

the

Hispanic Network



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

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PRESIDENT'S MESSAGE



Dear Members and Friends,

Another month has quickly passed. Have you noticed how fast time seems to be flying by? I've heard that as we get older the clock seems to "tick" even faster. I think that the days feel shorter since there's so much we want to do to make a difference in our community, our families and our lives.

I recently looked back at my calendar and noticed a wealth of good networking opportunities. My regular job with the Bakersfield Police Department involves numerous community meetings. They

run the gamut from agency events, board and committee meetings to neighborhood get-togethers trying to resolve neighborhood concerns and issues. Often times they involve breakfast, lunch and dinner meetings

What I noticed was that on several of these occasions I would meet with someone at a restaurant that was not a member of the chamber. I made myself a promise that I would always have a membership package with me and personally give it to the restaurant owner or manager. It never hurts to ask and you might be surprised when they say, "Yes, no one has ever asked!" I look for that "Chamber decal" when I go into a business and always say, "Thank You."

It's always nice being around friends and family, so this past week, knowing I had to eat, I met with friends to both work and socialize while enjoying some good food. It also gave me the opportunity to say "Hello" to Keith Barnes at The Jungle Café, on Truxtun Avenue and Sal Avila at Mauricio's Grill & Cantina on Rosedale Hwy. With 400 plus members in the Chamber we can definitely impact our membership's restaurant businesses.

In closing, we hope many of our small businesses members were able to benefit from the City of Bakersfield/Kern County Energy Watch Program that was first offered to our membership. This unique collaboration between Pacific Gas & Electric, Southern California Edison, Southern California Gas Company and the Kern County Hispanic Chamber of Commerce was formed to reduce energy use in our community by providing free energy efficiency services and teaching how to increase profits by decreasing monthly energy use. For those of you that have called to say "Thank You" I say we are always happy to provide ways of increasing profits to your business.

Sinceramente,
Tony Martinez, President
Kern County Hispanic Chamber of Commerce ♦

Calendar of Events JULY...2004

July 2 11:30 am
Executive Committee Meeting
KCHCC Office

July 5 Office Closed

JULY MIXER:

July 14 5:30-7:30pm
Kern Security Systems Inc.
2701 Fruitvale
Corner of Rosedale & Fruitvale
\$3 members - \$5 non-members

July 15 7:30 am
Government Relations
Jungle Cafe - 700 Truxtun
Speaker: Mayor of Wasco
Danny Espitia

The Network

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Is Your Business Tapped-In to the Hispanic Market?

by Debbie Rodriguez, Career Services Center

It can be, at the 11th Annual Hispanic Trade Show, the Carnaval de Negocios, to be held August 22, 2004, 12-5pm at the Kern County Fairgrounds.

This is the single largest commercial event of the year for the Hispanic community in Kern County and the best opportunity of the year for businesses to get tapped-in to the growing Hispanic market. The Hispanic Chamber of Commerce is proud to host such an event.

With past attendance numbers of 5,000 people, being able to address that many potential customers in a single place in a short amount of time is a business owner's dream.

Hispanics are the fastest growing segment of the U.S. population, and Kern County is no exception. The growing Hispanic community comprises approximately 40% of the local consumers in our area and has purchasing power in excess of \$2.6 billion annually. If your company hasn't taken notice of this - your profits sure have. Hispanic buying power is evident in the local real estate market with almost 50% of all home purchases in Kern County being made by Hispanics.

And, unlike many other groups, Hispanic families are larger than others. That means they are a growing population with more familial consumers. That's something that businesses should pay attention to if they are interested in selling more products and services.

Businesses can still reserve a booth for this event, but there are limited spots available. Total cost to reserve a spot is \$250, and it will include a 10' x 10' booth space along with a table and two chairs. To register, contact Debbie Rodriguez at 661-336-6648 for an application, then remit payment as indicated.

We look forward to seeing your company there. ♦



HISPANIC CONSUMER TRADE SHOW CARNAVAL DE NEGOCIOS

**Sunday August 22, 2004
Kern County Fairgrounds
12 pm to 5 pm**



NEW BUSINESS CELEBRATES GRAND OPENING ED'S MUSIC & GIFTS

Daniel Mendez, owner of Ed's Music & Gifts celebrated the opening of his new business with a Grand Opening and Ribbon-cutting ceremony on Friday, June 18 at his new location in the Montgomery World Plaza. About 15 people, as well as media representatives from Channel 17, The Bakersfield Californian, and El Popular were present for the ribbon-cutting and enjoyed some delicious treats and refreshments. Customers continued to come in to peruse the business and enjoy the refreshments.

