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

RENEWED HOPE IS FOUND IN STL HISPANIC BUSINESS OWNERS

Written by STLHCC member: Martha Garcia Kampen

This Year's Theme for National Hispanic Heritage Month is "Heritage, Diversity, Integrity and Honor: The Renewed Hope of America." If any entity comprises hope for our future, it is our independent small business community. Small business is the backbone of our economy, and the greatest source of growth in our economy. A Hispanic-owned small business may best epitomize Renewed Hope. Many Hispanic business owners in the St. Louis area exemplify this hope which is rooted in their heritage, diversity, integrity, honor – and success. Here are the stories of just three such people.

MIKE ZAMBRANA is a well-recognized example. President and founder of the Pangea Group, Mike's Hispanic roots are in Bolivia where his father was born. Mike's father came to the U.S. in 1956 when he attended Kansas State University in Manhattan, Kansas. He studied Civil Engineering, ultimately deciding to reside in St. Louis and begin his civil engineering firm.

"I grew up in the same trade, and learned a work ethic that he bestowed on all of us," says Mike of his father. "We (siblings) all worked for the family business at some point. He worked long days and weekend -- in fact, I'm driving to the office right now (on a Saturday morning) --and taught us to approach our work with dedication. It is this strong value of hard work and dedication that has made Pangea well-respected in our industry today." Pangea is a construction, engineering and surveying company which boasts many awards in St. Louis and in the U.S., with sales of \$20 million and more than 60 employees.



Mike believes it is this strong work ethic that will continue to move Hispanic companies forward. "Most Hispanic businesses in the St. Louis area are small, and these past few years have been tough on us, but I see a renewal of growth," said Zambrana. Indeed, Mike was recognized as the 2009 U.S. Hispanic Chamber of Commerce Business Person of the year as well as the #1 Fastest Growing Business in St. Louis, by the St. Louis Business Journal in 2003.

Mike's Father, Luis G. Zambrana, was one of the founders of the Bolivian Society in STL and Mike is proud to be part of this heritage with the growth of today's STL Hispanic Chamber of Commerce.

INSIDE THIS ISSUE

- National Heritage Month
- Welcome New Members!
- Golf Tournament Sparkles
- Chamber Upcoming Elections
- Chamber welcomes New Director
- Members News
- Build Customer Loyalty by Exceeding Expectations

- Business After Hours in September
- Chamber Services



Though a fifth-generation Hispanic-American, **LYDIA PADILLA** is the first generation in her family to speak English as her primary language. Lydia owns and operates the successful St. Louis franchise of TRC Staffing Services, Inc., a personnel placement firm for temporary, full-time employment and permanent employees. Lydia's great grandparents were migrant workers from Spain and Mexico. Born in San Diego, California, Lydia was raised in rich Hispanic cultural roots. Her parents, grandparents and great-grandparents lived in neighborhoods where Spanish was predominantly spoken and English was learned as their second language. They realized, however, that in order to fully assimilate and succeed in the U.S., it was necessary to speak English as your first language. Because of this, Lydia's parents raised her to speak English rather than Spanish.

"To this day, my grandmother and I will converse – she speaking Spanish and I responding in English," says Padilla. "It really is a funny thing to watch." It is in fact, this bilingual skill that has developed a competitive edge niche for her business.

"Doing bilingual recruiting has opened a lot of doors for my company. I can interview in English; have candidates respond in Spanish. It gives my company an advantage. More and more companies are looking to accommodate their customers that prefer to purchase goods and services in their native language. Large companies that hire Spanish speaking employees seem to be a growing trend in St. Louis."

Lydia is very grateful to her mother, grandmother and great-grandmother's vision for her. She recognizes their hard work opened doors for her as a female that they did not know; the ability to move out of the home when not married, to go to school and to support herself, and replacement of the expectation to become a wife/mother to becoming a woman who works outside of the home by choice. With 20 years experience as a recruiter, 10 years on her own, Lydia Padilla works hard to continue to earn the pride and respect of her family and professional community.

