

# xchange



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## Hispanic chamber celebrates banner year

*Record breaking membership, revenue and partnerships*

2006 marked a great year for the Greater Philadelphia Hispanic Chamber of Commerce. During a year of transition and faced with many challenges, the Chamber delivered its mission to promote, develop and advocate for Hispanic businesses and the Latino community at large in an historic way as it reached its record levels of membership, revenues and member-driven activities.

A Board-driven strategy and focus on corporate governance drove the Hispanic Chamber team. The great sense of responsibility shared by staff and board for the betterment of the Hispanic business community and the role of Latinos in the Greater Philadelphia economic development scene resulted in unprecedented success for the Chamber.

The Hispanic Chamber delivered activities to help Latino business owners, corporate executives and professionals learn about business topics; understand business practices, opportunities and the Hispanic market. Our events helped members and professionals achieve face-to-face cultural diversity experience in hiring Latinos, selling their products, growing their businesses and understanding banking, insurance, and the Hispanic workforce.

With El Comercial, the Hispanic Chamber published educational articles about accounting, legal, taxation,

charitable contributions and other meaningful business topics and practices identified as a need by members and community leaders. These publications reached over 2,000 Latino businesses in the Greater Philadelphia area monthly. The Philadelphia Inquirer, the Philadelphia Business Journal, Impacto and El Sol Latino newspapers also acknowledged the great work the Hispanic Chamber performed in 2006 through various publications.

*For the first time in its history, GPHCC has reached the 200 member mark.*

With over 4,000 participants from the United States, Latin America and Canada, the Hispanic Chamber marked an historic moment in hosting the USHCC 27th Annual Convention; bringing together the largest gathering of Hispanic businesses in the United States. We held the first Fiesta, a fundraiser preceded by a speaking engagement with Honorable Roel Campos, Commissioner of the U. S. Securities and Exchange Commission. The Fiesta drew over 500 attendees and secured considerable marketing dollars for the chamber.

The Hispanic Chamber hosted the Honorable Ambassador to the Dominican Republic, Flavio Dario Espinal to discuss trading opportunities between Pennsylvania and the Dominican Republic. In October, we joined the U. S. Department of Labor



# 2007

## *Workforce Development Seminars & Workshops*

Designed for human resources professionals, business owners and executives, these workshops address the challenges Hispanics face in corporate America as well as the challenges corporations face recruiting Latinos. Topics include the impact of Latinos on the future workforce and understanding the multiculturalism within Latinos. Scheduled for **Thursdays @ 8:30 am on February 15, May 10, September 9 and November 8**

## *Minority Business Seminars & Workshops*

Designed to help Latino business owners and executives better understand the dynamics and opportunities available to them. Topics include learning whether your business has what it takes to deliver a significant contract, understanding government business and learning about minority business resources. Scheduled for **Wednesdays @ 8:30 am on February 8, April 11, July 11, October 11**

## *Business Topics*

Designed to help small business owners learn about best practices and business functions. Topics include: internet marketing, accounting practices, business planning and strategy. Scheduled for **March 13, June 12 and September 18 mornings and evenings**

## *Latino Professional Mentoring Network (LPMN)*

A member-driven program designed to help Latino professionals connect with corporate executives, business owners and Hispanic youth. The purpose is to provide executives the opportunity to mentor professional Hispanics to help them succeed throughout their professional careers; and to connect Latino professionals with youth to, as mentors, provide role modeling and expose youth to the career options available to them.

This program is currently scheduled to launch in February and will host seminars, lectures and workshops every other month. Members of LPMN will finalize schedules and activities for publication.

## *Networking Mixers*

The Hispanic Chamber will continue to host bi-monthly meetings in efforts to connect people of various cultures, professional backgrounds and industries in a social setting. Networking Mixers provide a marketing presentation opportunity to companies through sponsorships. Scheduled for the **last Friday of every other month from 5 p.m. to 7 p.m. starting in February 23.**

## *Fiesta de Carnaval*

The Hispanic Chamber biggest event, designed to celebrate Latin American culture is tentatively scheduled for early September. Fiesta de Carnaval will bring the vibrant spirit and culture of Brazil's world renown Carnaval. Stay tuned for more information. You never know, you may be selected Rei Momo, king of the carnival.

