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NHBWA News Brief

May 2009
Volume 2 – Issue 5

National Hispanic Business Women Association - 2323 N. Broadway, Suite 240, Santa Ana, CA 92706 - (714) 564-5211



2009
Honorees

Come and Join Us At the 9th Annual Awards Ceremony Dinner

Honoring 2009 Business Women of the Year and Educational Scholarships



Dr. Erlinda Martinez
Santa Ana College



Thelma Gonzalez
Aerospace Fasteners Drilling



Rose Espinoza
Rosie's Garage

NHBWA invites you to join community and business leaders, friends, and supporters to accompany us for a fabulous evening of awards and recognition.

Thursday, May 14, 2009

Double Tree Hotel Santa Ana/OC Airport - 201 East MacArthur Boulevard, Santa Ana, CA 92707

Ticket information: (714) 564-5211

NHBWA Business Luncheon Celebrating Women's History Month *by Yobany Banks McKay*



Rossina Gallegos addressing the audience

The NHBWA Business Luncheon on March 26th was a huge success with over 90 people in attendance in celebration of Women's History Month. The keynote speakers, Dr. Erlinda Martinez, President of Santa Ana College, and Rossina Gallegos, Vice President and Community Development Officer for Union Bank of California, delivered a message focused on "How to maintain a positive outlook in a down economy." Dr. Martinez delivered a personal perspective of how to create a positive environment for yourself and your business in a negative economy. Among her points, she suggested we must always remember that "God comes first" and then everything follows. If we stay around positive people in order to maintain ourselves in a "positive place" we will be successful, adding that we are a supportive community, and we must continue to help each other. Her closing statement was most poignant advising us that

many of our fellow Hispanic community members have been affected by the sagging economy, and it is up to each of us to reach out to them and lend a helping hand.

Rossina Gallegos gave us the corporate view on how to maintain a positive outlook in a down economy. She spoke about setting S.M.A.R.T. objections. These are business or personal objectives which are Specific, Measurable, Attainable, Realistic, and Timely or time-bound. Writing them down commits you to them. These were helpful points that keep us focused on the job at hand. We had a great time and would like to thank Dr. Martinez and Rossina for sharing with us their success stories.

Upcoming Events

Event	Location	Date/Time
SCORE Women in Business Breakfast Series www.lulac.org	The Center Club, 650 Town Center Dr., Costa Mesa, CA 92626	May 8, 2009 7:30am – 10:30am
2009 9 th Annual NHBWA Awards and Scholarship Dinner For tickets call (714) 564-5211	Doubletree Hotel, Santa Ana/OC Airport 201 East MacArthur Blvd., Santa Ana, CA 92707	May 14, 2009 6:00pm
Hispanic Education Endowment Fund Scholarship Reception www.heef.org	TBD	June 2009
NAWBO - 2009 Women's Business Conference "Power Your Dream" www.nawbo.org	Chicago Sheraton Hotel & Tower 301 East North Water Street, Chicago, IL 60611	June 25-26, 2009
IWE Hispanic Women in Business Summit www.ociwe.org	Sheraton at the Park, Anaheim	June 18, 2009 7:30am – 5:00pm

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It Is Important Everyone Participates in the 2010 Census



- The census happens every 10 years and it is a count of everyone residing in the United States: in all 50 states, the District of Columbia, Puerto Rico and the Island Areas.
- All residents of the United States must be counted. This includes people of all ages, races, ethnic groups, citizens and non-citizens.
- Federal law protects the personal information you share during the census.
- Census questionnaires will be mailed or delivered to every household in the United States in March 2010. The questions ask you to provide information that is accurate for your household as of April 1, 2010.
- The Census Bureau must count everyone and submit state population totals to the U.S. President by December 31, 2010.
- The census counts everyone residing in the United States: in all 50 states, the District of Columbia, Puerto Rico and the Island Areas. People should be counted where they live and sleep most of the year.
- Your business can become a Census partner.

For more information, visit www.2010.census.gov or contact beatriz.fernandez@census.gov to become a business partner

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Members Corner

Passionate About Women’s Rights *by Lilian de la Torre-Jimenez*

Despite the economic challenges, Attorney Helena Le-Acosta is excited to have started her private practice in Orange County in March of this year. For years she was an employee of the courts so making the transition to having her own law firm whose main focus is family law and immigration is a dream come true for her. Le-Acosta was admitted to the State Bar of California and the United States District Court for the Central District of California in 2004.

“I have no regrets. The economy is bad but there is no turning back. There are many challenges as I do many things in my business, but my husband Eric is my partner and he helps me tremendously. I’m very happy,” Le-Acosta said about her decision to join the ranks entrepreneurship.

Helena has a passion for women’s rights and advocating on their behalf, and as a result has been involved in some pro-bono immigration and domestic violence cases. *“I look forward to being able to do more pro-bono cases, as it gives me tremendous personal satisfaction,”* she said.

Helena earned her undergraduate degree in Spanish Literature at the University of California, Irvine and her Juris Doctor degree in 2003 from Whittier Law School.

To Reach Helena Le-Acosta, contact Le- Acosta Law Office at (714) 385-1001 or helenale.esq@gmail.com



Scholarship Spotlight

Committed to Education Despite this Rough Economy *by Veronica Alva-Roman*



Having to struggle to obtain higher education in our country’s current financial conditions has added an extra challenge to what already is an uphill battle for many of the students in our community. Some of those students may choose or have no choice but to give up. Well, this is not the case of one of last year’s scholarship recipients. Claudia Meza is currently attending University of the Pacific as a major in Business Administration with concentrations in Finance and Human Resources and Management. Claudia will be graduating in May of 2010 and is planning to begin an internship by the beginning of next year. Claudia’s greatest inspiration has been her family. With a sister who is also attending University of the Pacific and parents who have worked in the farming fields, Claudia deeply understand the importance of education. Along with her important role as a financial provider for her family, Claudia is the president of the *Movimiento Estudiantil Chicano de Aztlan (M.E.Ch.A)* and a member of *Delta Sigma Pi*, a co-ed business fraternity, and *Sigma Delta Pi*, a Spanish honor society. *“After graduating from University of the Pacific, I hope to continue my studies and work towards receiving my MBA in Finance”*, she said. Thanks to your support as member or sponsor, we are helping students like Claudia achieve their goals and in the near future be successful contributors to our community.



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“The future belongs to those who believe in the beauty of their dreams” – Eleanor Roosevelt