

the

# Hispanic Network



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

KC  
HISPANIC  
CC

## PRESIDENT'S MESSAGE



As I was shopping over this past weekend, I observed a large number of Hispanics also shopping. However, the majority were paying for their purchases in cash and some were not being adequately served in their native language. As I was paying for my purchases, Elva was busy interpreting for a Spanish speaking couple about my age who were trying to make a purchase. They smiled and thanked her for her assistance and then paid for their purchase in cash. Walking out of the mall, I looked around and saw many similar families and individuals buying and enjoying themselves while spending their hard earned dollars.

Having observed this scene many times while out shopping, I realized that the value of the Hispanic market is still largely unrecognized in many of America's boardrooms and planning organizations.

According to Anna Escobedo Cabral of the Hispanic Association on Corporate Responsibility (HACR), "People still don't understand the magnitude [of growth] we're talking about. When you include the people of Puerto Rico, who are U.S. citizens, the Latin population figure jumps to 40 million with a purchasing power of \$580 billion a year." As HACR President Escobar Cabral puts it, "Our success is intrinsic to the U.S. economy." Simply put: Latinos have finally arrived!

The NASCAR chief operating officer says, "If you look where the growth opportunities are for NASCAR, the Hispanic population is the fastest-growing segment in any sport or business market out there. So, to expand the sport we need to look at the Hispanic community and explore opportunities to develop a feeder series for the Hispanic driver."

Finally, I recently read a story in the *Houston Chronicle*, "Lenders and Builders Eagerly Pursue Immigrant Market!" that said the number of Hispanic home buyers continues to grow, many realizing their dream for the first time. This news story could apply here in Bakersfield as well. During the last couple of months I've seen our Chamber membership grow. Perhaps our members are seeing the same picture or maybe they enjoy the participation and business networking that we make available to them. Whatever the reason, the KCHCC will continue to make every effort to assist our business members to grow and prosper. ♦

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

## SPRING

### Calendar of Events

#### MAY...2004

- May 7** 11:30 am  
Executive Committee Meeting  
KCHCC Office
- May 12** 5:30-7:30pm  
MIXER at Autumn  
Oaks Funeral Home  
4030 Wible Road  
\$3 members • \$5 non-members
- May 20** 4:30 pm  
Grand Opening - Ribbon Cutting  
Kern Valley Printing /EmbroidMe  
2800 Brundage Lane
- May 20** 7:30 am  
Government Relations  
Lorene's Coffee Shop 23rd & Eye
- Speaker:**  
Mike Stein, CEO Tejon Ranch
- May 31** Office Closed

## *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.

Advertising is paid in advance.

Advertising Rates (per issue )

Business Card \$35 • 1/4 Page \$50

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*

Connie Hinojos

All American Mortgage

David Leon

Law Office of David F. Leon

Art Hernandez - Budget Blinds

Salvador Cervantes

Bright House Networks

Cecelia Sebesta

Fidelity National Title

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Frank Dominguez - Aera Energy

Jan Bans - SBC

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Delores Neira - Neira & Neira

Organizational Development & Training

Ramona Herrera

State Farm Insurance

Charlie Rodriguez

Charlie's Meat & Catering

Elsa Onsurez - Citibank Group

## *Administrative*

### *Staff*

Lou Gomez - Executive Director

Andrea Dominguez

Office Administrator



## **GRC Meets with Chief Rector**

by Darrell Feliz, Committee Chair

Our Government Relations Committee met Thursday, April 15, 2004, with Assistant Bakersfield Chief of Police Bill Rector. It was, again, a very interesting meeting with Chief Rector sharing an insider's point of view on various topics concerning Bakersfield City Police Department and its policies.

Concerning the present uncertainty of our City's budget and cuts that are necessary, Bill is really optimistic about the situation. Even faced with the cuts, a Federal Grant has been obtained, which will allow the hiring of 4 new officers. This and other situations must be dealt with and Bill is sure they will be.

Two new satellite or sub stations have been put on line in order to give our citizens more accessibility to police, by also decentralizing the police department from downtown.

Another issue facing the Bakersfield Police Department is that by 2010 at least 15 of 16 high-ranking officers will retire. This in itself creates urgency within the department for faster recruitment of qualified people to fill those spots.

Only 10% of the officers in Bakersfield's police department are Hispanic. Chief Rector highly recommends that we encourage young Hispanics to seek a career working for law enforcement, especially the Bakersfield P.D. because the opportunity for a highly successful career is available. Financial aid is also available in many forms in order to assist those in need.

