

the

# Hispanic Network



[www.kernhispanicchamber.com](http://www.kernhispanicchamber.com) or [kchcc.org](http://kchcc.org) • June 2005

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## CHAIRMAN'S MESSAGE

*Eloa Lopez*



Dear Members and Friends,

I have to honestly say that time is flying by. As we start the month of June, we look forward to summer and the HOT summer days and nights to follow. It's the perfect time for vacationing, outdoor entertaining, shopping, etc.

The great thing is that as we entertain our friends and family and shop at local merchants, we come face to face with business people that are not members of our chamber. Invite them to our mixers; tell them about the opportunities that the KCHCC has to offer. Remember: if we don't ask, we don't receive. We are well on our way to reaching our goal of 400 new members, but we are not where we want to be.

I would like to extend our thanks to Mr. & Mrs. Sanghera and Jim Darling from Sangera Auto Group for hosting our May 11th Mixer. The food and spirits were wonderful, but most of all, the attendance was high. I know that many of you left with new friends and business opportunities. Also, a warm welcome to our newest members from McDonald's who, I must say, were introduced to KCHCC by Jim Darling of Sangera Auto Group. Remember: all it takes is one new member from each current member, and we meet our goal for the year. Thanks to Sangera Auto Group and all of you that are doing your part to help meet our GOAL. It's mid-year now, and we need to step it up a few notches in order to attain the CHALLENGE of 400 new members by the end of the year. I have all the faith in the world that we will be able to meet the CHALLENGE. Remember with growth comes opportunities, and with big growth comes bigger opportunities.

On May 14th, we held our annual Casino Night. Our thanks go out to Connie Hinojos, Committee Chair, and her committee for all of their hard work. Thanks to all of you who attended the event and to all of our sponsors. Once again, without your support and monetary contributions, we couldn't do it. Thank you to all of those who contributed items for our silent auction. Your generosity is very much appreciated.

I'd like to personally thank Mr. Robert Russo, "The Refi Guy," from Home Savings for the photos of Hank Aaron of the Atlanta Braves and Albert Pujols of St. Louis, which he so generously contributed for the Casino Night Silent Auction. At the same time, I want to mention that the items did come from ROBERT RUSSO not David Russo, as I believe we displayed on the items. Robert, thank you again.

On May 20, we held a Ribbon Cutting Ceremony for new member, Carpet for Less. If you are in need of new flooring, they are located at 1012 Chester Avenue.

As you can see, we've had a lot of exciting things going on at KCHCC, so if you aren't a member yet and want to get involved with a great organization, call the KCHCC office at 633-5495.

HAPPY MEMORIAL DAY, STAY COOL, and DON'T DRINK AND DRIVE. ♦

### JUNE

### Calendar of Events

**JUNE MIXER:**

**June 8** 5:30-7:30pm  
Telemundo  
2120 L Street  
\$3 members - \$5 non-members

**June 16** 7:30 am  
**Government Relations Meeting**  
Jungle Cafe - 700 Truxtun  
**Speaker:**  
Councilman, Zack Scriver

## *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

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## **Supervisor Michael Rubio: 100 days in office and cannot wait for more!**

*By Hilary Whitcomb, State Farm Insurance*

In our monthly Government Relations Committee meeting for April, Chamber members had the opportunity to sit down for a very candid discussion with Kern County Supervisor Michael Rubio. He shared with us his views of politics and his approach to various problems in government. He feels that he has a new approach to government, and he calls it his Triple A-approach. This Triple A-approach consists of Access, Accountability and Action.

**Access:** Supervisor Rubio believes he has worked hard to make sure that the people of the Fifth District feel they have access to him. People can visit him during office hours instituted in Lamont. Visit him in his “open office” or give him a call (he answers his own phone as often as he can). In addition, Supervisor Rubio rides the bus to work most days. He says sharing this time with people he represents really helps him come up with ideas that are important and outside the normal “government box”; in addition to contributing to good air quality, an important issue in Bakersfield. Supervisor Rubio says discussions on the bus have ranged from illegal dumping to taxes and wage laws. All of this plays into making sure that the Fifth District knows that they have access to him when they need to make their voices heard.

**Accountability:** The second point in Supervisor Rubio’s Triple A-approach is Accountability. Supervisor Rubio says one of the ways he is helping to add accountability to county government is simply by asking questions. As the “new kid on the block,” he has the opportunity to look at everything with new eyes and ask questions instead of just passing things on. One example is the recent scrutiny of Kern Medical Center and the physician hourly billing issue. Supervisor Rubio advised that there was a critical audit of KMC, but no proposed changes – no one was accountable for the results of the audit. Just by asking questions about situations, Supervisor Rubio has had the opportunity to make changes.