## *Hispanic Chamber Golf Classic*

The Hispanic Chamber tradition continues with its annual golf outing scheduled for June. Stay tuned for more details.

## *County Events*

The Hispanic Chamber will host quarterly events on each of the Greater Philadelphia region five counties, South New Jersey and Delaware.

## Hispanic chamber celebrates banner year (continued)

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Secretary, Honorable Elaine Chao at the Opportunity Conference in Philadelphia to assist minority businesses in economic development in working with federal, state, and local government. Workshop topics included access to capital, job training, financial literacy, federal procurement opportunities, and addressing the needs of workers with limited English proficiency. In November, we hosted the Honorable Secretary of the U. S. Department of Commerce Carlos Gutierrez where members had the opportunity to speak with the Secretary one on one. A Holiday Mixer closed the year attracting over 150 members and guests to a networking affair of diverse professions and industries.

Our core strategy is to provide resources and a voice to Hispanic businesses while acting as a major force for positive change in the Latino business community. To that end, last year we structured the organization to be customer-based, and in moving forward we are working with organizations that play a leading role in the areas of economic development, banking, insurance, telecommunications, minority business, workforce development, financial literacy, Latino youth development, entrepreneurship and education. These organizations invest in the Hispanic Chamber to help build the infrastructure necessary to reach Latino mar-

kets as we help build it; and to help identify opportunities that address the needs of these markets. The Hispanic Chamber also works with city, state and federal governments to maximize resources available to Hispanic businesses. We are pleased that our success in resource development in 2006 will allow us to reach even higher goals in 2007.

In 2007, the Hispanic Chamber will focus on strengthening its membership. To accomplish this, the Hispanic Chamber will work with Temple University's School of Tourism, Hospitality and Management to survey our existing membership and Latino businesses in Philadelphia to better identify the characteristics and assess the needs that will help us define strategies to help them succeed. We will also invest in sales staff to help us deliver such strategies. The Hispanic Chamber will also work with State Farm Insurance and the Pennsylvania Department of Banking and Insurance to continue its educational series; and with Wachovia to address the success and challenges corporations and Hispanic job seekers face during the recruiting process and to learn to address cultural diversity as Latinos become a stronger workforce. We will continue collaborating with the Enterprise Center to assess some retail establishments and help them obtain capital to enhance their business, and with the City of Philadelphia Minority

Business Enterprise Council, Department of Commerce and the School District to strengthen Latino business minority participation and access to minority contracts.

We will continue working with the Greater Philadelphia Chamber of Commerce and its affiliates, the United States Hispanic Chamber of Commerce, the World Trade Center of Greater Philadelphia, and consular bodies to connect with new opportunities to assist our members in realizing local, regional, national and international opportunities to help grow their businesses.

The Hispanic Chamber will continue fundraising efforts strategically aligned to fulfill the needs of its members and designed to nurture the Latino culture. We will host our traditional annual golf outing and will have our annual fiesta themed Fiesta de Carnaval, which will resemble the popular Carnival in Rio de Janeiro, Brazil. We have also planned for monthly events including: business topics workshops, networking mixers, seminars, advocacy events, and the Latino Professional Mentoring Network scheduled to launch in February.

We are optimistic because the opportunities to continue growing Latino businesses are remarkable. We remain appreciative of the absolute support and trust of our members and stakeholders as we enter 2007.

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**I**n 2006, GPHCC played a role in the certification of two minority suppliers currently being considered for City contracts.

# M

## embership

*The greater the loyalty of a group toward the group, the greater is the motivation among the members to achieve the goals of the group, and the greater the probability that the group will achieve its goals.*

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The Hispanic Chamber of Commerce is dedicated to developing, promoting and advocating for Hispanic business in the Greater Philadelphia, New Jersey and Delaware areas as well as encouraging the advancement and economic growth of the Hispanic community.

We offer a variety of membership levels to help you and the Latino community succeed. We are sure we can help you find the right one for you. Come join us and enjoy the benefits that you will receive by becoming a

member of the Hispanic Chamber at its most exciting time!