Ed's Music & Gifts is a variety store that offers a wide variety of English and Spanish music CD's, Disney stuffed characters, NFL team blankets and paraphernalia, and much, much more. They are located at 3201 F Street, Suite 141 in the old Montgomery Wards building. ♦



GOOD NEWS! FROM PG&E

by Liz Gomez, Pacific Gas & Electric

Energy Saving Tools for Small Businesses

Pacific Gas and Electric Company is making it even easier for Chamber of Commerce members to plug into energy savings by giving small businesses the tools they need to cut their energy costs.

The first step is for Chamber members to take advantage of PG&E programs designed to help them cut their energy costs. To help accomplish this, the utility offers its Energy Audit program designed to help small businesses pinpoint opportunities for the greatest return on their investment.

The audit assesses the existing equipment, building and operational habits of a business to identify potential energy-saving measures. A customized report is then created that estimates savings, suggests energy efficiency upgrades and identifies incentive programs that can help defray the cost of efficient equipment.

Step two is to take action on the energy savings opportunities identified in the audit and make the changes and investments that will pay off for years to come.

This final step may sound daunting, but PG&E's Business Customer Center is always available to assist Chamber members with practical advice and experience in helping to make this a simple process.

PG&E Proposes Economic Development Rate to Promote Economic Growth

To support California's economic recovery, Pacific Gas and Electric Company has asked the California Public Utilities Commission (CPUC) to approve enhancements to its Economic Development Incentive Rate, which is aimed at promoting business retention, job creation, and economic growth in northern and central California.

The incentive rate is designed to

attract and retain large commercial and industrial businesses in PG&E's service area that have an opportunity to locate outside of California. Participating customers would receive a 25 percent reduction on electricity bills in the first year, which would drop by five percent for each of the next four years.

CPUC Approves PG&E Settlement in General Rate Case Proceeding

In May, the CPUC approved a decision in PG&E Co. 2003 General Rate Case proceeding, which adopts the distribution and generation settlements as proposed in the comprehensive settlement agreement PG&E reached with numerous consumer groups in September and July 2003. The rate case proceeding sets the utility's revenue requirements for its electric generation, and electric and natural gas distribution operations through 2006. ♦

KCHCC Foundation Prepares for Serenata 2004

by Olivia Reyes Garcia, Foundation Board Member

The Kern County Hispanic Chamber of Commerce Foundation is gearing up for the Serenata 2004 Scholarship and Gala Event, where it will honor college-bound students with scholarship money and recognize local educators who have made a difference in students' lives.

Serenata 2004 will be held 6 p.m., Saturday, August 21, at the DoubleTree Hotel.

Serenata is the Foundation's 16th annual scholarship fundraiser, featuring scholarship recipients, food and entertainment. It is the biggest event of the year for the nonprofit Kern County Hispanic Chamber of Commerce Foundation. The foundation is a nonprofit group that is made up of local Latino professionals who provide mentoring and help raise money for scholarships to Hispanic students aspiring to attend college.

Scholarship recipients have included Kern students who are the first in their families to attend college, have conquered adversity, earned high GPAs and come from families of low-income or working poor households.

With Latinos becoming the largest ethnic majority in the state, Kern County Hispanic Chamber of Commerce Foundation has made it a goal to make higher education a

reality for many local Latino students.

More than \$30,000 was awarded to about 14 local Latino students during last year's Serenata to help offset their financial expenses while attending school.

Currently, the Serenata committee is identifying the keynote speaker, who is expected to draw plenty of attendees. More details to come later.

In addition, the committee and board members are seeking sponsorships and donations from local businesses. Donations and sponsorships will benefit the scholarship fund.

Businesses and individuals who wish to make a tax-deductible donation can do so by contacting Frank Dominguez, Kern County Hispanic Chamber of Commerce Foundation President, at 496-5565 or via e-mail fdominguez58@hotmail.com

Tickets can also be purchased in advance. Cost is \$60 for individual and \$600 for a table of 10.

The foundation is a 501 (c) (3) organization, which, along with several community partners, has awarded more than \$230,000 throughout the years. ♦



BIG GRACIAS TO OUR MENUDO COOK-OFF SPONSORS

Sanitation Services



RANCH MARKET



Dr. Rangel Hosts June Mixer

At least 50 people attended the June mixer hosted by Dr. Carlos Rangel at Rangel Chiropractic, 2800 Niles Street. Dr. Rangel, his great staff, and even the location were all very comfortable, warm and friendly.