The fifth child of Cuban immigrants, **TONY GONZALEZ-ANGEL** grew up on a farm outside Omaha, Nebraska. While Tony's mother spoke six different languages, and he heard plenty of Spanish in the home, he was strongly encouraged to "mainstream" in his predominantly non-Hispanic public school.

It is this mainstreaming which accounts for much of his company's success. "We find that if you simply step forward as a small businessman to earn customer trust this wins



projects and moves the company ahead as firstly an American then secondly as Hispanic, that is the most acceptable way to approach business in the central United States,” says Gonzalez-Angel. “Good business relationships, competence, hard work get you ahead. Dress for success. Speak English. Write and do things in the mainstream. I don’t go into a negotiation trying to say there is an ethnic component to what Gonzalez Companies does in civil engineering, construction, and environmental consulting.”

Gonzalez Companies, a construction management and engineering firm, is a recipient of the FastTrak Award with average annual growth of more than 300% since 2005. Gonzalez Companies has created 44 new jobs with full benefits and good pay in the St Louis Region and continues to grow despite the Great Recession. According to Tony, Gonzalez Companies’ success formula looks like this:

1) Above all, hard work and persistence. If you can’t get it the first time, go after it a second time from a different angle.

2) Being fiscally conservative. We don’t have debt. We pay as we grow.

3) The relationships we foster are valuable and truthful relationships. We look out for and act with our clients best interests. We take very good care of their needs and manage their expectations, and they gladly tell other qualified customers about us. Much of our diverse growth has come via positive word of mouth from personal and professional references.

4) Start small — do it well, then take on more; it has been very cumulative.

The “Daily Grind” is what gets you there. Building upon personal and team successes. This only happens over time as you earn experience and trust.

5) Make a lot of mistakes and watch others make mistakes — learn from all mistakes. Just don’t make catastrophic mistakes.

As a small sampling of the many Hispanic businesses in St. Louis, these business owners embody the spirit of this country: hard work, perseverance, excellence, responsibility and assimilation. With these qualities, the Hispanic business community will continue to grow and prosper, renewing Hope for ALL Americans.

ABOUT NATIONAL HISPANIC HERITAGE MONTH

Each year, Americans observe National Hispanic Heritage Month from September 15 to October 15, by celebrating the histories, cultures and contributions of American citizens whose ancestors came from Spain, Mexico, the Caribbean and Central and South America.

The observation started in 1968 as Hispanic Heritage Week under President Lyndon Johnson and was expanded by President Ronald Reagan in 1988 to cover a 30-day period starting on September 15 and ending on October 15. It was enacted into law on August 17, 1988, on the approval of Public Law 100-402. The day of September 15 is significant because it is the anniversary of independence for Latin American countries Costa Rica, El Salvador, Guatemala, Honduras and Nicaragua. In addition, Mexico and Chile celebrate their independence days on September 16 and September 18, respectively. Also, Columbus Day or Día de la Raza, which is October 12, falls within this 30 day period.

Martha Garcia Kampen is a first-generation Mexican American. She is Sr. Partner of the Strategic Marketing firm of Kampen Consultants, LLC, founded in 1988. Kampen has conducted Hispanic Market Research since the early 1980’s, forecasting the growth we see today. www.kampen.com.



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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.

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

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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.

GOLF TOURNAMENT SPARKLES

The Hispanic Chamber's 4th Annual Golf Classic was a great success, generating thousands of dollars for the HCC STL Foundation, the Chamber's charitable arm.

A beautiful sunny day greeted the 112 golfers who played in the tournament. They were treated to lunch by our Lunch Sponsor, Guido's Pizzeria and Tapas, and to a variety of beverages provided by Anheuser-Busch and Pepsi Beverages Company, which were brought to the golfers by our Beverage Cart Sponsor, Garcia Properties. Additional beverages were available on the course courtesy of Atlas Restoration Specialists and Senor Pique Mexican Restaurant, as well as delicious ice cream from Serendipity Homemade Ice Cream. Dinner featured a raffle with fantastic items from Build-A-Bear, Pangea Group, State Farm, the St. Louis Rams, TRC Staffing, and U.S. Cellular.

