

Latino Times

CALIFORNIA HISPANIC CHAMBERS OF COMMERCE GEARS UP FOR ANNUAL CONVENTION IN ORANGE COUNTY

SACRAMENTO – The California Hispanic Chambers of Commerce, the premier organization promoting the development of Hispanic entrepreneurs and emerging Latino businesses in California, is gearing up for its 2014 Annual Convention to be held in Orange County this August.

The three-day convention, from Aug. 13 to Aug. 15, will be held at the Hyatt Regency Orange County and will have a multimillion-dollar economic impact on Orange County, with thousands expected to attend.

“We are excited to bring our 2014 Convention to Orange County,” said Alice Perez, President and CEO of the California Hispanic Chambers of Commerce. “Our 35th convention focuses on providing resources to our local chambers and also bringing opportunities to Hispanic Businesses throughout the state particularly in International Trade and Procurement. We also have a day committed to

Latinas who represent the fastest growing businesses. With Orange County’s Latino business community growing quickly, it’s a great time to showcase Latino businesses for the entire state.”

This year’s convention theme “Latino Business Energizing, Powering, Transforming the U.S. Economy” showcases the power of Latino businesses in California and the impact they are making in California’s economy.

This year’s star-studded event will include names such as comedian Felipe Esparza, entertainment entrepreneur Nely Galan, among others.

The event will also include sessions focused on small business, Latina-owned businesses and opportunities to connect with major corporate and government looking for new contracting relationships with Latino-owned businesses. A special business exposition will be open to the public to showcase Latino businesses from



throughout the state. Attendees will also have the opportunity to attend an International Trade Symposium.

This year’s Title Sponsor is Wells Fargo Bank.

“Wells Fargo is proud to be the title sponsor of the California Hispanic Chambers of Commerce Convention for the 14th straight year,” said Wells Fargo Senior Vice President and

Community Development Manager Tim Rios. “The CHCC does a spectacular job of bringing together state and national leaders to engage in dialogue that propels Hispanic businesses forward.”

Reuben Franco, CEO of the Orange County Hispanic Chamber of

See **Convention Page 10**

LAS CÁMARAS DE COMERCIO HISPANAS DE CALIFORNIA PREPARAN PARA CONVENCION ANUAL EN EL CONDADO DE ORANGE

SACRAMENTO - Las Cámaras de Comercio Hispanas de California, la principal organización de promover el desarrollo de los empresarios hispanos y emergentes empresas latinas en California, se está preparando para su Convención Anual 2014 que se celebrará en el condado de Orange en agosto.

La convención de tres días, desde el 13 de agosto hasta el 15 de agosto, se celebrará en el Hyatt Regency Orange County y tendrá un impacto económico multimillonario en el Condado de Orange, miles se espera que asistan.

“Estamos muy contentos de traer nuestra Convención de 2014 al Condado de Orange,” dijo Alice Pérez, presidente y directora de las Cámaras de Comercio Hispanas de California. “Nuestra 35a convención se centra en proporcionar recursos para nuestras cámaras locales y también proveer las oportunidades de negocios hispanos en todo el estado sobre todo en Comercio y Contratación Internacional. También tenemos un día comprometido a las latinas que representan a las empresas de más rápido crecimiento. Con la comunidad empresarial latina del Condado de Orange creciendo rá-

pidamente, es un buen momento para mostrar los negocios latinos en todo el estado.”

El tema de la convención de este año, “Negocios Latinos Energizando, Influenciando, Transformando la economía de EE.UU.” muestra el poder de los negocios latinos en California y el impacto que están haciendo en la economía de California.

El evento de este año contará con estrellas que incluyen nombres como comediante Felipe Esparza, empresaria en entretenimiento Nely Galán, entre otros.

El evento también incluirá sesiones centradas en las pequeñas empresas, las empresas de propiedad latina y oportunidades de conectar con las principales empresas y el gobierno en busca de nuevas relaciones contractuales con las empresas de propiedad de latinos. Una exposición especial de negocios estará abierta al público para mostrar las empresas latinas de todo el estado. Los asistentes también tendrán la oportunidad de asistir a un Simposio de Comercio Internacional.

