

the

Hispanic Network



www.kernhispanicchamber.com or kchcc.org • August 2004

KC
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PRESIDENT'S MESSAGE



Dear Members and Friends,

As president of the Kern County Hispanic Chamber of Commerce, I have the opportunity to speak with members of the business community about various concerns they have for their business. There always seems to be the question about how their business can connect with the Hispanic Consumers here in Kern County. I am here to tell you that the 11th Annual Kern County Hispanic Consumer Trade Show is the answer. Carnaval de Negocios,

“Live the American Dream” will be held August 22, 2004, 12-5 pm at the Kern County Fairgrounds. Parking and admission is free to the consumer and their families. This year's Hispanic Consumer Trade Show will deliver the customers that have the potential to drive your profits.

We have designed our trade show to attract families in the community and show them what businesses have to offer them. We send the message that everyone is welcome at our trade show; from planning the time and location of the event, to the entertainment, food, bounce houses for the children, free workshops, and job recruitment opportunities.

Hosting a booth at this event gives you the opportunity to meet new customers. This year's Hispanic Consumer Trade Show is shaping up to be a success for both the businesses and the community. Don't miss out. Make your commitment today. With your reservation you will receive a 10' x 10' booth space, one 8' table and 2 chairs. The booth fee is only \$250.

We will be holding the pre-trade show workshops on “Preparing Your Business for the Hispanic Consumer” in the next few weeks, so the need to reserve a booth is urgent.

We hope your business joins us at this event. Time is running out, make your commitment today. For more information, please call 336-6648 or contact me personally at 331-1612. ♦

Sinceramente,
Tony Martinez, President



Calendar of Events

August 6 11:30 am
Executive Committee Meeting
KCHCC Office

AUGUST MIXER:
August 11 5:30-7:30pm
AmeriPride Uniforms
335 Washington Street
Near Hwy 58
\$3 members - \$5 non-members

August 19 7:30 am
Government Relations
Jungle Cafe - 700 Truxtun
Speaker: TBA
Note: Subject to Change

CONSUMER TRADE SHOW:
August 22 12:00pm - 5pm
Kern County Fairgrounds
FREE • GRATIS

KCHCC Mission Statement

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

The Network

The Hispanic Network Newsletter is published by the Kern County Hispanic Chamber of Commerce, PO Box 1121, Bakersfield, CA 93302, (661) 633-5495. All material submitted is considered for publication. We reserve the right to edit and/or refuse any material. The articles and opinions expressed herein are not necessarily those of the Kern County Hispanic Chamber of Commerce.

Advertising is paid in advance.

Advertising Rates (per issue)

Business Card \$35 • 1/4 Page \$50

1/2 Page \$75 • Full Page \$100

Flyer Inserts \$100

Articles or advertisements may be mailed, or fax to 661 633-5499.

Executive Officers

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Office Administrator



Business Development: From the Governor's Office to Kern County

by Debbie Rodriguez, The Business Center

Business development topped the discussion at the July Government Relations meeting where President and CEO of the Kern Economic Development Corp, Patrick Collins, spoke to attending members about Governor Schwarzenegger's new marketing efforts as Jobs Czar, what KEDC is doing to promote business development in Kern County, and how the Hispanic Chamber businesses may benefit from that.

Mr. Collins outlined an extensive marketing campaign that the new Governor will be introducing to Nevada which will include billboards and other strategies to attract businesses to come to California. "He will have an audience just because of who he is," Collins stated. And the Governor plans to use his profile to benefit California.

While these image boosters can help to create a new perception of California to the business community, there are still some challenges ahead, Collins pointed out. "Perception has changed dramatically, but a lot of the rules haven't."

Mr. Collins went on to share how KEDC will be working to make it a little bit easier for eight to ten local Kern County Businesses to grow and create more jobs for our local economy through a concierge-type consulting service that will be offered very soon through the help of a USDA grant that the agency received.

The agency's idea is to host a kind-of "all-call" for local businesses who would like to be a part of this business development grant. Selected businesses will include those that possess the greatest opportunity to grow the economy and create jobs. The new consultant from KEDC will work with these businesses as a liaison to provide assistance and information in the areas of financial support, the creation of better market opportunities, and workforce development strategies.

"Small to medium-sized businesses don't have time to look for these things," Collins commented. "Therefore, KEDC is going to bring the help to them." It will fill the need in a very hands-on basis.

Lou Gomez, Executive Director of the Kern County Hispanic Chamber of Commerce, was especially interested in this opportunity for our Chamber businesses. With the Hispanic Chamber continually working with English and Spanish-speaking entrepreneurs and established businesses to provide assistance and information in these areas and KEDC also doing this, there is an increased opportunity for business growth and development for our members.