THE CHAMBER WOULD LIKE TO EXTEND A SPECIAL THANKS TO ALL OF THE TOURNAMENT SPONSORS:

PLATINUM — Monsanto

GOLD – Regional Business Council

SILVER

Gonzalez Companies

Build-A-Bear Workshop/Casa de Salud/NewSpace

BRONZE

ARC Construction

Atlas Restoration Specialists

State Farm Southwest Agency Field Office

State Farm Agent Steve Martinez

WE ALSO THANK OUR HOLE SPONSORS:

Janssen Longenecker

Lumiere Place/RiverCity Casino

Midwest Bank Centre

Senor Pique Mexican Restaurant

State Farm Agent Troy Pieper

TRC Staffing Services, Inc.



CHAMBER UPCOMING ELECTIONS

The Hispanic Chamber will hold its annual elections at the Technology & Resource Center on Thursday, October 28th. Networking begins at 6:00, with the elections commencing at 7:00. We must have quorum to conduct the elections, so we ask that all members in good standing make every effort to attend. Six candidates are vying for five seats on the board of directors. Those who are elected will serve a three year term beginning on January 1, 2011. The candidates (in alphabetical order) are:

Dr. Raymond Anderson

Director

Strategic Relationships &
Development Ascension Health



Ray joined Ascension Health in 2009 and has program management responsibility for system strategic relationships. He identifies potential partners and explores opportunities that accelerate the organization's strategic direction. He is tasked with translating endorsed research concepts, prototypes and new business development opportunities into formal development plans, pilots and validated business models

Prior to joining Ascension Health, Ray was a Manager in PricewaterhouseCoopers' Health Industries Advisory Practice where he provided strategic and business planning services to commercial, non-profit, and government healthcare clients. Ray specialized in hospital and integrated health system planning and operations, and in the planning and development of regional bioclusters as engines for economic development. Sample projects include a \$250M personalized medicine initiative with the Luxembourg Ministry of Economy and Foreign Trade, a \$3B stem cell research initiative with the California Institute for Regenerative Medicine, and a \$171M biotechnology endeavor in Pacific Northwest.

Ray holds a B.S. in chemistry from the College of William & Mary, a Ph.D. in chemistry from the University of Virginia, and an MBA from Duke

University. He has worked and studied in Latin America and Western Europe. He has business proficiency in Spanish and French. Ray and his wife Jenanne moved from Philadelphia to St. Louis in 2009 and reside in Warson Woods.

Emma Espinoza

Executive Director

Hosting & Emerging Services
AT&T



Emma currently directs a team which provides end-to-end responsibility for Enterprise Billing, Sales Support Systems, and Managed Application Services for Enterprise customers. This includes strategic planning, requirements, design, development, testing, deployment and production support.

Emma began her career with AT&T in 1978 and progressed through a variety of positions within Information Technology, Finance, and Revenue and Public Affairs organizations. She has worked in Wichita, Kansas, St. Louis, Missouri, and San Antonio, Texas. Within AT&T, she is an active mentor in the Quality of Work Life and Women of AT&T programs. She is a member and past President of the Women of AT&T organization and past officer for the Hispanic/Latino Employee Association of AT&T.

Emma holds a bachelor of Business Administration degree in accounting from Washburn University in Topeka, Kansas. Emma was born in Topeka, Kansas the sixth of nine children; and remained in Topeka until she joined Southwestern Bell in Wichita, Kansas. Hobbies include golf, volleyball, reading, and attending professional sporting events.

Emma is currently a Director on the Hispanic Chamber Board and serves as the Board Secretary. She has been part of the Gala committee and Board development. She also serves as a Board Member for ALIVE (Alternatives to Living in Violent Environments), which she joined in November 2007.

