

## WEDNESDAY | AUGUST 23, 2017 – PRE-CONVENTION ACTIVITIES

8:00AM - 1:30PM  
FOXTAIL GOLF CLUB

**ANNUAL GOLF CLASSIC**  
*In partnership with the HCC-Sonoma County*

10:30AM - 11:30AM  
SALON I

**CONVENTION PRESS CONFERENCE**  
The California Hispanic Chambers of Commerce invites media and general public to the official kickoff of its Annual Convention in Sonoma County. CHCC Executives, Board of Directors, Corporate Sponsors, and Elected Officials will be available for questions.

12:00PM - 2:00PM  
CHARDONNAY

**CHCC LEADERS LUNCHEON**  
*Sponsored by Wells Fargo & AT&T*  
[INVITATION ONLY] Event designed to connect CHCC Membership Leaders and Executives. Solution driven conversations to advance our Hispanic communities through our regional chambers and organizations.

2:00PM - 4:00PM  
SALON I

**ONLINE CHAMBER LEADERSHIP CERTIFICATION**  
*Sponsored by Wells Fargo & AT&T*  
CHCC Foundation Event – This hands-on session will introduce you to our new online portal to complete your Leadership Certification. JFK University representatives will guide you through the process to get you started and help you navigate through the first module(s).

6:00PM - 9:00AM  
CHRISTOPHER CREEK WINERY

**RECEPTION: WELCOME TO WINE COUNTRY | *Sponsored by PG&E***  
The Official Opening Reception of the 38th Annual CHCC Statewide Convention

*First pickup at the DoubleTree Hilton Sonoma Wine Country will be at 5:00pm*

## THURSDAY | AUGUST 24, 2017 – INTERNATIONAL TRADE/MILLENNIALS & INNOVATION DAY

8:00AM - 9:30AM  
FOYER

**CONTINENTAL BREAKFAST**  
Complimentary light breakfast for convention attendees.

10:00AM - 4:00PM  
FOYER

**BUSINESS EXPO**  
*Sponsored by SCE*  
Expositions are for corporate and community members

9:30AM - 11:00AM  
SALON I

**PANEL: CALIFORNIA EMPLOYER'S GUIDE TO WORKERS' COMPENSATION**  
*In Partnership with The State Bar of California*  
The panel will cover topics such as the obligation to carry workers' compensation insurance, types of injuries that are recognized in California, time limits to pursue and defend against claims, the current state of access to medical treatment for injured workers, and indemnity benefits owed to injured employees.  
*Panelists: Maria A. Sager, Esq., Boxer and Gerson, LLP; Judge Sharon Velzy, Van Nuys Workers' Compensation District Office; and Elizabeth Furlow, LewisBrisbois*

9:30AM - 11:00AM  
SALON II

**EDGE WORKSHOP: BUILDING EFFECTIVE CLIENT RELATIONS**  
*Sponsored by SCE*  
This course will discuss how to build and manage client relationships—understanding your clients'

needs and requirements. Managing relationships pre and post procurement awards.

*Instructor: Gilbert Buchanan*

10:30AM - 11:45AM  
CHARDONNAY

**PANEL: CALIFORNIA'S GREEN RUSH**

***Sponsored by Bail Hotline Bail Bonds***

California's state regulatory regime for its booming legal cannabis market, for both medical and recreational-use, is just beginning to take shape. A number of laws have recently been introduced and the regulations detailing the specific rules and finer points of those laws are now being developed and finalized at both the state and local levels. "California's Green Rush," will discuss basic regulatory and compliance issues at both the state and local level. The session will provide entrepreneurs an outlook on the future of California's cannabis market. The panel of regulators, industry representatives and entrepreneurs will also provide insights on ensure social equity in our communities is addressed, and what business owners and the Hispanic community can expect as they prepare for success in 2018 and beyond.

*Moderator: David Serrano, Attorney at Law*

*Panelists: Cesar McGuire, Fire House Health Care Industry, Inc.; Amy Jenkins, California Cannabis Industry Association; Manny Serrano, Green Holdings Co./MJRX Corp; Annette Fraley, Synergy One; and Melissa Sanchez, Harvest Law Group.*

10:30AM - 11:45AM  
AND VINEYARD

**INTERNATIONAL TRADE PANEL: A GLOBAL CALIFORNIA - TRADE AGREEMENTS, BEST PRACTICES, WHAT'S TO COME**

Join a two-part conversation on International Trade for California's small businesses. The first panel will focus on the recent changes to NAFTA and CAFTA, and how they affect small business. The second panel, will touch on import and export licensing needs of small business focusing on preparation in anticipation of expected regulatory changes expected within in the next few years.

*Panelists: Manuel Rosales*

12:00PM - 1:45PM  
GRAND BALLROOM

**INTERNATIONAL TRADE LUNCHEON: FROM CALIFORNIA TO THE WORLD**

International trade and investment have become a critical component of California's economic growth and engine for job creation. Hispanic Small Businesses support the 4.4 million international trade jobs in California.

