

SOUTHERN CALIFORNIA Business Development Conference



Advocacy, Empowerment & Education
for Southern California's Business Community



Regional Hispanic Chamber of Commerce

**Speed Business Matchmaking
Super Star Business Panel Lunch**



DIAL800



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Welcoming Message



Bienvenidos! On behalf of the Regional Hispanic Chamber of Commerce we welcome you to the Southern California Business Development Conference 2013.

We are committed to developing Businesses in Southern California by showcasing the Strength and Vitality of our Business Community.

The purpose of the RHCC's Annual Conference is to elevate discussion and participation among business owners, corporate business leaders, community leaders, and government officials to address issues of relevance to the business community.

We hope you enjoy today's event and that you take advantage of the lineup of dynamic speakers.

The RHCC's final goal is "The Education and Advancement of The Southern California Business Community"

All The Best,

Sandy Cajas

President & CEO

Regional Hispanic Chamber of Commerce

In Collaboration with:



Agenda

8:30am Registration

10:00am Supplier Diversity and Certifications Panel

Moderator:

Carlos Galvan Jr.
Chair, Regional Hispanic Institute
Sherman Gay
LA Metro

Kenneth Ashford
Metropolitan Water District

Joe Alderete
Southern California Edison

Sashi Muralidharan
Port of Long Beach

Angel Carrera
Department of General Services

Drisha Melton
California Public Utilities Commission

10:00pm Speed Business Matchmaking

My Business Matches

Moderator:

Rose Cote
Los Angeles World Airports

12:00pm Super Star Lunch

RHCC Welcomes:

Noelia Rodriguez, LA Metro
Chief Communications Officer

Super Stars Business Panel Lunch

Stars:

Anna Saucedo
Carmen Rad
Ricardo Tejada

Moderators:

Roy Jasso & Victor Parker

2:00pm Networking

Supplier Diversity and Certifications Panel



Sherman Gay

METROPOLITAN TRANSPORTATION AUTHORITY

Sherman Gay is Metro's Small Business Outreach Officer and has worked for metro for (12) twelve years and has over twenty (20) years experience assisting small businesses. Mr. Gay is responsible for providing assistance and guidance to small businesses interested in pursuing contracting opportunities at Metro.



Ken Ashford

METROPOLITAN WATER DISTRICT

Kenneth L. Ashford is an Associate Resource Specialist for the Metropolitan Water District of Southern California.

He joined Metropolitan in December of 1994 and is currently working in Metropolitan's legislative branch. He is responsible for coordinating legislative issues and public outreach for the Water Resources Management Group.



Joe Alderete

SOUTHERN CALIFORNIA EDISON

Joseph F. Alderete has been the Manager of the Supplier Diversity Program for Southern California Edison for over 12 years. In this position, he oversees the Company's Women and Minority Business Program. He insures compliance with all CPUC rules and regulations, and all public law relating to women and minority procurements.



Sashi Muralidharan

PORT OF LONG BEACH

Sashi Muralidharan is the Small Business Enterprises (SBE) Administrator for the Port of Long Beach's Small Business Enterprises/Very Small Business Enterprises (VSBE) Program. The Port is the Harbor Department of the City of Long Beach.

Supplier Diversity and Certifications Panel



Angel Carrera

DEPARTMENT OF GENERAL SERVICES

Angel Carrera Jr. is the Department of General Services (State of California) Business Development Program Manager having been appointed by former Governor Arnold Schwarzenegger in November 2007. As the Business Development Program Manager, he is the

Department's key advisor and small business liaison to underrepresented, emerging and other small business communities regarding certification, reciprocity programs, contracting opportunities and infrastructure bonds (AB 761).



Drisha Melton

CALIFORNIA PUBLIC UTILITIES COMMISSION

Drisha Melton is the Southern California Supplier Diversity Liaison for the California Public Utilities Commission (CPUC). Drisha promotes the CPUC's programs and provides education and outreach vto raise awareness of various regulatory and legislative policies.

Speed Business Matchmaking Moderator



Rose Cote

LOS ANGELES WORLD AIRPORTS

The Business and Job Resources Center, Los Angeles World Airports, provides assistance to the business community by collaborating and participating with business organizations to increase awareness of procurement opportunities at Los Angeles World Airports.

Super Star Panel



Anna Saucedo

ASSOCIATED CONSTRUCTION SERVICES GROUP

Born and raised in Los Angeles, California Anna has always demonstrated her desire and passion to help others. Over the past 25 years she demonstrated her commitment by providing vital services to the communities on the Greater Los Angeles Area.

Today at ACS GROUP (Associated Construction Services Group) a company she owns with her husband Darrel they demonstrate the virtues of Commitment, Integrity and Loyalty in all the services they perform since the day they opened their doors for business in 2005.