Lee E. Lewis, Jr.
HR Generalist &
Diversity Manager
Enterprise Rent-A-Car



An an HR Generalist and Diversity Manager for Enterprise Rent-A-Car, Lee Lewis executes Human Resources functions for the Enterprise operating group as well as relationship management with diverse community groups and interacting with public officials in the St. Louis and southwestern Illinois region. Lewis also manages employee recruitment and inclusion programs.

Lee has represented Enterprise as a member of the Hispanic Chamber for the last eight years, and over the last four years served on the advisory board, board of directors, executive committee, gala committee, bylaw committee and currently the HCC Foundation board. As liaison to Enterprise Holdings, Inc. and the EHI Foundation, he has also secured a number of grants and sponsorships in support of the mission and membership of the HCC. Additionally, Lee personally provides photographic services to the chamber and is responsible for the work seen on the Chamber's brochure, banner, Adelante Gala program and in the Technology Center board and resource rooms.

Luis Martinez
Owner
LGM Professional Consulting Firm



Luis G Martinez, originally from Caracas- Venezuela has been a proud citizen of the USA since 1986. He earned a Bachelor of Science Degree in aeronautical engineering from Parks College of Saint Louis University and has partially completed some graduate work in Business Management and Marketing from Phoenix University. He is married with two children and resides in Florissant, MO.

During his career, Luis has been able to play important roles within America's top corporations.

His expertise in the areas of product and business development has given him a strong appreciation of the different facets of the business world. Most importantly, his experience in relationship building and his desire to positively impact mankind has steered him to become a financial professional – a true entrepreneur. His company, LGM Professional Consulting Firm is located in Florissant, MO where he works as an independent agent representing a few brokerage entities of America's highly rated Insurance and Financial Services Companies.

Luis believes in community service as he serves in several Boards like the Development Board of Girls Scouts of Eastern Missouri, Hispanic Day at Jefferson and the Hispanic Chamber. He is truly honored to run for his second term with the HCC because of its important mission.

Jasha McQueen-Gadberry
Attorney
McQueen-Gadberry LLC



Jalesia, an experienced attorney better known as Jasha, is owner and attorney of the St. Louis-based law firm, McQueen Gadberry LLC. A second generation immigrant fluent in Spanish, her practice areas focus on general corporate law, immigration law and international law. Jasha provides a full range of legal services to entrepreneurs, start-ups, globally minded business professionals, immigrants, foreigners, and businesses of various sizes and types. She has extensive experience from large and prestigious law firms in St. Louis. Now an established entrepreneur, she further understands the risks and frustrations associated with starting and growing a business.

Prior to graduating cum laude with a law degree from Southern Illinois University School of Law, she served as a captain in the U.S. Army. Jasha earned a master's degree in human resource management from Troy State University and an undergraduate degree in communications magna cum laude from the University of Tampa. Additionally, she educates

aspiring business owners on the aspects of business law as a regular presenter on behalf of the Service Corps of Retired Executives (SCORE) and is an advisor and frequent contributor to KETC Channel 9's immigration documentary series Homeland. She also received the St. Louis Business Journal's "40 under 40" award in 2007.

Michael Zambrana
President & CEO
Pangea Group



Pangea is a design/construction company performing Environmental and Construction projects across the country, primarily for the federal Government, with over \$22 million in revenue. Mr. Zambrana leads the organization of 40+ Construction Professionals, Project Managers, technicians and craft in executing diverse projects nationwide.

Mr. Zambrana is a past President of the Hispanic Chamber of Commerce of Metropolitan St. Louis and is currently on the Board of Directors. He is on the Diversity Committee of both the Regional Business Council and the St. Louis Council of Construction Consumers. He is also active on the board of the International Institute of Metropolitan St. Louis. Mr. Zambrana was recognized as the 2008 Hispanic Businessman of the Year by the U.S. Hispanic Chamber of Commerce and as 2002 Outstanding Entrepreneur by the St. Louis County Economic Council. Pangea Group was recognized in 2005 by the SBA as the Business of the Year.