*Keynote: The Honorable Hector Barreto, The Latino Coalition*

*Special Guests: Ricardo Martinez, Department of General Services; and Cheech Marin, Actor*

*MC: Rosa Elena Sahagún, Law Office of Rosa Elena Sahagún*

*Regional Business Awardees:*

*Central Region: Entravision Communications*

*Northern Region: Perez Legal Documents*

*Inland Empire Region: Law Office of Bryan Owens*

*Southern Region: Mayor USA*

2:00PM - 3:15PM  
VINEYARD

**MILLENNIALS & INNOVATION PANEL: LATINX MILLENNIAL ECONOMIC IMPACT REPORT BRIDGING THE GAP**

***Sponsored by Wells Fargo and Metropolitan Water District of Southern California***

This year will move CAPS into the spotlight at convention and present its "Latinx Millennials Economic Impact Report: Bridging the Gap." This report is a vital tool for the CHCC as it moves toward increasing membership and outlines the importance of Latinx Millennials to both California and the CHCC. The group will also present a report on their annual policy topic - Water Retention in California.

*Speakers: 2017 C.A.P.S. Students*

2:00PM \_ 5:00PM  
CHARDONNAY

#### CHCC BUSINESS PROCUREMENT MATCHMAKING

*Sponsored by SCE*

Our Annual Business Matchmaking Session facilitates one-on-one, 15-minutes meetings between supplier diversity officers from major corporations, government agencies, and primes with qualified Hispanic and minority-owned small suppliers. Buyer and Suppliers will discuss potential procurement opportunities in efforts to strengthen the business relationships between small businesses and corporate America. The goal is to fill contracting needs for Buyers and Primes by providing contracts to Hispanic and minority-owned Suppliers.

3:30PM - 5:00PM  
GRAND BALLROOM

#### HISPANIC SHARK TANK

*Sponsored by Bank of America*

The CHCC Hispanic Shark Tank is the premier platform for Latino Start-ups in California to connect with angel and venture investors. This live event is the platform for Start-ups to have direct access to potential investors who can help take their business ventures to the next level.

*MC: Eric F. Gonzalez, Bank of America*

*Sharks: Maria Salamanca, Unshackled Ventures; Peter Henry, Act 5 Ventures; Deldelp Medina, Medina and Associates; and Jorge Davy-Méndez, Kapor Capital*

*Startups: Sonoma Hot Sauce; AerialZeus, LLC.; SmallBizPro; and My Lofty Pillow, LLC.*

6:00PM - 9:00PM  
GRAND BALLROOM

#### HISPANIC MILLENNIALS' WHITE PARTY

*Sponsored by Frontier Communications and PepsiCo*

A celebration to our community's future. Hispanics are the youngest major racial/ethnic group in California and across the United States. The CHCC recognizes their contribution and potential to drive the economic growth and small business prosperity.

*MC: Liza Sosa & Tiq Chapa, Hispanic & Innovation Committee Co-Chairs*

*Speakers: David Damian Figueroa, Frontier Communications; Richard Montanez, PepsiCo; and Herman G. Hernandez, Sonoma County Board of Education*

*Special Guests: Oscar De La Hoya*

*Hispanic Millennials Awardees:*

*Justino Mora - Oscar De La Hoya Entrepreneurship & Community Excellence Award*

*Maria Salamanca - Hispanic Shark of the Year*

*Susan Rubio & Asm. Blanca Rubio - Chairman's Award*

### FRIDAY | AUGUST 25, 2017 – LATINA/CHAMBER DAY

8:00AM - 9:30AM  
FOYER

#### CONTINENTAL BREAKFAST

Complimentary light breakfast for convention attendees.

10:00AM - 3:00PM  
FOYER

#### BUSINESS EXPO

*Sponsored by SCE*

Expositions are for corporate and community members

9:00AM - 10:00AM  
SALON I

#### CENTRAL REGION SPECIAL ELECTION & MEETING

Open Positions: Central Region Chair (1)

9:00AM - 10:00AM  
SALON II

#### INLAND EMPIRE REGION MEETING

Annual regional meeting. No elections

9:00AM - 10:00AM

#### NORTHERN REGION ELECTIONS & MEETING

SALON III

Open Positions: Northern Region Chair (1); Northern Region Director (2)

9:00AM - 10:00AM

SALON IV

#### SOUTHERN REGION ELECTIONS & MEETING

Open Positions: Southern Region Chair (1); Southern Region Director (2)

10:30AM - 11:45AM

VINEYARD

#### LATINA TALKS: LATINAS BUILDING COMMUNITIES

The objective of this quick-talks session is to empower Latinas and like-minded women entrepreneurs to impact change in their lives and in those around them through leadership, purpose, passion, and community.

*Moderator: Maria Urena, King Automotive Services*

*Speakers: Rosie "the Closer" Zepeda, Latina Success Network; Lucy Hernandez, Lucy Hernandez Consulting; Veronica Corona, CM Cleaning Solutions; and Sonia Hassey, Destiny Women Global*

10:30AM - 11:45AM

CHARDONNAY

#### PANEL: CALIFORNIA'S NEW CLIMATE CHANGE REGULATION... NAVIGATING TOWARDS 2030 GOALS

The California State Legislature recently passed California's new Climate Change law. Our Hispanic and small business communities need to understand the law, how to navigate towards the 2030 goals. The session will discuss the benefits and costs associated the new legislation, potential impacts that you need to be aware of, and how the new regulations need to be implemented to ensure minimum impact on the business community and California's economy.

