

March
2007

El Informe



Your Opportunity for Greater Success!

www.tucsonhispanicchamber.org

Don't Miss Out on Financial *Assistance for Employee Training!*

Small businesses often have difficulty in funding outside training for their employees; training that would help them advance their skills, fill a need in the company or stay on top of or a head of the competition. Since 75% of the members of the Tucson Hispanic Chamber of Commerce fit in to the category of "small business" having Greg Weiner, Sales Development Manager with the Arizona Department of Commerce speak at February's Business Education Meeting provided a wealth of information and potential help for Chamber members.

Funded through pay roll taxes paid to the state of Arizona \$15 million is available per year to employers with at least one business location in this state. The program, called Arizona's Job Training Program, is managed through the Arizona Department of Commerce by their Sales Development Manager Gregory Weiner.

Gregory spoke to members at the THCC Business Education Meeting saying "If your business is located in a designated Enterprise Zone you may qualify for as much as \$8,000 per employee per training." Otherwise you are looking at a maximum of \$5,000 per employee reimbursement. An eligible employer can receive 75% of the cost to train a new employee and 50% of the cost to train incumbent employees.

Many variables play a roll in the eligibility and amount of the reimbursement grant from employee average income to where in Arizona your business is located. Each qualifying factor is issued a point value and how you answer each factor determines how many points you receive.

To help in assuring you receive the most points available TREO's (Tucson Regional Economic Opportunities) Business Development Specialist Gerri Brunson, gerri.brunson@treoaz.org, is on-hand to help guide you in filling out the application. Her assistance has aided in securing hundreds of thousands of grant dollars to local businesses since the programs inception in 2003.

To date only 6 THCC members have successfully sought employee training grant funding. Don't miss your opportunity to seek funding assistance in the area of employee training. The rules for qualifying for the program can be found at www.azcommerce.com under "Workforce Assistance."

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Membership
Luncheon
Thursday,
April 19th

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Hola Members,

Rain, shine or snow, we at the Tucson Hispanic Chamber of Commerce stand ready to advocate for our members! Our trip to Washington DC for the USHCC Legislative Conference resulted in very productive meetings with Senator Kyl, Congressman Grijalva, Congresswoman Giffords and Congressman Pastor. Unfortunately, we had scheduling conflicts with Senator

McCain and we were not able to meet with him, however, our other representatives made it a priority to meet with the Arizona delegation and spent considerable time hearing our positions and recommendations and for that we are grateful. The high priority topics discussed were access to capital for small businesses, reauthorization of the Small Business Administration funding, health care for associations and immigration reform.

Please visit our website under Links to review our Immigration Position Paper. We need you to take action today by writing, calling and emailing your Arizona representatives and ask them to support our position and make it a priority to pass



**Business Plan Competition
Winners**

On behalf of the THCC Foundation, we want to thank all the strategic partners, volunteers, trainers and judges that made the Latino Youth Entrepreneurship Program held in February at the Pima Community College Small Business Development Center a huge success. Evaluation results showed high marks for impact and many students said that it changed their life direction, attitude and gave them a sense of hope and confidence about their future. Parents and teachers cited a more positive attitude, confidence and students wanting to go to college. This is what happens when a community of caring entrepreneurs, committed volunteers and supportive organizations come together to make a difference in the lives of our young people. Together, we are preparing and advancing our future workforce, leaders and entrepreneurs. We send our "felicidades" to all the students for completing the program and to our 1st, 2nd and 3rd place winners of the business plan competition.

See you at the next Mixer and Luncheon!

Your Business Advocate and Partner,

M. Tomas Leon, MBA
President/CEO



Tucson
Hispanic
Chamber of
Commerce

Thank You!!!

LYEP Judges

Robert Reiger –
*UofA Eller College of
Management*

Carmen Bermudez –
*Mission Management &
Trust*

Edmund Marquez –
Edmund Marquez Suzuki

Alex Cooper – *Pima
Community College Small
Business Development
Center*

Debbie Chandler –
*Microbusiness
Advancement Center*

LYEP Trainers

Suzanne Ippel,
Raúl Almazan
& Team Intuit

Wanda Ronquillo
& Team IBM

LYEP Partners

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Pima Community
College Small Business
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IBM

Allegra Print & Imaging

Intuit

Cox Communications

Micro Business
Advancement Center

LYEP Speakers

Elizabeth Gonzalez Gann

James Oviedo

Jerone Davis

Lea Marquez Peterson

Raúl Aguirre

Brian McLaughlin

LYEP Business Coaches

Cindy Ramirez –
Target Media

Sharon Snyder – *Innovate
Management Solutions*

Frank Valenzuela –
*Community Investment
Corporation*

Chris Kovitz – *Tamissa LLC*

Taunya Villicana –
Affinity Financial

Deborah Muñoz Chacón –
*Sonoran Oasis
Landscaping*

German Gonzalez

Suzanne Hernandez –
The PR Store

Marcos Enriquez –
La Parilla Suiza

Michael Garcia –
*Executive Search &
Consulting*



**AZ Team at USHCC
Legislative Conference**
*L-R, Hector Placencia, Qwest,
Harry Garewell, AZHCC
President/CEO, Alec Juarez,
Qwest, Lydia Aranda, Wells
Fargo, Alexis Parra, Ablis
Ventures/Latino Future
Magazine and Tomas Leon,
THCC President/CEO*



Judges In Action

**View more pictures
at our website under
Calendar & Events/
Photo Gallery**

Surfing the Web 101

Answers to your questions about the world of websites from Surf Tucson Web Services.

