

the

Hispanic Network



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

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PRESIDENT'S MESSAGE

Dear Members and Friends,

December 2004 has finally arrived and I must say that I have felt a true sense of pride in serving you and representing the Kern County Hispanic Chamber of Commerce as this year's president.

As I look back, the journey has been one of peaks and valleys and the rewards and successes have made it a wonderful and memorable experience. To the countless friendships that were developed, they will always remain close to my heart.

I must thank our sponsors: Wells Fargo Bank, State Farm Insurance, KGET-TV & KKEY Telemundo, CitiBank, SBC, Univision, and Advance Beverage Budweiser. Without your help and support we would not have been able to make it happen.

To the board members, the staff, the committee chairs, and the numerous volunteers and those who were always there and gave of their time and support, I especially thank you.

To you, our membership, you are the Chamber of Kern County.

Congratulations to 2005 President-Elect Elva Lopez and her newly elected board members. With a mixture of a few veteran board members and what I call "the new blood," the group will meet on January 8, 2005 for their strategic planning session to lay out the ground work that will lead the Chamber and its membership into a new year - one of fresh ideas, ventures, providing more services to our membership, and striving to better serve our community.



In the upcoming year the KCHCC will mark an important milestone that will have a positive impact for the Hispanic business community in Kern County. This year is its 20th Anniversary. The Chamber will celebrate its rich history and its many accomplishments by bringing many marketing opportunities to our sponsors and membership.

I encourage all of you who are willing - step forward and choose to make a difference in our Chamber and our community.

I will close by saying that the Lord has blessed many of us and our families. This Holiday Season, I ask that you remember those less fortunate families and children in our community. Greet every friend and every stranger with a smile and a Merry Christmas. ♦

Sinceramente, Tony Martinez, President

Calendar of Events

DECEMBER MIXER:

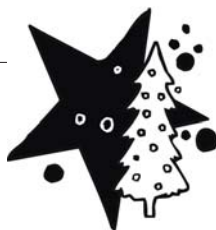
December 9 5:30-9:30pm

Law Offices of Young & Nichols
1901 Truxtun Ave
RSVP...861-7911

Bring an unwrapped sports ball....Basketball, football, soccer ball, etc...to donate

December 24 Open until Noon

December 31 Open until Noon



Merry Christmas

from your friends at the
Kern County Hispanic Chamber of Commerce

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.

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1/2 Page \$75 • Full Page \$100

Flyer Inserts \$100

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

Executive Officers

President - Tony Martinez

President Elect - Elva Lopez

Vice President - Steve Gutierrez Jr

Secretary - Anne Cervantes

Treasurer - Hector Garcia

Past President - Chris Bernal

Board of Directors

Fernando Aguirre

iKnowTechnology, Inc.

Jan Bans - SBC

Domingo Camarano - TELACU

Salvador Cervantes - Telemundo

Frank Dominguez - B.PI.C

Fran Florez

Florez & Florez Consulting

Art Hernandez - Budget Blinds

Ramona Herrera

State Farm Insurance

Connie Hinojos

All American Mortgage

David Leon

Law Office of David F. Leon

Shelly Maurer

Clifford & Brown APC

Delores Neira - Neira & Neira

Organizational Development &
Training

Elsa Onsurez - Citibank Group

Charlie Rodriguez

River & WIne

Cecelia Sebesta

Fidelity National Title

Administrative Staff

Lou Gomez - Executive Director

Andrea Dominguez

Office Administrator



For Those Not "In the Know" What Happened on November 2nd?

by Hilary Whitcomb, Public Affairs Specialist, State Farm

This month at the Hispanic Chamber Government Relations meeting, we discussed the November 2nd election results in depth with Gene Tackett of Consulting Services. Mr. Tackett gave his perspective on the many questions committee members had on a range of topics – from the presidential election to Bakersfield City School District elections.

In regards to the Presidential election, Mr. Tackett discussed some very interesting demographics that influenced the outcome. According to Mr. Tackett, Senator Kerry, a Catholic, did not carry the Catholic vote, nor did he carry the Hispanic vote. He hypothesizes that this may be because of concerns over his beliefs and values.

