

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.

AAIM Employers' Association

Margaret Kenyon, PHR
Member Relations
1600 S. Brentwood Blvd. Suite 400
St. Louis, MO 63144
(314) 754-0180
www.aaimstl.org

M&I Bank

Shaun Province
Asst. Vice President
Diversity Council Member
Ph (314) 525-2601
Fx (314) 843-1328
www.mibank.com

USA Mortgage

Jhoana Rios
655 Craig Rd., # 240
St. Louis, MO 63141
Office 314-373-1500
Cell 314-550-9491
jrios@usa-mortgage.com

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

**CHAMBER SPONSORS EVENT
FOR CHEROKEE STREET BUSINESS OWNERS**



The Hispanic Chamber will once again be a sponsor of the Mexican Independence Day festivities on Cherokee Street, presented by the Cherokee Street Latino Business Owners Association.

This year's celebration commemorates the 200th anniversary of Mexican Independence, and the 100th anniversary of the Mexican Revolution. The event will be a two-day festival celebration on September 11th and 12th featuring top notch international entertainment and fantastic food.

For more information, please contact the Cherokee Street Latino Business Owners Association at 314-443-7668, or minerva@fiestaspatriastl@gmail.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.



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: info@hccstl.com, or 314-664-4432.

RBC YOUNG PROFESSIONALS

The Regional Business Council's Young Professionals Network invites young professionals of color and business leaders from St. Louis' leading companies to a reception at one of St. Louis' most unique venues, the Contemporary Art Museum, one of the leading voices in the world of contemporary art, with efforts focused on featuring local, national and international, well-known and newly established artists from diverse backgrounds, working in all types of media.

The event is on Friday, September 28 from 5:30 - 7:30 pm. Please RSVP to the Regional Business Council at [314.225.2100](tel:314.225.2100) or ypr@stlrbc.org. Complimentary valet parking will be available.

The Young Professionals Network connects young minority employees from the region's leading companies with each other for professional, social and philanthropic engagement. This event is a part of the Regional Business Council's business diversity initiative, which helps to increase workforce diversity in the St. Louis region and strength our region's attractiveness to people of color. We hope you can join us.

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).



Jalesia "Jasha" F. McQueen Gadberry, an experienced immigration attorney and member of the Hispanic Chamber who donates her time monthly to assist members with their legal questions, as been named an advisor to Homeland, a public media initiative from KETC-TV Channel 9 in St. Louis that aims to clarify and give voice to immigration issues. Jasha will assist with connecting the community to KETC, and guiding KETC efforts through identifying resonant issues, explaining immigration. Jasha's contributions, as well as other citizen content, can be viewed at the official Web site of Homeland, www.explorehomeland.org.



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.



The International Business Program at the University of Missouri–St. Louis is ranked among the top 20 best undergraduate international business programs for the eighth consecutive year by U.S. News & World Report. The program is ranked 20 in the magazine's 2011 "America's Best Colleges" guidebook, to be released August 31, 2010.



Come out for the Greater St. Louis Hispanic Festival, September 10-12, at Soliders Memorial Park on the corner of Market and 14th Street in downtown St. Louis. There will be live music, authentic food, arts and crafts, a Low Rider Car Cruise, the Cardinals Kids Corner, and so much more! Admission is free. For complete information, visit www.hispanicfestivalstl.com.



Martha Garcia Kampen attended the National Hispanic Coalition of Federal Aviation Employees annual national conference in San Diego to work with the coalition's leadership board in developing the organization's Strategic Business Plan as well as to speak before the membership. Her topic "How to Market Yourself to Your Boss" was well received by the more than 120 attendees. You can learn more about her presentation, as well as other marketing information: www.kampen.com.

Don't miss next month's issue where, in honor of Hispanic Heritage Month, Martha Kampen profiles a number of successful Hispanic-owned businesses.

ELECTIONS APPROACHING

The annual meeting of the Hispanic Chamber of Commerce of Metropolitan St. Louis will be held on Thursday, October 28, 2010 at the Chamber's Technology & Resource Center. The formal meeting is scheduled for 7:00 p.m., with networking starting at 6:00 p.m. The annual elections are part of the agenda, as is a vote on changes to the bylaws.

To vote, a member must be in good standing as of the date of record, Wednesday, September 29, 2010. There will be five positions to be filled, each with a three year term from January 1, 2011 to December 31, 2013. All members in good standing - whether they be individuals, corporations, or other entities - will have one vote.

All voting will be by ballot. The five candidates who receive the highest number of votes will be declared elected. Proxy voting is not allowed - you must be present to vote.

Please note: We cannot hold the election or vote on the proposed bylaws changes without quorum. Please make every effort to attend this meeting. Your participation is essential.

NOMINATIONS TO THE BOARD ARE WELCOME

Any member in good standing with the Chamber may run for the Board of Directors. They must submit their nomination or be nominated by a Chamber member in good standing following the procedure set forth for such action, as prescribed in the bylaws.

All nominations must be received (if via email) or be postmarked (if via postal delivery) by Wednesday, September 29, 2010. Nominations received after this deadline will not be accepted.