Nancy Karsh, Surf Tucson

THCC Business Education Leadership Team



Q: Why should I consider having a website? How will my business benefit?

A: There are a number of reasons for a business to consider having a website.

The most basic benefit is to provide a business with a presence on the world wide web. We are living in a world where consumers increasingly consider “the web” as the

main resource for information. Whether at their home computer or on the go with their hand-held device, the web provides a convenient, easy, one-stop avenue to comprehensive, immediate information about almost anything, 24/7. It’s the “super yellow pages” of today’s business environment. It then becomes important for your business “to be there in order to be found.”

A website is a “living” marketing tool. Unlike other traditional marketing media, information on a website can be easily and immediately updated at little or no additional cost to remain continually current. A website can be designed and optimized to attract the consumer who is looking for your product or services, and you can “push” your message to specific audiences when and where you choose. You can also establish cooperative links with other sites or directories offering additional “traffic” opportunities. Website marketing costs are very competitive to other marketing choices.

A website provides a business with the opportunity to present itself in as complete and detailed a manner as desired. The use of photography, sound, video and a host of other graphic techniques can communicate your message more effectively than other more limiting alternatives. Websites come in all shapes and sizes to meet your precise needs and budget.

When comparing and evaluating a business, consumers attach a certain increased viability to a business that has a website. When interested in more information about your business, consumers look for your domain name on your business card or advertisement. They notice an e-mail address that uses your business domain. When they don’t see a website, they wonder why.

To submit your questions regarding the world of websites, e-mail web101@surftucson.net.

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AGENT	ADDRESS	ZIP	PHONE
Louis Aquino	1802 W Grant Rd	85745	622-2882
Carolina Bullock	1185 W Irvington	85714	741-0070
Enrique Carlon	2784 N Campbell Ave	85719	326-0745
Pierre Calderon	1101 Sherwood Village	85710	546-8877
Jose Durazo	231 W Ajo Way	85713	806-0595
Diana Fierro	5430 S 12th Ave	85714	889-6350
Ron Flores	1521 W St Mary’s Rd	85745	623-4700
Luis Gamez	2340 N. Tucson Blvd	85716	319-8111
Frank Molina	1848 E Irvington	85714	434-8207
Michael Munoz	231 W Ajo Way	85713	296-2131
Rosita Murphy	2810 N. Swan Rd	85712	495-4420
Fernando Resendiz	3845 N Oracle Rd	85705	690-1111
Tony Rodriguez	2340 N Tucson	85716	319-2111
Martha Romero-Dabdoub	1185 W Irvington	85714	293-5100
Juan Salazar	1185 W Irvington	85714	293-5100
Joseph Samaniego	1661 W Prince	85705	888-5955
Javier Valenzuela	1185 W Irvington	85714	741-0070
Joey Valenzuela	1605 N Wilmot	85712	885-3107



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Welcome 2007 Corporate Partners & Sponsors!

February THCC Luncheon



MJ Jensen of Idea Magic spoke at February's THCC Luncheon.



Patrick Lopez-Arizona Car Care Centers, Laurie Schock & Ruben Camacho-SW Gas.



Thom Dusk-Chef Danes, Lydia Duran Hilling & Lisa Peragrina - M&I Bank, Trevor Zaman-Fratelli Gelato Loungs.



Dean Axelrod-Axelrod Management Advisor, Eugene Moore-Fidelity Nation Title, Maresa Padilla-Country Wide Home Loans.



Mich Coker of Snell & Wilmer shares the latest from his THCC Public Policy Committee.

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Doing Business in Mexico

Felipe Garcia | Metropolitan Tucson Convention & Visitors Bureau - THCC Chair, International Leadership Team

We constantly hear in media about the opportunities and threat that China represents to U.S. companies. China is now the second largest trading partner with the U.S., but we should keep in mind that trade with China seems to go one way, since in 2006 we imported from China \$287.7 billion, while we exported only \$55.2 billion. China has lured the interest of many companies, mainly because of the potential of sales to their internal market. At this time it would be hard to predict how China will react to new opportunities in the domestic market as well as to the potential devaluation of their currency (currently requested by many countries, including the U.S.).

China vs. Mexico:

Even though China represents a potentially lucrative market for local companies, we should not forget that Mexico is still the second largest buyer of U.S. exports, accounting for \$134 billion in 2006. At this time, Mexico is also establishing certain strategies on how to take advantage of the Chinese market, as well as to how to better compete with their attractive manufacturing plants. To that extend, Mexico's key has to do with what your real estate broker tells you all the time: location, location, location. The proximity to the U.S. gives Mexico a key advantage over the low cost of manufacturing in China.