El patrocinador principal de este año es el banco Wells Fargo.

“Wells Fargo se enorgullece de ser

CONVENCION en pág. 10



R to L: Tim Martinez, Brenna Butler-Garcia and Andrew Ysiano

Latino Times Publisher to Run for Chair of California Hispanic Chamber

By Rhashad R. Pittman
Latino Times Publisher Andrew Ysiano has announced he is running for the top leadership position of the largest and most influential Latino business organization in the state – chair of the California Hispanic Chambers of Commerce.

Ysiano’s announcement comes as he wraps up his tenure as vice chair of the California Hispanic Chambers of Commerce (CHCC) and in response to an ever growing chorus of members asking him to pursue the top spot. Members hope Ysiano can continue his success of helping restore stability to the organization and rebuild its

membership. After a tumultuous past few years, the CHCC has seen high turnover at the leadership level and a dramatic decrease in local chambers that are certified members of the state organization.

“The CHCC needs leadership that will be proactive and visionary with the best interest of the organization and our local chambers in mind,” Ysiano said. “We need to be inclusive, transparent, and accountable to those we serve.”

Ysiano currently serves as vice chair of CHCC’s board of directors, the second in command of the organization.

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Publisher

continued from Front Page

He was elected to his current position on the executive committee in November 2013 during a special membership meeting. Kenneth A. Macias, who runs

the largest Hispanic-owned CPA firm in the U.S., was elected chair during that meeting. Ysiano and Macias tenures expire this month.

The CHCC will hold elections for its available leadership positions at its annual convention August 13 -15 in Orange County. The CHCC represents the interests of 700,000 Latino small businesses throughout the state while promoting economic growth and development of Hispanic entrepreneurs and businesses through lobbying efforts, trainings, and various business programs and events. It is considered the premier and largest regional ethnic business organization in the nation.

If elected chair, Ysiano would serve a one-year term and add to a long resume that includes a number of previously held positions with the CHCC, including president and vice president of the organization.

From 1996 to 2000, Ysiano was elected to back-to-back terms as president of the CHCC after serving as vice president for one year. While at the state level, Ysiano was appointed by the United States Hispanic Chamber of Commerce to chairman of regional one (which includes seven western states including California). At the local level, he served as vice president and twice as president of what is now the San Joaquin County Hispanic Chamber of Commerce.

"I am proud to say that no matter what my elected position has been, I have always served in the best interest of the members who elected me to office," he said.

A Small Business Owner

Ysiano serves as co-owner of a marketing coalition firm as well as owner/publisher of perhaps the most influential and successful bilingual publication in the region.

Since he founded the Latino Times in 2001, the paper has grown from a quarterly with about 4,000 readers to being printed every month with a readership of 100,000 throughout San Joaquin and Stanislaus counties. Throughout the years the publication has provided comprehensive coverage of the state and local Hispanic chambers, in addition to other critical issues including immigration, education, and politics.

"I come from a small business perspective," Ysiano said. "I know what it takes to make a small business operate and be successful." Recently, Ysiano was awarded Business Advocate of the Year by the San Joaquin County Hispanic Chamber of Commerce.

Ysiano said he wants to help the CHCC continue to grow, become more transparent, and get more local chambers involved. His leadership abilities, past experience with the local, state and national Hispanic chambers, and business experience will help him reach his goals, he said.

Before Ysiano was elected vice chair in November of last year, the number of local chambers that were certified before the organization's annual convention in 2013 had dropped from 45 to 20. Bringing those chambers back was Ysiano's number one priority, he said. During his tenure as vice chair, 10 local chambers and 15 affiliates have rejoined the state chamber.

If elected, Ysiano said he would continue to reach out to the local Hispanic chambers that are no longer involved in the state Hispanic chamber's activities.

"I have always believed that our local Hispanic chambers of commerce are the true strength behind the CHCC," Ysiano said. "Without their involvement, what does the CHCC stand for and whom does the organization represent?"