Mr. Tackett also discussed the huge voter turn out this year, which is wonderful. There was a dramatic increase in voters between the ages of 18 and 35, and Senator Kerry carried that segment of the population with 55% of that age group voting for him. In the 60 and over age group, there was also an increased turn-out with the majority of that group voting for President Bush.

Mr. Tackett also shared his opinion that the Republican campaign was run better than the Democratic campaign because the Republicans decided early-on that they needed to increase their voter margin to 51% from the 49% received in the 2000 election. Once they had made that a goal, Mr. Tackett advised that they determined how to get their party-base out and then increase that turnout by at least 2%. Mr. Tackett, as a long time political observer, has never seen more Republican voters turn out in an election than this one.

Another interesting insight that Mr. Tackett shared was that since President Kennedy served, every President has been from the South (Presidents Johnson, Carter, Bush Sr., Clinton, and our current Bush) or from Southern California (Reagan and Nixon).

In turning to more local issues, Mr. Tackett reviewed the Bakersfield City School Board elections, the Kern County High School elections, and the 30th Assembly District election. In terms of the 30th Assembly District, he commented that in comparing the 2002 Parra/Gardner election to the 2004 election there were some notable differences. For example, in 2002, Assembly Member Parra only carried Kern County, but this year she carried Tulare, Kings and Kern counties. A similarity between the 2002 and 2004 elections was that in both of these elections the majority of Assembly Member Parra's winning margin came from Kern County (she carried Kern with 7,689 votes this year). An interesting tidbit about this particular race was that, according to Mr. Tackett, many political observers feel that when everything comes out in campaign funding, the 2004 Parra/Gardner race will have cost over \$6 million dollars.

Want to know more about government and how it affects you, your job, your business, or your lifestyle? Well then, come to January's Governmental Relations Committee meeting and learn about government and you! ♦



Reflecting on 2004:

Presidential Goals and Chamber Accomplishments

When Tony Martinez assumed the position of President of the Hispanic Chamber for 2004, he had specific goals he wanted to see accomplished during his tenure, and the Chamber attained many of them.

One of these goals was to bring in \$100,000 of external grant money into the Chamber, which had never been done before. This was accomplished by the Chamber through the receipt of the Wells Fargo Grant which the Chamber received to provide technical assistance to Spanish-speaking entrepreneurs.

He also wanted to see increased communications with sponsors and the membership in order to keep them informed of activities in a timely manner. Through the development of a membership e-mail database, this was accomplished. He also participated in "one-on-one" meetings with members to listen to concerns and needs.

Another goal was to reach out to the "Mom & Pop" small businesses in our community. This was accomplished through the offerings of the Wells Fargo Grant and the CitiBank Grant which the Chamber received to assist small businesses and individuals in their dreams of becoming business owners and members of the KCHCC.

Mr. Martinez also hoped to build the KCHCC membership from its 350 member businesses to 500 members. To date, we are at about 420 total Chamber member businesses. With a few additional memberships yet to go, the Chamber is well on their way to thier growth goal.

Additional items attained this year: Together with the help of SBC and PG&E, the Chamber has replaced outdated computer technology in the offices by replacing computers and developing a Microsoft Access program.

The Chamber is also launching a new website which will be up and running before the end of the year. In addition, Mr. Martinez brought a college component (students) onto the Board of Directors to contribute fresh ideas on business development.

When others think about Mr. Martinez and the work he has done as President for the Chamber this past year, they say: "He's passionate about the Chamber and serving the membership," commented Chris Bernal, one of the Board of Directors.

Mimi Audelo, Co-Chairperson for the 2004 Hispanic Consumer Trade Show says, "He's very easy to work with and open to change and new ideas. He's such a hard worker and has stayed involved with the Chamber activities."

Debbie Rodriguez, Chairperson for the Marketing and Public Relations committee shares, "It's been an honor working with him. Tony has the Chamber's best interests at heart and wants to work to make it stronger. I have appreciated his presidency." ♦

★ THE CHRISTMAS PARTY OF THE YEAR!

