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NHBWA News Brief

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

2008 Remarkable Women Annual Awards Luncheon *by Elizabeth Arteaga*

The National Association of Women Business Owners (NAWBO), an affiliate and sister organization of the National Hispanic Business Women Association (NHBWA), recognized women business leaders in Orange County at its annual luncheon on October 10, 2008. The event marked the thirteenth anniversary of one of the most energizing, inspirational and well-attended women's celebrations in the region. The President of NHBWA, Teresa Mercado-Cota, was among the honorees and received a Participating Organization Award. President Mercado-Cota shared the following, "I am grateful to the NHBWA Board and to NAWBO for this tribute. I also deeply appreciate the support of the Rancho Santiago Community College District Foundation, Board of Trustees, and Chancellor for their vision and leadership. Together, we will continue to enhance opportunities for our business community, meet the current financial challenges, and build the local economy."



Honorees at the
NAWBO
Remarkable Women
Awards Luncheon

October 10, 2008

Photo by
www.HagerPhoto.com

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**Student scholarship application
deadline is March 20, 2009**

Visit our website to download
application



Eleventh Annual Chancellor's Ball Celebrates Partners in Education Awards!

October 24, 2008

(From left): Jack Toan, Contributions Manager, Community Development Foundation for Wells Fargo, Michael Simon, President, California Land Surveyors Association, Dr. Eddie Hernandez, Chancellor, Rancho Santiago Community College District, Jane Russo, Superintendent, Santa Ana Unified School District.

Upcoming Events

Event	Location	Date
Spanish Business Course www.nationalhbwa.org	RSCCD 2323 N. Broadway – Room 107 Santa Ana, CA 92706 6:00pm-8:30pm	November 5, 2008 *Start of 4-week series
Business Survival Tool Kit Seminar www.ociwe.org	Sam's Club – Training Room 629 S. Placentia Avenue, Fullerton, CA 92831 5:30pm – 8:30pm	November 13, 2008
The Governor's Conference on Small Business and Entrepreneurship www.sba.ca.gov	Renaissance Montura Hotel Los Angeles Airport, Los Angeles, CA	November 18-19, 2008
OCPC Holiday Mixer	South Coast Plaza Costa Mesa 5:30pm-9:00pm	December 3, 2008
2008 Bizcon	TBD	TBD
Hispanic Women in Business Summit	TBD	February 2009
2009 9 th Annual NHBWA Awards and Scholarship Dinner	Doubletree Hotel, Santa Ana/OC Airport 201 East MacArthur Blvd. Santa Ana, CA 92707	May 14, 2009

Our Sponsors



The Next Stage



Did you know?

Mistakes That Kill Small Businesses

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- Mistake #1** – Relying too much on one customer
- Mistake #2** – Losing key employees to competitors
- Mistake #3** – Trusting a bookkeeper too much
- Mistake #4** – Turning a hobby into a business without understanding what is involved
- Mistake #5** – Having a relationship with just one bank
- Mistake #6** – Do not work yourselves so hard that your health deteriorates
- Mistake #7** – Failing to share the workload with employees or partners
- Mistake #8** – Working with unstable suppliers or distributors

The Benefits of a Corporation *by Patty Homo*

- Significant tax savings
- Qualify for group health insurance benefits and discounts
- Reduces chances of being audited by the IRS
- Asset protection and reduced liability (check with your legal advisor)

If you are considering incorporating your business, the first step is to arrange for a tax savings analysis with your financial advisor.

You will need:

- Last 2 years tax returns
- Current profit and loss statements

For more information contact John Ghaly at Info@JFSCalifornia.com



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New Members Corner

Sharon Duran Gomez *by Lilian de la Torre-Jimenez*



Sharon Duran Gomez finds the time in her busy schedule to be an active participant in various community organizations throughout Orange County, a place she has called home for the past 30 years. She is a respected community leader, business entrepreneur, a mother, a wife and a grandmother. Sharon is a program manager for the Greater Santa Ana Business Alliance (formerly known as the Santa Ana Chamber of Commerce) and has a roster of organizations and causes she holds dear to her heart, like the Anti Trafficking of Women Conference.

"It was at the annual scholarship dinner that I was so impressed (with NHBWA) I knew about the organization, but it has since moved up square in the public's eye," said Sharon about crossing paths with NHBWA president Teresa Mercado-Cota last May 2008 and becoming a new member of the organization as a result.

She also finds the time to work at her small women's business of clothing design for custom evening, wedding wear and business attire. You may even find Gomez behind a craft booth with her original designed gemstone jewelry.

For more information about the Santa Ana Alliance you can visit www.SantaAnaAlliance.com

Scholarship Recipient Spotlight

California Dreamin' Comes True *by Cecilia Novella*



Julia Patria Torre is an Alumni NHBWA 2007 and 2008 Scholarship Recipient. Her determination in fulfilling her educational goal has also led her to be selected for the International Understanding Award, the Chicano/Latino Faculty and Staff Association (CLFSA) Scholarship, and from the California region, as a Hispanic Scholarship Fund Scholar for the 2008-2009 school years. She has been carefully chosen for these various scholarships from an impressive pool of candidates and NHBWA is very proud of its alumni scholarship recipient!

Soon after she relocated with her husband from Miami to Huntington Beach, she made a brave decision to move herself and her two infant daughters into The Sheepfold, a shelter for abused women and children. She found finding a job to be difficult since she didn't have a degree nor did she speak English.

She enrolled at Golden West College as a part-time student. With the help of Project Self-Sufficiency in Huntington Beach, she moved with her daughters into a student apartment, and in fall of 2005, she began her studies at Cal State Fullerton.

Ms. Torre served as co-vice president of the Phi Beta Delta Honor Society for International Scholars and is a member of the Golden Key International Honor Society, the Latino Business Student Association and the Finance Association. Her future goal is to pursue her masters' degree in human communication.



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