Nominations by e-mail should be sent to staff@hccstl.com. Nominations by U.S. mail should be sent to: President – HCCMSL, 3611 S. Grand Blvd., Suite 105, St. Louis, MO 63118.

Interested individuals may obtain copies of documents pertinent to Board membership (by-laws, code of ethics, basic responsibilities, and rules

of conduct) by contacting the Chamber office at 314-664-4432 or via e-mail at info@hccstl.com.

QUALIFICATIONS — CANDIDATES FOR THE BOARD OF DIRECTORS

The requirements and/or qualifications that candidates to the Board of Directors must meet include the following:

- Be a citizen of the United States of America or be legal permanent resident in the U.S.
- Have been a member in good standing of the Chamber for six months immediately prior to the date of the election.
- May have not been convicted of a crime involving dishonesty or breach of trust.
- Willingness and ability to abide by the Hispanic Chamber of Commerce of Metropolitan St. Louis Bylaws
- Willingness to abide by and sign the Board of Directors Code of Ethics
- Willingness and ability to fulfill the Basic Responsibilities assigned to the members of the Board of Directors
- Willingness and ability to attend chamber activities during the year; this includes Business After Hours, Seminars, Conferences, Membership Meeting, Retreats, etc.
- Willingness and ability to abide by the Chamber's Rules of Conduct
- Have the qualifications all directors must meet
- Be in good standing status (up-to-date with membership dues), as of October 1, 2010.

AUGUST BUSINESS AFTER HOURS

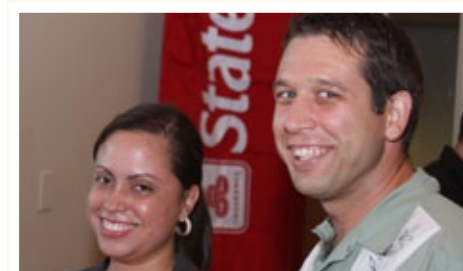
The Hispanic Chamber thanks everyone who came out for our Business After Hours (BAH) in August, which was hosted at the Chamber's Technology & Resource Center by Bronze level member State Farm. Chamber member Guido's provided all of the food, and Steve Martinez, an independent State Farm agent, talked about business opportunities with the State Farm and provided gift bags to all who attended. You can learn more about State Farm at www.statefarm.com

Don't forget to join us for our next BAH sponsored by Stark & Associates. 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, September 30, 2010

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



IS BUYING A BUSINESS A GOOD IDEA?



Buying an existing business could be a good start-up action. There may be benefits of coming into a business that already has a location, name, permits, customers and cash flow. Moreover, compared to a start-up, there could be a lower level of risk and a greater likelihood that bankers and investors will help you obtain financing.

However, these advantages do not guarantee that the going will be smooth. Why is the owner looking for a buyer? The reason he is selling may be very important. If the business is in trouble, he will not tell you about it. The risks you may encounter may include obsolete inventory, uncooperative employees or outdated technology and distribution systems.

Here are some questions to aid your search as you consider the purchase of an existing business. Many of them apply to purchase as well as a franchise.

1. If you are actively considering a specific business, have you assembled an acquisition team including your banker, accountant and attorney? Four heads are better than one.
2. Why is the owner selling the business? For good clues, ask customers, suppliers, other businesses and the trade association in the same area or industry.

3. Will you pay his asking price? It is better to evaluate the value of the assets and buy only the assets. The buyer may be trying to unload a lemon.
4. How much cash does the owner need up front? Avoid giving too much up front cash.
5. Will the owner give you the last three years of tax returns? Do they reconcile to his balance sheet? Does he have a business plan and projected financial statements?
6. What is the best way of financing the purchase? Will the owner help with financing?
7. Is there excessive or out dated inventory? These are red flags.
8. What is the competitive advantage of this business to ensure its survival?
9. Will the owner help you learn the business and work with you, at least for a while?
10. Has the company or its principals been involved in bankruptcies or lawsuits?

Hiring a business broker to help you will cost you a commission. On the other hand, the broker has typically prescreened many businesses. His advice may be good or he may only want the commission. Keep in mind that not all states regulate business opportunities.

The Internet is a source of information. Look on www.onlinebusadv.com and www.buysellbiz.com. You can also find a variety of books, reports, reference guides and other tools at www.businessbookpress.com. Knowledge and level headedness are your most valuable assets and protections.

Before you buy, get free mentoring from 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". 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, September 14, 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, September 17, 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, September 29, 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.

MEMBER DISCOUNTS

Powell Symphony Hall heats up on Friday, September 10, at 7:30 p.m. when the St. Louis Symphony does the cha cha, merengue, samba, mambo, and more, accompanied by Latin dancers Andrezej and Jennifer Przybyl. And Hispanic Chamber members can purchase tickets for 50% off of the regular price!

Call (314) 534-1700 and mention promo code "17898" or go to www.slsso.org/hot to order online.

If your company would like to offer a promotion or discount to members of the Hispanic Chamber, please contact us at 314-664-4432, or info@hccstl.com.



Powell Symphony Hall
718 North Grand Boulevard
St Louis, MO 63103-1079 • (314) 286-4148