Carmen Rad

CR&A CUSTOM APPAREL

CR&A is a full-service large digital print production and visual display company that produces and installs billboards, all indoor and outdoor banners, fleet graphics, vehicle wraps, window, wall and floor graphics, sports and stadium signage, and all types of

trade show graphics and exhibit booths.



Ricardo Tejada

VNESTO CAPITAL

Mr. Tejada's 10 years of business experience has spanned advisory responsibilities within the Fortune 100, his own ventures and extensive involvement with Southern California's entrepreneurial community.

Mr. Tejada holds a B.S. Degree in Business Administration from the University Of Southern California and is a graduate of the Marshall School of Business where he attended the Lloyd Grief School of Entrepreneurial Studies, USC's prestigious and highly ranked program.

Super Star Moderators



Roy Jasso

WELLS FARGO

Responsibilities and experience in community development, business development, facilitation with philanthropy/charitable giving, government affairs, and community involvement.

Market's the bank's community lending and investment programs throughout Los Angeles, Ventura, Santa Barbara Counties. Community Relations Manager - Coors Brewing Company Developed and enhanced relationships among the top ethnic groups, nonprofits, community leaders and public officials in California and the Pacific Northwest. Focused primarily on the Latino community by promoting Coors products and programs to this group. Advised senior management, marketing, and other internal departments on how to advertise, market, promote and approached the Latino market.



Victor Parker

SMALL BUSINESS ADMINISTRATION

Victor Parker , a California native and long-time member of the Los Angeles community, was appointed the District Director of the SBA's Los Angeles District Office in October, 2011. The Los Angeles District Office serves Los Angeles, Ventura, and Santa Barbara counties. As District Director, he is responsible for the delivery of SBA programs and services to aspiring and existing small business owners, SBA lenders and partners, which include business advisory services, capital access programs, entrepreneurial development, international trade development and contract procurement assistance

Special Thanks to our Attendees

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Special Thanks to our Attendees

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The Port of Long Beach is a proud sponsor of the Southern California Business Development Conference hosted by the Regional Hispanic Chamber of Commerce.

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**Together, we're generating
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Southern California Edison proudly supports Diverse Business Enterprises through bidding opportunities, technical assistance and capacity building. We have spent more than \$4 billion with these firms over the last 4 years.

**Southern California Edison,
an Edison International company,
is proud to support the
Regional Hispanic Chamber of Commerce**


***Southern California
Business Development Conference 2013***

For information on Supplier Diversity and Development,
please visit our website at: www.sce.com/sd
1-800-275-4962



www.sce.com

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**Metro is proud to support
the Regional Hispanic
Chamber of Commerce
2013 Southern California
Business Development
Conference.**

Metro is committed to supporting diversity and economic opportunity in public contracting throughout the greater Los Angeles area.

For more information about Metro, please contact our Diversity and Economic Opportunity Department or visit us at metro.net/deod.



Metro[®]

Is your small business prepared for Health Care Reform implementation?



**CALIFORNIA
HISPANIC
CHAMBERS OF COMMERCE**

Have you thought about providing quality, affordable health insurance to your employees but just couldn't because of cost?

Come learn about a health insurance program that makes it easy for small businesses to provide insurance to their employees!



If you are a small business with 1-50 employees and have wanted to provide affordable, quality health insurance to your employees but cannot because of the cost, come stop by the Covered California booth at:

Regional Hispanic Chamber of Commerce

**Southern California Business
Development Conference 2013**

Friday, October 11, 2013

8:30 AM to 2:00 PM



**COVERED
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CoveredCA.com

Covered California is the new online "marketplace" that will make it simple and affordable to purchase high-quality health insurance and get financial assistance to help pay for insurance.

Regional Hispanic
Chamber of Commerce
Membership Application

Company: _____

Member Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

Number of Employees: _____

Products or Services:

Membership Investment:

Partner \$25,000 Diamond \$ 10,000 Gold \$5,000

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Small Business \$ 500 Non-Profit \$ 300

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Payment Information:

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Please mail this form to: **Regional Hispanic Chamber of Commerce,**
World Trade Center P.O. Box 32474, Long Beach, CA 90832 Phone: 562-212-2889

Regional Hispanic Institute

MUJERES DEL AÑO

NOVEMBER 9TH

HOTEL MAYA LONG BEACH
700 Queensway Dr., Long Beach, CA 90802

2013



Honoring Mujeres Making A Difference In Our Communities



Laura L. Doud
MUJER
CONTADORA PUBLICA



Yasmin Davidds
MUJER
LIDERAZGO



Melinda Guzman
MUJER
CAMBIANDO EL MUNDO



Alma McMaster
MUJER
DIVERSIDAD



Cindy Orozco
MUJER
EMPRESARIA



Connie Perez
MUJER
HACIENDO LA DIFERENCIA



Naomi Rainey
MUJER
COMUNIDAD



Diana Rodriguez
MUJER
CABILDERA



Angelica Suarez
MUJER
BIENES RAICES



Irene Wongpec
MUJER
ARTE Y CULTURA