

The *Hispanic* Network



Kern County Hispanic Chamber of Commerce

www.kchcc.org

January 2006

CHAIRMAN'S MESSAGE

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

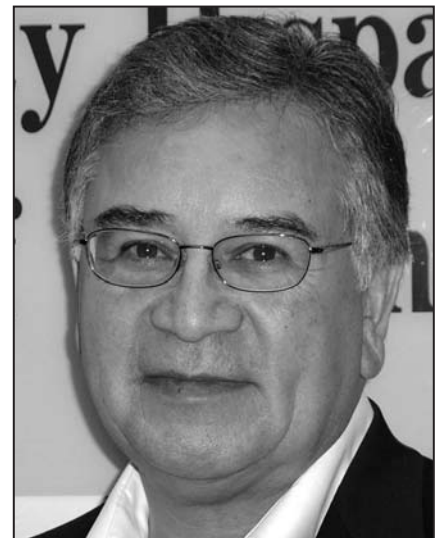
I want to begin the New Year by recognizing the outstanding contributions of all of the Chamber's membership, our event and program sponsors, our board of directors, committee chairs, and especially those who volunteered their time and energies to enhance the business improvement efforts of the Chamber during the past year. Under the direction of our CEO and President, Lou Gomez, and the dedicated teams of volunteers, both from within the Chambers membership and the business community, the membership services continued to grow and improve.

Having recently completed an offsite 2006 Strategic Planning Session with the majority of the professional, dedicated, and committed Board of Directors present, we have collectively formulated a very aggressive plan to provide robust business improvement services for our membership during the year. We were very fortunate and thankful to have a team of professional facilitators from Aera Energy LLC, Gary Eagleson, Narandja Milonovich and Neil Nommenson, who volunteered their time, and expertise to lead us

through a very productive planning session. Our thanks also goes out to Jan Bans with SBC who sponsored the days planning session.

During 2006 we will focus our collective resources on improving our customer/supplier services to ensure that we are providing you with the representation and business enhancement opportunities that your businesses require in today's competitive business environment. Each year the business environment we live in becomes more challenging and competitive, and the need for continual improvement in our businesses are necessary for long term sustained growth. In order to attain the aggressive goals that we have set for this year, the Chambers committees will be utilizing business tracking and monitoring tools to quantify, measure, and manage the Chambers resources.

We will be soliciting feedback from you throughout the year to ensure that we are providing you with the representation, services and opportunities you expect and always welcome your constructive comments. On behalf of the Kern County's Hispanic Chamber of Commerce's Board of Directors, Committees, and volunteers, we look forward to providing you with value adding programs and services throughout the year!



We are always looking for and in need of volunteers for assistance with the Chambers programs and activities throughout the year, so if you are interested in getting involved please give us a call at the Chambers office, (661) 633-5495, we look forward to hearing from you!

Sincerely,

Frank Dominguez

2006 Chairman of the Board

JANUARY 2006 CALENDAR OF EVENTS

Happy New Year!

January 2, 2006 (Office Closed)

January 10, 2006

Legal Update 2006

11:30am-1:00pm

Hodel's Country Dining

RSVP 633-5495

January 11, 2006

Mixer

TBA

January 16, 2006

Office Closed

Martin Luther King's Birthday

January 19, 2006

Government Relations Meeting

7:30 a.m.

Jungle Café at the Hill House on Truxtun

Speaker (TBA)

Welcome new members

BROWN ARMSTRONG ACCOUNTANCY CORPORATION

**ROSALVA A. FLORES, CPA AND
CONNIE M. PEREZ, CPA**

4200 TRUXTUN AVENUE, STE. 300

BAKERSFIELD, CA 93309

(661) 324-4971

Brown Armstrong is one of the largest regional accounting firms in Kern County, grouped with a strong team of certified public accountants and professionals experienced in business and personal financial development. They are committed to client satisfaction, becoming industry specialized, and providing timely, well-organized service.

ALZHEIMER'S DISEASE ASSOCIATION OF KERN COUNTY

5500 OLIVE DRIVE, BUILDING ONE

BAKERSFIELD, CA 93308

(661) 393-8871

www.adakc.org

ADAKC is a non-profit organization serving those impacted by Alzheimer's Disease and related disorders. They offer adult day service programs, community referrals, crisis counseling, support groups, registration in the safe return program, and in-home assessments.