I remember a trip I had with a delegation of Tucson companies down to Guadalajara, the "Silicon Valley of Mexico". During such trip, Bruce Wright, The Director of the University of Arizona Science and Technology Park, asked to one of our hosts about the impact of China in the manufacturing industry of Mexico. Our host was very honest on telling us that in fact all of Mexico has suffered with China luring away investments from Mexico. We were told that for example in Guadalajara, a company manufacturing cameras for computers and also keyboards, left them to relocate to China. After several months in China they were shipping the product to Long Beach while they discovered a glitch in some of the cameras. It was too late to fix since the product was in the middle of the ocean. The solution was to send the product to be refurbished into Mexico, and then move back the operations to Mexico.

Constant changes in the high tech industry (don't you love buying a top notch computer which is obsolete a few months later) demand proximity between manufacturers and consumers.

I don't want to tell you not to consider China, I do believe that such country has a great potential specially by accessing its internal market. I also don't want you to believe that Mexico has solved everything with respect to being more competitive (they still need to do changes in tax laws and other regulations). The point I want to leave with you is to keep a perspective on everything that is happening in Mexico, and the potential for your company to participate in both economies.

If you want to be part of the international leadership team of the Tucson Hispanic Chamber of Commerce, or for any questions or comments, please send me an email to fgarcia@visitTucson.org

THCC Leadership Teams in Action

Projects of the International Leadership Team

- Hosting a seminar in Hermosillo, Mexico on how to do business in Tucson.
- Partnered with the Metropolitan Tucson Convention and Visitors Bureau, City of Tucson and Mexican Consulate to bring the "Ventana de Mexico" summit to Tucson on May 1st -3rd, at La Paloma Resort and Spa. Visit ventanademexico.com for more info.
- Hosted a meeting with the Mayor of Culiacan, Mexico
- Debrief meeting with Arizona Mexico Commission regarding the Arizona delegation visit with Mexico's president Calderon.

Public Policy Leadership Team

- Released the 2007 Legislative Principles and Priorities
- Released the 2007 Immigration Reform Position Paper
- Launched the Public Policy Briefing Action e-blast
- Testified at the Senate Health Committee in support of the Health Care Group and emailed all Arizona House representatives

Business Education Leadership Team

- Assessed members training needs and developed priority education topics
- Announced the Hispanic Chamber Business School to all member via email
- Preparing Quarterly workshop and seminar offerings

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How to Cultivate a Win – Win Sale

Sam Williams | New View Group, LLC
 THCC Co-Chair Business Education Leadership Team

Last month's column reviewed how Win – Win selling evolved using the concept of "reciprocal altruism" developed by Robert Trivers. This month we'll cover some of the practical elements of how effective sales people actually build a Win – Win sale.

Sale = Pain x Budget x Decision x Solution x Trust

This all important formula says that the probability of a closing a Sale equals the Pain of the Prospect (times) their Budget (times) their ability to Decide (times) the Trust they have in the sales person (times) the quality of the Solution presented. Many of these values are usually either a "0" or "1." If any value is a "0," the chance of closing the sale is also "0" since the values are multiplied and not added. So a successful sale is about doing each of these five basic things right.

Whenever any of these elements is missing from the sales opportunity and the elements cannot be added, effective sales people will not invest any further time with this prospect. They will politely disengage, stay in touch and move on to other prospects.

Pain = Economic Pain + Personal Pain + Organizational Pain

Effective sales people build trust as they position themselves as an advisor by investigating pain.

The total amount of Pain felt by a prospect is equal to their Economic Pain (their excess costs or the opportunities being lost) plus their Personal Pain (the threat of being fired or passed over or of business failure plus the personal consequences of each) plus their Organizational Pain (the impact of inaction on everyone in the company and the Prospect's sense of responsibility for the collective outcome). The most successful sales professionals are especially skilled at helping the Prospect become aware of these levels of Pain and especially of their personal consequences.

Prospect's Trust = (Rapport + Reputation + Reliability) divided by (the sales person's Self Interest)

A Prospect's trust in a sales person equals the sum of the Rapport the two develop plus the Reputation of the sales person and company plus the Reliability of both all divided by the apparent self-interest of the sales person.

Trust will be high when Self Interest is low and Rapport, Reputation and Reliability are high. Conversely, Trust can be low even with high Rapport, Reputation and Rapport and high Self Interest.

Self Interest = (Objective Helpful Guidance) - (Traditional Closing Behaviors)

Objective Helpful Guidance can best be expressed in this simple thought: "Prospect, just as your time is valuable, so is mine. I will only invest my time with you, provided I can help you. If I can't, that's OK. I'll try to suggest someone who can. It's also OK for you to say "NO" to me at any time. I won't take offense or any more of your time...or mine."

We are all buyers, and as buyers we have learned to detect and resist most Traditional Closing Behaviors. A far more effective approach is to allow the Prospect to do the closing by asking simple questions such as "Well, what should we do now?" or "How would you like to proceed?"

Closing a sale means doing many things well, and these are just a few practical ideas that can improve performance.

Tomorrow's Leaders Working Today

Arizona often comes in "last" in surveys about education, and the stats for minorities are bleaker still. So where will Tucson find the Hispanic leaders of tomorrow? Many will be graduates of San Miguel High School in South Side Tucson.



Jesús Escobedo, Marielos Orozco and Gerardo Robles

Three future leaders are currently working their way through this innovative, college-prep high school by interning at the Tucson Hispanic Chamber of Commerce. Every day, a student arrives by school van and puts in a full day working as an office assistant. The trio shares the job, and their wages help offset the cost of their tuition; but don't think this is charity – far from it. These kids work hard for their wages. Who are these industrious young people?