If you would like for your business to be considered to receive individualized and personal consulting services through this new KEDC service to help businesses grow, please contact the Kern County Hispanic Chamber offices at 633-5495. ♦

Next Government Relations Meeting:
August 19th • 7:30 am • Jungle Cafe at the Hill House
Note: Subject to Change

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SBC Named Top Telecom Company for Minorities



By Jan Bans, Media Relations manager, SBC

For the sixth consecutive year SBC Communications Inc. has been named the top telecommunications company in FORTUNE magazine's annual Top 50 "Best Companies for Minorities" list.

To compile the ranking FORTUNE surveyed the FORTUNE 1,000 and the 200 largest privately held U.S. companies. The rankings are derived from a model that weights data-driven information such as the number of minorities in the workforce and on the board, the rate at which minority employees are hired (and fired), plus if and how managers are made accountable for hiring, promotion, and retention. In addition, a team of reporters then talked to employees to gain an additional perspective.

"We have worked very hard to create a business culture devoted to inclusion," said Ed Whitacre, SBC Chairman and Chief Executive Officer. "Diversity is fundamental to many facets of our customer and employee relations, and it is integrated into our management strategy to ensure our business success."

In addition to this honor, and underscoring the company's commitment to diversity initiatives, SBC Communications was recently recognized as a best to work in a number of other national publications including: Diversity Inc; Latina Style; HISPANIC Magazine; Savoy Professional and Essence Magazine. SBC Communications is consistently rated among America's Top Corporations for Women's Business Enterprises by the Women's Business Enterprise National Council.

The SBC family of companies focuses on three specific areas of diversity best practices – workforce diversity, supplier diversity and community giving. The company's workforce is 47 percent female and 38 percent people of color. In 2003, 51 percent of SBC new hires were women and 46 percent were people of color. Last year the company spent \$1.4 billion with diverse vendors. ♦

Starting and Succeeding in Business

Classes in Spanish to begin August 13, 2004

With the help of a grant from Wells Fargo, the Kern County Hispanic Chamber of Commerce will once again be hosting a series of workshops *presented in Spanish* designed to help Spanish-speaking entrepreneurs succeed in business.

The workshops, which will begin August 13, 2004, 9am-12pm at the Double Tree Hotel and will continue for four consecutive Fridays, will cover all aspects of starting and managing your own business to include: basic introduction to business and business principles, understanding cash flow, and knowing our local economy.

It will also cover aspects of Financial Management to include banking issues; types of accounts for your business and loans available. In addition, it will address bookkeeping principles such as keeping a ledger and a journal, tracking expenses, revenues, what taxes need to be paid, and by what date.

It will also entail writing a business plan and a Guide to Starting a Business, covering license and permit requirements and where to get them.

To sign up for these workshops call the Chamber at 633-5495.

Free Parking!!!

You are invited to:

Live the American Dream

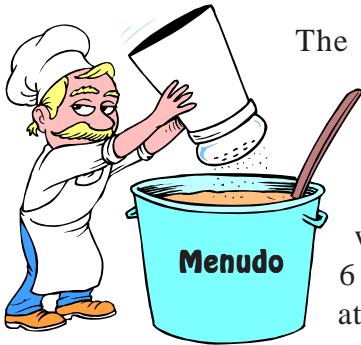


At the 11th Annual Hispanic Consumer Trade Show Carnaval De Negocios

When: **August 22nd, 2004** Time: **12-5pm**
Where: **Kern County Fair Grounds**



**7TH ANNUAL MENUDO
COOK-OFF A TASTY AFFAIR**



The Chamber's 7th Annual Menudo Cookoff was a real blast and a great day of fun, food and entertainment. The event was held on Sunday, June 6 at Stramler Park and attracted 2,500 to 3,000 people throughout the day.

Twenty contestants entered to cook up their best recipe of the tasty Mexican stew and try to win the \$500 first prize. Of course their families and friends were there to cheer them on and enjoy the festive atmosphere. Besides the delicious menudo that the Chamber sold, there was plenty of other good food and, of course, good drinks to wash it all down, as well as several vendors promoting and selling different products and services.

The great entertainment included live performances by the Kern County Youth Mariachi Group, Oro Norteño, Atrevido, Banda Perla del Sur, and Rock en Llama. A DJ provided music during the time that the groups were not performing. Also great entertainment for the crowd was the *HOT & SPICY* Jalapeno eating contest which attracted 13 contestants. Last year's winner, John Krbch was the well-deserving winner again this year – a two-time champion. And he earned his title by downing a whole pound of the devilish Jalapeno peppers in just 2 minutes. He was awarded the \$100 first prize money as well as an embroidered jacket that boasted "Jalapeno - Eating Champion" and a \$400 Poker Party for him and his friends donated by Golden West Casino.