Ysiano said he would also pursue corporations for funding to help small businesses. The extra revenue could be passed down to local Hispanic chambers for programs and services that supported local small businesses, he noted.

"Together we can grow and bring prosperity to our local chambers and create business opportunities for Hispanic businesses throughout California," Ysiano said.

Let's Continue the Momentum!

WE the CHCC needs our local Hispanic chambers of commerce, the true strength behind the CHCC. Without their involvement, what does the CHCC stand for and whom do they represent?

The CHCC needs leadership that will be proactive and visionary with the best interest of the CHCC and our local chambers in mind. We need to be inclusive, transparent, and accountable to those we serve. If elected I will:

- Reinvest in our local chambers
- Be a strong voice and advocate for our members, and build a strong advocacy program for the CHCC
- Forge strong relationships with our local chambers and our sponsors to help raise \$\$\$

I have served the CHCC Vice Chair since December when I was elected by the membership. It was you, the membership that wanted me to serve the CHCC. During this time I am proud to say:

- We have brought back 10 Chambers and another 15 affiliates
- I currently serve on the Bylaws Committee to ensure members voting rights and best interests!!
- I currently serve as Staff Liaison to the Board of Directors
- I continue to monitor fundraising activities and ask the tough questions of our staff and Board of Directors (this needs work)
- I am the Chair of the Foundation

I would be honored to have your support. Together, we can grow and bring prosperity to our local chambers and create business opportunities for Hispanic businesses throughout California.

Current Vice Chairman
Andrew Ysiano



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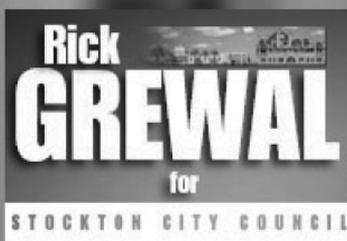


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Public safety is my number one concern. Government has an obligation to put public protection before any other priority. The number of officers on the street will result in a faster response to emergency calls and a reduction in crime. We want people to feel safe in their own homes and enjoy venturing out into the city once again. When elected to City Council, I will see to it that the promise made to hire 120 new law enforcement officers is fulfilled. We must also collaborate with the County to make sure that there is room in the County Jail for offenders and institute rehabilitation programs.

FISCAL RESPONSIBILITY

Stockton needs sound financial leadership. For the past 25 years I have opened and operated many businesses here. By balancing budgets, reducing unnecessary expenditures, and creating innovative ideas to promote new business growth, I have learned how to grow a local economy. I am dedicated to serving our city and feel that my experience in business has prepared me to help put Stockton's financial health back on track.

REGULATIONS

As a small business owner, I have personally experienced the frustration of cumbersome fees and overbearing regulations. We are driving companies away from Stockton and this leads to high unemployment. I will work to reduce red tape, which will attract new businesses to invest here and promote economic growth. Stockton needs to be more competitive and business friendly. This will increase the numbers of jobs that are available for our citizens, reducing unemployment and creating a stronger local economy.

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How To Start Getting Fit For Life

By Dawn Williams - NAM

Once you fully accept the fact that physical activity is one of the most powerful factors affecting your health, ability and longevity, where do you begin? Getting started, without a doubt, is the hardest part.

The first step, always, is to consult your health care professional. In most cases, your doctor will encourage you to get active, but be sure to bring up any specific concerns you have about exercising in relation to your health. Your doctor may caution against high impact activity, for example, if you have arthritis or other conditions affecting your joints. Make note of any activities to avoid in planning your new regimen.

Starting From Scratch at 58

It may seem a little overwhelming if you're starting from scratch. That's how Sharon Conte of Chicago felt, too, when she realized at age 58 her inactivity was largely responsible for the debilitating health conditions she was experiencing.

With high blood pressure, high cholesterol, fibromyalgia and Grave's disease, Conte got her doctor's blessing to start moving. So she started with what she knew best: Dance.

For an hour each day, Conte simply danced to her favorite music. After three months, her condition had improved enough that she could stop using prescription pain medication and build on her new exercise routine.

Knowing where to start is a common problem, according to Chris Hylton, a certified personal trainer and owner of River West Family Fitness in Batavia, Ill.

