

The *Hispanic* Network



Kern County Hispanic Chamber of Commerce

www.kchcc.org

March 2006



February mixer draws large crowd

Whether it was the phenomenal product line of 3-Way Cadillac or the great food, friends, and entertainment, about 100 people came out to the February Mixer to network and have fun.

Guests enjoyed the great ambiance and were able to make new contacts and promote their business.

In this issue:

- ~ Laying the Foundation for Growth
- ~ 2005 Award Recipients
- ~ Getting ready for the primary
- ~ Board member spotlight: Jan Bans
- ~ McDonald's offers scholarships

Coming this month

Government Relations Mtg

March 9, 7:30am
The Jungle Café
700 Truxtun Avenue
Topic: Proposition 82

Business Mixer

Armijo & Lopez
March 9, 5:30pm-7:30pm
3232 Rio Mirada, Ste.D-3

Defining success and how your company will attain it: Developing a mission, vision, goals

March 15, 11:30am-1:00pm
Hodel's Country Dining
5917 Knudsen Drive

Business Mixer

Sangera Automotive
March 22, 5:30pm-7:30pm
5600 Gasoline Alley

Welcome new members



Global Mortgage, Inc.

333 Union Ave, Ste. 107A
Bakersfield, CA 93307
(661) 324-6238

Global Mortgage is the local branch mortgage company whose corporate offices are located in Clear Water, Florida. Their business is to offer the very best rates and services for all of your mortgage needs.

Merxus.com

4700 Stockdale Hwy, Ste. 140
Bakersfield, CA 93309
(661) 617-6379

Want to find local products and services in Kern County? Then you need to visit Merxus.com! This internet search engine business enables local consumers to connect with the businesses they need on a local basis.

Advanced Services to You

1007 Columbus Street
Bakersfield, CA 93305
(661) 873-9402

This computer retail and repair company will help you to purchase a new computer, repair an existing one, determine the right network, develop customer software for your business, create website pages, and set-up network cable or wireless communications.

Mr. Tile

6731 Wilson Road
Bakersfield, CA 93309
(661) 978-2514

This new company began in March of 2005, and they install ceramic tile in homes as well as businesses. Give them a call today!

Thank you for Renewing Your Membership!

- Boys & Girls Club of Bakersfield
- Chain-Younger
- Edward J. Herrera Insurance Agency
- Fidelity National Title
- HealthSouth Rehabilitation
- Kern County Fair
- Kern High School District
- Los Hermanos Restaurants
- San Joaquin Bank
- San Joaquin Community Hospital
- The Law Offices of Young Wooldridge
- W. A. Thompson Inc.
- Mack B. Wimbish



Spotlight on Board Member Jan Bans

Jan Bans is a vital member of the Kern Hispanic Chamber

Board of Directors where she currently holds the position of Chairperson-Elect. Those who know Jan (and we do love her) recognize that she is a person of integrity with a dynamic and aggressive "get it done," attitude who provides straightforward feedback and direction.

Jan Bans, Area Manager for AT&T California External Affairs, is responsible for public affairs, government relations, community and media relations for AT&T California operations in Inyo, Kern, Kings, San Luis Obispo and Tulare counties.

Jan joined AT&T California in her current position in January of 2001. Her primary responsibilities include working with local and regional governments, community leaders and public interest organizations on key public policy and business issues, directing charitable contributions in the region and serving as spokesperson for AT&T California to internal and external groups.

From December of 1998 to January of 2001, Jan served as District Representative for Assemblyman Dean Florez, where she was responsible for representing the member with local government officials, interest

groups, media and constituents. She also supervised three district office operations and coordinated Assemblyman Florez's schedule.

Jan has also served as District Director to Assemblyman Roy Ashburn as well as Field Representative for Supervisor Barbara Patrick. Prior to this time, Jan served as a Grants/Contracts Officer for the Department of Environmental Quality in the State of Idaho and as a Financial Analyst for SUN Microsystems in California.

