



PRESS RELEASE

CONTACT:
Gale Castillo (503) 807- 0101

September 9, 2009
FOR IMMEDIATE RELEASE

HISPANIC CHAMBER ANNOUNCES LATINO LEADERSHIP CLASSES IV

PORTLAND, OR. The Hispanic Metropolitan Chamber (Hispanic Chamber) will celebrate the graduation of Class III participants in the Hispanic Chamber's ***Latino Leadership Program*** and will also announce the new entering Class IV participants. Both classes will be recognized at the Hispanic Chamber's Hispanic Heritage Celebration Dinner on September 10th and will be honored at a reception on Thursday, October 22, 2009, sponsored by Bank of America.

The graduating Class III participants are: Angel Almendarez, US Bank; Oscar Arana, Native American Youth & Family Center; Madonna Becerra-Radcliff, Bonneville Power Administration; Carlos Calderon, Hispanic Metropolitan Chamber; John Cardenas, Portland Development Commission; Maria Castro, Providence Health & Services; Daniel Ledzma, City of Portland; Stella Martinez, City of Portland; Juan Carlos Ocaña-Chíu, Portland Development Commission; Nancy Ochoa, Adelante Chicas, Youth Program; María Eugenia Perdomo, Metropolitan Family Services; Carmen Perezchica, Regence BlueCross BlueShield; Ronston Rios, Providence Health & Services; and Tammie Vincent, Bonneville Power Administration.

The new Class IV participants are: Stefanny Caballero, United Way of the Columbia-Willamette; Keren Ceballos, City of Gresham; Armando Cardosa, Umpqua Bank; Marco Espinosa, PGE; Nicole Ferrán, Ferrán and Associates; Robert Flores, Regence BlueCross BlueShield; Valerie Gonzalez Wilkie, Bonneville Power Administration; Stephen Green, Portland Development Commission; Joaquin Lopez, La Bonita; Noemi Legaspi-Valverde, Woodburn School District; Ursula Loret de Mola, Metropolitan Family Services; Maria Maldonado, Providence Health & Services; Gabriela Mann, Scott Edmonds Agency, State Farm; Juan Mendez, Multnomah County Health Department; Jane Nevarez, Hispanic Metropolitan Chamber; Eduardo Norell, Norell Design; Pilar Rowe, Bonneville Power Administration; Maria Rubio, CEO, MCResources; Olga Sanchez, Milagro Theatre; Diana Simons, Univision; Heladio Vera, Nike, Inc.

Background Regarding the Program:

On March 1, 2006, the Hispanic Metropolitan Chamber (Hispanic Chamber) launched a new year long **Latino Leadership Program**. The purpose of the program is to: identify Latino leaders in the public and private sector, develop their leadership and management skills, create opportunities for them to interact with other community leaders, create opportunities for mentor/mentee relationships, create a network of resources for emerging Latino leaders, and develop a pool of Latino candidates from the public and private sector for effective leadership and service on public and private policy-making bodies.

Any Latino who supports the mission of the Hispanic Chamber can apply. Applicants must complete a formal program application and provide a current resume. Participants are selected on their own merits.

The cost per participant is \$2,500.00, although a few scholarships are available.

The Leadership Topics:

The topics are presented by faculty from several universities including: University of Oregon, Oregon State University, Willamette University. Other presenters include executives from the public and private sector including the Port of Portland, Cascade Centers, Inc., Regence Group, and others. Topics include:

- Identification of Your Personal Style
- Leadership Styles
- Leadership Practices
- Building a Stronger Management Team
- The Role of Government and Public Policy
- Economic Overview
- The Role of Business and Economic Development
- International Trade
- Business Ethics
- Presentation Skills
- Media Skills
- Communication Skills
- Negotiation Skills
- Strategic Planning
- Project Implementation
- Management Skills
- What is Upper Management Looking For?

Background Regarding the Latino Community:**Population:**

The 2004 census estimated that there are over 379,034 Latinos in Oregon that represent 10.2% of the state's population. Latinos are the largest ethnic minority in the state that grew 236% percent between 1990- 2006. Oregon Latinos are also one of the fastest growing Latino populations in the United States.

Although the population is increasing, the percent of Latinos that earned over \$35,000.00 or more was 26.3% vs. 53.8% for non-Hispanic Whites. The percentage of

Latinos in managerial or professional occupations is 14.2% vs. 35.1 % for non-Hispanic Whites.

Businesses:

In the U.S., there are 1.6 million Latino businesses (2002 US Census), employing 1.5 million persons and generating \$222.0 billion in business revenues.

In Oregon, there are over 6,000 Latino businesses that reflect the national trends and are concentrated in three main sectors: retail (restaurants and small stores), construction and services (professional and personal services).

Purchasing Power:

Nationally, Latinos represent a purchasing power that is expected to exceed \$1 Trillion dollars in 2008. In Oregon, the purchasing power is estimated at \$5 Billion. (Larson Report)

For further information about the Hispanic Chamber and its programs go to www.hmccoregon.com.