"I think the hardest part as you get older is that you're so used to doing nothing that it seems insurmountable," he said. "The best thing you can do is try something out of the norm and get out of your comfort zone."

Hylton, who works with people of all ages, believes that working with a trainer for at least a few sessions can get you off to a better start, while minimizing the risk of injury for those unfamiliar with various exercises or the use of machines. He also said that working with a trainer or in a group exercise setting can get you into a new situation, where you're more likely to stick with the program.

If you choose to work with a trainer, let him or her know of your past experience, how long you've been away from formal physical activity, and any restrictions your doctor recommended.

Be clear that you want help in putting together an exercise routine you can do on your own. This is the fastest and most efficient way to get on track; future sessions can be scheduled to help you amp up your routine as your muscles and cardiovascular system adapt to the regimen and are ready for more.

If the cost of a trainer is out of your budget, there are other ways to find



help getting started. Group strength-training classes, especially those designed for your age group or tailored for people with conditions you have, will teach some basic exercises and help you determine how much weight to use for each.

Another advantage of a class versus working alone in the weight room is that an instructor can correct any errors in your posture or movement.

Overcoming Obstacles

You won't be the first person to find reasons to skip a workout from time to time, especially in the first few weeks. But here are some thoughts to get you past the obstacles and to your workout on schedule.

Get comfortable being outside your comfort zone. Anything that takes us outside our comfort zone requires a commitment to keep going. When you worry about whether you're doing exer-

cises correctly, ask someone for instruction. If you're afraid you'll look silly trying to keep up with the moves in your new Zumba class, remember that more people went through the same learning curve.

If you're thinking of skipping your calisthenics class because you can barely get through some of the exercises, remember that everyone there had to build up their strength and endurance just like you.

Be the master of your universe. As soon as you decide to become more fit, start building a new self-image. Find a photo of yourself from when you were fit, or even the body of someone else who is in shape and whose build is similar to yours. Paste a current picture of your face onto that picture, and post it where you'll see it often. You want to plant the image of a healthier, fitter you at the deepest level of your consciousness.

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Mental Health Issues in California Kids Go Largely Untreated

By Viji Sundaram - NAM

More than 300,000 California children, or 8.5 percent, between the ages of 4 and 11 have mental health needs, yet only a quarter of them receive mental health treatment in a timely fashion, according to a new study by UCLA researchers.

The paradox is that 95 percent of those children have insurance, but there is a range of barriers that are keeping them from getting treatment, notes D. Imelda Padilla-Frausto, the lead author of the UCLA study that was released July 24. One of those barriers could be a shortage of mental health care providers where they live, resulting in long wait times. Another could be limited English language skill, making it difficult for parents to navigate a complex health care system. Only 11 percent of

children whose parents were not proficient in English received treatment.

The Centers for Disease Control and Prevention has been saying that early childhood intervention is a critical step in reducing the severity of mental health issues in adulthood. Studies have shown that nearly half of all Americans will need mental health treatment some time during their lifetime, with initial symptoms manifesting in childhood or adolescence.

“Without early assessment, you miss warning signs, as well as opportunities to intervene,” Padilla-Frausto said. “Waiting can lead to more serious problems later.”

Emotional and behavioral problems are among the most prevalent chronic health conditions in younger children, noted the researchers, who based their



findings on California Health Interview Survey (CHIS) data gathered in 2007 and 2009, the most recent available.

Researchers found that children with parents who had a mental disorder

were three times as likely to have mental health needs as children whose parents did not have mental health needs.

While boys were more likely than

See **Mental Health** Page 9

Problemas de salud mental en los niños de California en gran parte no se tratan

Más de 300.000 niños de California, o un 8,5 por ciento, entre las edades de 4 y 11 años tienen necesidades de salud mental, sin embargo, sólo una cuarta parte de ellos reciben tratamiento de salud mental de manera oportuna, de acuerdo con un nuevo estudio realizado por investigadores de UCLA.