Mr. Zambrana has a Bachelors Degree in Business Administration and numerous certifications. Besides running a successful business, Mr. Zambrana finds plenty of time for his wife Christina and four teenagers including a set of triplets.

CHAMBER WELCOMES NEW DIRECTOR

Emily Pitts has joined the Board of Directors of the Hispanic Chamber of Commerce of Metro St. Louis. She has been appointed to fill an unexpired term that runs through December 31, 2011. The vacancy was created by the resignation of Bryan Evans.



Ms. Pitts works for Edward Jones in the capacity of Principal-Inclusion/Diversity. She began her career at the company in 1995 as a financial advisor in Atlanta. She quickly established herself as a firm leader, serving in several roles to aid in the firm's growth, including mentoring and supporting new financial advisors. Pitts was named a limited partner in the firm in 2001 and a principal in 2004. That same year, she relocated to the firm's St. Louis home office to implement marketing of Edward Jones' credit cards and mortgage services. Today Pitts is charged with fine-tuning and implementing the firm's comprehensive inclusion initiative, designed to create and sustain a work environment that attracts, welcomes, supports and develops a diverse team of outstanding associates and energizes each member to achieve his or her full

potential. Pitts was instrumental in developing and rolling out the firm's first cross-cultural development program (CCDP), which helps minority financial advisors network. She also developed the firm's Women's Leadership Forum, Minority Leadership Forum and Home Office Inclusion Mentoring Program.

In addition, Pitts oversees the EDGE (expectations, development, guidance and expertise) program, a volunteer peer resource over the firm's intranet that provides profiles and contacts for financial advisors volunteering to talk.

A native of Chattanooga, Tenn., Ms. Pitts graduated from Clark Atlanta University with a bachelor's degree in business administration. Among her many awards and recognitions are the St. Louis Business Journal's Most Influential Minority Business Leaders award and the St. Louis Community Empowerment Foundation's Women's Leadership Award for Corporate Excellence.

The Hispanic Chamber is very pleased to welcome Emily Pitts to its Board of Directors. With her help, the Chamber will continue to grow in its leadership role for the entire region.

MEMBER NEWS



The Hispanic Leaders Group of Greater St. Louis presents its 8th Annual Premio Esperanza Ceremony, and the kick off of the Latino Legacy Project. The event takes place on Friday, October 15, 2010 at the Missouri History Museum, corner of Lindell and DeBaliviere in Forest Park. A reception precedes the program starting at 6:30 p.m. Program. For more information, call the Chamber at [314-664-4432](tel:314-664-4432).



Williams Venker & Sanders partner Patrick Chavez was recently presented with the Commitment to Diversity Award at the 3rd Annual St. Louis Diversity Job Fair. Patrick gave the event's keynote address, "Increasing Diversity in the Bar by Emphasizing Professionalism" to an audience comprised of law students and individuals from law firms, corporations and government agencies. As a Co-chair of the Bar Association of Metropolitan St. Louis' Minorities in the Legal Profession Committee, Patrick has demonstrated a commitment to educate St. Louis-area law firms on the importance of increasing diversity within their ranks. He regularly lectures to law students and lawyers and is a member of the Hispanic National Bar Association and the Hispanic Chamber of Commerce of Metropolitan St. Louis.



The Hispanic Chamber is pleased to be a Partner for **AAIMEA's** Strategic Directions conference on Navigating Change. This one-day conference and vendor exhibition focuses on people practices with an emphasis on change and how it affects today's strategic decision-making and tomorrow's bottom line results. The conference takes place on Thursday, October 21 at the St. Louis Airport Hilton from 7:00am - 3:00pm.