Jan has one daughter, Elizabeth, who is 15 and a sophomore at Bakersfield High School. Jan is active in local community affairs through her volunteer activities with organizations such as the Bakersfield Masterworks Chorale, the Bakersfield High School Choir Boosters, and Latina Leaders of Kern County. Jan currently serves as Chair of the Greater Bakersfield Chamber of Commerce' Governmental Review Council, is Chair-Elect for the Kern County Hispanic Chamber of Commerce and serves on the Board of Directors for the Bakersfield Homeless Center, the Kern Economic Development Corporation, and the Mexican-American Opportunity Foundation.

We are proud to have leaders such as Jan serve on the Kern Hispanic Chamber of Commerce Board of Directors.

Local College Bound Students to benefit from McDonald's Hispanic American Commitment to Educational Resources Program

BAKERSFIELD, Calif. (February 13, 2006) Bakersfield McDonald's Operators have raised \$10,000 for local Hispanic students headed to college. Deadline for submission is March 31, 2006. Applications may be picked up at local area high schools through school counselors.

According to local Co-op President Carole Bahmani, "It is the philosophy of the Bakersfield McDonald's Owner Operators' Association that everyone is responsible for ensuring the future of today's students." Since 1994 Bakersfield Operators have awarded scholarships to ten students per year in Kern County, totaling \$110,000. A total of ten \$1,000 scholarships will be offered again this year.

The RMHC/HACER Scholarship program is a program of Ronald McDonald House Charities. The goal of this RMHC program is to provide scholarships to graduating high school seniors who may need an extra hand getting in and staying in college. Studies show that the more difficult it is for a student to get into college, the less likely they are to graduate. Funding from RMHC can sometimes make the difference between attending and not attending the college of someone's choice.

McDonald's is the world's leading food service retailer with more than 30,000 McDonald's restaurants serving 46 million customers each day in more than 100 countries. In Bakersfield, there are 31 McDonald's restaurants owned and operated by independent, local businessmen and women.

Getting Ready for the Primary on June 6th

**By Hilary Whitcomb,
Government Relations Chairperson**

Did you know that there are two propositions that have qualified for the ballot on June 6? These important issues affect all of us who live and do business in California. Propositions that are placed on a ballot are an opportunity, whether you think it is good or bad, for voters to make law.

Propositions can be placed on the ballot either by lawmakers for voters to approve or disapprove a decision that they have made (usually in reference to a bond issue), as is the case with Proposition 81, a bond measure.

Propositions can also be placed on the ballot by the "will of the people." This is what happened with Proposition 82, which was an initiative that gathered signatures up and down the state and qualified for this June's ballot.

With a proposition, the legislature has put on the ballot to pass a bond measure, and this issue directly touches your life. When a bond is issued, the State is, in essence, in debt to the bond amount. The amount of the bond has to

be paid back eventually by the citizens of the State, and we are responsible for the final say on whether we want to go into debt or not.

With a proposition that gets on the ballot through signature gathering, it is usually an issue that is important to people but has not yet been solved or addressed to satisfaction in the legislature. Often these controversial issues need to be decided by the people.

On June 6, 2006, we will not only be deciding among the parties who should run for each office, but we will also decide on these two very important propositions.

Join us on March 9th, at the Government Relations Committee (GRC) meeting where we will discuss Proposition 82 and make recommendations to the Board of Directors of the Hispanic Chamber as to whether the Chamber should take a position on this Proposition.

Then on April 13th, the GRC will discuss Proposition 81 and do the same.

We hope that all interested members of the Chamber of Commerce will join us for these meetings! The only way to make a difference is to be informed and to get involved.

Next GRC meeting: March 9th, 7:30am, the Jungle Café 700 Truxtun Ave

Laying the Foundation for Growth: 2006 and the future

**By Debbie Rodriguez, Business
workshops chairperson**

The year 2005 concluded with greater understanding of the genesis of the Kern Hispanic Chamber and fond memories of events and people who contributed time and money over the years to make it a success as we celebrated 20 Years of Excellence.