Meet Gerardo Robles. Gerardo feels very comfortable working with his THCC colleagues and has given them a teenager's highest accolade. "They're cool," he says, "We have good communication." Jesús Escobedo enjoys the opportunity the THCC gives him to gain real work experience. And, Jesús says, "San Miguel gives me a better chance at getting into college." On Wednesdays, the job is held down by Marielos Orozco. She says working at THCC is "like a nice, small family." Marielos plays basketball at San Miguel, and although academics and work always come first, she has her heart set on playing college basketball.

Last summer these freshmen completed a two-week "boot camp" to learn essential job skills: how to answer a business phone, take a message, keep records, conduct themselves professionally – keep in mind, these students are fourteen and fifteen years old. They were also instructed on the school's strict dress code that requires professional attire, including ties for young men. The interns are expected to arrive at the work site ready to be a productive part of the staff.

The professional, entry level jobs that help pay tuition and provide "real world" experiences, also help students grow in self-confidence, and they come to realize the relevance of their education. At San Miguel, a longer school day and year assure that students actually get more instruction time and will graduate with credit hours to meet or exceed nearly any college entrance requirements. Athletics, peer tutoring, community outreach and social justice activities are also a part of the San Miguel experience.

San Miguel is part of the Cristo Rey Network dedicated to providing a way for underserved students to have the opportunity of a college prep education, and to realize the dream of a college degree. Of all the students in the 12 Network schools 92% are racial minorities, average family income is about \$30,000 and 96% of last year's graduates enrolled in college last fall.

San Miguel will graduate its first class in the spring of 2008. Gerardo, Jesús, and Marielos will graduate in 2010. Then what? Gerardo dreams of college, then becoming a movie director. Jesús has his sites on going to the U of A and owning his own business. Marielos plans on UCLA or perhaps USC, and will enter politics.

If you see one of the white San Miguel vans pass by during your daily commute, read the slogan on the side, "¡Estudiantes trabajando para un futuro brillante!" A brighter future for all of us rides on the shoulders of those hard-working students.

For more information on San Miguel High School, please call 294-6403.

Investment Strategies

A Blueprint to Success | Sabias Que!

Hannibal Chinchilla | pbii Financial Solutions
THCC Publicity Leadership Team

For most small business, a business plan is a crucial element. You can hire someone to create your business plan, but doing it yourself gives you a deeper knowledge of your business and leaves you better able to answer questions when dealing with a loan request or financial matters. More important, creating a well thought out business plan can help you generate the financing you need to make your business a success.

Create a Valuable Business Plan

A business plan summarizes your business. It should include the following:

- **Statement of purpose.** Summarize the main function of your business and explain its purpose. Executive summary. Include the owners' names and credentials, your product or services, the market and your competition.
- **Business description.** State the type of business you own and its legal description, the reason for expanding your business, your short and long-term goals, the times the business will be open and the names of your accountant, attorney, banker, financial advisor and business coach.
- **Management and employees.** List your duties, responsibilities and job description and those managers and employees.
- **Marketing plan.** Describe who buys your products and services, your ideal customer, where your customers are located, how your price your products or services and their profitability. Add your advertising strategies to reach your market segmentation.
- **Competition.** Explain who your competitors are and compare your business philosophy with theirs.
- **Business location.** Give detailed description of your business' location, the building, the floor plan. Explain why this location is good for your business.
- **Operations.** Describe how your product is processed, produced, services rendered or specialized operations of your company.
- **Suppliers.** List the names of your suppliers and what products they supply to your business. Strategize alternatives, shortfalls and incidentals.
- **Financial statement.** The most important section. Include your accounting methods, balance sheet, operating budget, cash flow, etc.

Take the time to understand the needs of your business. Financial strategies for small business are different than for individuals. Consult with your tax advisor/ business coach and financial advisor before implementing any strategies. If you need help with standard business plans go to your nearest office supplier and ask for business plans software, they are affordable and provide with a plethora of information.

Hannibal Chinchilla, Financial Advisor for pbii Financial Solutions, business owner and consultant for small business employee benefits.

Remember our website address change!
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Don't Leave Your Exit Strategy To Chance!

Studies indicate that business owners consider their business the single largest asset. Most business owners starting a business prepare a plan to run the operation but yet all too many haven't prepared a plan for the exit or end.

Unfortunately for many owners their exit strategy is one of the four D's---Death, Disability, Divorce, and Departure. These exit strategies have their complications in more ways than one. Here are a few to consider.

DEATH: How will the business continue functioning in the event of the death of the business owner, founder or key person? This item should be discussed openly and frankly at the outset of the business rather than when something happens unexpectedly.

DISABILITY: If a key person becomes disabled this could be devastating to a small business operation or even a medium size organization. This could be the end to a business especially if the disabled person is the owner. It may require for the business to survive that the disabled owner cannot receive any compensation. This in turn could be devastating to the owner's family who depends on his or her income.

