

Welcome New Members

- Ashley Zurc  
Olgullo Publishing
- Jailyn Rosario  
JR Construction
- Rene Romero  
Admark Transportation
- Isidro Herrera  
JTJ Furniture
- Kimberly DiCastro  
On the Top Roofing
- Maria Y. Vazquez  
Night Club
- Pedro Arriaga  
Untouchable Boxing Gym
- Rexene Picard  
Future Works, Inc.
- Rosy Cerna  
Restaurant Turistico Machu Picchu
- Juan Pedroza  
Holyoke Auto Body Inc.
- Violette Radomski  
Northeast Utilities/WMECO
- Willie Palmer  
Mrs. Willies...
- Natalio Leszczynski  
Professional



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Future Business Leaders Business Seminar

**Springfield**—Eighteen students graduated from the "Business Seminar for the Youth". During the school vacation of April 21-25, students learned the basic skills of business, banking, e-commerce, web technology and making good leadership decisions. Each student completed a commerce web business.



The Massachusetts Latino Chamber of Commerce has partnered with Latinos in Information Sciences and Technology Association (LISTA) [www.a-lista.org](http://www.a-lista.org) a national nonprofit, Jose Marquez, National President/CEO in order to bridge the digital divide. **Sponsored by the Western Massachusetts Electric Company** "We are very excited to announce this new partnership and the launch of the New Tech Center of Excellence to be built in conjunction with LISTA stated Carlos Gonzalez. The partnership with LISTA's tech



Young Spirited Entrepreneurs Visit Maria Acuna Real Estate

MA Latino Chamber of Commerce Receives Technology Excellence Award

**Springfield**—LISTA National President Jose Marquez presented the MLCC with a Technology Excellence award for bringing various elements of Technology under one central hub to facilitate the Latino business and non-profit community, the leverage and education they need to succeed in a highly advanced technologically driven society. The award was for the MA Latino Chamber of Commerce for their dedication and commitment to Developing the Next Generation business, technology and financial Professionals. For more read at [www.masslatinochamber.com](http://www.masslatinochamber.com)



"SI SE PUEDE" Awards Presented

**Springfield**—The "SI SE PUEDE" Awards were presented to business and community leaders who through their professional accomplishment can inspire others to succeed. Maria C. Lopez-Santiago, Chief Procurement Officer of City of Springfield, MA Maria C. Lopez-Santiago left her post as Senior Financial Analyst/Project Director to take over the Purchasing Department from acting CPO. Maria I. Santiago and Carol Sanchez of Sanchez and Santiago LLC a CPA firm in Massachusetts. Maria I. Santiago, CPA was a graduate of Holyoke High School and has focused her career in the Tax Preparation and Planning areas. Most recently, she worked for Grant Thornton & Co. Prior to that she worked in the Tax



Maria C. Lopez-Santiago, Bobby Rodriguez & Maria I. Santiago

Continued on Pg 3

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**Domitek LLC Opens New Office in Worcester, MA**

Worcester, MA—The "Si Se Puede" award was presented to Libis Bueno, owner of **Domitek, LLC** for inspiring Latinos to achieve their goals. **Domitek, LLC** is a Microsoft certified IT business that specializes in website and network solutions, as well as IT consultation and programming.



Get a free technology consultation from Domitek. They will evaluate your current business IT assets and they will guide you through options to help you operate more efficiently, protect your business information, and take better care of your customers. To reach Domitek, LLC 1-888-366-4835 or send a email to [info@domitek.net](mailto:info@domitek.net)

**Future Business Leaders Complete Business Seminar**

Continuation of Pg 1 literacy programs is the greatest gift to the future of the children of Massachusetts and I want to thank their visionary president Carlos Gonzalez, for spearheading this movement" said Mr. Marquez.

The Latino Business and technology Center is sponsored by **Western MA Electric, Baystate Health, Health New England, Hampden Bank, Jim Santiago, Carlson Realty, Americorp Vista, US Post Office, Maria Acuña Real Estate, Jose Marquez, LISTA, Western MA Mortgage Experts and Junior Achievement of Western MA.** For more read at [www.masslatinochamber.com](http://www.masslatinochamber.com)

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**Bobby Rodriguez  
Chief Diversity Officer Of Baystate Health**

Springfield—Bobby Rodriguez is the new Chief Diversity Officer for Baystate Health. In this capacity, he is responsible for assessing the internal and external environment/culture, developing and implementing strategies to attract, develop and retain a high-performing, diverse workforce. He provides guidance and counsel to leadership regarding the integration of cultural competence into short and long-term corporate business plans, and supports corporate multicultural strategies.

Prior to joining Baystate Health, he was the Director of the Office of Cultural Competence and Diversity Systems for Blue Cross and Blue Shield of Florida (BCBSF). In this capacity, he was responsible for the development, implementation and monitoring of a comprehensive cultural competency, diversity and work/life strategy.

Rodriguez came to Baystate Health with more than 16 years of business development and multicultural marketing experience. Prior to joining BCBSF he was the business development manager for emerging markets at Care-First BlueCross BlueShield in the Washington D.C. area. In this role, he spearheaded the design and directed the implementation of a new corporate strategy to capture emerging markets. In developing that strategy, he provided guidance to align the company's sales strategy, marketing campaigns, and product positioning for Hispanic, Asian and African American markets.

Rodriguez served as director of sales and business development for Xerox Corporation. In this capacity, Rodriguez developed and executed a strategy to introduce key software products in North America. His clients included GlaxoSmithKline, Cleveland Clinic, the Library of Congress, ABC News, Lockheed Martin, Northrop Grumman, BAE, Raytheon and the Department of Defense.