If you like to network with other business people, or if you are interested in accessing the Hispanic market, corporations, government or diversity, the Hispanic Chamber has the right event for you: seminars, roundtables, mixers, fiesta, golf, advocacy, minority participation events. Within our membership we have professionals that can help you with your legal needs, medical, travel, identity theft, insurance. The Hispanic Chamber will help

you build relationships, as in members helping members. Inquire about our member to member discount program. Give us a call at 215.790.3723 or visit us online at [www.philahispanicchamber.org](http://www.philahispanicchamber.org) to learn more about The Hispanic Chamber.

The Hispanic Chamber experienced membership growth by over 100% in 2006 reaching the 200 membership mark for the first time. The Hispanic Chamber periodically list and welcomes new members on the only Latino business newspaper in Philadelphia, *El Comercial*.

### NEW MEMBERS

*As of October 2006*

#### PARTNERS & SPONSORS

Bank of America  
Comcast Family of Companies  
Greater Philadelphia Chamber of Commerce

#### CORPORATE

69-WFMZ-TV Edicion en Español

#### SMALL BUSINESS

Allstate Insurance Co.  
C.A. Spalding Co.  
CHISPA Group  
Cuba Libre Restaurant & Rum Bar  
Dr. Fernando O'Looghlin,  
Chiropractor  
G & G Grocery Store  
Global Arena  
Independence Abstract & Title Agency  
Isla Travel  
Law Office of Edwin R. Rivera  
Philadelphia Workforce Investment Board  
The New Gerardo's Transportation  
US Tennis Association Middle Status

#### INDIVIDUAL

Denisha Pérez  
Lisa Heredia

# Top 10 REASONS WHY PEOPLE JOIN GPHCC

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| <p>10. We are essential to Greater Philadelphia's economy</p> <p>9. Meetings with government officials and corporate representatives</p> <p>8. Regularly scheduled business related seminars</p> <p>7. Various employee benefit programs including: Health Plans (sole proprietor's coverage also available), Workers' Compensation, 401(k) Savings and Retirement, Life Insurance Plans, <i>Discounted services including: 10% Discount UPS Delivery Program, 20-47% Discount Office Supply Program</i></p> <p>6. Technical assistance and</p> <p><b>1. Because we make a difference in the Hispanic business community and you want to help us do that.</b></p> | <p>training for start-up and existing businesses</p> <p>5. Referrals on accounting, advertising, architectural, banking, legal, telecommunications and other services</p> <p>4. Minority business assistance, contract opportunities and education</p> <p>3. Networking events and opportunities</p> <p>2. Latino Professionals Mentoring Network</p> <p><i>And the number one reason businesses join The Hispanic Chamber is...</i></p> |
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# W

## e give thanks to all who made 2006 a success

*The Hispanic Chamber board and staff extends a heart felt thank you to the following corporate partners for believing in us and for walking alongside GPHCC in 2006.*

### Business Partners and Sponsors

Anheuser-Busch, Inc.  
 ARAMARK  
 Bank of America  
 Comcast Family of Companies  
 Commerce Department, City of Philadelphia  
 Greater Philadelphia Chamber of Commerce  
 Greater Philadelphia Tourism Management

The Pennsylvania Department of Community & Economic Development, Governor Edward G. Rendell and State Representative Dwight Evans  
 School District of Philadelphia  
 Sovereign Bank  
 Stevens & Lee Lawyers and Consultants  
 Temple University School of Tourism and Hospitality

Management  
 Wachovia Corporation  
**Corporate Members and Sponsors**  
 503 Corporation  
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 El Comercial  
 Enterprise Rent-A-Car  
 Nationwide Insurance  
 PECO/Exelon  
 Philadelphia Park Casino  
 Temple University  
 Verizon  
 Verizon Wireless

## Learning and leisure: GPHCC members do it all



*U.S. Secretary of Commerce, the Honorable Carlos Gutierrez joined GPHCC members last November and talked about the positive economic impact Latinos make.*



*Greater Philadelphia Hispanic Chamber members enjoyed the USHCC Foundation annual golf outing; one of the activities the USHCC Convention brought to the Greater Philadelphia region*



*David Cohen, Senior Executive Vice President of the Comcast Corporation joined GPHCC at the USHCC 27th Convention activities. Comcast was the presenting sponsor.*



*GPHCC Board President Kenneth I. Trujillo poses with Minority Business Enterprise Council staff at the GPHCC Holiday Mixer.*

*pictures*

# Year in Review: GPHCC 2006