DIVORCE: Divorce could take the form of between spouses and or between partners. Marriages, like partnerships, are not always made in heaven. This happens in a surprising number of cases annually. The question to answer is: can this separation be done without ruining the business or the lives of those involved? Again, this eventuality needs to be considered in great depth at the beginning when you launch the business. There needs to be a buy-sell agreement in place which is updated annually to insure that all contingencies are covered.

DEPARTURE: Business is doing great and one day your partner starts going thru a mid life crisis and wants to leave and live in Australia looking for his or her buyout. Imagine who is going to do the work this person stops doing and maybe at a lower than market average wage. Also, maybe there are not sufficient funds to pay this partner at the time the exit is requested.

All of the above and more are important reasons to plan an exit strategy in advance and have it documented, in place, and ready for execution.

At minimum a business owner in anticipation of one of the four D's should have in place a fair and understood Buy/Sell Agreement which takes into consideration all of the financial, legal and practical sides of the four D's.

Remember that an exit strategy plan is a process and not a one time affair. Some questions to be considered?

How will you determine the value of the business? This needs to be looked at annually since market dynamics change. Markets change, customers move and competition sometimes enters unexpectedly. Based on annual cash flow what amount of cash will be needed for you to exit?

How can we use insurance or some other mechanism for employee or owner compensation which will ease the financial burden on the company?

How are we going to retain key employees since moral could

become an issue with any of the 4 D's discussed previously?


Do you know if your business is even marketable?

What is obvious from this short summary is as a business owner you need:

A roadmap to help you decide what you want to do and how to reach your goal and maximize profits. Those that fail to plan, plan to fail.

You need an exit strategy coach to assemble the best team of advisors to help guide you through the alternatives for reaching your financial and personal goals. Your coach is your quarterback guiding you through the process that will help you maximize profits, reduce taxes, and protect your loved ones.

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February THCC Mixer

The THCC Mixer packed the place at El Charro



Big Tequila Winner!

Look at the delicious buffet from our mixer hosts El Charro.



Maresa Padilla-Country Wide Home Loans, Patti Becker- Abbey Senior Referrals, Sheila Riviera-Title Guaranty.

Mixer Sponsors
Ramon Martinez- El Charro,
Isai Centeno- Wells Fargo,
Gemma Partida- Alliance Beverage.



Entrepreneurship

Starting Your Business?

Grace Shelby | THCC Member

Grace Shelby, is opening her own business in Tucson. Within a 12-month time span, she will work with a "Business Success Team" that has volunteered to help her open for business in May of 2007.

I would like to take this opportunity to list the resources I have used and organizations that have assisted me in my research.

First and foremost, the Tucson Hispanic Chamber of Commerce has been instrumental in establishing a committee to assist me in preparing to open my business. I am sure that I am the first of many. Aside from the committee members, who among them have a wealth of knowledge, the chamber has provided me with tools and resources and referred me to various organizations that would be able to assist me.

I had heard of Intuit's "QuickBooks" but didn't know how helpful it was until Tomás introduced me to the 'New Business Starter Kit'. It is a quick overview of what they have to offer and covers steps for: starting up, managing cash flow, marketing, tax time, legal tips and guidance. For those of you who are interested, please go to the Intuit website or contact their offices, which are located in Tucson.

Another resource that I am excited about is provided by the Small Business Development Center, Pennsylvania. Once again, Tomás provided this information to me and is available through www.kutztownsbdc.org. This site provides FREE entrepreneurial training resources, "SmallBizU" courses, Virtual Advisor courses, individualized and self-paced instructions and is available 24/7. They also provide workshops at various locations, for a small fee. Most of them are in Pennsylvania, but a few of the workshops are held online. Definitely try the free online courses.

Other sources to consider are the Small Business Development Center located at Pima Community College-Community Campus, www.pima.edu?smallbusinesssbdc@pima.edu, the MicroBusiness Advancement Center of Southern Arizona, www.mac-sa.org, the Arizona Small Business Association, www.asba.com and a site I came across in my research, www.myownbusiness.org. These organizations will help point you in the right direction, assist you with other resources, classes, workshops, etc. Also consider your friends, relatives and acquaintances. Use them as a resource as well and talk to as many people as possible because everyone has at least one thing, one fact which will help you or at least trigger a train of thought that you may not have considered, but will be a key that you may need.

I hope this has been helpful to you. Good Luck!

**Starting your own business?
Websites that can help:
www.TucsonHispanicChamber.org
& www.asba.com**

Feb. New THCC Members

FOCUS HR	Vicki Hawks	520-721-6777
The Solace Group	Michael Tucker	520-327-0168
Rockin' Baja Lobster	Kenneth McGovern	520-743-8765
ATC - Always Thinking Community	John Henning	520-245-7895
Metro Restaurants	Rick Grinnell	520-325-2797
Chief People Officer	Mark Ziska	520-909-0422
A.C.N.	Reynaldo Castillo	520-429-6749
ABSP, Inc	Henry Borboa	520-290-2277
Franlina Imported Treasures	Carolina Molina	520-229-1583
JW Marriott Starr Pass Resort & Spa	Greg Higdon	520-791-6046
State Farm	Nancy Craney	520-742-9947
Northern Trust Bank	Ana Romero	520-615-2354
GimmeFone	LeRoy Hansen	952-401-8759
Sabino Electric	Ramses Stevens	520-331-9995
Inside Arizona Business	Jason Fenwick	520-975-6728
Farmers Insurance / Manuel Jaramillo	Manuel Jaramillo	520-548-6591
K-Tech Consulting	Ricardo Talavera	520-574-2170
Melaluca	Angel Roca	520-404-9549
Bernal Zeiger Consulting	Kim Bernal Smith	520-870-6327
Desert Waste not Warehouse	Eva Macias	520-631-4841
Defenders of Wildlife	Scotty Johnson	520-623-9653
SOS Properties Inc.	Laura Oldaker	520-440-7314
Bilingual Executive Strategic Training	Dama Gonzalez	

