

Hispanic Network



www.kernhispanicchamber.com or kchcc.org • April 2003

PRESIDENT'S MESSAGE

by Chris Bernal



Greetings everyone:

The Chamber held its first quarterly workshop this past month entitled "Employee or Contractor". Thank You **Suzy Kimbell**, with **Paychex**, for putting on this informative event. I would also like to thank **John's Incredible Pizza** for hosting this event. Remember, you miss out on great networking opportunities if you don't show up.

Our March mixer was well attended. Thank you **Bakersfield Family Medical Center**, for hosting this exceptional event. Not only was this event well attended, there was also a lot of interaction between the attendees. After all, the main purpose of these mixers is to provide you, our members an avenue to not only host the event and promote your business, but also provides an avenue for those in attendance to interact with each other and develop the contacts that every business needs.

Connie Hinojos is doing a superb job at coordinating our second annual Casino Night. This event promises not only to be an enjoyable event for the many participants but also a venue for sponsors to showcase their businesses, as well as networking opportunities for those in attendance. Please contact the Chamber office for more information on how to purchase tickets and how to help sponsor this event. Keep in mind that sponsorships for the Casino Night are going fast, so if you would like to showcase your business at the event please contact the Chamber office so that you don't miss out.

Tony Martinez, our President-Elect, has dutifully been our representative with the California Hispanic Chambers of Commerce. I would like to say **Thank You, Tony**, for taking the time away from your already busy schedule to make the meetings, held throughout California, and bringing the insight you have gained to our Chamber.

April is synonymous with spring which brings on new life and new starts to a variety of creatures, plants and yes, even love. Why not bring new life to your business as well? Make this spring an opportunity to get more involved in the Chamber, and if you know of anyone who would like to bring a little more life into their business, please stop by the office or give us a call at 633-5495. We more than welcome your help and involvement.

Upcoming Events

April

April 6

Daylight Savings Time begins

April 9 Mixer

Leyva Security Services
1212 ½ Main Street, Delano
5:30 - 7:30 PM
\$3.00 - \$5.00

April 17

Government Relations Committee

Lorene's Coffee Shop - 23rd & Eye
7:30 AM
Special Guest - Juan Olivares,
Mayor of Arvin

April 20

Easter Sunday

Happy Easter!

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.

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Flyer Inserts \$100

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Administrative Staff

Lou Gomez - Executive Director

Andrea Dominguez - Office Administrator. Call the Chamber office (661) 633-5495 for information on any committee(s) that you would be interested in joining or assisting.

Government Relations Committee Hosts City Councilman

by Darrell Feliz, GRC Chairman

Bakersfield City Councilman David Couch was the guest speaker at the Chamber's Government Relations Committee meeting on March 20, 2003. David was open, realistic and a delightful visitor. His views on the issues facing Bakersfield were profound and perceptive.

The discussion revolved around several topics of concern to Bakersfield residents at the present time. Councilman Couch discussed the issues involving the proposed downtown pool facility and the problems with obtaining and retaining CDBG money to complete the project. The problem concerns the depth of the pool required for public use versus the depth needed for competitive swim meets. He also expressed concern and answered questions regarding the closure of two smaller public pools to help pay for the new complex.

He and the committee had a deep discussion concerning the approval of the new Wal-Mart Super Stores and the problems they might create for smaller, competing businesses in the vicinity. The discussion centered on the right of businesses to attract customers. Mr. Couch doesn't feel that the City of Bakersfield can or should regulate the ability of a business to increase their sales or attract customers with better pricing or service. He also shared his concerns about the funding of the proposed Kern River Freeway and the ability to complete the process.

The discussion of urban and city development was eye opening. The differences between city and county guidelines are incredible. Some astonishing information was shared pertaining to the elderly home care business. It seems that anyone can buy a home in any residential neighborhood, take up to six elderly boarders, provide care and get paid by the government without having a license. In fact the boarders don't have to be elderly. They can be drug or sex offenders and the city could not stop them from moving into the neighborhood. He stated some operators of these homes have several facilities in different parts of town or even different cities and no one knows because they are not regulated. Mr. Couch said the noise, trash and sometimes the employees of these homes can decimate a neighborhood and he is attempting to put a stop to it.

The hour-long meeting was not really enough to discuss all the topics we had planned, but our last two meetings have been a tremendous help in understanding how our city runs. **Thank you Councilman David Couch** for sharing your views. If you want to be more informed about what's going on in our world, join us every 3rd Thursday of the month at Lorene's Coffee Shop, 23rd & Eye 7:30 am. Our next meeting is April 17 with special guest, Arvin City Mayor, Juan Olivares. See you there!