Rodriguez's past experience includes his role as marketing director for a large supermarket chain in Puerto Rico, where he implemented the first discount coupon program and direct mail campaign in the region.

Rodriguez earned a bachelor's degree in Industrial Management and Marketing from the University of Puerto Rico. He spends his free time enjoying the outdoors, swimming, and traveling with his wife and two children.

**Business Seminars  
Beginning May 14, 2008**

Starting or already own a business? The Massachusetts Latino Chamber of Commerce offers a series of bi-lingual Spanish / English workshops to help you on the road to success.

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**Business Plan Road to Success**

**Personal Financial Planning**

**Accounting for Small Business**

**Credit Rating/ Financial Literacy**

**Marketing Your Business**

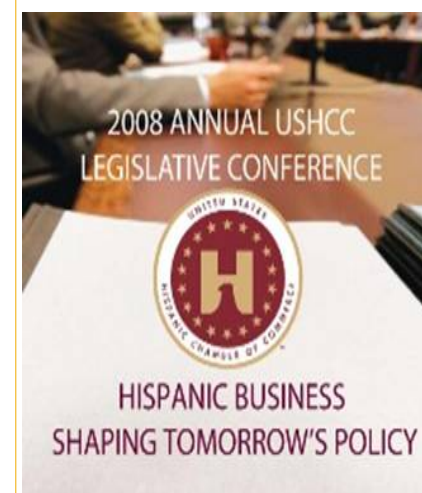
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To register call 413-746-1989 or email [info@masslatinochamber.com](mailto:info@masslatinochamber.com). Members discount available.

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Latino Chamber of Commerce**

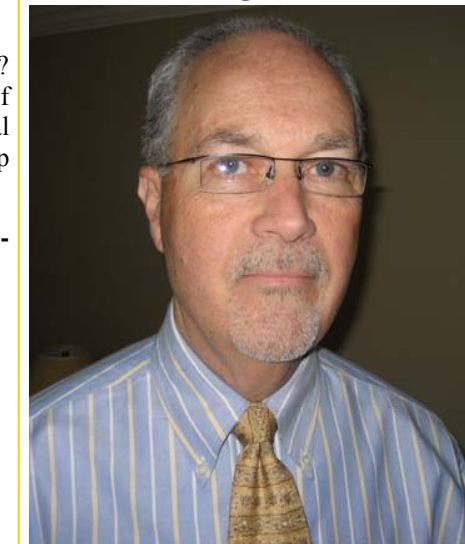
Membership is open to all professionals and business-owners, small, medium, or large establishments. Take advantage of our networking events, marketing and advertising opportunities, corporate visibility, news and information and our new member to member discounts.

For more info call (413 ) 746-1989 [www.masslatinochamber.com](http://www.masslatinochamber.com)



**March 11-13, 2008**  
**For info 413-746-1989**  
[www.masslatinochamber.com](http://www.masslatinochamber.com)

**William J. Gilligan, Your Personal Car Shopper**



Springfield—William J. Gilligan and Jack O'Malley, two long-time friends who loved cars but were frustrated with the car buying experience envisioned offering a service where they could find the exact car people want at the best price possible, while eliminating the agonizing and often condescending process. That vision today is **Your Personal Car Shopper**.

In 2005, William and Jack began their c o m p a n y "[www.yourpersonalcarshopper.com](http://www.yourpersonalcarshopper.com)"; a concierge service for locating any type of vehicle from current model year down to 1950, with prices typically ranging from

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As a registered car dealer in Massachusetts, they are committed to searching high and low for exactly what you've asked for without applying pressure or hassle. They are honest and upfront about all aspects of the sale because they only work for their customers. Once the sale is complete, they'll either ship or deliver your vehicle to your front door or directly to your business so your busy schedule is not disrupted. They \$5,000 to \$100,000. They pride themselves on saving you time and money, they provide a hassle-free car buying experience by finding exactly what you want, without hidden fees and the process is simple. Included in their service is performing the legwork to ensure your vehicle is in the best condition possible. This is achieved by their commitment to thoroughly inspect all cars for safety and performance prior to delivery. It's going that extra mile that sets us apart from the rest.

Your Personal Car Shopper is pleased to also offer the following services: treat you like family. It's that simple.

To contact **Your Personal Car Shopper** call 413-374-3664 or log onto [yourpersonalcarshopper.com](http://yourpersonalcarshopper.com)

**"SI SE PUEDE" Awards Presented** Continuation of Pg 1

Departments of KPMG, American Express Tax & Business Health. In this capacity, he is responsible Services, and Aubrey, Dixon Riley & Turgeon. Maria's tax expertise ,includes such industries as non-profits, construction, real estate, retail, manufacturing, and high technology. In 2004, Maria sat on the board of directors for two consecutive terms. In 2003, she was the vice-president of ALPFA (Association of Latino Professionals in Finance and Accounting).

Carol I. Sanchez, CPA started her career with KPMG's Audit Division. From there, she gained experience in Internal Audit with GTE (now Verizon), a then-\$20 billion dollar company with diverse industries. Then she

launched the Internal Audit function for The Timberland Company, traveling throughout Europe and Latin America implementing new systems and processes. In 2002 she sat on the board of directors of the Massachusetts Society of CPA's. In 2003, Ms. Sanchez was a member of the board of directors the ALPFA (Association of Latino Professionals in Finance & Accounting).

Bobby Rodriguez is the new Chief Diversity for assessing the internal and external developing and implementing strategies to attract, develop and retain a high-performing, diverse workforce. He provides guidance and counsel to leadership regarding the integration of cultural competence into short and long-term corporate business plans, and supports corporate multicultural strategies.