

Welcome New Members

- Aida E. Flores  
*Start Up*
- Josue Rivera  
*Main Source*
- Maria M. Quinones  
*Met Life*
- Reinaldo Aviles  
*Home States*
- Sheila Cotto/José Brito  
*J.B. Creative Photography*
- Jaime R. Rivera  
*Start Up*
- Arif Malik  
*AT&T*
- Jay Breines  
*Holyoke Health Center*
- Lisbis R. Bueno  
*Domitek*



March 11-13, 2008  
For info 413-746-1989  
www.masslatinochamber.com

Continuation from pg1 (Business Seminars for Youth) educated consumers and to take a lead in the economic revitalization of Springfield and Massachusetts. .” Carlos Gonzalez, President.

“The Massachusetts Latino Chamber of Commerce is attempting to close the financial literacy gap between Hispanic and non-Hispanic youth.” Carlos Gonzalez, President.

**Business owners participate as speakers and role models during the week seminar.**

**Join the Massachusetts Latino Chamber of Commerce**

Membership is open to all professionals and business-owners, small, medium, or large establishments. Take advantage of our networking events, marketing and advertising opportunities, corporate visibility, news and information and our new member to member discounts.

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**Salsarengue Restaurant and El Sol Newspaper Receive Awards**

**HOLYOKE**—The Massachusetts Latino Chamber of Commerce presented the “Si se Puede Business Award” to **Salsarengue** owner, Jose Bou and **El Sol Newspaper** Publisher, Manuel Frau. The “Si Se Puede” award is presented to Latino-owned businesses for their contributions to the economic success of our cities and towns. Salsarengue Restaurant owner **Jose Bou** and **Manuel Frau** of El Sol newspaper were recognized for their success and achievements as outstanding Massachusetts Latino Business owners. Jose Bou stated “Este negocio es del pueblo y ustedes son mi familia.” Manuel Frau thanked all who have lend a hand to his success through good and bad times.



Carlos Gonzalez President of the MLCC & Jose Bou owner of Salsarengue Restaurant

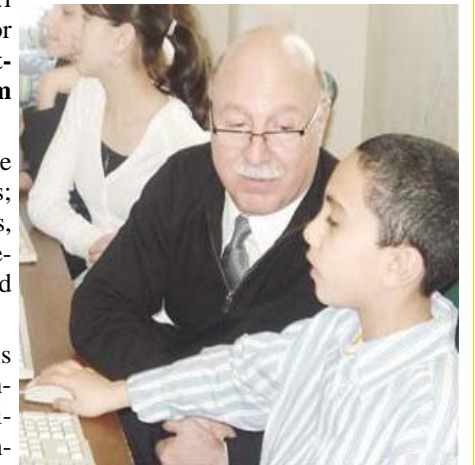
The event also featured Poetry reading and performances by Kultura Borikua, Marca Music and DJ Bango.

**Business Seminars for Youth**

**SPRINGFIELD**—The MA Latino Chamber of Commerce will hold it’s 3rd Annual “Business Seminar for Youth” . April 21st-25th, 2008 from 9:00AM to 2:30 PM.

Children will learn the basic skills of business; how to start a business, banking, financial records and making good business decisions.

The Youth seminar is also sponsored by Junior Achievement Director Jennifer Connolly using the JA programs “Its my Business” and Economics for Success curriculum.



According to the Federal Deposit Insurance Corp. among the nation’s Hispanics, now the largest U.S. “It is crucial we invest in our future. Offering financial literacy programs to the Latino community, particularly our children, they will have a longstanding positive outcome for all of us. As an emerging community, if we do not prepare our children to understand economics then we will perpetuate the economic disparity that exists in our community today. Junior Achievement has the mission and the tools for us to use to help our children become



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**Maria Acuña Real Estate, LLC** **SPRINGFIELD**—



Opened in October, 2001, Maria Acuña Real Estate LLC gained it’s foothold on the local market by being one of the first Latino owned real estate companies in the area. Owners Maria and Alfonso Acuña had help setting up their business from Attorney Jerry Katz, the legal entity, and David

Livingstone (CPA), financial matters.