But, just as any other business and organization, we must leave the past behind, learn from it, and press forward to the future in order to grow toward greater excellence than before.

In 2006, the Kern Hispanic Chamber of Commerce will host a series of workshops designed to enable our businesses to lay the foundation for growth. Whether a compa-

ny is small or large, each can benefit from the information that this series will include.

Mark your calendars and determine to attend these workshops, receive the information you gain, and then to return to your businesses and make an honest assessment as to how your company is implementing the principles discussed.

One of the best and most revealing ways to find out if you have truly succeeded in implementing these principles is to survey your staff members in a supportive, truth-seeking manner.

Until a business or organization is willing to evaluate and measure how they are performing, they will not grow, they will not improve, and they

will not prosper. Our economy is forever changing, and these changes demand that businesses adapt in order to survive.

Survival for a business includes much more than just managing the finances – it involves your company culture, getting buy-in, support, and input from all staff, and developing innovative ways to do what you do best. With these and other components combined, your business or organization can add value and benefit to our economy as well as generate profit.

Please see the inserted year-long schedule and plan to attend. We look forward to helping your business to grow in 2006!

the 2005 Award Recipients



Large Business of the Year:

Mercado Nuevo

Mercado Nuevo is responsible for the latest Hispanic Magazine publication that celebrates the life and culture of second and third generation Hispanics. Their business is saluted for their outstanding achievements in increasing awareness and recognition of a largely unnoticed segment of our population. Their work with Más tells the story of many Latinos – people living with one foot in two worlds.



Community Service Award Recipient: Kathryn Lomely

Kathryn Lomely is an individual who has distinguished herself in the community through outstanding service. She has dedicated many hours towards various youth-oriented community events. She currently is the Board President of Latina Leaders of Kern County, board member of the Kern County Youth Mariachi Foundation, board member of the Bakersfield Women's Conference: Options Unlimited, and serves on the Bakersfield Californian's Editorial Board as a community member. She has served on various other community boards and organizations including the Kern County Hispanic Chamber Foundation's Education Committee, Kern County Youth Mariachi Festival, Kern County 24-hour Relay Challenge, Las Fiestas Inc., Jesus Shack, and teen pregnancy prevention projects in Delano and Bakersfield.

Small Business of the Year: iKnowTechnology, Inc.

This award goes to a small business that has distinguished itself through outstanding community achievements and has upheld the purposes and goals of the Kern Hispanic Chamber. Members of this company have gone above and beyond to donate time and attention to help the Chamber develop computer infrastructure and to grow as an organization.

President's Recognition Award: Jesus Giovannetti

Jesus Giovannetti is more than just a consultant for the Chamber, he is an advocate for business and helps companies understand what it takes to be successful. He gives above and beyond what is required of him in order to promote the services offered by the Chamber and to reach out to our Spanish-speaking entrepreneurs. His knowledge and expertise has helped numerous businesses grow and develop in ways that would not have been possible otherwise. He is truly an outstanding contributor to the Chamber.



Hispanic Chamber salutes



Corporation of the Year: Advance Beverage Company

Advance Beverage Company is committed to excellence and leadership in the market they serve. They are supportive of a wide array of community projects and events. The company and its employees actively support many charities and strive to improve the overall quality of life in our community.

Business Man of the Year: Richard Rios

Richard Rios is recognized as the Business Man of the Year because he has distinguished himself through meaningful business achievement and has demonstrated awareness of community needs through his non-business activities.

Richard is being recognized because he gives of his own personal time and money to help underprivileged children be able to experience many of the joys of the holidays that they may not otherwise experience. He coordinates gift and food drives for families with underprivileged children who attend day care centers operated



by Community Action Partnership of Kern. He gathers and solicits donations of food during Thanksgiving to toy runs for Christmas and basket drives for Easter. He graciously gives to help those less fortunate, and he is an advocate for families in need. Our community is a better place because of people like Richard.