In closing, Bill expressed a need to put a task force together to address the 98% false alarm rate. It not only ties up dollars and manpower, but it creates a "Cry Wolf" mentality, and one day that could be disastrous for someone. I volunteered to spearhead this group. If anyone is interested please call me, Darrell Feliz at my office, Kern Security System, (661)-588 4357. Your input is very important.

Thank you and "Big Kudos" to Chief Bill Rector. We have made a new friend, and as a member of the Kern County Hispanic Chamber, I am very proud to make that statement. ♦

**Next meeting will be**

**May 20, 2004**

**Lorene's Coffee Shop, 7:30am**

**Speaker will be Mike Stine from Tejon Ranch**

**THIS PROMISES TO BE INTERESING**

# We can set your business free.



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## MEMBER PROFILE: KLP Associates, Kelly Painter

Kelly Painter is the Owner of KLP Associates, an employee information service that provides help and information for managers with employees. "Making your employees work harder for you" is her motto. Kelly has a Bachelors Degree in Sociology from California State University Bakersfield, and a Masters Degree in Organizational Management from the University of Phoenix.

Her business objective is to help businesses by being a *Problem Solver*. Using industry- leading assessments, she provides enough information to Managers and Business Owners to effectively address employee issues such as:

- Reducing employee turnover
- Increasing sales
- Enhancing customer satisfaction
- Reducing employee theft and fraud
- Improving employee morale
- Increasing compliance with regulatory laws
- Identifying people with work ethic and reliability
- Making managers more effective
- Making effective downsizing decisions

Reports provide significant insight into the behavioral traits, occupational interests and reasoning style; information that can be invaluable in job placement, promotions, coaching, succession planning and job description development.

Employee information can be an effective tool for any company growing, downsizing or looking to improve their current employees through increased productivity or improving morale. Every company with employees has employee-related problems and KLP Associates has the inexpensive solution to those employee problems.

Available in 13 languages, there is no software to buy and coaching is provided. They offer free training and all information is available on the Internet. Assessments are conducted by e-mail or by test booklet. For more information contact Kelly Painter via e-mail at [Iassesspeople@aol.com](mailto:Iassesspeople@aol.com) or by phone at 661-904-6560. You can also view her website at <http://www.klp-associates.com>.

If you would like to see your business in the Member Profile section of the Chamber's monthly newsletter, contact Lou Gomez at 661-633-5495 or send him an e-mail at [lgomez@kchcc.org](mailto:lgomez@kchcc.org). ♦



# Menudo Cook-Off

**Sunday June 6, 2004**  
**Strambler Park • 11am**  
**Info: 633-5495**

## MEMBERS GO WILD AT APRIL MIXER

By Stacie Couch, Senior Staffing Manager, Act-1 Personnel Services

Kern County Hispanic Chamber members went WILD during April's business at the Jungle Café, located at the Hill House Motel. Hosted by Keith Barnes, owner of the jungle-themed restaurant & lounge – those in attendance mixed, mingled and met many new colleagues as well as enjoyed the company of long time members and friends. With good food, music, dancing and prizes, it was a roaring and swinging evening enjoyed by all.

Tony Martinez, this year's President greeted all that attended and again encouraged members to seek out other members to conduct business with. By utilizing other members' services and products, we can ensure that our membership is not

only successful in networking but also successful in business.

The Hill House is located at 700 Truxtun Avenue and provides a great lunch buffet for a very reasonable price. They also have a wonderful dinner menu and a very pleasant lounge to enjoy your favorite drink or cocktail.

Thank you to those of you that provided raffle prizes for the mixer. As always, these raffles added to the excitement and entertainment of the evening. The Jungle Café donated gift certificates; Act-1 Personnel provided Blockbuster Movie Gift Certificates and a Basket; and Hall Ambulance (always a contributor) donated gift certificates to Casa Munoz Mexican Restaurant. Cecelia

Sebesta also donated a bottle of wine to be raffled off. If you are interested in donating items for the next mixer, please contact Anna Fryer at 978-7666.

Our next mixer will be at Autumn Oaks Funeral Home on May 12, 2004. Autumn Oaks is located at 4030 Wible Road. As usual, the mixer will run from 5:30 to 7:30 PM and will include food (provided by Esquire Catering), drinks and prizes. Bring a friend! ♦



**RIBBON CUTTING AT CASA MARTINEZ HOME INTERIORS ON APRIL 17.** They are located at 1206 California Avenue and specialize in Mexican Folk Art, Decorative Ceramic and Accessories. In the photo is Charlie Rodriguez, Elva Lopez, Mr. & Mrs. Fernando Martinez, Tony Martinez and Fernando Aguirre.