La paradoja es que el 95 por ciento de esos niños tienen seguro, pero hay una serie de barreras que no los permite recibir tratamiento, señala D. Imelda Padilla-Frausto, la autora principal del estudio de UCLA que fue publicado el

24 de julio. Una de las barreras podría ser una escasez de proveedores de atención de salud mental en donde viven, resultando en tiempos largos de espera. Otra podría ser una habilidad limitada del inglés, por lo que es difícil para los padres navegar el sistema de salud complejo. Sólo el 11 por ciento de los niños cuyos padres no eran competentes en inglés recibieron tratamiento.

Los Centros para el Control y la Prevención de Enfermedades ha estado diciendo que la intervención en la primera infancia es un paso crítico en la reducción de la severidad de los

problemas de salud mental en la edad adulta. Los estudios han demostrado que casi la mitad de todos los estadounidenses necesitarán tratamiento de salud mental en algún momento de su vida, con los síntomas iniciales manifestándose en la infancia o la adolescencia.

“Sin una evaluación temprana, se pierden las señales de advertencia, así como oportunidades para intervenir”, dijo Padilla-Frausto. “La espera puede conducir a problemas más serios en el futuro”.

Los problemas emocionales y de comportamiento son algunas de las en-

fermedades crónicas de mayor prevalencia en los niños más pequeños, señalaron los investigadores, que basan sus conclusiones en datos de la Encuesta por Entrevista de Salud en California (CHIS) que se reunieron en 2007 y 2009, el más reciente disponible.

Los investigadores encontraron que los niños con padres que tenían un trastorno mental eran tres veces más propensos a tener necesidades de salud mental que los niños cuyos padres no tenían necesidades de salud mental.

Mientras que los niños eran más

Problemas en pág. 9

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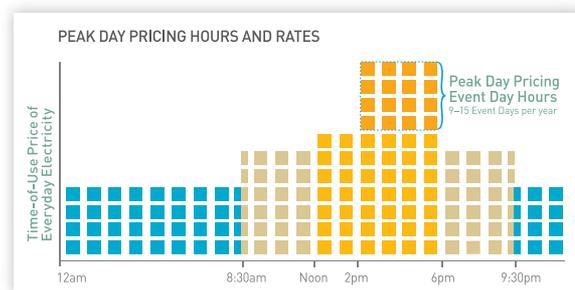


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¿Cuándo cambiará mi tarifa?

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¿Cómo afectará este cambio a mi tarifa?

Con tarifas variables de acuerdo al momento de consumo, el costo de la electricidad varía según la hora, el día de la semana y la temporada. En el programa de tarifas de pico diarias, los precios de la energía son más altos durante 9 a 15 días por año (Event Days en inglés), a cambio de tarifas descontadas desde mayo hasta octubre*, válidas fuera de los días del evento.

¿Por qué cambian las tarifas?

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*Las tarifas efectivas de verano son más bajas después de aplicar los créditos provenientes del programa de precios de horas pico, pero las tarifas efectivas son más altas durante las horas de los días de evento del programa de precios de horas pico.

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WOMEN'S CENTER-YOUTH & FAMILY SERVICES AWARDED \$15,000 TO ENSURE ACCESS TO SERVICES FOR SURVIVORS OF DOMESTIC VIOLENCE

San Francisco, CA - Blue Shield of California Foundation today announced a grant of \$15,000 to Women's Center-Youth & Family Services to support their capacity to provide critical services and shelter for survivors of abuse in San Joaquin County. These core operating funds offer the flexibility to respond to new demands and opportunities, so that Women's Center-Youth & Family Services can continue to reach many of the most vulnerable Californians.

"As the state's largest private funder of domestic violence services and prevention, the Foundation is committed to supporting strong organizations like Women's Center-Youth & Family Services," said Peter Long, Ph.D., president and CEO of Blue Shield of California Foundation. "Ensuring they have the resources to adapt and meet the needs of all survivors is critical to achieving our ultimate mission of ending domestic violence in California."

The Foundation recognizes that reliable and flexible core support is needed to help the field drive even greater impact, and adjust to changes and challenges as they arise.