Feb. THCC Renewal Members

Embassy Suites	Bill Hendricks	520-573-0700
Lowe's Home Improvement Warehouse	Bill Kelt	520-407-3628
Hispanic Women's Corporation	Linda Gutierrez	520-205-8756
Arizona Federal Credit Union	Jake Wycoff	520-780-0878
Benavidez Law Group, P.C.	Thomas A. Benavidez	520-623-1461
Country Wide Home Loans	Barbara Hamm	520-322-4206
Frisby Insurance	Maria Frisby	520-622-1595
Kiernan & Associates	Tom Kiernan	520-327-4321
Radisson Suites Tucson	Alicia Wiley	520-721-7100
AAA Arizona	Yvette Lopez	520-885-0694
Hodges Eye Care & Surgical Center, Inc.	Mary Frausto	520-326-4321
Jani-King Southwest	Eric Contreras	520-745-6555
Law and Mediation Offices of S. Jon Trachta	Jon Trachta	520-321-1945
Liberty Tax Service	Nancy Hall	520-790-8829
McFadden/Gavender Advertising	Barbara McFadden	520-882-6262
Residence Inn by Marriott/Williams Centre	Michael Scaffidi	520-790-6100
Saguaro National Park	Sarah Craighead	520-733-5100
Structural Elastomeric Product, Inc - Elastek	Janice Ulrich	520-624-3282
Tucson Clean & Beautiful	BJ Cordova	520-791-3109
West Press	Deanna Lopez	520-624-4939
World Integrated Systems in Health (WISH)	Dr. Sandra Bevacqua	520-743-0575
La Encantada	Linda Shalit	520-299-3566
Affinity Financial	Taunya Villicana	520-795-3360
Digipost	Nora Switzer	520-690-0727
Domino's Pizza	SaRena Keneston	520-323-3500
First National Merchant Solution / Eric Miller	Eric Miller	520-795-1281
Merrill Lynch	Gregory Lee	520-747-6163
Primavera Foundation	Sarah Murphy	520-882-9668
Salazar Medical Group PC	Rebecca Salazar, MD	520-881-6790
U of A Alumni Hispanic Association	Oscar Lujan	520-626-9327
Diamond Ventures	Donald Diamond	520-577-0200
Eastbourne Investemtnets c/o Retail West Properties	Andrea Armstrong	208-331-0110
Pima Federal Credit Union	Paul Kramoski	520-887-3419
REMAX All Executives / Jolene Neubaum	Jolene Neubaum	520-907-0485
Colorado Rockies Baseball Club	Scott Amerman	520-327-9467
Comcast	Kelle Maslyn	520-744-1900
REMAX All Executives / Power Team	Duvan Sierra	520-544-7443
The Microbusiness Advancement Center	Debbie Chandler	520-620-1241
VIP Printing and Promotions	Lorena Arias	520-741-2215

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Membership Luncheon

THCC Fiesta Mixer

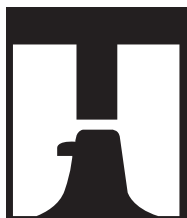
Date: Thursday, April 19, 2007
Time: 11:30am - 1:00pm
Location: The Hotel Arizona
(181 W. Broadway Blvd.)
Cost: \$20 Members with R.S.V.P.
\$25 Non-Members and
Members with no R.S.V.P.

Date: Thursday, April 5, 2007
Time: 5:30pm - 7:00pm
Location: Metro Grill - Park Place
(5870 E. Broadway Blvd.)
Cost: \$6 Members with R.S.V.P.
\$10 Non-Members and
Members with no R.S.V.P.

Title Sponsor:



Speaker Series Sponsor:



Tucson
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Chamber of
Commerce

The Tucson Hispanic Chamber of Commerce with support from El Charro Café, Metro Restaurants and Diageo Brands Proudly Presents the 2007 Fiesta Mixers.

Visit www.TucsonHispanicChamber.org to register and pay online for all events.

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A ABOUT US

VDM is the most important event of the Baja and Sea of Cortes Tourism Industry in the United States. All best business leaders will be together in a three-day Summit aimed to position as the annual meeting place for hotel executives, investors, developers and the professional advisory community in the tourism & leisure industry. It is an event that will bring together leading experts and investors to discuss important trends and to identify new business opportunities.

B CONCEPT

VDM is a three-day business Summit designed to close profitable negotiations and promote tourism projects of the most dynamic touristic regions in Mexico (Baja California, Baja California Sur, Sonora, Sinaloa and Nayarit) inspired by the natural wonders of this binational region and world's famous Aquarium "Sea of Cortes". Home of over 60,000 second home residents from the United States.

C WHO COMESTO THE SUMMIT?

