

AUG. 2010



ien Contacto!

THE OFFICIAL NEWSLETTER OF THE HISPANIC CHAMBER OF COMMERCE OF METROPOLITAN ST. LOUIS

GEORGE PAZ SPEAKS, INSPIRES

The Hispanic Chamber of Commerce of Metropolitan presented its second annual Hispanic Speakers Series, on July 21, 2010 at the Touhill Performing Arts Center on the campus of the University of Missouri - St. Louis. The Series is designed to highlight men and women of Hispanic descent that are making significant contributions to our region and/or the country.

This year's speaker, George Paz, Chairman of the Board, President and Chief Executive Officer of Express Scripts, spoke about how his company has managed to post multiple years of substantial revenues increases even in the midst of one of the worst economies in memory.

"You can never lose focus on execution," Paz said during his remarks, stressing the need to have engaged and motivated employees who constantly seek ways to reduce costs and increase quality. Mr. Paz also expressed his faith in St. Louis and its ability to attract the talented people necessary to have a world-class city. In all, Mr. Paz's remarks and his candid answers during an extended Q&A period demonstrated that success, both for companies and for cities, can be achieved when capable leadership is combined with people dedicated to the implementation of a vision.

Under Mr. Paz's leadership, Express Scripts has used its business model of driving out waste and improving health outcomes to grow the company. Recently, Express Scripts became the largest St. Louis company included in Fortune magazine's annual list of the 500 biggest U.S. corporations by revenue.

The Hispanic Chamber thanks our Event Sponsors, St. Louis Community College and the St. Louis County Economic Council for being Event Sponsors.

We also thank our media partner, the St. Louis Business Journal, and all of our Table Sponsors: Alberici Constructors, Associated General Contractors of St. Louis, BJC HealthCare, Boeing, Casa de Salud, Clayco/Concrete Strategies, Commerce Bank, Laclede Gas, Metro, the Regional Business Council, US Bank, the University of Missouri St. Louis, Washington University, and Wells Fargo.

Finally, we are grateful to Dr. Thomas George, Chancellor of University of Missouri - St. Louis, and Kathy Osborn, Executive Director of the Regional Business Council, for being honorary co-chairs of the Hispanic Speakers Series.



George Paz, President and Chief Executive Officer of Express Scripts at the Hispanic Speaker Series Event

INSIDE THIS ISSUE

- Welcome New Members!
- Featured Member—Salez Group
- Foundation Golf Tournament
- Member News
- Economic Recovery in the U.S.
- Business After Hours in July
- Who's Hiring Now
- Who's Been Hired
- Chamber Services
- Technology Center Programs
- Top 20 Under 20
- Know the Scope



OFFICERS

Lupita Gómez
President

Castor Armesto
Vice President

Carl Trautmann
Treasurer

Emma Espinosa
Secretary

BOARD OF DIRECTORS

Al González
DOTec Engineering

Ampy Kollman-Moore
AKM International Consulting

Lee E. Lewis, Jr.
Enterprise Rent-A-Car

Linda Martinez
Bryan Cave

Luis G. Martinez
LGM Professional Consulting Firm

Steve Martinez
State Farm

Tony Maldonado
Puckett Floor Coverings

Jaime Torres
Ritmo Latino

Carl Trautmann
SCORE

Ricky Vigil
RubinBrown LLC

Michael Zambrana
Pangea Group

Executive Director
Jorge Riopedre

WELCOME NEW MEMBERS!

By joining, the following individuals and companies have decided to make an investment in the Hispanic Chamber of Commerce and our community at large. We encourage you to find out more about them and, whenever possible, to use their services.

Joshua Randall
1204 Washington Avenue
St. Louis, MO 63103
314-862-5344

jrandall@kwamebuildinggroup.com

Jessica B. Willingham
10195 Corporate Square Drive
St. Louis, MO 63132
314-516-2712

jwillingham@redcrossstl.org

The Hispanic Chamber would also like to express its thanks to these companies and individuals that have renewed their memberships.

Applied Scholastics / Erica Vargas
11755 Riverview Drive
St. Louis, MO 63138
314-355-6355 x 2100

If you would like more information about any of these individuals or organizations, please visit our website: www.hccstl.com.