Everyone is welcome...
Annual Hispanic Chamber Christmas party and mixer hosted by the Law Offices of Young and Nichols on December 9 at 5:30pm at their offices at 1901 Truxtun Avenue.

We are asking for those attending to bring an unwrapped sports ball such as a basketball, football, soccer ball, etc. to this event to be given away by the Chamber to a school to be determined.

THE DIFFERENCE YOU CAN MAKE
 MAKES A DIFFERENCE TO US.
 WE LIVE WHERE YOU LIVE.

We're looking for people who want to make a difference. People who have a deep commitment to community and a desire to understand their customers and help them meet their insurance and financial needs. After all, that's what being a good neighbor is all about.



Take a look at becoming a State Farm agent.
 Mail or fax a resume to:
 Vivienne Stanford • Human Resources
 900 Old River Road • Bakersfield, CA 93311
 Fax: (661) 663-2619

LIKE A GOOD NEIGHBOR  STATE FARM IS THERE®

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RADIO CAMPESINA NETWORK LAUNCHES NEW RADIO FORMAT TARGETING YOUNG LATINOS IN KERN COUNTY

KBDS PLAY 103.9 FM “Blazin’ Hip-hop and R&B” is expected to be an instant hit among Kern County’s vast and lucrative Hispanic youth with broad general market crossover appeal as well.

The station went on the air with its new format on Friday, November 19th which, until then, had been simulcasting La Campesina’s Regional Mexican format.

“Play 1039” will primarily target what has been labeled Generation Ñ (Hispanic Teens) with a blend of Hip hop and R&B with a Latin feel.

The weekday morning-drive program will be hosted by Mingo, a well known on-air personality and his sidekick “Dirty Sanchez.”

The Radio Campesina Network was founded by Cesar Chavez, the driving force behind the established United Farm Workers of America. They currently operate eight radio stations in three states under the direction of Anthony Chavez and boast the largest listening audience of farm workers in the country.

For more information, please contact Arnulfo Rivas, General Manager, KMYX 92.5 FM – Radio Campesina and KBDS 103.9 FM – Play at (661) 837-0745 ext: 150. ♦



CSUB Extended University Partners with Hispanic Chamber to Offer Business Management Courses

by Debbie Rodriguez, Committee Chair

Lou Gomez, Executive Director for the Chamber, has been working with CSUB’s Extended University to bring-in needed educational courses for our local businesses.

At the November 18th General Membership meeting, he announced, along with CSUB Extended University representatives, a new certificate program that will begin being offered to businesses in the Spring, at a discounted rate to Hispanic Chamber members.

The Certificate Program is composed of three fifty-hour courses that are each completed in 15 weeks and cover management skills, business planning, and supervisory skills.

Series one is an introduction to management for entry-level supervisors, managers, and new business owners. Series two covers more in-depth managerial skills. Series three involves upper-level management issues and training for corporate leaders and executives.

The courses were designed from a focus group formed by Mr. Gomez that included twelve business owners and professionals who shared what small business needs are. CSUB Representatives worked diligently to coordinate and produce an educational package to fit the needs identified.

The entire program will be available to the public at a cost of \$1195, and Hispanic Chamber members will receive a discounted cost of \$995. Each separate three-

hour class can also be taken for a fee of \$89 each. These courses are comparable to management courses currently offered by Pepperdine University.

For more information or to register for these courses, please call the Chamber offices at 633-5495 or call Kelly Baird with CSUB at 664-2427. ♦



Looking to Volunteer?

by Debbie Rodriguez, Committee Chair

Your Hispanic Chamber Wants You!

This coming year, 2005, marks the 20th Anniversary of the Kern County Hispanic Chamber of Commerce, and you could contribute to making it a celebration of excellent service to the business community.

There are numerous opportunities available for you to serve the local business community and promote your own company by serving as a member on one of the many committees with the Hispanic Chamber.