*Moderator: Brenna Butler Garcia, Western States Petroleum Association*

*Speakers: Margita Thompson, California Resources Corporation; Henry Perea, Western States Petroleum Association; Frank Montes, Inland Body & Paint; California Trucking Association Member; and Southern California Edison*

12:00PM - 1:45PM

GRAND BALLROOM

#### LATINA EMPRESARIA AWARDS LUNCHEON

*Sponsored by Wells Fargo*

Join us in honoring an inspiring group of Latinas who are building communities and paving the way for generations across California.

*Keynote: Sandra Lopez, Intel*

*Special Guests: Esther Lemus, Windsor Unified School District; Gabriela Mello, Wells Fargo; and Jacqueline Martinez Garcel, Latino Community Foundation*

*MC: Linda Caballero Sotelo, New Americans Museum*

*Latina Empresaria Awardees:*

*Latina Hall of Fame: Amelia Ceja, Ceja Vineyards, Inc.*

*Latina Hall of Fame: Donna Zapata, Redwood Credit Union*

*Minerva Empresaria: Lucy Hernandez, Lucy Hernandez Consulting*

*Pioneer Empresaria: Jessica Maes-Zepeda, El Aviso Magazine*

*Rising Star Empresaria: Laura A. Arrona, Modern Woodmen Fraternal Finacial*

1:45PM/2:30PM

FOYER

#### LATINA BOOK SIGNING

##### Latina Empowerment Through Leadership Book

If you're looking for a book about how to get your next promotion or become a so-called leader in the workplace, well this is NOT that book. But, if you're looking for a book about courage and struggle, about rising from the ashes of failure, about stepping into your power as a woman and a leader, then THIS book is for you. In Latina Empowerment Through Leadership, 8 women of color come together to share stories, untold secrets and life lessons about what it truly means to be a mindful leader.

2:00PM - 3:00PM

VINEYARD

**PANEL: ACCESS TO CAPITAL: STARTING OR GROWING YOUR BUSINESS**

Join us in this session to engage with traditional and alternative lenders to learn about funding opportunities for startups and more established businesses. Lenders will address various loan scenarios based on real cases that will teach you how to structure your capital request to maximize success and minimize risk.

*Moderator: Tong Quin, Small Business Administration - San Francisco District Office*

*Panelists: Antonio Pizano, CDC Small Business Finance; Laurie O'Hare, Working Solutions; Elanna Mariniello, Kiva; Mike McGrane, Main Street Launch; and Scott Dykstra, Redwood Credit Union.*

2:00PM - 3:30PM

CHARDONNAY

**EDGE WORKSHOP: BRANDING AND DESIGNING FOR COMPETITIVE EDGE**

*Sponsored by SCE*

This course will discuss the importance of understanding and defining your company's core capabilities to clearly define the value proposition to potential clients.

*Instructor: Sarai Garrett*

3:30PM - 5:00PM

SALON III

**CHCC GENERAL ELECTIONS**

Annual Membership Meeting and General Elections – Open Positions: Chair (1); Vice Chair (1)

5:30PM/6:30PM

FOYER

**CHCC CHAIRMAN'S RECEPTION**

*Invitation Only Event.*

7:00PM - 11:00PM

GRAND BALLROOM

**CHCC ANNUAL AWARDS GALA**

Join us in celebrating the accomplishments of our regional chambers and chambers leaders. CAPS graduation ceremony.

*Special Guest: Congressman Mike Thompson*

*MC: Lorena Dominguez, Noticiero Telemundo 48*

*Chamber Awardees:*

*Corporate Advocate of the Year: PG&E*

*Chamber of the Year: Central Valley Hispanic Chamber of Commerce*

*Executive of the Year: Reuben Franco, Orange County Hispanic Chamber of Commerce*

*John Aguilar Procurement Award: GC MICRO*

*CHCC Special Recognition: Benjamin "elotero" Ramirez*

**SATURDAY | AUGUST 23 2017 – POST-CONVENTION ACTIVITIES**

9:00AM/3:00PM

LOBBY

**ESCAPE TO THE SONOMA COUNTY WINE COUNTRY!**

Tour includes a visit to Korbel Winery, Francis Ford Coppola Winery, Lunch at the Healdsburg Plaza with Celebrity Chef's Octavio and Pedro Diaz Award winning restaurant El Farolito . Lunch will include a private wine tasting with award-winning winemaker Carlos Chavez of Chavez Family Wines. Guests will have the opportunity to explore the Healdsburg Plaza which was rated #2 as one of the best small towns in the U.S. to visit by Smithsonian Magazine.

**\*\*\*NOT INCLUDED IN GENERAL REGISTRATION\*\*\*** -- Can be purchased separately through our convention registration portal. Cost: \$60 – Includes lunch and transportation