**FEATURED MEMBER
SALEZ GROUP**



Salez Group is a certified woman-owned, minority business founded to meet the needs of the St. Louis area construction industry for quality power, safety, and electrical supplies. The owners are committed to delivering excellent customer service, backed by attention to detail, rapid response to customer inquiries and professional accounting and invoicing systems. The owners have more than four decades of business experience, with expertise in sales, marketing, business operations and purchasing.

How did the company start? A quiet dinner with friends turned out to be the impetus for the birth of the Salez Group. Kris Zambrana, a former Southwestern Bell operations manager, and friend Janet Ryan, public relations consultant specializing in the construction industry, began brainstorming an idea for a new business. Both recognized the increasing need for "green-based" solutions in the construction business and got serious about forming a company.

Kris and Janet are committed to delivering excellent customer service, backed by attention to detail, rapid response to customer inquiries and professional accounting and invoicing systems. Salez Group has become an established supplier electrical and lighting solutions for contractors and building owners throughout the region. Visit Salez Group at www.salezgroup.com.

MISSION STATEMENT

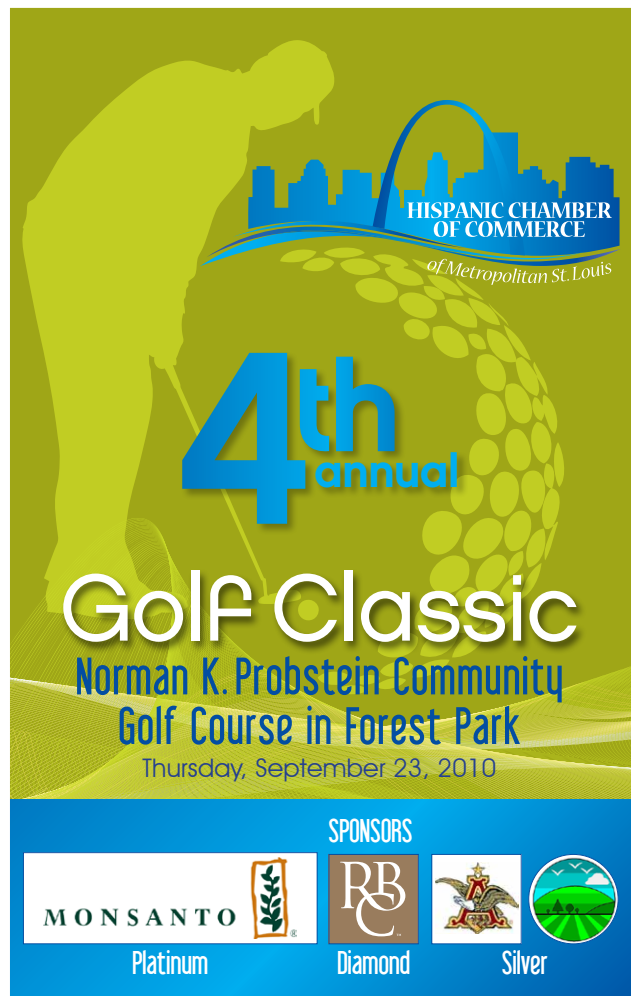
The mission of the Hispanic Chamber of Commerce of Metropolitan St. Louis is to promote the economic development of Hispanic firms and increase business opportunities for all in the St. Louis region.

FOUNDATION GOLF TOURNAMENT IS RIGHT AROUND THE CORNER!



The HCC STL Foundation, the charitable arm of the Hispanic Chamber of Commerce, presents its 4th Annual Golf Tournament at the Norman K. Probstain Golf Course in Forest Park on Thursday, September 23.

The format will be a four person scramble, with registration and lunch at 11:30 am, and a Shotgun Start at 1:00 pm. The tournament will be immediately followed by dinner, and will feature a variety of prizes and flight awards.



Foursomes are \$360, and individual player registrations are \$90. There is also a dinner-only option for \$30. All proceeds will benefit the HCC STL Foundation, a 501(c)(3) organization. The Foundation promotes Hispanics in the greater St. Louis region through a variety of education and training programs and works in conjunction with the Hispanic Chamber to advance the economic development of Hispanic firms and increase business opportunities for all in the St. Louis Region.

The Hispanic Chamber and the HCC STL Foundation thank our major sponsors for the tournament: Monsanto (Platinum), the Regional Business Council (Diamond), Anheuser-Busch (Silver), and Gonzalez Companies LLC (Silver). Thanks also to our lunch sponsor, Guido's Pizzeria & Tapas.