“There is a large Latino community here and I wanted to make the dream of owning a home a reality,” stated Maria, “we were able to use language to connect with our clients.” It’s this connection with the community that has helped them do so well and grow to where they are today.

The company started as a home based business consisting of one broker, one agent and one administrative assistant. They’ve since outgrown their original location. “We knew we would grow, but never thought it would happen so quickly” says Alfonso, “with Maria’s real estate knowledge and high energy, we were able to expand our staff and attract a number of agents.”

Continue on pg 2

**U.S. Hispanic Chamber of Commerce will Co-Host MSNBC Presidential Debate on "Black-Brown Issues"**

Washington, DC - The United States Hispanic Chamber of Commerce (USHCC), the nation's largest advocate for over 2.5 million Hispanic-owned businesses, today announced that it will serve as co-host to MSNBC's Presidential Debate on "Black-Brown Issues" in Las Vegas four days before the Nevada caucuses. The debate will be telecast live by MSNBC and held at the Las Vegas Cashman Center on Tuesday, January 15, 2008 from 6:00-8:00 p.m. Pacific Standard Time.



"A few weeks ago, the U.S. Hispanic Chamber of Commerce committed to hold the presidential candidates accountable on their stated commitment to small business, particularly the Hispanic business community," said David C. Lizárraga, USHCC Board Chair. "As a nonpartisan organization, the USHCC is proud to join the Nevada State Democratic Party, IMPACTO and 100 Black Men in hosting this important debate to ensure the candidates address critical small business issues including trade, taxes, healthcare, and immigration.

Small businesses are a major generator of jobs and the backbone of America, and as the fastest-growing business segment, Hispanic businesses are playing a larger than ever before role in the economic growth and stability of the U.S. economy."

Nevada is the second state in the nation to hold a presidential caucus and the first in the West to host an early window nominating contest. The state was chosen as an early state because of its high concentration of racial minorities. Hispanics, in particular, represent 23.5 percent of the overall population in the state.

"Nevada is among the states with the fastest rate of growth for Hispanic-owned businesses," said Elizabeth Gallagher, USHCC Board Vice-Chair and Las Vegas Latin Chamber Board Director. "According to the 2000 U.S. Census and 2002 Survey Data, Hispanics contribute close to \$20 billion into Nevada's economy each year, and are a key factor in the vitality of the gaming and hospitality industries."

"Small businesses employ 51% of all Americans and, over the past decade, small businesses created 60 to 80 percent of net new jobs in the U.S.," said Michael L. Barrera, USHCC President and CEO. "Small business is the engine that keeps jobs in Nevada and helps the U.S. compete in a global economy. Ninety-seven percent of all small businesses have under 20 employees, and many are family-owned or self-employed."

In 2004, Presidential front-runners courted small business owners through targeted campaigns in battleground and swing states. Business-focused agenda items during the last Presidential campaign included less regulation, tax relief, lower health care costs, and litigation reform. "These issues continue to impact small business as well as the need for an employable workforce," added Mr. Barrera. "We look forward to hearing the candidates' platforms on small business issues."



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**MA Latino Chamber Trains Future Leaders**

Begins April 21, 2008

During the school vacation week the youth learned basic skills of banking, how to start a small business, keeping financial records, making good business decisions and how to build a business website... [more!](#)

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**Continuation of pg 1 "Maria Acuna Real Estate, LLC"**

This growth has allowed them to broaden their reach and become a diverse company which now serves a larger community.

Maria Acuña Real Estate LLC is looking towards the future, and also has licenses in Connecticut and Florida. "We are very optimistic about the future," says Alfonso, "with everything we've learned, we'll be able to meet the challenges of continued growth and success." Maria says "Our mission is to provide reliable representation to those buying or selling property." Maria Acuña Real Estate brings buyers and sellers together.