This is a national-caliber conference with a keynote by bestselling author Dan Heath PLUS a copy of his 2010 book "Switch: How to Change Things When Change is Hard", intriguing breakout sessions, a vendor exhibition with more than 30 exhibitors, networking, continental breakfast, lunch, and an opportunity to win an Apple MacBook!

The registration fee is \$365/person. As a conference partner, though, Hispanic Chamber members can take advantage of the member discount and register for only \$195/person by October 6. And, to encourage you to bring a team, you can get \$100 off the fourth and subsequent registrations. For more information and to register, go to www.strategicdirectionsconference.com. To take advantage of our special pricing, choose the Partner rate and enter the Registration Code: P10HCC.



Justine Petersen was recently in the New York Times, the St. Louis Small Business Monthly, and the St. Louis Post-Dispatch. The company partners with local financial institutions and government to help low income and moderate income individuals and families get mortgages and business loans, and counsels people about homeownership and financial management.

BUSINESS AFTER HOURS

The Hispanic Chamber thanks everyone who came out for our Business After Hours (BAH) in September, which was hosted at the Chamber's Technology & Resource Center by Stark & Associates. Chamber member La Tropicana provided all of the food, and Ken Stark, President of Stark & Associates, answered questions about the sales process. Learn more about the company at www.starkassociates.com.



BUILD CUSTOMER LOYALTY BY EXCEEDING EXPECTATIONS

So much lip service has been paid to customer service that it's sounding like a tired cliché these days. In today's business world it is not enough to simply say that the customer comes first. Customers know the difference between mediocre service, good service and exceptional service. When you go to buy something, do you settle for mediocre or good service if exceptional service is available? Then don't expect your customer to do it either. Your response to the call for exceptional service must be more than good intentions and excuses pinned on being a small business. Here are some perspectives on building customer loyalty.

- Hire the best possible staff. Search for people who will try to please your customers. Your sales and service staff members are on the front line, whether physically or on the phone. Are they trained and do they receive ongoing training? Do you hold regular group sessions to discuss customer service? Are they knowledgeable about the products they represent? Are they empowered to judiciously waive policies without consulting you, when it can be done ethically and without taking an unwarranted toll on your revenue picture? Maintaining competent and well trained staff costs money. If that gives you heartburn, consider the revenue you would lose when indifferent and incompetent employees cause you to lose customers. It is much more costly to get new customers than to completely satisfy existing customers.
- Reward your best customers. If you can offer your best customers better prices on frequent purchases, an up-front price break on their next project with you, or a discount for their prompt cash payment, you will communicate your awareness that they are important to you. Customer reward programs are easy and cost-effective to implement once you know what your customers needs are and what is valuable to them.

- Offer referrals. Who do you know who might want to do business with your customers? When it's appropriate, help your loyal customers by passing along leads to you that can improve either their business or their personal lives.

Exceptional service entails treating a customer's problems as if they were your own—go the extra mile. Occasionally, you may even have the opportunity to fix a problem caused by a customer's use of one of your competitors' products or services. This is an opportunity to switch their allegiance.

Exceeding expectations is the icing on the cake of customer satisfaction—knowing what your customers expect you to provide and then adding another layer of value. What can you do today to create the satisfied customers of tomorrow?

Through surveys, comment cards, and simply talking with your customers, you can learn what considerations make the biggest impression on your best customers. To learn more about ways to meet and exceed customer expectations, contact your Hispanic Chamber of Commerce. Call for an appointment at the HCC Technology Center (314) 664-4432 or log on to <http://www.hccstl.com>. You can also contact SCORE, "Counselors to America's Small Business". As a nonprofit organization, they are volunteer business counselors who donate their time and expertise to assist Hispanic entrepreneurs in starting, growing and operating small businesses. The service is free and confidential. Call for an appointment at HCC or contact the St. Louis office of SCORE at (314) 539-6600 ext. 242 or by email at www.stlscore.org or www.score.org.

CHAMBER SERVICES



• On Tuesday, October 12, 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, October 15, 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, October 27, 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.