KERBER INSURANCE AGENCY, LLC

1401 19TH STREET, STE. 200

BAKERSFIELD, CA 93301

(661) 325-2202

This company specializes in personal attention with access to nation-wide resources. Their insurance programs are specifically designed to protect your business and personal assets. They now offer a no obligation "Task Analysis" to KCHCC members.



CASA DE CERAMICA

2501 UNION AVENUE

BAKERSFIELD, CA 93305

(661)324-4091

This company offers a wide variety of ceramic and other types of flooring.

SECURE HORIZONS

25416 VIA DONA CHRISTA STREET

VALENCIA, CA 91355

This company provides health insurance to their many customers

~ ~ ~ ~ ~

HOW TO BECOME A MEMBER?

Contact

The Kern County Hispanic Chamber of Commerce

The Hispanic Chamber is located at

1401 19th St. Suite 110

Bakersfield, Calif. 93301

Phone: 633-5495

Web site: www.kchcc.org

Thank you for Renewing Your Membership!

- Bank of America
 - Kern County Museum Foundation
 - Reliable Moving & Storage
 - Sylvia Mendez & Associates
 - White Lane Wal-Mart #1574
 - Guzman & Associates Real Estate

General Membership Meeting a Real Success

The Chamber's Annual General Membership meeting was held on Thursday, November 17. Chevron Corporation was again our gracious host and provided their beautiful location on Camino Media and loads of delicious snacks and refreshments.

Our Chairwoman of the Board, Elva Lopez facilitated the meeting and introduced LeAnn Rice, Small Business Coordinator for Chevron, who welcomed everyone and introduced some key Chevron employees that were present. Elva went on to introduce members of the Board of Directors that were present at the meeting. She also read a letter from Dr. Stanley Clark at Cal State University Bakersfield stating how pleased he was with the Hispanic Chamber of Commerce, with our consultant, Jesus Giovannetti and the Spanish business classes he has been teaching. Dr. Clark wants to partner with the Chamber to provide services to business students at Cal State.

Several speakers also wanted to address the members of the chamber that were present. Peter Martinez, a representative of WESTEC spoke of the variety of train-

ing available to people who are unemployed or are wanting to change or learn a new trade. Shane Kerner, a teacher at Sierra Middle School brought two students and he spoke of their efforts to raise funds to attend Camp Keep by developing and selling cook books with recipes from local residents. Carlos Palomino, former welterweight boxing champion and member of the Boxing Hall of Fame talked about his new business, Azteca Processing and his efforts to raise funds to educate underprivileged children. Carlos is a new member of the Hispanic Chamber of Commerce.

The main purpose of the annual Membership Meeting is to announce the results of the election for officers and Board of Directors for the next year. Elva Lopez introduced the current board that has served under her this year, then introduced the new members of the board that were elected to serve for the next two years. Only half the board is replaced each year to insure continuity. Next year's Board of Directors looks to be a good, strong group of individuals that should provide good direction for the organization. There was plenty of time for networking after the chamber business was complete.

*Hispanic Chamber
partners with the
Bakersfield Employer
Advisory Council to
provide information
and services to
businesses*

The Kern County Hispanic Chamber of Commerce is pleased to announce that they have joined with the Bakersfield Employer Advisory Council to provide much needed information to the businesses we serve through regularly scheduled workshops.



The Bakersfield Employer Advisory Council is one of the local chapters of the California Employer Advisory Council which provides that connection to government representatives and agencies to help educate businesses on the many aspects of employment and workforce development issues.

Their first joint meeting will be held on January 10, 2006, at 11:30am at Hodel's Country Dining, and it will be a Legal Update. Cost to attend is \$15 for members of either organization and \$20 for non-members, and it includes lunch.

Chamber Board Participates in “Feed It Forward IV”

Nearly 1,000 homeless and under-privileged individuals and families were treated to a delicious Thanksgiving dinner on November 22. This has become an annual event and is offered at the Dome at the corner of 22nd and V Streets. The feed started at 5:00PM but people were already lined up at 3:00. The event has grown tremendously in the last four years.

Almost 1,500 people had been fed over the last three years – 300 the first year, 500 the second and nearly 700 last year. But with increased publicity and the help of Supervisor Mike Rubio who arranged GET busses to shuttle people from the Bethany Services Homeless Center and the Bakersfield Rescue Mission, the number of people increased to nearly 1,000 this year.

Several members of the Chamber’s Board of Directors helped on the serving line and with the setup and cleanup.