Letter to Local Business Owners

From the Kern County Waste Management Department

Implementation of Cathode Ray Tubes Gate Fees:

State regulations prohibit disposal of cathode ray tubes (CRTs) into municipal landfills due to the high lead content found within these devices. CRTs, which have been designated as universal wastes, are the glass tubes found in computer monitors, televisions and various instruments. The costs for handling CRTs are significantly higher than routine solid waste, thus, a revised fee schedule was proposed. The Kern County Waste Management implemented gate fees approved by the Kern County Board of Supervisors for CRTs on February 24, 2003.

The following fees for commercial sources shall apply:

Bulk loads of CRT devices\$0.35/pound

Computer monitors, small televisions
And other small CRT-containing devices.....\$10.00/unit

Medium to large televisions or other
Similar sized CRT-containing devices\$20.00/unit

Console-type and projection (big screen) televisions
And large CRT-containing devices\$40.00/unit

Our Department will endeavor to apply fees in the most

accurate and efficient manner; however, if unit versus bulk charges are contested please note that the application of the per-unit charge or bulk rate is within the sole discretion of the County. Additionally, loads of 25 or more CRTs must be pre-approved by our Department at least 24 hours in advance. Pre-approval is necessary to assure diversion areas can be maintained to comply with regulatory standards.

We suggest disposal of loads comprising of CRTs only. If your organization prefers to dispose of CRTs within a mixed load, please count the type and number of CRTs according to the price schedule prior to landfill submittal and please load carefully in a manner to prevent breakage and to allow for easy off loading. It is very important to communicate with your hauler to assure proper handling and accurate application of fees. Please note that our solid waste facilities provide your organization with a CRT disposal option but we are not exclusive in this role. If you have any questions, comments or you are interested in other options for your waste CRTs, please contact Tony Bonnano at (661) 862-8955 at your earliest convenience.

Sincerely, DAPHNE H. WASHINGTON, Director ♦

March Mixer in the Twilight Hour

Bakersfield Family Medical Center and Heritage Physicians Network hosted the March 12 Business Mixer in the 3rd floor patio area of their beautiful facility on California Avenue. It was a beautiful spring evening and the sun was just setting as the people arrived to enjoy an evening of fun, good food and excellent networking opportunities.

Approximately 30 people attended and learned much about Bakersfield Family Medical Center and the services they provide. BFMC's Ralph Fimbres introduced several staff members that were present and talked about the medical facility. President Chris Bernal introduced Board members and made a few announcements about upcoming events. Committee Chair Connie Hinojos talked about the annual Casino Night Fundraiser, which is scheduled for Saturday, May 17, 2003. The mixer committee consisting of Gretchen Plahn, Ana Fryer and Donna Herman raffled of several prizes that were donated by Fidelity National Title, Buckley Broadcasting, BFMC, Bakersfield Condors, Mayor Harvey Hall, and Jorge Morales of A.G. Edwards and Sons.

Remember that business mixers are a great opportunity to network, meet other business people, pass out business cards, and expand your business and contacts. Take advantage of the opportunities. The next mixer is scheduled for April 9 at Leyva's Security Services, 1212 1/2 Main Street in Delano. For More information call Ralph Leyva at 721-7033. See you there! ♦

Paychex Presents Educational Workshop

The 1st quarterly business seminar of the year was presented by Suzy Kimbell of Paychex, Inc. on March 19, 2003 at John's Incredible Pizza. Entitled "***Employee or Independent Contractor?***" The workshop presented important facts and dispelled some myths about classifying employees in order to stay out of trouble with the IRS.

Small businesses often do not understand the effect of classifying an individual as an employee or an independent contractor. Properly classifying a worker as an independent contractor may save the company money and benefits, such as pension, group health, and worker's comp insurance, as well as social security and unemployment insurance taxes. In most cases, the only tax form employers have to complete is a Form 1099-MISC at the end of the tax year for workers classified as independent contractors.

On the other hand, classifying workers as employees requires that a company: withhold federal, state, and local

income taxes; pay half the tax mandated under the Federal Insurance Contributions Act (for social security and Medicare); pay the full tax required under the Federal Employment Tax Act and any state unemployment insurance tax laws; pay for workers' comp; file a number of returns during the course of the year with various tax authorities; and provide W-2s by January 31. The employee may also have rights to employee benefits such as health insurance, vacations, holidays, or retirement plans.

Intentionally misclassifying employees as independent contractors may result in penalties and interest double what should have been paid by the business. The exposure for unintentional misclassification is serious, but not as serious as the risk for an intentional misclassification. For assistance and a complete guide on classifying workers to avoid risk, call Suzy Kimbell at PAYCHEX, 633-0807, or visit their website at www.paychex.com. ♦

May Workshop: Business Etiquette

May 14 at 12 Noon . University of Phoenix - 4900 California Ave - Tower A

Speaker - Linelle Thompson

Free Tax Preparation for Those Serving in Middle-East and Their Families

By Megin Hughes, Vice President, 1040 Tax & Financial

To show support for those serving our country, **1040 Tax & Financial** is offering free tax preparation to members of the Armed Forces serving in the Middle East and their families.