*continued on page 3*

## **Want your advertising to reach a larger segment of the Hispanic Market?**

**Starting soon, the Hispanic Chamber of Commerce Newsletter will be distributed monthly in the local publication El Californiano.**

**Contact the Chamber today about how you can advertise in this exciting new way! Call 633-5495 for details.**

Action: The third point of his Triple A-approach is Action, and during his first 100 days, Supervisor Rubio has taken a lot of action. He believes in leading by example, and so he does not shirk when he needs to roll up his sleeves and dive right in. He has been in the back of trucks on neighborhood clean-ups, helping to bag trash, and picking up tires. In fact, he has personally participated in cleaning up 86 lots during his first 100 days. Other areas where he has taken action include getting the Board of Supervisors to have hearings at night so hard working community members can attend. He is also taking action to retire the pre-1977 buses from the county fleet.

This meeting helped to underscore Supervisor Rubio's passion for representing the Fifth District in helping to create a county government that is aware of the Fifth District's needs and finding ways to meet them. For more information about government, especially about the evolving role of Hispanics in government, please come to the GRC meetings at 7:30 am at the Jungle Café each month. ♦

**CELEBRATING 20 YEARS OF EXCELLENCE**

**Change Can Only Come With Team Work**

**Hispanic Chamber President for 1993 Shares Truth and Vision**

*by Debbie Rodriguez, Marketing and PR Chair*



Bob Ortiz is a business man, visionary, and leader in the community who served as the Kern County Hispanic Chamber of Commerce President in 1993. He's a man who recognizes that change cannot be made by one person alone and that involvement is the only way to implement progress.

When looking back on his year as president, Mr. Ortiz spoke with passion and inspiration as he reflected upon the many people on his team that worked hard to make a difference. People such as Manuel Arriola and Esther Torres, to name only a few, who pulled together their time and energy to accomplish the goals of informing other business owners about the resources and opportunities available through the Kern County Hispanic Chamber of Commerce.

"We had a great, great team," Mr. Ortiz stated, "and all of them are still involved in the community in some form or another. If you think that you're going to make a change alone, you're wrong. It has got to be a team effort."

During his year as president, Mr. Ortiz realized that many of the business members were not involved in the community, and his agenda was to inspire other business members to step up and take part in their community. "We at the Chamber wanted to be a part

of the decision making process in Kern County and Bakersfield, and we encouraged involvement," he shared.

Though twelve years have passed since he served as president, his vision has remained unchanged, "I think it's important as a Hispanic business man to get involved in the community and with decision making."

Mr. Ortiz is the owner of Central Valley Business Forms where they print everything but money. He has served on the Hispanic Chamber of Commerce Board as President, the Hispanic Chamber of Commerce Foundation as President, and is very active with Junior Achievement and Catholics in Action. Both of these latter groups are focused on helping young people prepare for and understand their future and the opportunities that are out there for them.

When speaking about the Chamber, Mr. Ortiz resounds, "It is very necessary for the Hispanic Chamber to be what it is today and for Hispanics to get involved. We must show our younger generation that they need to get involved," he declared. "It is time to take action." ♦

# A CASINO NIGHT OF FUN, FUN, FUN!

by Debbie Rodriguez, Marketing and PR Chair



If you missed the Annual KCHCC Casino Night on May 14, you missed out!

It was, “a fun night with slot machines and Texas Hold ‘Em,” noted Connie Hinojos, board member and committee chair. “The band was great, the food was great, and the silent auction was great; it was perfect weather.”

Approximately 225 people turned out to try their luck at Black Jack, Hold ‘Em Poker, and Craps while munching down on the ever popular deep pit barbecue meal.

“The food was good, the music was great, and I’m glad I only lost play money!” commented attorney and board member Jose A. Guerrero.

This year, there were also three slot machines! Even though, the winnings were only play money.

Twenty-five silent auction items were given away, ranging from golf balls to weekends in Laughlin, Nevada. The grand prize of a Las Vegas trip was also given away to a lucky winner.

Several board members served as card dealers including Richard Rios who dealt cards all night, “But I still had fun!!!” he exclaimed.