For registration and sponsorship information, please click [here](#). Or you can contact the Chamber at info@hccstl.com, or 314-664-4432.

MEMBER NEWS



AT&T Inc. has named **JOHN SONDAG** president for Missouri. AT&T is a Bronze member of the Hispanic Chamber, which awarded Mr. Sondag its President's Award in 2009 in recognition of his support and personal involvement with the Chamber.



The St. Louis Business Journal has announced that **DR. GLEN COPE**, Provost of the University of Missouri-St. Louis, will be a recipient of its Most Influential Business Women Award. Dr. Cope and her fellow winners will be honored at a ceremony on Friday, August 13 at the Renaissance Grand Hotel on Washington Ave. The event starts at 11:30am. For more information, please click [here](#).



CORE 10 ARCHITECTURE has moved to a new location: 4501 Lindell Blvd, Suite 1A, St. Louis, MO 63108. On the web at: www.core10architecture.com.



THE BOEING COMPANY is donating \$1 million to the University of Missouri–St. Louis (UMSL) toward the construction of a new building for its College of Business Administration.

“The Boeing Company has again demonstrated why it is one of the nation’s leading corporate citizens,” UMSL Chancellor Tom George said. “Its gift will help UMSL better prepare students to be future leaders of business, which in turn will improve the overall economic and social well-being of the St. Louis region.”



RICKY VIGIL, an Assurance Manager for Chamber member RubinBrown, has been chosen as one of Small Business Monthly’s St. Louis Top Accountants. Ricky is featured in this month’s issue of the Small Business Monthly.

ECONOMIC RECOVERY IN THE UNITED STATES

This is the final installment of a three-part analysis of the economic recovery currently underway in the United States. This article is presented by the Hispanic Chamber to its members and is used with the permission of the author, William Emmons. It is entitled, “Economic Hangover: Recovery Is Likely To Be Prolonged, Painful”, published by the Federal Reserve Bank of St. Louis in *Regional Economist*, Vol. 18, No. 2, April 2010, pp. 4-9.

Given the large role of household spending on goods, services and housing in the American and, indeed, the global economy during recent years, newly frugal consumers are likely to keep economic growth rates subdued for some time. In view of American households’ historically high debt burden and the potential for negative feedback effects on income growth itself, a protracted, years-long period of painful adjustment appears likely.

Is there any escape from this scenario of growth-inhibiting household deleveraging? Perhaps, but it will require significant changes in consumer behavior and national economic policies. In broad outline, American consumers must durably raise their saving rates and the federal government must come much closer to balancing its budget on a consistent basis even in the face of looming deficits of unprecedented size. Other countries must stimulate domestic spending and reduce their large trade surpluses, which result in large capital exports to the United States and other countries. The IMF and other analysts have outlined a number of scenarios for the world economy during the next few years. The possibilities range from very good—an internationally coordinated restructuring of key economies—to very bad—a retreat into short-sighted, protectionist policies leading to a renewed global economic slump. Which outcome ultimately occurs depends on how private and public actors behave during the next few, critical months and years. Here are three broad scenarios, together with the policy actions that would make them possible.

SCENARIO 1: GLOBAL COOPERATION TO REBALANCE WORLD OUTPUT AND DEMAND

The most optimistic scenario entails wide-spread,

simultaneous efforts by the leaders and ordinary citizens of many countries to refocus their economies on sustainable domestic production and consumption. In this context, sustainability refers to patterns of work, investment and spending that do not rely on persistent, large international transfers of economic and financial resources. Drawing an analogy to an individual household, the basic idea is that “profligate” consumers should plan to spend within their means without frequent recourse to borrowing, while “miserly” households should avoid accumulating excessive savings that are lent to others. At the national level, it implies that international trade and financial balances should not be far from zero in either direction over long periods of time.

Unfortunately, the U.S. has incurred very large trade deficits and corresponding financial surpluses (capital imports) for decades. Moreover, the imbalances grew sharply during the 1997-2007 decade. This pattern of increasingly unsustainable economic growth was an important contributor to the global economic and financial crisis that occurred because, ultimately, millions of American households buckled under excessive burdens of unsupported debt when house prices declined. At the same time that many American households were digging themselves deeper into debt, there were offsetting imbalances building up in other countries. Given the interdependent nature of international trade and capital flows, it clearly would be best if coordinated behavior and policy changes could be undertaken in many or all of the affected countries.