However, the really hard work of acquiring, cooking and delivering all the food was done by Steve Sanchez, owner of The Pantry Restaurant located on Brundage Avenue. Pastor Manuel Carrizales of the Stay Focused Ministries also provided members of his congregation to help with the cleanup of the hall. The annual event was the brain-child of the owner of Golden State Motors, who contacted Pastor Carrizales, Ronnie Cruz, and other community members who all agreed to help. Ronnie Cruz has done a great job of coordinating the event every year, and getting contributions to cover the costs.

Almost 1,500 people had been fed over the last three years – 300 the first year, 500 the second and nearly 700 last year.

According to coordinators, “Feed it Forward” as the annual event is called, will continue as long as they continue to get contributions and volunteers to help. A great Thanksgiving dinner with turkey, dressing, mashed potatoes, green beans, rolls and pie was enjoyed by everyone who attended.

KCHCC Needs Volunteers For 2006

The Kern County Hispanic Chamber of Commerce (KCHCC) is actively soliciting volunteers who are interested in chairing, co-chairing, or participating in one of the following Chamber committees for the year 2006:

- Membership Committee
- Government relations Committee
- Public Relations / Marketing
- Business Services:
 - Business Workshops
 - Business Mixers
- Fundraising Committees:

- Casino Night
- Hispanic Consumer Trade Show
- Annual Menudo Cook-off
- KCHCC Golf Tournament

Serving on a committee is a great opportunity to meet some great people, make new friends, network with local business entities, and get involved in the growing Hispanic business community!

Please contact the KCHCC office at 633-5495 to get more information on how you can be part of this dynamic organization.

ARE YOU MARKETING YOUR BUSINESS EFFECTIVELY?

By Lou Gomez

with information derived from a newsletter by Monica Harrod

Marketing? Most people assume it means selling or advertising. It's probably the most misunderstood word in the small business person's vocabulary. In reality, "marketing" includes selling and advertising, but it really is much more than that.

So what is marketing? How does a small business owner market his or her business effectively? How do you develop a marketing plan? And how much should you spend on your marketing efforts? Well, let's talk about that because many times the success or failure of a business relates directly to marketing strategies used.

Any business owner knows that customers are the source of income for the business. The customer is your #1 priority! So your marketing efforts should focus on your customers. It's extremely important that you find out as much as you can about your customers or potential customers. Do a little research and answer the following questions:

- Who are my customers?
- Where are my customers? Where do they live and how far would they travel to buy my products and services?
- Why are they coming to me instead of my competitor? What do I offer that they like?
- What do I have that's different? The same?
- What do I have or do that the customers don't like?
- Why wouldn't someone come to my business? What keeps them away?
- What is the WIIFM (What's In It For Me?) from the customer's point of view?
- If I were a customer, what would I like and how would I like to be treated in my place of business?

If you don't know the answers to these questions,

then use your listening abilities to find out. Listen to your customers, your employees, or anyone in the business that has contact with the customers. Once you know your business's strengths and weaknesses you can identify business opportunities and potential threats to your success. Make a list called a SWOT (Strengths, Weaknesses, Opportunities, and Threats). This provides a good framework for a marketing plan. You can then develop your plan to:

- Build on your strengths
- Eliminate your weaknesses
- Exploit your opportunities
- Minimize your threats

Use that plan to decide on a course of action (strategy) to accomplish those goals. Once you've outlined what you can do, DO IT! All the good intentions in the world are useless unless you act on them. Remember, good marketing tactics, for example good service and attentive personnel, don't cost you anymore than you are already spending on your business. A repeat customer is worth 10 times the cost of attracting a new one.

So far we haven't spent a dime on advertising! But don't misunderstand me. Advertising can be useful and important. However, spend your advertising dollars wisely. "Word-of-mouth" advertising is cheap and very effective. But if you do purchase advertising, find out how effective it is. Ask your customers (or have your employees...receptionist, clerks, sales people ask) "How did you hear about us?" Then adjust your advertising based on those answers.

Effective marketing requires that you make changes as you go along. So be flexible. Listen to your customers to learn what needs to be changed in your business. After all...GOOD MARKETING IS KEEPING CONNECTED TO YOUR CUSTOMER!