The winner of the menudo contest – the one the judges picked as the best-tasting menudo – was Dave Rubio from the Esquire Cocktail Lounge. Second place went to the Home Town Buffet team. They were the first place winners last year so they must have a really tasty recipe. Third place went to Lorraine Leon-Skaggs, who works for Downey Savings. Congratulations to all the winners and all the contestants who tried their best.

All-in-all, people just kicked back and truly enjoyed what has become an annual tradition for the Kern County Hispanic Chamber of Commerce and the Hispanic community. Too bad we have to wait a whole year to have another one. ♦

JULY MIXER
Kern Security Systems



**Don't Miss KCHCC's
August Mixer**
**August 11, 2004
5:30pm**



Hispanic Chamber Directory: A True Resource for Business Referrals

by Debbie Rodriguez, The Business Center

Finding business people who are like you is a goal that every business person strives to accomplish. We all want to connect with companies that hold like values or goals in order to develop a network whereby we can refer our customers for other services that our own business may not offer or to also align our business to be the recipient of such referrals or business.

The Kern County Hispanic Chamber of Commerce Membership Directory is a true resource for you to access in order to develop that business referral network you hope to create.

Businesses that join the Kern County Hispanic Chamber of Commerce have many of the same goals in mind - to provide a good service to the community, and especially to the Hispanic Community. How do we know this? Because they have invested time and/or money in joining the Chamber that specializes in Business Services to the Hispanic Community.

The Chamber is a resource for business networking in several ways: The mixers that we host help to foster an atmosphere whereby you can really get to know other business associates that you can choose to create a network with. In addition, our member businesses are also listed on our website alphabetically and by category in order to provide a resource for you to go to when you need to refer a customer to another business service.

We encourage you to go to the source where like-minded businesses are when you need to refer a customer. Go to the Membership directory available online at www.kernhispanicchamber.com. ♦

looking for
new business

**Coming this month: Chamber launches new look for website
www.kernhispanicchamber.com**



Spanish Workshop Addressed a Variety of Topics

by Debbie Rodriguez, The Business Center

From the importance of having a bookkeeper to examples of tax schedules, a range of topics were discussed at the Tax and Accounting Seminar sponsored by the Kern County Hispanic Chamber of Commerce on Friday, July 16th, 10am-1pm.

The workshop was presented in Spanish and was held at the Doubletree Hotel. Funds to host this event came from the grant that the Chamber was awarded by Wells Fargo Bank to provide technical assistance to Hispanic-owned businesses.

Fifteen entrepreneurs and/or Spanish-speaking business owners attended this free event which was open to the public.

Speakers included Accountant Chris Bernal who expounded upon the importance and logistics of keeping a business ledger for business expenses, revenues, and incomes.

He also explained different legal structures for businesses and how each one is defined and taxed.

Magdalena Viera from the State of California Employment Development Department also spoke to those in attendance about the various taxes that small businesses have to pay.

She explained the difference between employees and contractors and how each one should be viewed and addressed.

In addition she shared information about who is and isn't exempt from withholding and various aspects of the Unemployment Insurance and State Disability Insurance programs. She brought clarification on who pays for what and who is entitled to what benefits.

Additional workshops for Spanish-speaking business owners will begin August 13, 2004. The Hispanic Chamber is proud to provide this service to the Spanish-speaking business owners, thanks to the grant provided by Wells Fargo Bank. ♦

**WELLS
FARGO**

Welcome New Members

UNIVERSITY OF CALIFORNIA, MERCED

200 K Street, Suite 300

(661) 861-7954 FAX (66) 861-7952

UC Merced, the 10th campus of the UC system and the first major research university to be built in the United States during the 21st century, is scheduled to open in Fall 2005. Planned ultimately to grow to a student population of 25,000, the university has a special mission to serve the educational needs of San Joaquin Valley residents. UC Merced already is serving area students through a concurrent admissions program with three Valley community colleges and through UC summer session courses at UC Merced centers in Fresno, Bakersfield and Atwater.

Opening Majors for 2005-2006

- Computer Science and Engineering, BS
- Environmental Engineering, BS
- Biological Sciences, BS
- Earth Systems Sciences, BS
- Social and Behavioral Sciences, BS
- World Cultures and History, BA

TRANSFORMING LOCAL COMMUNITIES (TLC)

2025 Westwind Drive, Suite 5

(661) 334-4850 FAX (661) 334-4855

TLC is a small business devoted to providing high quality training and consulting services to school, public and private non-profit agencies, businesses, and community partnerships. TLC opened its door in 1997. They employ a talented staff of researchers and professionals to provide the highest level of service to clients.

