

the

Hispanic Network



www.kernhispanicchamber.com or kchcc.org • January 2005

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HISPANIC
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2005 PRESIDENT'S MESSAGE

Eloa Lopez



Dear Members and Friends,

I look forward to being your 2005 Kern County Hispanic Chamber of Commerce President and to having the opportunity to work with and to lead the new Board Members to higher grounds and more successes.

However, let me start by thanking all of the former Board Members for all of their contributions to the KCHCC. Each of them made sacrifices by contributing countless hours of their time attending board meetings, fund raisers, mixers, and promoting the Chamber.

I wish the best for everyone, and look forward to their continued support as they share their knowledge with members of the several committees that have now been formed for the upcoming year. Special thanks to Tony Martinez, our past president, for his leadership and passion in leading the KCHCC to where it is now. He leaves me with big shoes to fill, but I know that I can count on his help and support to continue our mission.

2005

Calendar of Events

JANUARY MIXER:

January 12 4:30-6:30pm

State Farm Insurance

900 Old River Blvd.

\$3 Members - \$5 Non-members

January 17 Office Closed

Martin Luther King Jr. Day

JANUARY WORKSHOP:

January 20 11:30-1:00pm

2005 Employment Law Update

Holiday Inn Select

\$15 Members, \$20 Non-members

(Includes Lunch)

RSVP 633-5495

January 20 7:30 am

Government Relations

Jungle Cafe - 700 Truxtun

Speaker: TBA

I'd like to welcome the 2005 Board of Directors, and I look forward to working with you. The Chamber is especially blessed this year because our Board consists of several past presidents who also have a passion in continuing the Chamber's good work.

This year, 2005, marks a milestone for the KCHCC as we begin the celebration of the Chamber's 20th Anniversary.

For those members who have been with us since the inception of the Chamber, "Thank you," for having the vision and mission of helping those families who had the dream of owning their own business. It is because of you that we are here today.

I would also like to thank our Executive Director, Lou Gomez, and our Administrative Staff members Andrea Dominguez and Sara Pacheco for all of their hard work in carrying out the day-to-day functions that make the Chamber a success.

Finally, in a few days, the newly-elected Board Members and Committee Chairs will be coming together for our strategic planning session for 2005. At this meeting, we will begin to set goals for the upcoming year and lay the ground work for how we will accomplish them. I look forward to sharing these goals at the Chamber's 20th Anniversary Installation and Awards Dinner on February 5th, 2005, at the Doubletree Hotel.

Let me close by saying thank you to our sponsors who have graciously given and contributed to our successes and to the membership, "You are 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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Advertising Rates (per issue)

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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 Elva Lopez
President Elect Frank Dominguez
Vice President Shelly Maurer
Secretary Jan Bans
Treasurer Hector Garcia
Past President Tony Martinez

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Administrative Staff

Lou Gomez
Executive Director

Andrea Dominguez
Office Administrator

Sara Pacheco - Receptionist



Government Relations Committee Delivers in 2004

Imagine sitting down for coffee and some breakfast with some of our most prominent leaders locally and in the State and Country to “chat” about the issues. You can do more than just imagine this happening by attending the Hispanic Chamber’s Government Relations meetings – you can experience it.

In 2004, this committee connected attendees with the leaders and provided a forum to discuss and learn about the issues and various perspectives on them:

- Senator Dean Florez joined the committee on February 6th and discussed the hot topics at the time: the new governor and worker’s compensation reform.
- Mayor of Bakersfield, Harvey Hall, spoke on March 18th about local issues such as the high speed rail system, the new ice rink, a freeway master plan, residential development, and other traffic and city issues.
- On April 15th, Assistant Bakersfield Chief of Police Bill Rector spoke on the City’s budget, new substations, the problem of false alarms, and the need for more minority police recruits.
- Bob Stine from Tejon Ranch shared the vision and plans of his company on May 20th which affects Kern County’s economy and landscape.
- Patrick Collins from the Kern Economic Development Corp talked about a new grant they received to provide intensive support to eight to ten small businesses at the July meeting.
- Assembly Member Nicole Parra joined the group in August to discuss the need for venture capital investors in Kern County and other economic development strategies.
- Senator Roy Ashburn stopped-in on September 16th to talk about jobs and business in California.
- A representative from the Kern County Superintendent of Schools joined the group in October to talk about the Kern High School District Bond measure that was in fact passed by voters on November 2nd.
- Political consultant, Gene Tackett, shared his views on the November election and why the results yielded what they did.