The Hispanic Chamber holds numerous events, workshops, and partnerships that you could support through volunteering your time and energy. For more information call the Chamber office at 661 633-5495.

"Open Enrollment" for Public Relations Committee

by Debbie Rodriguez, Committee Chair

If you have a talent or ability to write stories and articles and would like the opportunity to have your work printed with the leading Hispanic business organization in Kern County, we should talk.

The Marketing and Public Relations Committee of the Hispanic Chamber is now accepting new committee members for the 2005 year. One of the strongest means of marketing your skills, talents, and abilities is by volunteering with community groups such as the Hispanic Chamber.

Not only do you get public exposure of your abilities, but your company also gets recognition in your story bi-lines, and you are helping to support businesses, especially within the Hispanic Community. For more information about how you can take advantage of this unique opportunity, call Debbie Rodriguez at 661.336.6671. ♦

KCHCC Announces New Officers and Board

Congratulations are in order for the new Board Members and Officers announced at the November General Membership meeting.

Frank Dominguez, Consultant, will serve as President-Elect for the 2005 year, Shelly Maurer from the Law Offices of Clifford and Brown, will hold the position of Vice-President of the Chamber, Jan Bans from SBC will serve as Secretary, and Hector Garcia of Wells Fargo will hold the position of Treasurer.

Serving on the Board of Directors for a two-year term will be Chris Bernal of Chris Bernal Tax and Accounting Service, Charlie Rodriguez of Charlie's Meats and Catering, Mayor of Shafter Fran Florez, and Mark Olague from Bank of the Sierra.

Serving on the Board of Directors for a one-year term is Fernando Aguirre of iKnow Technology, Inc., Anne Cervantes, and Julian Ramirez of Target Distribution Center.

Incoming President Elva Lopez, Field Representative for Senator Dean Florez, welcomed these individuals as she announced the theme for 2005, the 20th Anniversary of the Kern County Hispanic Chamber of Commerce: Celebrating 20 Years of Excellence. ♦



HALL COMMERCIAL VEHICLE SERVICE

HALL COMMERCIAL VEHICLE SERVICE is a full service automotive gas and diesel repair facility. They welcome outside customers and fleets.

Hall Commercial was established over 25 years ago and has serviced and maintained the Hall Ambulance fleet. These are emergency vehicles that require top notch technicians.

Hall Commercial has the staff and facilities to provide you the customer, with a full range of automotive repairs. Hall Commercial is a one stop service center and specializes in Ford Power Stroke Diesel engines.

Hall Commercial is an ASE certified automotive shop that can provide you the customer with a full range of automotive services and repairs at a reasonable cost.

Shop manager Gary Spangle and his staff would like to assist you in your automotive repair needs. They are located on East Truxtun and South Robinson and can be reached at (661) 323-4306. ♦



Fred Bernal, Gary Spangle (shop manager) and Hank Blair

Welcome New Members

**BRIAN WARGO AGENCY,
STATE FARM INSURANCE**
9530 Hageman Road., Suite G
(661) 588-6070 FAX (1661) 588-6073

The Brian Wargo Agency opened in 2004 and is focused on providing the broad range of insurance and financial services necessary to protect the dreams of Bakersfield area families. From auto, home, life and health to business and retirement planning we are here to take away the worries of life. With 21 years of combined experience with State Farm, my team is here to help.

RIVER AND WINE
2800 River Blvd
(661) 631-0875 FAX (661) 631-0897

River and Wine opened its doors to the public in October 2004. This supermarket is unlike a typical supermarket in that one third of the store is dedicated to wine retailing. Our goal is to provide you with the ideal wine for your meal, special occasion, or just to satisfy your palate. We also carry fresh produce, meat, and groceries at some of the most competitive prices in town. River and Wine provides all this for you by a crew dedicated to serving you and making your shopping experience most pleasant.