# MAY MIXER

at  
Autumn  
Funeral Home

Wednesday  
May 12  
5:30-7:30pm

4030 Wible Road

\$3 members  
\$5 non-members

## Board Members Deliver Easter Baskets



On Easter Sunday members of the Kern County Hispanic Chamber Board of Directors visited the Bethany Services Homeless Center to hand out Easter baskets to many of the homeless children that were staying there. Many thanks to Albertson's Supermarkets for

donating nearly 100 GREAT Easter baskets. The baskets contained either footballs, basketballs, soccerballs, stuffed animals or other great toys.

Darrell Willis, the manager of the new Albertson's on Brundage and Chester was instrumental in acquiring the baskets from six other stores besides his. He even helped deliver them to the homeless center on Good Friday where they were stored until Easter Sunday. The children were ecstatic and these were probably the only gifts they had received in a long time. Many of the children were not present because some churches had picked them up and took them to various church services and to picnics. Baskets were left so those children could receive them when they returned.

*Thanks  
again to  
Albertson's,  
their  
employees  
and  
managers.*



## MISSION STATEMENT

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

## Welcome New Members

### CASA OF KERN COUNTY

**2000 24th Street, Suite 130**

**(661) 631-2272 FAX (661) 328-9787**

Court Appointed Special Advocates local chapter was established in 1994. We advocate for the needs of Kern's abused and neglected children, and are considered 501(c)(3) non profit status.

### MARIELLA CANEPA - AVON PRODUCTS

**(661) 632-2722**

Mariella is a Avon products representative. Avon products was founded in 1886 by David H. McConnell. Avon Product is the #1 Global Beauty Direct Selling Co and trains and develops representatives in sales.

### SAL BRITO STATE FARM INSURANCE CO

**1410 Wible Road, Suite 107**

**(661) 663-5880 FAX (661) 663-5888**

Sal Brito State Farm Insurance Co opened April 1, 2004 to serve your insurance and financial services needs...auto, home, life, annuities, health, business, retirement plans, IRAs, education savings, and mutual funds. Sal has been a resident of Bakersfield since 1995, and has over 18 years in insurance and financial services with State Farm. He obtained a chartered property casualty underwriter (CPCU) designation in 2003.

Sal Brito - State Farm, Un Buen Vecino!

### HEISE MEDIA GROUP

**1400 Easton Drive, Suite 148**

**(661) 323-8594 FAX (661) 323-1120**

Heise Media Group was founded in 1998 by Marlene B. Heise. She has over 20 years of experience in advertising, marketing, sales, public relations and promotions.

Heise Media Group will create just what you need to develop and expand your existing customer base. We do this by establishing a company image that is attractive to your identified target market, and by creating brand loyalty so current and new customers will continue to use your product or service for life.

Our philosophy is that good work is done when we have an understanding of your history, current positioning, and future goals. We specially tailor a program that is designed to fit your needs. ♦

## CHAMBER RECEIVES GRANT

On April 16, Tim Rios, Sandy Shumann, Ed Taylor and Hector Garcia from Wells Fargo Bank hosted the Board of Directors at a luncheon at Mauricio's Restaurant and Cantina where they presented the Chamber with a check for \$100,000.

The Kern County Hispanic Chamber of Commerce had earlier applied for a grant from Wells Fargo to provide Technical Assistance to small business owners and entrepreneurs who want to start a business. The grant is over a two-year period and will provide \$50,000 a year in both 2004 and 2005. The focus will be on assisting Spanish-speaking business owners through consultations, workshops and written materials. Statistics indicate there are approximately 5,000 Hispanic-owned businesses in Kern County and many of those are struggling to survive, much less expand or grow the business. A recent survey by a student/consultant who volunteers with the Chamber



found that some problems may be a lack of knowledge or experience, or a lack of financial resources. There are other indications that part of the problem may be cultural differences in the way they conduct business in other countries as compared to here. Regardless, our goal is to help them become viable, tax-paying members of the Kern County business community.

We would like to extend out thanks to Wells Fargo Bank and especially to Tim Rios, the Corporate Community Relations Manager for all his assistance in acquiring this grant. Wells Fargo has always been a big supporter of the Kern County Hispanic Chamber of Commerce. ♦



# KCHCC Sponsors



## Save the Date - June 6, 2004 **MENUDO COOK-OFF**

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