Darrell Feliz chaired this committee for 2004 and he, along with Lou Gomez, Executive Director of the Chamber, helped you to connect with the people and issues that affect our lives.

If you want to be engaged and informed, you need to attend the monthly government relations meetings in 2005. Check our website and newsletter about dates and times. ♦

**Next Government Relations Meeting
January 20, 2005 • Jungle Cafe • 7:30 am**



Hispanic Chamber Celebrates 2005 and 20 Years of Excellence

It all started in 1985, when a small group of dedicated Hispanic business leaders recognized both the enormous potential of the Hispanic business community in Kern County and the need for an organization to represent its interests in the public and private sector.

Now, 20 years later, the Kern County Hispanic Chamber of Commerce is the leading Hispanic Business organization in Kern County.

With over 400 members, the Chamber represents over 220,000 Hispanics, and is comprised of a cross-section of professionals and business people, who in turn represent large corporations as well as small businesses.

Our goal is to promote Hispanic and minority-owned businesses, and those that cater to, or employ Hispanics by being active and visible in the community and by raising the level of awareness of our member's needs in the business community.

We are affiliated with the California and United States Hispanic Chambers of Commerce.

This year marks our 20 Year Anniversary, and our theme will be, "Celebrating 20 Years of Excellence," in our community. We look forward to sharing this celebration with you, our members, and hope to welcome new businesses to join our organization.

Thank you for being a part of our family

Our Mission

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

Our Vision

"The vision of the KCHCC is to create innovative and influential business programs that will promote Hispanic Business and economic development at the local, state, national, and international level."

Our Purpose

The Kern County Hispanic Chamber of Commerce is an organization with the overall goal of promoting improvement in the quality of life of the Hispanic community.

Our Values

Fulfillment of the Kern County Hispanic Chamber of Commerce's Vision and Mission demands that fundamental values are ingrained into our daily interactions with each other, the community partners we interact with, and the communities that we live in.

- Honesty: Making our word bond.
- Integrity: Doing what we say we are going to do.
- Respect: Equal and fair treatment and opportunities for all chamber members.
- Excellence: Continually improving the Chamber's processes.
- Belief in people: Valuing each other's opinions through active listening, asking to understand the views of others to ensure effective communications.
- Bias for action: Stay focused on issues, defining monitoring, and achieving agreed upon actions, goals, and targets. Making timely decisions, and being optimistic!
- Being accountable to each other: Supporting group decisions. Doing what's right for the Chamber's membership.
- Valuing diversity: Creating an inclusive environment/culture where difference, diverse perspectives, and every ones input is valued and encouraged. ♦

"Be sure you are complying with the laws that will affect your business in 2005"

WORKSHOP

RSVP
633-5495



2005 EMPLOYMENT LAW UPDATE

Thursday, January 20, 2005 ■ 11:30 am - 1:00 pm

HOLIDAY INN SELECT

\$15 members ■ \$20 non-members - includes lunch

Guest Speaker: Attorney Dan Klingenberg

(Law Office of Hogan & Klingenberg)

CHAMBER LAUNCHES NEW WEBSITE

By Debbie Rodriguez, Marketing and Public Relations Chair

If you haven't visited the Chamber's website recently, you will be pleasantly surprised the next time that you do. In early December, the Chamber converted over to a new and improved website for our members and guests.

"The Chamber is doing so many different things for their members that I wanted to really be able to tell the community what is going on," stated Debbie Rodriguez, Chairperson for the Marketing and Public Relations Committee with the Chamber. "I knew that our website was vital in accomplishing this goal, and that is why I wanted to see some changes."

After a few meetings and much hard work, the Chamber's webmaster, Eduardo Areñas from DiVinci Factory, revised the website with this new look. "It is better than I could have even imagined," commented Mrs. Rodriguez.

The front page of the website features a top article and picture of the most recent events and activities that

the Chamber is involved with, so that you are sure to stay in touch with current Chamber activities.

The Chamber is proud of our sponsors and has their logos flashing at the top and side of our front page.

It also features articles of interest about our local Hispanic community, as well as issues affecting our member businesses at the state and national level.

Featured also will be pictures and articles from Ribbon-cuttings, mixers, workshops, government relations meetings, and the many events that the Chamber hosts or participates in throughout the year.

Any changes in dates or with activities can also be found on the Chamber website.