Business Woman of the Year: Karen Atriano

Karen Atriano is being recognized for her meaningful business achievements that have benefited the community and developed jobs. She and her husband Rufino are the proud owners of Suzette's Cleaners in Kern County. Karen and her husband attended the Chamber's Spanish-language training course, and, in 2002, they established their first Suzette's Cleaners on Stockdale Highway. Through hard work, diligence, and training from the Hispanic Chamber, they opened a second location on White Lane one year later. In 2004 they opened their third store in the City of Taft. Between the three locations, they are now providing employment for several employees.

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

EXECUTIVE OFFICERS

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Past Chair	Elva Lopez

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

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

ADMINISTRATIVE STAFF

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

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

KCHCC Mission Statement

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

Save the Date!

Defining success and how your company will attain it:
Developing a mission, vision, and goals

Wednesday, March 15, 2006

11:30am-1:00pm

Hodel's Country Dining

5917 Knudsen Drive

Cost: \$15 Members, \$20 Non-Members

RSVP to 633-5495

There are some things that you simply cannot afford to omit when it comes to running your business, and this is one of them. This seminar will cover what a mission statement accomplishes and how it helps to create a focal point of success for every member of your staff team. It will also include the need to develop a vision and goals to enable you to accomplish that success.

These components must be reviewed and revised on a yearly basis in order to ensure that you are adapting to changes and to renew commitment to the purpose of your business and organization. They are truly the defining factor in the very culture of your company. We look forward to seeing you at this meeting!

Don't miss the March Mixers:

Armijo and Lopez

(3232 Rio Mirada, Ste D-3), on Thursday, March 9, 5:30pm-7:30pm

(This company is a full-service, Bilingual advertising firm in Kern County).

Sangera Automotive Group

(5600 Gasoline Alley) on Wednesday, March 22, 5:30pm-7:30pm

Save the Date!

2006 Spring Social and Silent Auction

Saturday, May 20th 7pm-11pm

Hosted by Golden West Casino

\$25 per person includes dinner, poker tournament, raffle, and silent auction

H&R Block Opens New Office

Members of the Chamber's Board of Directors and the Ambassador Committee, along with Kern County Supervisor Michael Rubio, were present to help the new manager, Mike Gomez open a new branch office of H&R Block Income Tax Service. The office is located at 6019 Niles Street in the Vallarta Super Market shopping center.

Mr. Gomez has three bi-lingual employees to help their Spanish-speaking clients with all their income tax filings and needs.

H&R Block provides a variety of services related to income taxes and can file both individual and business tax returns. They can be reached at (661) 363-0188.



Chairman's Letter

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

I am happy to report to you this month that we have now filled all of the Officer and Board of Director positions for the year. We have now developed most of the committee structures and set tentative dates for all of the Chambers 2006 events.

The Committee Chairs have begun their initial planning and scheduling meetings with their respective committee members. Monthly financial beacons and key business performance indicators have been developed around each committee's goals that are reviewed each month by the Board of Directors to ensure that we are successfully planning, scheduling, implementing, measuring and responding as necessary to ensure that we provide our members with the value adding business support that is crucial to their success.

The Chamber cannot succeed in our mission as a one person show, it requires the utilization of the collective business knowledge and wisdom that each member provides in order for us to be successful. This year our focus will be on creating an environment that embodies and implements core values and principles intended to enhance the quality and sustainability of a business' performance, and ultimately its bottom line.

We have planned several fundraising activities through-

out the year that generate the monies to provide the business improvement programs, services, networking, and representation that are provided for our membership. Please review the calendar of events each month and mark your calendars to ensure you don't miss out on these fun networking opportunities.

We are reviewing our programs to continually improve the goods and services that we provide to our members, and we appreciate the constructive feedback that we have received from our membership.

As always, we look forward to serving you throughout the year.



**Regards,
Frank Dominguez,
Chairman of the Board**

Kern County Hispanic Chamber of Commerce Sponsors



Thank you!



¡Gracias!

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