This event is an annual event with the Chamber, proving to be fun and exciting. If you would like more information on how you can get involved with next year’s event, contact the Chamber at 633-5495. ♦

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## Mark Your Calendars for the Annual Hispanic Consumer Trade Show

New location anticipated to draw even greater crowds

The Annual Hispanic Consumer Trade show is just around the corner, and this year's event will prove to be an opportunity for businesses to tap into the local Hispanic market more than ever before.

The event, which has been held at the Kern County fair grounds in the past, will be hosted at the Montgomery World Plaza on **Sunday, August 7, 2005**. This location is ideal for connecting with the community and displaying your products or services to a huge segment of our local population. This is the single largest commercial event of the year for the Hispanic community in Kern County!

The 2004 Trade Show drew a crowd of about 2,000 people, and approximately 60 businesses were on hand to display their products and services. The theme from last year will be continued with this year's event: "Live the American Dream."

Last year's feedback says it all:

"**It was great for us,**" commented Romel Alvarez of Bakersfield Technical College. When asked if they would come again, "Oh, yes... definitely!" Their company provides training in Spanish and English in the area of welding, automotive repair, small engine repair, retail sales, and clerical skills.

"**I thought the trade show was excellent,**" commented Eric Huggins, owner of Just 4 You Handbags, a company specializing in Unique Handbags. "**It just opens the door to more variety of culture for us. Since we do a lot of sales with the Hispanic community, it was good exposure for us. We'll do it again next year.**"

*The May Mixer at  
Sangera Auto Group  
was a time of fun, food,  
and entertainment.*

*The event was well-attended,  
and new contacts were made.*

Jesse Bonales, with Wells Fargo commented, "**It was very successful. We were able to acquire new customers, and it was very beneficial. We look forward to participating next year.**"

One of the very popular booths at the Trade Show, Ceragem, was performing massage therapy. Gabriel from Ceragem had this to say about the event, "**Very nice. Very Excellent. We are going to come back every year.**" All day they had a crowd lined-up at their booth.

Estela Camacho from Golden Empire Mortgage agreed that it was a successful event, "It was great!" and they got some good leads for possible customers.

**If you don't see the value of tapping into the 40% Hispanic consumer base in Kern County, your competitors will! This is your opportunity!** For more information on reserving a booth, contact the Chamber offices at 633-5495. ♦



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# Welcome New Members...

**CENTRAL CALIFORNIA  
ECONOMIC DEVELOPMENT CORPORATION**  
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CCEDC was founded in 2001 to provide childcare services to low-income families in the Central San Joaquin Valley.

**MONTGOMERY WORLD PLAZA**  
3201 F Street

(661) 633-9800 \* (661) 633-9700 FAX

Montgomery World Plaza commercial center was founded in 2002. The center contains 55 retail stores providing a wide assortment of goods and services, which include; jewelry, clothing, pet store, furniture, tax service, real estate, loans and immigration service, a food court, and banquet hall.

**STATE FARM INSURANCE, ABIR M. PULSKAMP**  
1100 Mohawk Street, Suite 240  
(661) 322-3338 \* (661) 631-5787 FAX

Our agency started in 1998, we provide insurance and financial services for personal and business needs.

**KESTRAL CAPITAL**  
5060 California Ave, Ste 1020  
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Kestral Capital was founded 2002 to provide superior mortgage lending service, and financial education for our client. We build life long relationships with our clients and pair them with the most appropriate loan to better their situations, and to ensure their best financial future. The fact of the matter is rates are rates and loans are loans, but time and service is paramount. We are committed to giving the Hispanic community the caring and financial education that it has long deserved. ♦

## Chamber Welcomes New Board Member Jay Tamsi

Jay Tamsi recently joined the Kern County Hispanic Chamber of Commerce as a member of the Board of Directors. His experience and involvement in the community will help the Kern County Hispanic Chamber of Commerce achieve excellence in service to our local community.

Jay is a graduate of Delano High School and Bakersfield College. He is employed as a product development specialist for one of the world's largest ice cream manufacturers, Dreyer's Grand Ice Cream, Inc., at the Bakersfield Operations Center. At Dreyer's he played a key role in starting the first Research and Development Grooves Task Force Committee and raised funds for the American Diabetes Association and Kern County Junior Achievement program. Jay participates with and supports many civic associations and organizations in Kern County including the Delano Harvest Holidays Board of Directors. He is chairman of Philippine Weekend Festivities and an active member and vice-president of Filipino Community of Delano, Inc. Born and raised in Delano, Jay is a board member for the Delano Greater Area Youth Foundation and Latin-American Citizens Association, which provides scholarships by rewarding the education achievements of promising Hispanic students. He is on the Kern County Youth Mariachi Foundation Board of Directors, and an active member of the American Cancer Society Delano Relay for Life, and has taken part in the Support our Serviceman and Woman committee. ♦