Private Investors, asset managers, portfolio executives, capital and hedge fund managers, developers from the entire region, legal, entitlement, accounting and fiscal firms as well as engineering, planning and landscape architectural firms. Hotel Chains, Airlines, Travel Organizations, Marina & Golf Course Developers and Sport/Health Spa Developers. We also invite public and private financial advisors and consultants as well as tourism & investment promotion institution and agencies.

D STRUCTURE

- Matchmaking and Networking sessions are framed by a business summit that includes:
- An investment & Marketing Forum carried out as expert panel sessions, conferences and "Sea of Cortes Talks"
- Business Exhibit area where you will find: Investment Projects, Land Sellers, Developments, Financial Institutions, Legal firms, Fiscal firms, Branding firms, Accounting firms, Travel Organizations, Airlines, Industry Suppliers, Government Agencies.



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Foundation

14th Annual Foundation Golf Tournament

Date: August 2007 (Day TBD)

Place: TBD

Attendance Goal: 144 players

SPONSORSHIP

Title —\$10,000 (1 Available)

- Three Complimentary Foursomes
- One Commemorative Title Tee Sign
- Company logo on all printed materials, media promotions and event giveaways
- Banner at registration
- Public thank you and full-page ad on Foundation Scholarship awards program
- Quarter page ad for one year in EI Informe —distributed via e-mail and mailed to 600+ members and businesses
- Public thank you presented by our media partners.
- Scholarship presenter at luncheon

Premier — \$5,000 (2 available)

- Two Complimentary Foursomes
- One Commemorative Premier Tee Sign
- Company logo on all printed promotional materials
- Banner at registration
- Thank you ad on Foundation Scholarship awards program
- Quarter page ad for six months in EI Informe —distributed via e-mail and mailed to 600+ members and businesses
- Public thank you presented by our media partners

Gold— \$2,500 (3 available)

- One Complimentary Foursome
- One Commemorative Gold Tee Sign
- Company logo on thank you ad on Scholarship luncheon program
- Quarter page ad for three months in EI Informe —distributed via e-mail and mailed to 600+ members and businesses
- Public thank you presented by our media partners



MARKETING PARTNERSHIPS

(Recognition in *El Informe* distributed via e-mail and mailed to 700+ members and individuals)

<p>➤ Shirt Partner -- \$3,500 (Golf shirt or wind shirt with your company name/logo embroidered on the sleeve or yoke. One tee-box sign and recognition on press release)</p>	<p>➤ Cap Partner -- \$3,500 (Sport cap embroidered with your company name/logo. One tee-box sign and recognition on press release)</p>
<p>➤ Lunch Partner -- \$3,500 (Boxed lunch including a water bottle imprinted with the event logo and your company name/logo for all players. Banner placement at lunch)</p>	<p>➤ Giveaways Partner -- \$3,000 (Gift bag of golf items imprinted with your company name/logo for each player. One tee-box sign and recognition on press release)</p>
<p>➤ Golf Cart Partner -- \$2,500 (Golf carts for all players including golf towels embroidered with company name/logo and golf balls)</p>	<p>➤ Refreshment Cart Partner -- \$2,500 (Three beverage tickets and one water ticket per player printed with your company name/logo along with refreshments cart signage)</p>
<p>➤ 19th Hole -- \$2,000 (One tee-box sign and recognition on press release, opportunity to host sampling of food or products/services at the event)</p>	<p>➤ Hole-In-One -- \$2,000 (Company presence on the \$10K hole and company logo on the oversized check. One tee-box sign and recognition on press release)</p>

Driving Range Sponsor --\$1500
(1 Commemorative Driving Range Sign)

Putting Green Sponsor --\$1000
(1 Commemorative Putting Green Sign)

Tee Sponsor --\$200

Foursome --\$600

Single -- \$150



NEED BUSINESS ASSISTANCE BUT DON'T KNOW WHERE TO TURN?

**Call TREO's NEW
Business Resources Hotline:**

**520.243.1905
8:00 a.m. to 5:00 p.m.
Monday through Friday**

An information specialist is available to help answer your questions or refer you to more than 200 business resources available throughout the region. TREO is your one-stop resource for questions regarding financing, starting a business, development/permitting issues, business licensing, and more.

Call the Hotline Monday through Friday between the hours of 8:00 a.m. and 5:00 p.m. Any messages left after business hours will receive a response within one business day.

A comprehensive list of community resources can also be found on TREO's Web site at www.treoaz.org, then clicking 'Business Resources', and 'Community Partners.'



**TREO's mission is to provide insight,
infrastructure, resources, and development
efforts to accelerate economic prosperity
throughout the Southern Arizona region.**

To meet the needs of a rapidly growing region, Tucson Regional Economic Opportunities, Inc. (TREO) was formed to serve as the lead economic development agency for the greater Tucson area and its surrounding community partners.

TREO strengthens the Tucson region by providing a comprehensive menu of solutions and effective regionally-based economic development leadership with vision and coordination.

TREO offers an integrated approach of programs and services to support the creation of new businesses, the expansion of existing businesses within the region, and the attraction of companies that offer high-impact jobs and share the community's values.

The values that TREO has established serve as a foundation for the objectives that guide TREO's everyday activities.