Of course, you can also find our member businesses listed as well as: newsletters, employment issues, information about joining the Chamber, the Chamber's Board of Directors, upcoming calendar events, and view new members listed on the website. ♦

Spanish Workshops start January 22

Chamber Offers Next Spanish Business Series

The next class in Spanish on, "How to Start Your Own Business," will begin Saturday, January 22, 2005, and is offered by way of a grant received from Wells Fargo almost a year ago to provide technical assistance to Spanish-speaking entrepreneurs.

The five week workshop series has been extended to six weeks in order to cover all the important aspects of owning and operating a business.

The class will be held for six consecutive Saturdays, but the location has not yet been confirmed.

It will include an introduction to business, a workbook on writing a business plan, training on tracking revenues and expenses, information about marketing, a segment on payroll taxes, and information on licenses and permits required.

There will be a nominal fee of \$35 per person for individuals to attend. If you or someone you know is interested in participating in these classes, please contact the Chamber at 661-633-5495 for more information. ♦

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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

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The Kern County Hispanic Chamber of Commerce welcomes new President Elva Lopez

Each year, the Chamber's leadership baton is passed-on to a new president. This president is elected by the voting members of the Chamber, having demonstrated commitment and drive to promote the mission and values of the Kern County Hispanic Chamber of Commerce.

Effective January 1, 2005, Elva Lopez will take the reigns as President. Here is some information about the Chamber's new leader:

Her Childhood

Elva Lopez was born the daughter of hard-working migrant parents, in LaPorte, Indiana. As a child, she grew up in Corpus Christi, Texas, and relocated as a teenager with her family to settle in Bakersfield, California.

Her Family

Elva is the mother of two daughters: Stephanie, who currently lives and works in Houston, Texas, and 15 year-old Brittanie, who attends Centennial High School.

Her Profession

Elva is a Field Representative for California State Senator Dean Florez, 16th District, working from the Bakersfield District Office.

Her Experience with the Chamber

Joining the Kern County Hispanic Chamber of Commerce in 1998, Elva immediately became an active board member. Having served as a Kern County Hispanic Chamber board member for the past 4 years, Elva was elected Executive Board Secretary in 2001, and she was later elected to serve as Vice-President of the Chamber in 2003. Elva has served on several Chamber committees and chaired 3 past successful Chamber Menudo Cook-Off events. In 2003, at the California Hispanic Chambers of Commerce's 24th Annual State Convention and Business Expo in San Diego, she was among 20 California Latinas honored at a Latina Recognition Luncheon. In 2003, Elva was also elected as the 2004 President-Elect of the KCHCC.

Her Commitment to Serve

Elva's commitment to Kern County communities, businesses, and residents is demonstrated through her active involvement on local community boards and community committees. Elva is a member of the California State Hispanic Chamber of Commerce Legislative Committee and attends quarterly state meetings and state Chamber functions. Other community board involvements include: Latina Leaders of Kern County, Goodwill Industries of Southern Central California, a Democratic Central Committee delegate and recently elected to be the Vice-President of Democratic Women of Kern.

Her Dedication as President

Elva will work hard to pursue the Chamber's Vision and Mission which will further enhance and promote the Kern County Hispanic Chamber of Commerce to the membership and the community. ♦



Great News for Farm Workers and their Dependents

New Job Readiness Training helps field workers seeking more from their employment
by Debbie Rodriguez

Starting January 10, 2005, Career Services Center will be offering specialized Job Readiness Training for farm workers and their dependents that will enable them to advance their careers into other industries.

The training will last for four days, six hours per day, and is offered at no-cost to farm workers and their dependents. It is funded through a grant from the Department of Labor.

The class will cover issues such as keys to success on the job, interviewing tips and resumes, how to use computers and e-mail, and how to use the internet to look for jobs as well as other life functions such as wiring funds to family and scheduling travel. It will also cover English vocabulary in the workplace – words you need to know.

Interested individuals may also want to consider entering extensive training such as to become a mechanic, welder, certified nursing assistant, medical office worker, or working in business services.

All of these services are offered at no-cost to individuals who qualify. Basic eligibility requirements include legal right-to-work status, being a resident of Kern County, and meeting selective service requirements.