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**Buy / Sell Agreements: Avoid Problems Between Partners Before They Start**

*By: José A. Guerrero, Partner Klein, DeNatale, Goldner, Cooper, Rosenlieb & Kimball, LLP*

Starting a business with a friend, relative or business acquaintance is exciting. But the promise of working together and building a successful business often makes it difficult to think about issues like partner disputes, death, divorce, and other events that can threaten the viability of a business. In fact, these issues are hard for many business partners to consider, especially if they have been in business successfully for a number of years. A “Buy/Sell” Agreement is a common tool used by business partners to deal with these issues, regardless of the organizational structure of the business (corporation, general partnership, etc.). A Buy/Sell Agreement is an agreement that details how certain events will be handled between partners, such as:

Permitted transfers of ownership interests.: The rule of thumb between partners is that transferring, selling, or making gifts of their ownership interest in the business is prohibited. But sometimes such a transfer makes sense. For example, a transfer to a family trust, with certain conditions, gives one business owner the ability to make estate and tax planning decisions without significantly changing his/her relationship with the other business owner.

Prohibited transfers of ownership interests: There are, however, certain transfers that partners may want to prohibit. For example, a Buy/Sell Agreement may prohibit the sale of one partner’s interest to a third party. More importantly, a Buy/Sell Agreement often deals with involuntary transfers, or “transfers by operation of law,” such as the transfer of some or all of a partner’s interest in a business as a result of divorce, death, bankruptcy, or other circumstances. In these cases, one or more of the remaining partners will have an option or an obligation to purchase a transferring partner’s interest. This is an important right, because allowing a transfer to occur can result in potentially unwanted partners, such as a divorced spouse, a deceased partner’s heirs, or creditors. It is important that a qualified attorney counsel you with respect to these provisions, as some transfer restrictions may be limited by applicable law.

“Exit” clauses: Depending on the needs of the partners, a Buy/Sell Agreement can provide business

partners with a process by which to withdraw from the business, or for the other partners to expel a “problem” partner. Business owners should be cautious when considering these types of provisions because they can result in a financial burden on the remaining partners if they are required to fund a buy-out. Alternatively, a partner may find himself/herself expelled from a business that begins to produce significant profits.

Valuation: Perhaps the most important function a Buy/Sell Agreement serves is to detail how a partner’s interest will be valued in the event of a buy-out. There are numerous possible valuation formulas. For example, the agreement may provide that valuation of a business partner’s interest will be determined by mutual agreement of the partners, by professional appraisal, or pursuant to a detailed valuation formula to be calculated by an accountant. Often, the elements of the valuation formula will be influenced by the kinds of post buy-out promises a seller is required to make under the Buy/Sell Agreement.

Post buy-out promises.: If structured correctly, a Buy/Sell Agreement may provide the remaining partners certain protections against the solicitation of employees, customers, vendors, etc., by the selling partner, and may, in certain limited cases, prohibit the selling partner from competing with the business of the remaining partners for a limited period of time and within a limited geographical location. Although the law tends to disfavor provisions that restrict an individual’s ability to earn a living, a well drafted Buy/Sell Agreement may afford the remaining partners important business protections.

With the assistance of an experienced attorney, business owners can proactively address many unexpected events and help keep a business stable, even in the most difficult times. Please feel free to contact attorney José A. Guerrero at 661-395-1000 or via email at [joseg@kleinlaw.com](mailto:joseg@kleinlaw.com) if you have any questions or comments relating to this article. ♦

**Small Business Loans Now Available**

The Hispanic Chamber Small Business Loan program is well underway and is now accepting applications.

Small businesses can obtain loans for amounts ranging from \$5,000 to \$25,000 – something practically unheard of in the business community.

Businesses must complete an application process and qualify for these loans. Applicants will undergo a verification process of fair to good credit status, the establishment of some form of collateral, and a business plan.

Lou Gomez, President, CEO for the Chamber, will help interested applicants navigate through this qualification process.

“Contact me for an application and to begin the process,” Lou states. “The loan program is now available.”

For more information or to apply for a loan for your company, call the Chamber offices at 633-5495. Lou will be happy to assist you. ♦

**Kern County Hispanic Chamber of Commerce**

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