82

and Wendy Wayne was invited to speak for 82. After considering the issue, the GRC decided it was a business issue as Proposition 82 affected not only education (a workforce issue) but also would have constraints for small business providers of pre-school education. The GRC recommended to the BOD that the KCHCC take a position opposing Proposition 82. The BOD agreed to oppose Proposition 82 and the general population agreed and in June 60.8% of the state voted no on Proposition 82.

- **April 2006** – Review of Proposition 81 and referendum initiative on oil tax (which would become Proposition 87 in the November 2006 election). The GRC heard from Kern County Director of Libraries Diane Duquette in support of Proposition 81 (no one locally opposed it) and from oil industry representatives about an initiative that was being circulated for signatures. After the presentation by Diane Duquette and discussion by the GRC, we recommended that the proposed plan for Kern County Library expansion is an important part of education in more rural areas of the county, which directly ties to workforce development. The GRC recommended to the BOD that the KCHCC support this measure. The BOD agreed that Proposition 81 was an important initiative, but 52.7% of Californians disagreed and Proposition 81 did not pass. We also had an extensive presentation and discussion of the proposed oil tax which would have added an additional tax on oil produced in California. Given the large portion of Kern county's economy which is supported by the oil industry (in addition to jobs directly created by the oil industry there are all of the support industries as well as the dollars lost to the local economy when the oil industry dips), the GRC felt that any disincentive to produce oil in California (and hence Kern County – the largest oil producing county in California) would be a bad decision. The GRC recommended to the BOD that the KCHCC oppose the Oil Tax Initiative and the BOD agreed.

- **May 2006** – The GRC, together with MÁS magazine and Channel 29's Jose Gaspar, hosted a candidate forum for the Kern County Sheriff's candidates. If you missed this great event, you missed the opportunity to ask each candidate direct questions about their plans for the county and issues that concern you. The GRC tries to host candidate forums in election years because it provides KCHCC members the opportunity to interact with candidates and make up their own minds on how to vote. We always invite all candidates as the GRC and the KCHCC does not endorse any particular party.

- **June 2006** – Guest speaker Gene Tackett reviewed the June primary results and specifically focused on the low voter turnout. We discussed ways to reach out to the Hispanic community to increase voter registration and voter turnout. A shortage of Spanish speaking poll workers doesn't help the Hispanic voter turnout. One suggestion we acted on was donating a booth at our annual Trade Show to the Kern County Elections office to recruit poll workers and register voters.

- **July 2006** – The GRC met to review the 13 Propositions which will appear on the November ballot. The GRC determined that it would like to review several Propositions more thoroughly because they are clearly business related. The GRC recommended (and the BOD agreed) that the Chamber should not review or take a position on Proposition 83 (dealing with punishment for sex offenders and where they live) and Proposition 85 (regarding minor abortion notification) because they do not deal with business matters. Also at this meeting, the GRC reviewed Propositions 86 (tobacco tax), Proposition 87 (oil tax), Proposition 88 (additional \$50 property parcel tax) and Proposition 89 (changes to campaign finance laws) and recommended the Chamber oppose those. The BOD agreed as did the people of California –

Please turn to GRC on Page 6

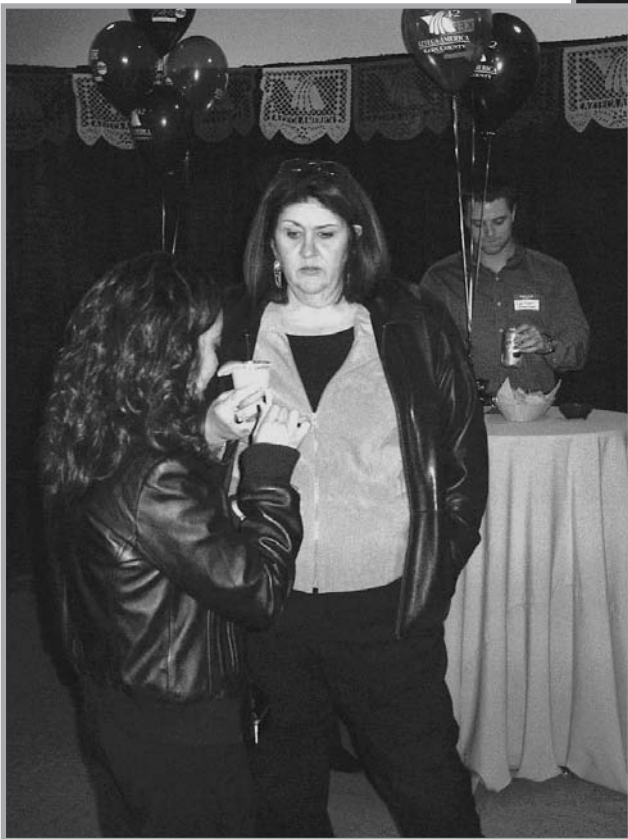
# MIXER: Azteca America wants to be involved with community projects

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are the authority in Mexican league soccer coverage and are the only Spanish-language network in Bakersfield that broadcasts primetime programs simultaneously with Mexico.