Mark Your Calendar

2006 Installation and Awards Banquet

Saturday, February 18, 2006

**The Petroleum Club of Bakersfield
5060 California Avenue**

Members Elect New Leaders for 2006

The election process is over, and the results are in. The Chamber membership had the opportunity to cast their votes for some really outstanding candidates for Board of Directors and for the Officers that will lead the organization and provide direction in the New Year. The results of the election were announced at the General Membership meeting at Chevron Corporation on November 17.

The officers for 2006 are:

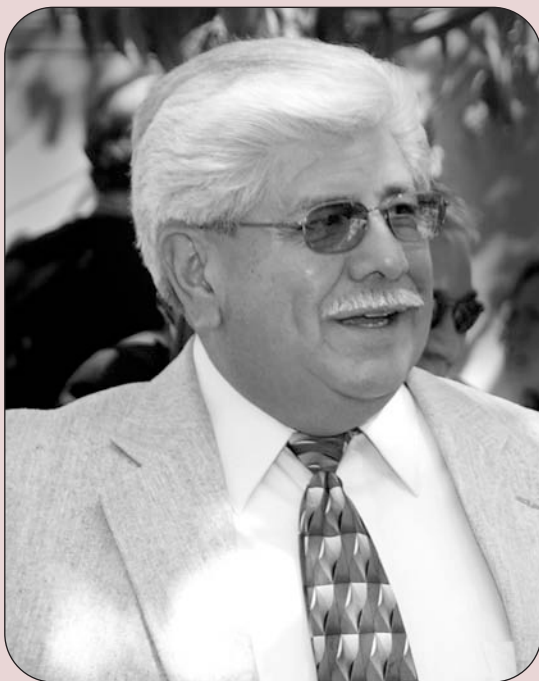
Chairman of the Board	• Frank Dominguez
Vice Chairman	• Richard Rios
Secretary	• Cecelia Sebesta
Treasurer	• Mark Olague
Chairperson-elect	• Jan Bans
Past Chairperson	• Elva Lopez

New members of the Board of Directors include:

Maria Chavira
Hilary Whitcomb
Jesse Bonales
Dennis Brown
Risto Rubio
Ramona Herrera

Congratulations to the new members of the Board! We look forward to a dynamic and successful year in 2006

*Lou Gomez and Elva Lopez,
President/CEO and Past Chair of KCHCC,
respectively*



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

Chair of the Board	Frank Dominguez
Chair-elect	Jan Bans
Vice-Chair	Richard Rios
Secretary	Cecelia Sebesta
Treasurer	Mark Olague
Past Chair	Elva Lopez

BOARD OF DIRECTORS

Fernando Aguirre	Chris Bernal
Anne Cervantes	Fran Florez
Ramona Herrera	Richard Rios
Charlie Rodriguez	Jay Tamsi
Maria Chavira	Hilary Whitcomb
Jesse Bonales	Dennis Brown
Risto Rubio	Ramona Herrera

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

To place an ad in The Hispanic Network newsletter, please contact Cynthia L. Pena of Mercado Nuevo, LLC, at 661-716-8645 or email: cpena@masbakersfield.com

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

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."

New Chairman Brings Wealth of Experience

Frank Dominguez, the Hispanic Chamber's new Chairman of the Board for 2006 is a retired oil company executive who has been involved with our chamber for several years. He previously served as Chairman of the Board in 1999.

Frank's experience includes an extensive management background as well as computer and analysis experience. He worked in the oil industry for 36 years and retired from Aera Energy, LLC after a long and successful career. He was born and raised in Bakersfield and attended local schools. His wife Andrea is the Office Administrator for the Kern County Hispanic Chamber of Commerce. They have three children, Brian, Bob and Adrienne. His business experience has been a tremendous benefit to the operation of the chamber.

Mr. Dominguez has seen many changes and improvements within the organization and is anxious to implement new business strategies, programs and procedures that will benefit our members. His goals include an increase in membership and a focus on business improvement opportunities for the membership. He plans to use business monitoring and tracking tools to manage the Chamber's business during the year. He feels that the Chamber has some outstanding board members coming back and some very enthusiastic new members coming on board next year, and he looks forward to a prosperous and successful year.

Help!

We need your help to organize our calendar for 2006.

The scheduling binder we use to schedule our monthly mixers was recently lost at a monthly mixer. We don't know who has mixers already scheduled for next year. So if you and your company have a mixer scheduled, PLEASE call the office and let us know so we can re-establish our calendar. Thanks.

Kern County Hispanic Chamber of Commerce

Sponsors



MERCADO
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Thank You! Gracias!

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