"As the only provider of free, confidential shelter services in San Joaquin County, Women's Center-Youth & Family Services is grateful for the ongoing support from Blue Shield California" said Joelle Gomez, CEO of Women's Center-Youth & Family Services. "This grant allows for continued services and outreach

to victims of domestic violence in our community. Receiving these vital funds is a vote of confidence from Blue Shield of California in the extremely important work we do providing a safe haven to more than 575 battered women and their children in San Joaquin County each year."

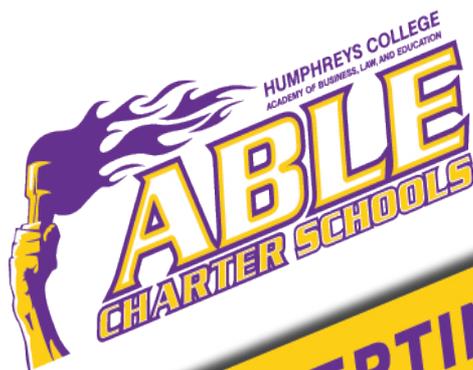
This funding is part of a group of grants designed to empower California's domestic violence services providers, and enable them to continue making a difference in the lives of thousands of victims, survivors, and families. The Foundation is proud to support Women's Center-Youth & Family Services and nearly every shelter and domestic violence service organization in California.

Women's Center-Youth & Family Services is San Joaquin County's only provider of free, confidential shelter and services specifically designed to meet the needs of victims of domestic violence, sexual assault, and homeless and runaway youth. Each year the agency serves more than 20,000 individuals through its direct services and community outreach, including more than 700 women, children and youth who stay in its domestic violence and youth shelters annually.

The mission of Women's Center-Youth & Family Services is to build a stronger community by fostering the strengths in individuals and by acting as a catalyst to end violence and youth homelessness.

For more information about Women's Center-YFS and its programs and services, please visit www.womenscenteryfs.org.

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Mental Health

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girls to have mental health needs (11 percent to 6 percent), researchers found that there are some common physical health factors in both sexes that are associated with an increased likelihood of mental health problems. Those factors include having physical health disorders -- for example, children with asthma were twice as likely as children without asthma to have mental health needs. Padilla-Frausto said that because of the links between physical health and mental health, a child should start with having an examination by a physician that should include a mental health screening.

Children living in single-parent households and those living in poverty

are more likely to have mental health needs than those living in two-parent, well-to-do households, the researchers found.

While on the face of it, data may suggest that American Indian and Alaska Native children have disproportionately high levels of mental health needs, researchers for this study however say their conclusions may not be truly indicative of the incidence of mental health needs in these communities because of the small sample-size they worked with. But Padilla-Frausto points out that a growing body of research has documented the extent of mental health needs among American Indian and Alaska Native children.

One of the greatest barriers in the way of children getting treatment for mental health disorders is the stigma associated with the illness, Padilla-Frausto noted. This is especially true in immigrant communities. At 7.8 percent, Latino parents are less likely to report that their child has a mental health need than their white counter-

parts, at 9.7 percent.

One of the ways the stigma factor can be overcome is getting care through patient-centered medical homes that many community clinics are now morphing into. These facilities integrate mental, medical, vision and dental care so patients can seek treatment for a range of disorders under one roof.



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Problemas

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propensos que las niñas a tener necesidades de salud mental (11 por ciento a 6 por ciento), los investigadores encontraron que hay algunos factores de salud física comunes en ambos sexos que se asocian con una mayor probabilidad de problemas de salud mental. Esos factores incluyen tener trastornos de salud física - por ejemplo, los niños con asma tenían el doble de probabilidades que los niños sin asma de tener necesidades de salud mental.

Padilla-Frausto dijo que debido a los vínculos entre la salud física y la

salud mental, un niño debe empezar con un examen por un médico que debe incluir una evaluación de salud mental.

Los niños que viven en hogares monoparentales y los que viven en la pobreza tienen más probabilidades de tener problemas de salud mental que los que viven en hogares con dos padres, y adinerados, encontraron los investigadores.