- Nurture Competitive Economic Growth
- Build Strategic Partnerships
- Promote Regionalism
- Assist Local Business
- Be an Economic "One-Stop"
- Maintain a Customer Focus



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Tucson
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2007 Scholarship Luncheon



Attendance Goal: 400

DATE: Thursday, June 21, 2007

PLACE: Marriott University Park

Presenting Sponsorship

\$7,500

- Company logo on invitations, programs and table tents as presenting sponsor
- Premier on stage banner location
- Table of 10 people
- Five minute address to students
- Company logo on Thank You ad to run in *El Informe*
- Presenting Sponsor representative to help present awards
- Half-page ad on the June edition of *El Informe*
- Company logo in promotional and thank you ad in the Arizona Daily Star, Tucson Citizen and La Estrella Newspapers.

Partners In Education Sponsorship: (four available) \$2,500

- Company logo on invitations, programs and table tents
- Prominent banner location
- Company logo on Thank You ad to run in *El Informe*
- Company logo on tents at student tables
- Admission for five people
- Company representative greets students as they receive award
- Company logo in promotional and thank you ad in the Arizona Daily Star, Tucson Citizen and La Estrella Newspapers.

Student Sponsorship: (five available)

\$1,000

- Recognition as Student Sponsor on programs and table tents
- Admission for two people
- Company logo on Thank You ad to run in *El Informe*
- Company logo on tents at student tables
- Company logo in promotional and thank you ad in the Arizona Daily Star, Tucson Citizen and La Estrella Newspapers.

Sponsor will provide THCC with:

- Company logo in jpeg electronic format for placement on THCC Website and website address to link to company site

**For additional information – please call 520-620-0005 or visit
www.TucsonHispanicChamber.org**

APRIL 2007 CALENDAR OF EVENTS

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 8:00am - 9:00am Scholarship Committee Meeting	4	5 7:30am - 8:30am Finance Meeting 5:30pm - 7:00pm Fiesta Mixer (Metro Grill, Park Place 5870 E. Broadway)	6 12:00pm - 1:00pm Publicity Committee Meeting	7
8	9 3:30pm - 5:00pm Business Education Committee Meeting	10 12:00pm - 1:00pm Membership Meeting 4:30pm Executive Meeting 5:30pm Board of Directors Meeting	11	12	13	14
15	16	17	18	19 8:00am - 9:30am International Committee Meeting 11:30am-1:00pm Luncheon (Hotel Arizona 181 W. Broadway)	20	21
22	23	24	25	26	27	28
29	30 11:30am - 12:30pm Public Policy Committee Meeting					

Networking Events:

(All major credit cards and debit cards accepted)

**THCC Networking Fiesta Mixer
Presented by El Charro Café, Metro
Restaurants and Diageo Brands**

Date: Thursday, April 5, 2007

Time: 5:30 p.m. - 7:00 p.m.

Location: MetroGrill Park Place

(5870 E. Broadway Blvd)

Cost: \$6.00 for Members with RSVP

\$10.00 for Members without RSVP and

Non Members

RSVP online at www.thcc.us or at 620-0065!



THCC Membership

Networking Luncheon

Date: Thursday, April 19, 2007

Time: 11:30 a.m. - 1:00 p.m.

Location: Hotel Arizona,

181 W. Broadway Blvd.

Cost: \$20.00 for Members with RSVP

\$25.00 for Members without RSVP and

Non Members

Luncheon Title sponsor:



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Speaker series sponsor:



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MAY 2007 CALENDAR OF EVENTS

SUN	MON	TUE	WED	THU	FRI	SAT
		1 8:00am - 9:00am Scholarship Committee Meeting	2	3 7:30am - 8:30am Finance Committee Meeting 5:30pm - 7:00pm Fiesta Mixer (El Charro -EAST, 6310 E. Broadway)	4 12:00pm - 1:00pm Publicity Committee Meeting	5
6	7 3:30pm - 5:00pm Business Education Committee Meeting	8 12:00pm - 1:00pm Membership Meeting 4:30pm Executive Meeting 5:30pm Board of Directors Meeting	9	10	11	12
13	14	15	16	17 8:00am - 9:30am International Committee Meeting 11:30am-1:00pm Luncheon (Hotel Arizona 181 W. Broadway)	18	19
20	21	22	23	24	25	26
27	28 11:30am - 12:30pm Public Policy Committee Meeting	29	30	31		

Networking Events:

(All major credit cards and debit cards accepted)

THCC Networking Fiesta Mixer Presented by El Charro Café, Metro Restaurants and Diago Brands

Date: Thursday, May 3, 2007

Time: 5:30 p.m. - 7:00 p.m.

Location: El Charro -EAST

(6310 E. Broadway Blvd)

Cost: \$6.00 for Members with RSVP

\$10.00 for Members without RSVP and

Non Members

RSVP online at www.thcc.us or at 620-0005!



THCC Membership Networking Luncheon

Date: Thursday, May 17, 2007

Time: 11:30 a.m. - 1:00 p.m.

Location: Hotel Arizona,

181 W. Broadway Blvd.

Cost: \$20.00 for Members with RSVP

\$25.00 for Members without RSVP and

Non Members

Luncheon Title sponsor:



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RSVP online at www.thcc.us or at 620-0005!