Since this is a new location for Rangel Chiropractic, the mixer served a dual purpose – it was a mixer with a grand opening and ribbon-cutting ceremony. And the host provided a delicious spread of Salvadoran foods and hors d'oeuvres as well as tours of the facility.

New members were introduced and given the chance to talk about their business and then were presented with their membership plaques. Several nice gifts were raffled off to attendees and Dr. Rangel donated several motivational books to be included in the raffle. The 50/50 raffle was won by Steve Gutierrez and he donated his winnings to the Make A-Wish Foundation, along with contributions from many attendees.

Rangel Chiropractic provides pain relief, massage therapy and chiropractic adjustments for the entire family.

Next month's business mixer will be at Kern Security Systems, 2701 Fruitvale Avenue. Hope to see you all there.



KCHCC Helps State Farm Agent Celebrate a Dream Come True

by Debbie Rodriguez, Employment Center Employee Consultant

For Salomon (Sal) Brito, it was a dream come true to finally open his own office as a State Farm agent. To celebrate this momentous occasion, the Hispanic Chamber hosted a Ribbon-cutting ceremony and celebration in honor of this achievement on Friday, June 11 at Mr. Brito's new office in the Target Shopping Center on Wible Road.

The celebration kicked off at noon with a crowd of about 25 people attending. Members of Mr. Brito's personal family were also on hand to



show their support. Attendees enjoyed delicious tacos (cooked right on the premises), salsa, cookies, soft drinks and other refreshments. Sal was presented with a certificate of recognition from the Hispanic Chamber of Commerce by President Tony Martinez.

The Kern County Hispanic Chamber of Commerce is proud to support business growth as well as new businesses in Kern County. ♦

Welcome New Members

DEMOCRATIC WOMEN OF KERN

PO BOX 286

(661) 322-7411 FAX (661) 872-9460

The Democratic Women of Kern is a political women's group that deals with democratic politics at the local, state and national level.

ED'S MUSIC AND GIFTS

3201 F Street, Space 141

(323) 228-5997

Ed's Music and Gifts, a joint venture, is the first in its class at the Montgomery World Plaza Shopping Center. Ed's features multi-brand, multi-character gifts including plush stuffed toys, wallets, cups, school supplies, blankets, and other novelties. Ed's also offers a wide selection of English and Spanish CD's and video games for X-Box, Playstation 2, Gamecube and Gameboy Advance. Ed's Music and Gifts was founded on April 1, 2004.

DR. ANTHONY TARANGO

4698 American Ave, Suite B

(661) 834-5660

Dr. Anthony Tarango provides general and cosmetic dental procedures.

WOLCO BUSINESS SYSTEMS

1901 Mineral Court

(661) 392-4451 FAX (661) 392-4459

Wolco began in 1987 and since that time has grown to be the largest independent Toshiba copier and fax dealer in the United States. In 1998 Toshiba named Wolco "Dealer of the Year for North America". Owner, William Leonard, credits this honor to our valued customers and Wolco's commitment to quality, value and customer service. Rich Lago brings several years of experience in the industry. "We look forward to participate and partner with the KCHCC".

CHARPENTIER INSURANCE SERVICES

525 H Street

(661) 322-1888 FAX (661) 328-0916

Charpentier Insurance Services was founded by Don Charpentier and has been serving the Central Valley since 1977. Charpentier Insurance Services is a full service multiple lines insurance agency with offices in Bakersfield and Delano, representing over 800 insurance companies. Our product offering includes unbeatable rates for personal auto and home, commercial auto, motorcycles, RV's, boats, classic auto and general liability and workers comp.

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Spanish Classifieds Now Available in El Californiano

by Olivia Garcia, Editor, El Californiano

El Californiano, the bilingual publication of the Bakersfield Californian newspaper has announced that in addition to its English advertisements, it is now also publishing ads in Spanish.

El Californiano is a bilingual weekly newspaper serving 30,000 readers in metropolitan Bakersfield, parts of Delano, Arvin, and other areas throughout Kern County.

The Spanish advertising is a new effort to better serve Spanish-speaking customers and businesses. The ads in Spanish, which can be translated from English to Spanish, free of charge until July 16, 2004, will appear prominently under the new *Classificados* banner.

Ads may be placed by phone at 324-8363 or in person at the Bakersfield Californian, 1707 Eye Street, Bakersfield. Their business hours are Monday through Friday from 8 a.m. to 5 p.m. ♦

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KCHCC Sponsors



JULY MIXER

July 14, 2004
5:30-7:30pm

KERN SECURITY SYSTEMS, INC.

2701 Fruitvale • Corner of Rosedale & Fruitvale
\$3 members - \$5 non-members

KCHCC
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