A benign global rebalancing would see deficit countries, such as the United States, increase saving by households and the federal government, while increasing business investment and exports. At the same time, surplus countries such as China would expand social safety nets (to decrease households’ need to save), improve corporate governance (to decrease hoarding of cash and wasteful overinvestment), and encourage consumer spending and imports. Other groups of surplus countries also could contribute meaningfully to global rebalancing. For example, oil-exporting countries could delink oil

prices from the dollar, and the aging economies of Europe and Japan could take actions to raise their domestic growth potential.

This benign-rebalancing scenario probably would be associated with weaker currency values in deficit countries and stronger currencies in surplus countries. Orderly exchange-rate changes can moderate the domestic adjustments needed in wages and prices to support changing trade patterns.

SCENARIO 2: LACK OF COORDINATED POLICY ADJUSTMENTS—GLOBAL IMBALANCES RETURN

Less-benign outcomes are possible, of course. Continued reliance on export-led growth strategies in major emerging markets and some large, advanced countries could frustrate attempts by the U.S. to shift its economy away from excessive consumer and government borrowing and spending and toward business investment and exports. Conversely, our trading partners could take positive steps that our own indifference or policy gridlock negated.

Suppose the U.S. unilaterally made a number of politically difficult policy choices that would support economic restructuring and global rebalancing. These might include reducing tax incentives that favor excessive housing investment, mortgage borrowing and health-care expenditures, as well as implementing a broad-based consumption tax designed to encourage saving over consumer spending. But if our trading partners did not simultaneously increase their willingness and ability to buy our exports, the result could be disastrous. A very weak U.S. economy could be crippled by an even more depressed housing market and a shrinking health-care sector, while export sectors showed negligible improvement over their growth baselines. The political response likely would be to reverse the reforms and expand bailout efforts. A return to low household and national saving, unbalanced domestic growth and global imbalances probably would follow.

SCENARIO 3: NO POLICY ADJUSTMENTS AND PREMATURE WITHDRAWAL OF MACROECONOMIC SUPPORT - GLOBAL SLUMP RETURNS

A third possibility is that no progress toward economic restructuring of any kind is made, while policymakers

in the United States and elsewhere misjudge the strength of economic recovery. If government policies that have resulted in large budget deficits and near-zero short-term interest rates—which probably kept the global economy out of a depression—are reversed abruptly and if private-sector spending slows unexpectedly, economies around the world could fall back into a slump as bad as or worse than the downturn experienced during 2008 and 2009. Under these circumstances of a “double-dip” global recession, renewed policy interventions might need to be even more drastic than during the first downturn. Further long-lasting economic damage in the form of long-term unemployment and financial defaults would occur.

PAYING THE PIPER

With the benefit of hindsight, one can say we should have seen the financial crisis coming. Although some analysts pointed to unbalanced U.S. economic growth and growing global financial imbalances, few anticipated how rapid, severe and global the downturn would turn out to be. Americans almost certainly will save more, spend in closer proportion to their income and increase their borrowing more slowly, or decrease it outright in the coming years. Said differently, a protracted period of household “deleveraging” appears likely. This will translate into relatively slow consumer spending and overall economic growth unless other sources of demand materialize. If economic growth remains weak, it will mean that house prices remain subdued, mortgage defaults remain high due to frequent instances of negative homeowners’ equity and the average American household’s financial situation improves only slowly.

One bitter lesson we have learned is that unbalanced growth, whether in one country or around the world, brings risks in its wake. Unless we are able to rebalance our own economy and, in cooperation with other major countries, do the same at the global level, we are likely to face a long period of slow and volatile economic recovery.

Bill Emmons is an economist at the Federal Reserve Bank of St. Louis. For more on his work, see http://www.stlouisfed.org/banking/pdf/SPA/Emmons_vitae.pdf

JULY BUSINESS AFTER HOURS

The Hispanic Chamber thanks everyone who came out for our Business After Hours (BAH) in July, which was hosted at the Chamber's Technology & Resource Center by Romana Muller and Arbonne International. Chamber member La Tropicana provided delicious Cuban food, and Arbonne International provided wonderful gift packets with a variety of skin care products. You can learn more about Romana and the company at www.romana.myarbonne.com.