"We wanted to be able to say THANK YOU for serving our country," said David W. Smith, President of **1040 Tax & Financial**. "These men and women are there on our nation's behalf, putting their lives on the line." Taxpayers with a son, daughter, or spouse serving in the Middle East can get a free individual return prepared at any of the six 1040 locations in Bakersfield. For those taxpayers that have already filed their 2002 return, this offer is good for preparation of a 2003 return as well. "We also empathize with the families of those overseas," said Smith. "Our prayers are with them for a safe return of their loved ones."

1040 Tax & Financial is locally owned and operated with over 560 years of combined experience, offering quality tax preparation, bookkeeping, mortgage and financial services. For more information, contact Megin E. Hughes at 323-1040 or 703-4689, or visit one of their six offices in Bakersfield. ♦

2nd Annual Kern County Youth Mariachi Festival

FULL OF RICH TRADITIONS OF MARIACHI MUSIC AND ITS CULTURE

The Kern County Youth Mariachi Foundation and the Kern County Hispanic Chamber of Commerce Foundation are collaborating to present the second annual Kern County Youth Mariachi Festival and Competition.

The youth workshop and competition will take place from 2 PM to 4 PM on Saturday, April 19, 2003 at the Cal State University Bakersfield Dore Theater, 9001 Stockdale

Highway. The festival will follow at the Cal State Amphitheater from 5 PM to 10 PM.

The festival will feature youth competition winners, folklorico dancers, Mariachi Tlaquepaque, Mariachi Adelitas, and Mariachi Imperial de Mexico, all premier Mariachi groups from Southern California. Food and beverage booths will satisfy the authentic crave of the Latin culture and seniors from

local high schools will showcase their prize winning Latin Art paintings.

Through a tourism promotion grant from the Board of Trade, and in partnership with the Kern County Superintendent of Schools, this effort is one that is intended to showcase and encourage tourism to Kern County as well as raise funds for youth and scholarship programs in our area. For ticket information call (661) 333-3505 or visit us on the web www.kernmariachi.com. ♦

April Mixer

Wednesday, April 9, 2003

Leyva Security Services • 1212 ½ Main Street, Delano • 5:30 – 7:30 PM



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Saturday, April 19, 2003**

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from 5 pm to 10pm

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for more information

Wells Fargo Makes Donation

At a recent lunch meeting at the DoubleTree Hotel, Wells Fargo Bank representative and Branch Manager, Hector Garcia presented the Kern County Hispanic Chamber of Commerce with a \$7,500 check. The money will go towards helping provide services to help sponsor and to help with the Chamber.

**WELLS
FARGO**

the Chamber to their members, various events, operating cost of

Wells Fargo has been a big supporter of the Hispanic Chamber for many years and is always willing to support any programs that help small business owners. They have also supported educational and scholarship programs for our educational foundation. **Many thanks to Tim Rios, Hector Garcia,** and the other Wells Fargo managers who have helped us achieve our goals. ♦

Thank You Wells Fargo!

Thank You

For the renewal of your membership!

Tomas A. Arcienga
Auto Source America
Budget Blinds of West Bakersfield
ChevronTexaco
Code Precast Products, Inc
I Know Technology, Inc.
Jim Burke Ford
Jose M. Soto M.D.
Kern Valley Printing
O'Dell Cross, A Professional Corporation
State Farm Insurance-Mike Brazzell
The Law Office of H.A. Sala
The Law Office of Young Wooldridge
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Dewey Pest Control is a full service pest control company. Dewey was founded in 1929 and remains a family business. They are able to provide a complete list of pest and termite services, that include commercial, residential, inspections and repair work.

MARTINEZ MEDIA MARKETING / LINDA MARTINEZ

1918 19th Street

(661) 395-3100 • mmmarketing@igalaxy.net

Linda E. Martinez is a native of California and obtained her formal education and work experience in the Central Valley. She was employed by Univision, the number one rated Hispanic television station in the country, for almost 5 years. During this time she worked along side people in all aspects of the television and marketing industry, learning the in's and out's of the business and establishing vital contact. She received quality training and learned that true professionalism comes with putting the client first.

Linda wanted to expand her creativity and explore challenges, she established her own agency of Martinez Media Marketing February 2002. Through Martinez Media Marketing, she brings a wealth of knowledge in the area of marketing. With an innate sense of the market and the public perception of a product. Having lived in the Central Valley all her life, she is not only familiar with the general market population but also with the buying habits of the Hispanic market as well.

STEWART COMPANY REAL ESTATE /PHYLLIS LOPEZ

9910 B-1 Rosedale Hwy

(661) 588-8600 FAX (661) 588-8436

Steward Company started in Real Estate in Wasco, Ca. Phyllis Lopez has been in real estate since 1993. Steward decided to expand the company to the Rosedale area & have been doing great since they opened in Sept 2002.

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