Locally, they are working hard to have a bigger presence and become a community icon for the Hispanic community. They want to be involved with community projects and events that recognize the Hispanic culture. Currently, they employ about 15 people.

Here are some images from the event. Enjoy them!



# 'Vishing' is the New 'Phishing'

Better Business Bureaus frequently warn that scam artists are the first to take advantage of new technology. The latest example of scammer ingenuity is the use of Voice over Internet Protocol (VoIP) phones to steal people's financial information. This new scam is called "vishing" — short for "voice phishing."

It can work one of two ways. In the online version, the con artist sends a blast e-mail, disguised to appear as though it's from a financial institution, an online payment service or other well-known business. The e-mails sport a trusted logo, typically reports a "security" problem with the recipient's account and urges the victim to call a telephone number to "straighten things out."

The recipient, who knows better than to click on imbedded hyperlinks in strange e-mails for fear of being "phished," feels safer calling the telephone number. The area code might be a local one that they easily recognize or appear to be toll-free. When the victim calls, they reach an automated attendant prompting them to enter their account number, password or other private information, for security purposes.

Some "vishers" use automated dialing programs to "cold call" victims. The caller ID device may list a legitimate-looking local number, to inspire trust

from the recipient. A prerecorded message (or sometimes a live "employee") claims the victim's account has been compromised or needs updating or verification. The victim is asked to enter their account information, which is digitally transcribed onto the hard drive of the scammer's computer.

The BBB offers consumers these tips to protect against "vishing" scams:

- Typical "vishing" e-mails imply urgency, ask you to verify account information, and may contain misspellings.

- If you receive a "vishing" phone call, hang up. Call your bank, using the phone number on the back of your debit or credit card, and report the matter.

- Banks do not use prerecorded messages to handle security issues. If they telephone you to report suspicious use of your card, they do not need to request identifying information because they already have that on record.

- Do not automatically trust a phone number based on its area code. Con artists can hack into Caller ID systems, and VoIP users can assign any area code to a phone number.

If you think you have been a victim of "vishing," visit the FTC's Identity Theft Web site at: [www.consumer.gov/idtheft/con\\_about.htm](http://www.consumer.gov/idtheft/con_about.htm)

# Group Life – An affordable benefit for your employees

**By: Ramona Herrera**

State Farm® agent

As a small business owner, you do your best to attract and keep the best employees. One benefit you can offer that may set you apart from other employers is group life insurance coverage.

Providing life insurance coverage for your employees may sound like an expensive proposition, but in reality, the coverage can be very affordable. The national average monthly premium for coverage is \$.25 per \$1,000 in coverage. Premiums for up to \$50,000 coverage for your employees are deductible from your federal income tax and not taxable to your employees.

In addition to the benefit of providing affordable coverage to your employees, there may be other advantages to offering group life insurance. Having group life coverage may help to reduce employee turnover, reducing the costs associated with hiring and training new workers. Benefits such as group life have also been shown to improve morale and loyalty among employees.

Employees can name and change beneficiaries as needed. They may also feel more secure since funds are typically available almost immediately, if they die while covered under the policy.

Something your employees may need, at an affordable price? Contact your insurance agent today to find out more about group life insurance coverage.

## GRC: Next GRC meeting will be on Thursday, March 8, 2007

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51.7% of people voted no on Proposition 86, 54.6% of people voted no on Proposition 87, 76.7% of people voted no on Proposition 88 and 74.3% of people voted no on Proposition 89.

- **August 2006** – Continued to review and discuss ballot measures.

- **September 2006** – Guest Speakers discussed pros and cons of ballot meas-

ures. Committee votes to make recommendations to Board of Directors.

- **October 2006** – Board of Directors accepts and approves committee recommendations. Chamber's positions and recommendations on individual propositions are published in October newsletter and forwarded to the membership.

- **November 2006** – No meeting – recovering from the election.

- **December 2006** – Reviewed the year and started planning for 2007!

Want to be a part of shaping the political process? Want to participate with local elected officials? Be sure to attend the next GRC meeting!

**Thursday, March 8, 2007**

**5:30 pm**

**KCHCC Office**

**(2100 Chester Ave. – Park behind the Weill Institute and come in the back door)**

# Welcome new members



## Jeanette Martin-Williams, State Farm

Jeanette Martin-Williams  
1811 Oak St. #155  
Bakersfield, CA 93301  
(661) 327-6990 Office  
(661) 327-6994 fax  
Email: jeanette.martin-williams.nyxd@statefarm.com  
The business is insurance and financial services. They provide auto, homeowners, life, and health insurance as well as financial services for retirement planning and educational funding.