Don't forget to join us for our next BAH sponsored by State Farm. As always, there will be food, drinks, and great networking in a fun atmosphere. The event, which runs from 6:00 - 8:30 pm, is free, but please RSVP by clicking [here](#) so that we can have an accurate count. See you there.

DON'T MISS THE NEXT BUSINESS AFTER HOURS

WHEN: Thursday, August 26, 2010

WHERE: Chamber's Technology & Resource Center
3611 S. Grand, St. Louis, 63118.





WHO'S HIRING NOW

The Hispanic Chamber is pleased to announce our next "Who's Hiring Now," a quarterly career fair for minority and women professionals. More than 150 candidates turned out to speak with eleven area companies at our previous event in June.

Participating companies are ones that pledge a good faith effort to hire within the next two business quarters. This is a great opportunity to connect talented professionals with area corporations that are committed to attracting and retaining diverse and dynamic talent.

The fair takes place on [Wednesday, September 15 from 6:00 - 8:30 pm](#). In addition, thanks to the participation of the [St. Louis Regional Chamber and Growth Association](#), the event will be preceded at 5:00 by music from [The Bouncers](#), a band that's "rockin' for a resilient workforce," with music from the 1970s and 1980s.

If you are interested in attending as a candidate, there is no charge and you can sign up by clicking [here](#). To submit your resume prior to the event (highly suggested), click [here](#) and then click on "view details" for Who's Hiring Now. The cost for companies to participate is \$100 (free for Bronze or higher corporate sponsors of the Chamber). For more information or to request a registration form, please contact the Chamber at info@hccstl.com, or 314-664-4432.

WHO'S BEEN HIRED

Aimee Centorbi, Sales Training Manager, Dot Foods, Inc.

– "I wanted to take a moment to share a recent success with you. We just hired a new, diverse candidate whom we met at the last Hispanic Chamber career fair. His name is Vaun Clayburne and I couldn't be more excited to work with him. I know he's going to add a lot to our organization. Thanks, to you and the Chamber for providing the opportunity to meet and network with such high quality individuals!"

Ollie Dowell, Ollie Dowell Communications, LLC – "I wanted to inform the Chamber that I have hired Irasema Alvarado whom I met at the job fair. Ms. Alvarado started July 21 in the Information and Paging Booth at Lambert St. Louis International Airport. Ms. Alvarado is my company's second hire as a result of the HCC job fair. Thank you for your assistance."

CHAMBER SERVICES



• On Tuesday, August 10, Jasha McQueen Gadberry will be available at the Technology & Resource Center from 11:00 - 6:00 pm to [answer member's legal questions](#). For an appointment please click [here](#).



• On Friday, August 13, Mac McDougell of Regions Bank will be available at the Technology & Resource Center from 11:00 - 6:00 pm to [answer member's financial questions](#). For an appointment please click [here](#).



• On Wednesday, August 25, Amanda Miranda from Early & Miranda, P.C. will be available at the Technology & Resource Center to [answer members' legal questions](#) from 11:00 am - 6:00 pm. For an appointment click [here](#).



• Every Tuesday, a counselor from SCORE will be available from 9:00 am - 5:00 pm to [answer your questions or concerns about small business issues](#). For an appointment, please click [here](#).



• Every Tuesday from 4:00 -5:00 pm the Hispanic Chamber offers its [Business Networking Roundtable](#), a forum to learn about area businesses and identify potential sales opportunities by utilizing a structured referral system. You can RSVP by clicking [here](#).

For additional information about any of these services, call the Chamber at 314-664-4432, or info@hccstl.com.

TECHNOLOGY CENTER PROGRAMS

Our Lunch & Learn Series returns on [Thursday, August 12th](#), with Chamber member Adell Smith, co-owner of Metro Business Consultants, and Special Agent Peyton Tucker of the St. Louis division of the FBI, who will present an overview of the current threats associated with [identity theft](#) and demonstrate techniques for its prevention, both in your personal life and in your place of business.