VALLEY DECAL

300 N. Union Ave

(661) 327-2041 FAX (661) 327-1412

Valley Decal has been a family owned business since 1962. It was first managed by Bill & Fran Fidler and their daughters. Their youngest daughter Janice and her husband Ed now own and manage the business with the same great family values.

BE A MEMBER

(661) 633-5495

FARMERS INSURANCE GROUP, CELIA TORRES

550 Ming Avenue, Suite 370

(661) 364-3239 FAX (661) 831-7833

One stop shopping saves time

The Farmers Insurance Group Companies offer a wide range of products and services, which means we can provide you with an array of various insurance products and related services. From auto insurance to college loans, we provide the solutions.

Farmers Gets You Right Back Where You Belong

In the event of a loss, you can count on Farmers', outstanding Claims Department, seven days a week. We provide you with access to our 24- Hour toll- free Help Point Line (800- Help Point or 800-435-7764). Our commitment is that "Farmers Gets You Right Back Where You Belong." This is more than just a promise; it is they essence of why people select Farmers'.

One agency to handle your insurance needs

Our goal is to earn your trust, building a long-term relationship so that you'll feel comfortable putting all your insurance needs with Farmers. This has proved to be the best way to provide timely, quality service to you.

Annual reviews keep your coverage current

As a customer, you will receive a Farmers' Friendly Review annually. Our plan is to assist you in evaluating your protection so that it stays current with your needs. Please do this in person or on the phone, whichever is easiest for you.

Products and Services offered:

Automobile

Homeowners

Life Insurance

Boat Owners

Commercial Packages

Umbrella Liability

Value-Added Services ... and more

H & E LOPEZ INC.

910 Chester Ave

(661) 334-1040 FAX (661) 334-1046

H & E Lopez Inc., opened its doors on May 1, 2001. They specialize in the preparation of individual, small business, partnerships and corporation income tax returns. They also handle bookkeeping for businesses. ♦

Tapping-in to the Hispanic Market Begins with the Annual Hispanic Consumer Trade Show

Even if you're the most skeptical business owner, you can't deny that an opportunity to reach several thousand potential customers in only a few short hours is ideal.

With attendance averaging about 5,000 in years past, the Hispanic Consumer Trade Show is an opportunity to reach potential customers you may never have contacted before. Take this opportunity and be a part of the Hispanic Consumer Trade Show, Sunday, August 22 at the Kern County Fairgrounds from 12 – 5 pm.

Unlike many other trade shows, the Hispanic Consumer Trade Show is developed and offered at a time when many families are eager to come - after church on a Sunday afternoon. It is a family event complete with food, a kid's corner, and live entertainment.

This year's theme, "Live the American Dream," is sure to attract a good size crowd as admission and parking is free and workshops are being offered for free in Spanish/English about Steps to Purchasing a Home, Legal Issues for Business Owners, and the Truth about Banking and Finances.

Businesses who want to showcase various aspects of home ownership, financing, vehicle purchasing, real estate, clothing, and any product or service that makes "Living the American Dream" a reality should be there. Of course families need to purchase all types of goods, products, and services in order to live; which is why your company should make it a point to be at this event.

According to data provided by Univision from the 2003-2004 Nielsen Universe Estimates, Bakersfield is the 30th largest Hispanic Market in the nation with 33.5% of the population being Hispanic. This means that it is not just the outlying areas of Shafter, Wasco, Arvin, and Lamont that are largely Hispanic; one-third of the population in Bakersfield is Hispanic.

That's one-third of the population in Bakersfield alone that your business may not be reaching. The Hispanic Consumer Trade Show is your opportunity to change that. Obtain more information about how you can be a part of this event by calling (661) 336-6648. ♦

This year's theme:

Live the American Dream

Serenata 2004

"Uniting for Tomorrow's Leaders"



Saturday, August 21st

No Host Cocktails 6:00 pm

Dinner and Program 8:00pm

*Keynote Speaker: Dr. Horace Mitchell, President
California State University Bakersfield*

Dancing 9:00pm

Doubletree Hotel

3100 Camino del Rio Court

RSVP: (661) 496-5565

\$60 per person

Proud Members

Thank you for renewing your membership!

Bakersfield Museum of Art

Commercial Trade Bureau

Employers Solutions Group

Law Office of Sheri Connelly Vining

Mid-State Development Corporation

Mission Bank

KCHCC Sponsors



AUGUST MIXER

August 11, 2004 5:30-7:30pm

AmeriPride Uniforms • 335 Washington Street • Near Hwy 58

\$3 members - \$5 non-members

KCHCC

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