LAMAR OUTDOOR ADVERTISING
3737 Alken Street
(661) 588-6535 FAX (661) 588-6544

Lamar Advertising is one of the largest and most experienced owners and operators of outdoor advertising structures in the United States. Lamar Advertising was founded in 1902. Currently, Lamar operates more than 149,000 billboards and more than 97,500 logo sign displays across the country. Logo signs are signs located near highways exits that deliver brand name information on available gas, food, lodging and camping services, among many others. ♦



Proud Members

Thank you for renewing your membership!

American Heart Association
Tomas A. Arciniega
Bakersfield Weight Control Medical Clinic
Chevron Valley Credit Union
Chicago Title
Clifford & Brown APC
Coldwell Banker Preferred,
Realtors-Carlos Sanchez
Doubletree Hotel
Fidelity National Title
Girls Scouts-Joshua Tree Council
Maggie Gomez
Good Ol'Boys Muffler & Automotive Service
Greenlawn Mortuaries
Gregory A. Stainer M.D.
Haddad Dodge/Kia
Hall Ambulance Service Inc.
Holiday Inn Select Convention Center
Houchin Community Blood Bank
Icon Construction Company
In-N-Out Burger
Jose M. Soto M.D.
Kern Schools Federal Credit Union
La Rosa
Law Offices of Sylvia Lopez
Ordiz-Melby Architects, Inc.
Orion Payment Systems
San Joaquin Bank
Santa Cruz Realty
SMG Inc.
Southwest Urgent Care
The Law Offices of Young Wooldridge
Union Bank of California

BE A MEMBER
(661) 633-5495

Univision Announces New Local Cable Broadcast



Univision was pleased to host a kick-off and celebration party on Thursday, November 18, 2004, to announce the addition of their television station Telefutera to cable service.

This station, KBTF caters to the younger Hispanic Market and has much sports coverage on it.

“This announcement is great for the community who will now have access to this programming on cable television,” stated Rick Schwartz, General Sales Manager.

“Telefutera has taken over in many of the Hispanic markets as number two behind Univision nationally.”

It also means that businesses are now able to advertise locally on Telefutera which is good news for companies looking to reach out to the younger Hispanic Market to sell their products or services.

For more information about this new local broadcast, contact the Univision office at 324-0031. ♦

UNIVISION BAKERSFIELD: New Home to General Sales Manager

He came from New York to our town, and Univision is pleased to have new General Sales Manager Rick Schwartz on board.

Mr. Schwartz joined the team in Bakersfield in April and left his home in Port Washington, New York, to accept his current position with Univision as General Sales Manager. He is married to his wife Maxine and has two children, Shaina 17 and Carly 9.

“New York is definitely much colder in the winter, but there is nothing that is there that we don’t have here,” Schwartz says.

When asked how he felt about the move, Mr. Schwartz commented, “Bakersfield has been great; it’s a great town. People here are very accepting and have welcomed me with open arms.”

His goals for the local office are to be the best sales team in the market by building good community relationships, proving to be consultants who will partner with clients to help them come up with the best advertising campaign overall. The station, in general, is working to do their best to serve the community.

“Univision wants the local Hispanic community to know that we are there for them because we are doing positive

things that support the community. We want them to know that they have a champion out there that is working for them and is involved,” Mr. Schwartz explained.

One example of the difference they are making in the community is the recent voter campaign they ran with the Law Offices of Verdin and Bracken called, “Make Your Vote Count”. They ran six to seven events to register voters and made frequent, “Get out the Vote” reminders. They were able to register almost 200 people from their efforts.

They also had special editions of Bakersfield al Dia where KABE Director of Community Affairs, Maria Hernandez hosted a series of non-partisan election programs. This local weekend broadcast talks about community issues, events, and services affecting individuals in Bakersfield and all over Kern County.

The vision of Univision for 2005 is to be out in the community and increase their presence, applying what they bring to the table as the number one watched Spanish television station. They are pleased to be a sponsor of the Kern Hispanic Chamber of Commerce.

According to recent ratings, Univision is the number one Spanish newscast in the market. ♦



Happy New Year
Kern County Hispanic Chamber of Commerce
"Celebrating 20 years of Excellence"

KCHCC Sponsors



*Happy Holidays and
A Happy New Year!*



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