Then, on [Tuesday, August 17th](#), Jasha McQueen Gadberry, a St. Louis-based attorney providing high-quality legal counsel on matters of corporate, international, and immigration law, will make [a presentation on the U.S. immigration system](#) with the intent of demonstrating how the system functions. The audience will be provided with practical information (things to know as an employer) as well as the theoretical knowledge that is necessary for a good understanding of current immigration issues.

Both events take place at the Technology & Resource Center, 3611 S. Grand Blvd, St. Louis, 63118. Lunch will be served at 11:30, with the program running from noon until 1:15. The Lunch & Learn series is presented free of charge by the HCC STL Foundation. Click [here](#) to make your reservation for the identity theft program, and [here](#) for the immigration law program.

TOP 20-UNDER-20

The Small Business Monthly is holding a luncheon honoring the area's Top 20 Businesses With less than 20 Employees (Top 20-Under-20). The Small Business Monthly is honoring these top companies as part of its 20-Under-20 special section, and the Hispanic Chamber of Commerce is a proud partner of the event. A limited number of seats are still available for the luncheon, which takes place on August 19, from 11:00am -1:00 pm at the Hilton Frontenac on Clayton Road.

Keynote speaker Kent Schien, owner of Innoventor, will share his secrets of building his business from his basement into a thriving company with more than 100 employees.

This will be a great event for business owners, entrepreneurs, sales reps, marketing professionals and anyone who is serious about building business in St. Louis.

Tickets can be purchased for \$50 a seat (table of 10 for \$500) online at www.store.sbmon.com or by calling 314-569-0076 or emailing Pat Coates, pat@SBMon.com.

SPECIAL OFFER: Members and friends of the Hispanic Chamber of Commerce can receive discounted tickets (\$10 off) by calling 314-569-0076 and mentioning the Hispanic Chamber of Commerce.

BIG BUSINESS DREAMS BEGIN WITH SMALL YET IMPORTANT STEPS



If you are one of thousands of U.S. workers who have been affected by the wide economic swings of the past few years, this may be a good time to consider starting that small business you have always dreamed of.

The first steps for creating a successful business are planning, research and more planning. Ask yourself, “Can I be my own boss?” and try to objectively assess the pros and cons. Running a business is different from working for one - even if you are experienced. Every responsibility – finding customers, generating new work, paying taxes, locating office space, buying paper clips - falls on your shoulders. That is in addition to actually doing the work itself.

AS PART OF YOUR RESEARCH AND PLANNING, TAKE THE FOLLOWING ACTIONS

Most important; you must completely understand your field and the competition. Therefore, you should have worked in the field to get the experience. If you don’t have the experience consider working for someone else in this field so you can learn.

There’s no substitute for experience, so talk to other small business owners who are in the same line of business as you aspire to enter. Find out how they got started, what mistakes they made, and what they would do differently.

These discussions may also reveal opportunities to team with existing businesses for special projects, workload overflows or complementary services.

Put yourself in the position of your potential customers. What impresses you about the businesses you patronize? Pull yourself out of the syndrome that you like it so everyone else must like it also. Those little things, such as home delivery or online shopping, consume resources. Consider the time, cost and energy required to support value-added services.

Tell friends and colleagues of your plans. Even if they are not prospective customers, they may volunteer other contacts who may be interested in using your services and offer other useful perspectives.

Make planning an ongoing effort. Writing a business plan is essential to guide yourself toward success. Write it to guide yourself and inform others about your goals. Update your business plan as you collect useful intelligence. In today’s fast-paced business climate, your entrepreneurial plans may have to take a back seat to other developments in your current work life, such as a major new project or a change in your job responsibilities.

Put your family’s financial security first. Depending on your current situation, remember the adage “a bird in the hand is worth two in the bush.” If you have a good job, it may be best to stay there and put your entrepreneurship dreams aside for a while. But don’t abandon them completely. Many successful small businesses have started as part-time ventures, enabling their owners to eventually shed the worries of working for someone else and truly be their own bosses.

There is no substitute for experience when it comes to planning and opening a small business. A great place to find this information is your Hispanic Chamber of Commerce. Call for an appointment at the HCC Technology Center (314) 664-4432 or log on to www.hccstl.com. You can also contact SCORE, “Counselors to America’s Small Business” sponsored by your Hispanic Chamber of Commerce. For an appointment or more information, call the Chamber at (314) 664-4432. Or visit a SCORE representative any Tuesday of the month at the Technology & Resource Center.