Aunque a primera vista, los datos pueden sugerir que los niños nativos de América del norte y nativos de Alaska

tienen niveles desproporcionadamente altos de necesidades de salud mental. Los investigadores de este estudio, sin embargo, dicen que el pequeño tamaño de la muestra puede no ser realmente indicativo de la incidencia de problemas de salud mental en estas comunidades.

Padilla-Frausto agrega que un creciente cuerpo de investigación ha documentado la medida de las necesidades de salud mental entre los niños nativos de América del norte y nativos de Alaska.

Uno de los mayores obstáculos para que los niños reciban tratamiento para los trastornos de la salud mental es el estigma asociado con la enfermedad, señaló Padilla-Frausto. Esto es especial-

mente cierto en las comunidades de inmigrantes. En un 7,8 por ciento, los padres latinos tienen menos probabilidades de informar que su hijo tiene una necesidad de salud mental que sus homólogos blancos, en un 9,7 por ciento.

Una de las formas en que el factor de estigma puede ser superado es obtener atención a través de los hogares médicos centrados en el paciente. Ahora muchas clínicas comunitarias se están transformando en estas. Las instalaciones integran atención de salud mental, médica, visión y cuidado dental para que los pacientes puedan recibir tratamiento para una variedad de trastornos en un mismo lugar.

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Convention

continued from Front Page

Commerce, said the Chamber is delighted that Orange County has been chosen to host this major business event.

"We look forward to welcoming attendees to Orange County for this year's CHCC Convention," he said. "The convention is a great opportunity to meet with business, political and community leaders. The last time the convention was held here 10 years ago it was one of the most successful conventions in CHCC history."

On Friday, July 11, the California Hispanic Chambers of Commerce and state chamber leaders will gather to officially kickoff this year's Convention by a special celebration hosted by Disneyland.

To register for the convention or to inquire about the business expo or

sponsorships, please visit www.cahcc.com or call (916) 444-2221.

About the California Hispanic Chambers of Commerce

The California Hispanic Chambers of Commerce (CHCC) has a network of over 65 Hispanic chambers and business associations throughout the State of California. Through its network of Hispanic chambers and business associations, the CHCC represents the interest of over 700,000 Hispanic business owners in California. The CHCC is the premier and largest regional ethnic business organization in the nation that promotes the economic growth and development of Hispanic entrepreneurs and California's Emerging Businesses. For more information, please visit our website at www.cahcc.com

Convención

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el patrocinador principal de las Cámaras de Comercio de la Convención Hispana de California por los últimos 14 años," dijo Wells Fargo Vicepresidente Principal y Gerente de Desarrollo de la Comunidad, Tim Ríos. "La CHCC hace un trabajo espectacular de reunir a líderes estatales y nacionales para participar en el diálogo que impulsa a las empresas hispanas hacia adelante."

Rubén Franco, director ejecutivo de la Cámara de Comercio Hispana del Condado de Orange, dijo que la Cámara está encantada de que el Condado de Orange ha sido elegido como sede de este evento de negocios tan importante.

"Esperamos dar la bienvenida a los asistentes al condado de Orange

para la Convención CHCC de este año," dijo. "El convenio es una gran oportunidad para reunirse con líderes empresariales, políticos y líderes de la comunidad. La última vez que la convención se celebró aquí hace 10 años fue una de las convenciones más exitosas en la historia de CHCC."

El viernes, 11 de julio las Cámaras Hispanas de Comercio de California y los líderes de las cámaras estatales se reunirán para dar el inicio oficialmente de la Convención de este año con una celebración especial organizada por Disneyland.

Para inscribirse en la Convención o para preguntar sobre la exposición comercial o patrocinios, por favor visite www.cahcc.com o llame al (916) 444-2221.

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Facing Severe Drought, Californians Support Mandatory Cutbacks

By Ngoc Nguyen - NAM

Californians rank the drought as their number one environmental concern, according to a new statewide survey. The poll by the Public Policy Institute of California (PPIC) found three out of four residents favor mandatory curbs on water use.

“They want the local district to do something -- mandatory reductions -- and they want the state government to do something,” said Mark Baldassare, PPIC president and CEO. “They recognize that it is a problem and the most important issue.”