## League of California Cities

Hilary Baird  
P.O. Box 10656  
Bakersfield, CA 93313  
(661) 428-7807  
(661) 664-8291 fax  
Website: www.cacities.org  
Email: hbaird@cities.org  
The League of California Cities was formed in 1898 and has been representing and advocating on behalf of California Cities since then. The vision of the League is being recognized as the leading advocate for the common interests of California's Cities. Their mission is to restore and protect local control for cities through education and advocacy in order to enhance the quality of life for all Californians.

## SouthWest Financial

Rudy Santamaria  
6721 White Lane  
Bakersfield, CA 93309  
(661) 831-1743  
(661) 835-7556 fax  
Website: www.rudysantamaria.com  
Email: rudys@southwestfin.com  
SouthWest Financials goals are helping families with their home loans & real estate need. The company is affiliated with Homes 'R' Us & been in business for over 6 years. Their priority is their clients, to personally help families. They help families to accomplish their dreams to buy homes and also help people with not so pleasant credit scores refinance their properties.

## Automatic Data Processing (ADP)

Angela Arents  
5001 E. Commerce Center Dr.  
Ste. 285  
Bakersfield, CA 93309  
(661) 631-1754  
(661) 631-1326 fax  
Website: www.sbs.adp.com  
Email: angela\_arentz@adp.com  
ADP has been in business since 1949 and is the nation's leader in employer services. They work with small business to help them manage their employees from hire to fire. Their services include; payroll, tax filing, workers compensa-

tion insurance, time clocks, background checks, 401(K) and other related services.

## Bakersfield Adult School

David Wittenberg  
501 So. Mt. Vernon Ave.  
Bakersfield, CA 93307  
(661) 835-1855  
(661) 835-9612 fax  
Website: www.khsd.k12.ca.us/bas  
Email: dwittenberg@khsd.k12.ca.us  
The Bakersfield Adult School has been in operation since 1947, serving the needs of our community. The Adult School focus education/opportunities in Adult Basic Education, General Education Development + GED, Bi-Lingual GED, Adult Secondary Education, English as a Second Language, Citizenship, Parent Education, & Career Technical Education. BAS also provides instruction at BARC + at the Sheriffs facility at Lerdo, as well as providing service to our senior citizens through the Older Adult Program and to outly the communities through CBET/ESL.

## Mission Community Services Corporation

Andrea Zeller  
4111 Broad Street Suite A  
San Luis Obispo, CA 93401  
(805) 595-1356  
(805) 595-1358 Fax  
Website: www.MCSCorp.org  
Email: info@MCSCorp.org

Mission Community Services Corp. (MCSC) provides training, assistance, loans and support to individuals and businesses to expand opportunities to own, manage or operate business enterprises. MCSC coordinates Women's Business Partners, a U.S. Small Business Administration funded collaborative organized to ensure all community resources are available, leveraged and optimized to support entrepreneurial women. Specialized assistance is provided for low-income and/or minority individuals and non-profit organizations.

## Valley Yellow Pages

Jennifer Riccomini  
1601 New Stine Rd. #150  
Bakersfield, CA 93309  
(661) 836-8888  
(661) 836-8191 Fax  
Email: Jennifer.riccomini@valleyyellowpages.com  
Valley Yellow Pages has been in business for 20 years by Sieg Fischer the CEO/President. He left his career with Pacific Bell to start his own venture. They are one of the most respected in the United States. Bakersfield is one market out of the 46 directories published in Central and Northern California.

## Thank you for Renewing Your Membership!

- Air-Draulics Sales & Service
- Antonio L. Garcia M.D.
- Armijo & Lopez Advertising
- Bakersfield Association of Realtors
- Bakersfield Californian
- Bakersfield College
- Bakersfield Weight Control Medical
- Bright House Network LLC
- Castle & Cooke
- Celeste Garcia Realty
- Chicago Title
- Coldwell Banker America West/Coldwell
- Coldwell Banker Preferred, Realtors
- Community Action Partnership of Kern County
- Edward J. Herrera Insurance Agency
- Emporium Western Store
- Fidelity National Title
- Gomez, Maggie
- Gonzales Smog & Repair
- Good Ol' Boys Muffler Service
- Goodwill Industries of Southern Central California
- Greenlawn Mortuaries
- Gregory A. Stainer M.D.
- Guarantee Shoe Center
- H&R Block
- Haddad Dodge/ Haddad Kia
- Heise Media Group
- Holiday Ford Lincoln Mercury Inc.
- Houchin Community Blood Bank
- In-N-Out Burger
- Interactive Healthcare Medical Group
- Kern County Superintendent of Schools
- Kern Schools Federal Credit Union
- KGET-TV 17
- Occidental of Elk Hills, Inc.
- Patelco Credit Union
- Reliable Moving & Storage Specialist
- The Salvation Army Bakersfield Temple
- Three Way Chevrolet
- Turk's Kern Copy Inc
- U.S. Oilfield Supply Inc.
- United Way of Kern County
- W.A. Thompson, Inc.
- Wells Fargo Bank

# Kern County Hispanic Chamber of Commerce Sponsors



*Thank you!*



*¡Gracias!*

**KCHCC**  
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661-633-5495

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