Interested individuals call (661) 336-6820 for more information or visit their nearest Career Services Center. Call 325-HIRE for the location nearest you. Classes and extensive training opportunities are limited entry. ♦

WELCOME NEW MEMBERS

CASA DE JAVA, DANIEL MARTINEZ
2105 Edison Hwys P-24 A
(661) 805-0539

Casa de Java was founded in 2002. We provide espresso, cappuccino, cafe latte and latino mocha and are a full service Espresso Bar to provide all your coffee needs. Casa de Java also provides service to any events; meetings, parties, conventions and fairs. We also make smoothies with 100% fruit with vitamins and minerals ... "a meal in a cup".

CELESTE GARCIA, REALTOR
501 Montclair Street
(661) 863-0530 FAX (661) 327-2439

Celeste Garcia has been a Realtor since 1995. She has experience in resale and new construction. "I believe my knowledge in Real Estate and as an Account Executive for local Spanish radio helps me to provide a better service and marketing". She has worked for Re/Max Golden Empire for 4 years. In recognition of the Prescribed Course in Real Estate Proficence and Ethics she holds a certificate from Graduate Realtor Institute (GRI). Quality Service Certified.

MI CASA OF BAKERSFIELD
(661) 393-9040 FAX (661) 393-9044
www.micasa.com

Mi Casa magazine is the premier provider of housing information to the Spanish speaking community. Featuring local listings of real estate professionals, mortgage lenders and home builders.

SOUTH KERN CEMETERY DISTRICT / ARVIN
15543 South Vineland Road
(661) 845-2540 FAX (661) 845-3861

The Cemetery was founded in 1960. We are a public Cemetery with 11.5 acres. Our district covers Arvin, Lamont, Frazier Park and some parts of Bakersfield. We provide families with an options to pre-plan their Cemetery property and at-need burials. Risto Rubio is the third manager since the Cemetery opened in 1960. ♦

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HISPANIC CHAMBER MEMBER
(661) 633-5495**

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Kern High School District
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Leonard Perez MD
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Oasis Air Conditioning
Premier Management Company
PrintShack
Re/Max New Generation
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W.A. Thompson, Inc.
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McDonald's Raises \$11,000 for Bakersfield Schools

During the week of Oct. 18, 2004 Bakersfield-area schools partnered with their local McDonald's restaurant to raise funds for local educational programs. This was part of McDonald's McTeacher's Night, a fundraising effort in Bakersfield, where McDonald's collectively raised over \$11,015 for local schools. Combined with last two year's efforts, the Bakersfield McDonald's restaurants have raised over \$20,000 for local schools.

"It was inspiring to see parents, teachers, school administrators and community members rally for such a worthy cause," said Jim Ramsey, local McDonald's owner/operator. "McDonald's was thrilled to sponsor this event to help provide needed resources for our local schools."

Each participating school's principal and teachers "worked" at their local McDonald's restaurants greeting customers, taking food orders, and assisting with food preparation. Students, their parents and other school supporters dined on McDonald's famous French fries, Big Macs and Cokes during the three-hour stretch. Portions of the night's receipts were then donated directly to the schools by each of the partnering McDonald's restaurants.

It is the philosophy of the Bakersfield McDonald's Owner Operators' Association that everyone is responsible for ensuring the future of today's students. Bakersfield Operators continues to support education through a variety of innovative educational and community programs that cater to the needs of elementary and high school students throughout California.

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 30 McDonald's restaurants owned and operated by independent, local businessmen and women. ♦



Annual Installation Dinner Celebrating 20 Years of Excellence

Mark Your Calendars! The Kern County Hispanic Chamber of Commerce will be holding their Annual Installation Dinner on Saturday, February 5, 2005, at the DoubleTree Hotel.

Tickets are \$60 per person or \$500 per table of ten. Social hour begins at 6:00pm, with the dinner and program at 7:00pm. There will be dancing following the program.

Corporate sponsorships are still available! If your company would be interested in sponsoring this event, please contact the Chamber office a.s.a.p. Sponsorships will include advertising in TV, radio, and print media. Contact the Chamber office for tickets or more information at 661-633-5495. ♦

*The Kern County Hispanic Chamber of Commerce
cordially invites you to attend our*

2005 Installation Program Dinner & Dance

"Celebrating 20 years of excellence"

Saturday, February 5, 2005

No Host Cocktails 6:00pm

Dinner and Program 7:00pm

Doubletree Hotel

3100 Camino del Rio Court

Bakersfield, California



RSVP... (661) 633-5495

\$60 per person or \$500 per table of ten

Business Attire

KCHCC Sponsors



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January Mixer

January 12, 2005 ~ 4:30-6:30pm

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\$3 members - \$5 non-members

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