For more about Maria Acuña Real Estate, LLC or to contact log on to [www.acunarealestate.net](http://www.acunarealestate.net), [maria@acunarealestate.net](mailto:maria@acunarealestate.net) or 413-739-5787.

**Massachusetts Latino Chamber of Commerce Travels to Washington Legislative Conference**



Washington, D.C.—Join us as the Massachusetts Latino Chamber of Commerce travels to Washington D.C. for a Legislative Conference on Hispanic Business - Shaping Tomorrow's Policy

Before the historic 2008 elections take place, the MLCC invites you to participate in the leading legislative forum representing the interests and agenda of the Latino and Latina business community.

The 18th Annual USHCC Legislative Conference brings together Hispanic elected officials, members of Congress, government leaders, influential Hispanic entrepreneurs and members of corporate America.

Don't miss this critical Legislative Event, Hispanic Business - Shaping Tomorrow's Policy, and dedicate March 11-13, 2008 to the top issues that are at the forefront of the national economic agenda.

A great national networking event. Topics will include **Healthcare, Access to Capital, Energy, Trade, Small Business Legislation, Immigration and Technology/Communications.**

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**MA Latino Chamber visits Branford Hall**

Springfield— Business Leaders from the Massachusetts Latino Chamber of Commerce visited Branford Hall Career Institute in Springfield and toured both the medical and the technical training schools. The group discussed partnership opportunities and training needs for the Hispanic community in Western MA.

Eddie Rivera, Assistant Director of Admissions along with Jane Parker, V.P. of Campus Effectiveness and Interim school director, provided a tour of the medical school, and the group met with students to learn more about their experiences at Branford Hall. Mitch Soriano, School Director at the Technical School, provided a tour of the HVAC and Culinary classes and labs. The students described the wonderful learning environment at the school while expressing their appreciation of the extra support the faculty provides with their academic studies and personal concerns. Both campuses have a high Hispanic population.

**MA Latino Chamber of Commerce introduces New Business and Jobs for Springfield**

The Massachusetts Latino Chamber of Commerce welcomed Care Giver Homes at the Latino Business and incubator Center. CareGiver homes operated by Senior Link a nationwide eldercare company to Springfield's Latino Business center. CareGiver homes opens its Western Massachusetts office with three new jobs, Hilda Rivera, Program Director will oversee the Western Massachusetts outreach efforts, a nurse and a caseworker have also been hired as part of their team.



The mission for Seniorlink / Caregiver Homes is to help seniors age with dignity and independence. Caregiver Homes provides community based housing options for elders and disabled adults in need of daily care and assistance. "We are excited to increase employment opportunities for Western Massachusetts residents, as well as a needed service for our seniors," stated Carlos Gonzalez, President of the Massachusetts Latino Chamber of Commerce. The Massachusetts Latino Chamber of Commerce is



building business and employment opportunities one by one, we recognize that small businesses are the heart and soul of our cities and towns as well as the largest employers.

For more information Please contact Hilda Rivera (413) 426-5818.

The group also met with David Stanford, V.P. for Community Relations, Ed Roberts, Regional Admissions Director, and Mitch Soriano over lunch to discuss **strategies to help more members of the Hispanic community** prepare for careers in the medical profession. The group outlined a number of issues and ideas to benefit those interested in pursuing certificates and diplomas programs. "The idea is to develop strategies that will better serve the community," Stanford said.

One such strategy includes a "tech prep" program, which would focus on helping people who have completed GED programs to increase their skills prior to beginning school. This educational boost would be designed to give students the knowledge and confidence necessary to succeed in their program of study. "The coursework is rigorous, and we don't want the terminology to be so foreign to them," he said.

The group plans to meet again during the first quarter to outline strategies in 2008.