California is in its third year of drought, with more than 80 percent of the state in extreme and exceptional drought, and conditions are expected to worsen this summer.

The poll found that 54 percent of state residents believe water supply is a big problem. Central Valley residents are most likely to hold this view (63 percent), while 44 percent of Los Angeles residents and 55 percent of Bay Area residents agree.

Whites are more likely (62 percent) than Asians, blacks, or Latinos (46 percent each) to hold this view.

Gov. Jerry Brown declared a drought emergency in January, calling on residents to voluntarily reduce water use by 20 percent. But on the whole, the response has been lackluster. A recent survey by the State Water Resources Control Board found statewide water use has actually increased slightly, according to news reports.

Last week, state water officials announced fines of up to \$500 for water wasters, and for the first time since the 1970s are calling for conservation gains through mandatory cutbacks to be overseen by local water districts.

The poll of 1,705 people was fielded July 8-15, when the state water board announced it was considering mandatory restrictions. With a high level of concern over the drought, surveyed residents expressed strong support for greater conservation efforts.

Three out of four Californians say they strongly favor their local water district making it mandatory for residents to use less water. Support was even stronger among Latinos (82 percent) and Asians (79 percent), compared to whites (70 percent) and blacks (69 percent).

Irma Muñoz, president and founder of Mujeres de la Tierra, a community-based environmental organization based in Los Angeles, says the water board's move reinforces that the drought is real and that everyone needs to take some action.

Muñoz says that in some parts of Los Angeles, one can still encounter “lush lawns, lavish fountains, and swimming pools,” lessening the reality of the water supply problem for some people she's surveyed about the drought.

“People ... are still conserving water, even though they don't believe there's a drought, they believe it is important to conserve,” she said, adding that they also want to lower their water bill.

In March, PPIC polled state residents



about their efforts to reduce water use. The March poll found that Latinos (65 percent) were most likely to say they had done a lot to reduce water use, followed by blacks (58 percent), whites (57 percent) and Asians (33 percent). About 58 percent of Asians said they had done a little to reduce water use, while 29 percent of Latinos, 26 percent of blacks and 34 percent of whites said that.

Turning to water policy, the July poll asked about an \$11 billion water bond to pay for state water projects that state legislators are considering putting on the November 2014 ballot. Lawmakers are expected to take up the water bond when they return from July recess.

About 60 percent of Californians would vote for the \$11 billion water bond, with higher levels of support among Asians (75 percent), Latinos (69 percent) and blacks (66 percent), compared to whites (50 percent).

“I do think it is one of the essential elements [of addressing the drought and

securing the water supply],” said Lester Snow, executive director of the California Water Foundation. “Passing a bond in November doesn't do anything for the drought this summer, but we need to prepare for the next drought.”

The water bond would fund projects to store water during wet years and wastewater recycling projects in a drought, Snow says, which can have a big effect on reducing the impact of the next drought.

Currently, he says, the state collectively discharges well over one million acre-feet of water into the ocean, which could instead be reclaimed to irrigate golf courses or parks, for example.

Water policy needs to also address more sustainable use of groundwater, Snow says, adding that two water-related bills on groundwater monitoring are in play in this legislative session.

With a high level of attention on the drought, Snow says, “now would be the time, if the state put the bond on the ballot.”

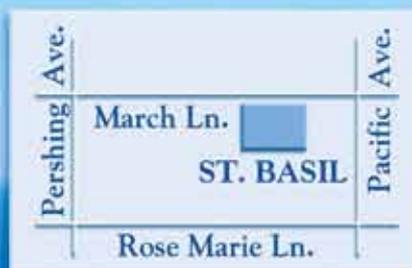
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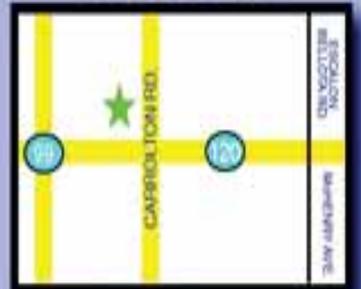
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