



**FLORIDA**

State Hispanic Chamber of Commerce

# Information Kit





Content

# Content

Mission and general information .....	3
The changing face of Florida .....	4

## Chamber Programs

Access Florida Capital .....	5
Insurance Registry Benefits .....	6

## Chamber Membership

Trustee .....	7
Partner .....	8
Member .....	9
Application Form .....	9

## Acknowledgements

MBA Connect Magazine - "Top 5 Chambers in US" .....	10,11
Small Business Administration - "Chose Florida to boost Hispanic business" .....	12

## MISSION STATEMENT

FSHCC mission is to promote the economic advancement Florida's Hispanic community, with a focus on economic and political empowerment, and public advocacy to improve the quality of life in the state of Florida.

## ABOUT US

The Florida State Hispanic Chamber of Commerce was established in 2000 as the first and only statewide business advocacy organization concentrated on the Hispanic business community in Florida. Ever since, FSHCC tremendously developed into one of the state's most powerful organization of employers, chambers of commerce and associations. Today the chamber represents a diverse business community with millions of fundamental Latino members as well as a cross section of business relationships in Florida.

FSHCC brings together various sectors of Florida's business communities including Hispanic owned and operated businesses, businesses with Hispanic workforces, and businesses serving Hispanic Consumers. FSHCC actively serves Florida's Hispanic business community with legislative, social, political, and public advocacy tools.

The chamber has a long history of active work within the legislative, judicial, and executive branches of state government, advocating for legislations critical to the continuation and sustainability of Florida's Hispanic business communities' economic development across the state. FSHCC commits to helping its membership create and grow job opportunities, and continue to diligently attempt to defeat legislation threatening Florida's small business community.

## BUSINESS OPPORTUNITIES

The Florida State Hispanic Chamber of Commerce open doors for Hispanic businesses, giving them the opportunity to improve and excel. The chamber is a highly regarded advocate of the issues that matters the most towards your business. Research shows that consumers frequently search through chambers of commerce's websites for local area businesses. When affiliated with a chamber, key industry studies show that prospective customers are more willing to buy a company's product. Through your membership in the FSHCC Online Business Network, we can offer incredible cost effective and highly targeted brand messaging directly to your intended audience.

**4095 State Road 7, Ste. L#151**  
**Wellington, Florida 33449**  
**Tel: 561.513.8096**  
**[www.fshcc.com](http://www.fshcc.com)**





## THE CHANGING FACE OF FLORIDA

Hispanics have powered Florida's population growth since 2000, according to a March 17, 2011, article in the Orlando Sentinel and (Fort Lauderdale) Sun Sentinel.

Surprising to many national and multi-national companies, this growth in the Hispanic population was not solely attributable to Miami-Dade County; rather, the Hispanic population growth was strongest along the Florida's Turnpike corridor through Central Florida. This is the new core area for Florida's Hispanic population, according to Luis Sanchez, Demographic Department, Florida State University.

This growth in the Hispanic population did not just come from immigration; but rather, this growth in the Hispanic population in Florida resulted from migration from other states and Puerto Rico, as well as natural increase in birth among Hispanics, according to William Frey, a demographer with The Brookings Institute in Washington.

This Great State of Florida is expected to have a Hispanic Majority by 2035, and it is only logical that this vibrant Hispanic Majority will extend beyond the borders of Miami-Dade County and be present throughout the entire State of Florida.

For this reason, companies need to take a broader view of Florida in order to get the BIG PICTURE of Florida's Hispanic population, market potential, and economic opportunities and voting block.

"This new and profound reality is The Changing Face of Florida", says Julio Fuentes, President & CEO of the Florida State Hispanic Chamber of Commerce, "and companies need to take notice and take action now to prepare for the future."

As Florida's only statewide Hispanic Economic Development organization, representing over 3 Million Hispanics in our State Capital, working to support a vibrant and growing Hispanic Business community and supporting the growth and vitality of over 100 local chambers, we can help you better understand The Changing Face of Florida.

Together We are Stronger!

For more information, visit us at: [www.fshcc.com](http://www.fshcc.com) or contact us at 561. 513.8096

## ACCESS FLORIDA CAPITAL

Access Florida Capital is the only state wide program specifically designed for Florida entrepreneurs. With the assistance of participating Florida banks, this program is a unique step-by-step guide to start a new business or grow an existing business in Florida. The goal of the program is to help you plan, organize and present your business to potential funding sources. Access Florida Capital is about helping you raise the funds you need to make your dream a reality.

There are many benefits in joining the Access Florida Capital program:

- It assists small to mid-size business owner with their efforts in “accessing business funding” not just a traditional bank loan.
- Access Florida Capital provides valuable information and insight on corporate governance, finance and accounting, as well as bank expectations. It guides each prospective borrower through an educational process and the option of a Comprehensive Pre-Qualification and Evaluation Process.
- The optional “Access Florida Capital Funding Review” features a detailed report outlining the strengths and weaknesses of the participant’s particular loan request and specific step-by-step recommendations for improving any deficiencies.
- The program provides materials and assistance to guide small to mid-sized business owner through the process of preparing an “approvable” Funding Request Document to present to the participating banks.

As a member in the Access Florida Capital program, you are entitled to, at no additional cost, a year of FSHCC Corporate Chamber Membership and all its benefits.

### Register Today!

For more information, visit us at:  
[www.fshcc.com](http://www.fshcc.com) or contact us at **561.513.8096**



## INSURANCE BENEFITS REGISTRY

The Insurance Benefits Registry is a full-service resource guide at the fingertips of both well-established businesses and start up companies. Our intention is to offer often the best insurance products with many exclusive programs and discounts only available to Chamber Members.

Our goal is to provide impartial advice to all Chambers Members seeking straightforward answers to often complicated insurance issues. We offer this advice no matter where you secure your insurance needs. We believe customer relationships are our most valuable asset.

Below is a listing of our offerings to all FSHCC Members:

- Health Insurance Brokerage Center: Will help Business Owners solve the Health Care Crisis by using smarter insurance solutions through innovative plans designs.
  - Unique programs not often proposed, most agents do not have access to these plans.
  - Defined Contribution Health Plans
  - National Health Plans
  - Supplemental Health Plans, offering Guaranteed Issued Group & Individual Plans (full take over of all plans (full credit for waiting periods).
- Workers Compensation: Discounts, Dividends and Detailed Underwriting and Advanced support for Chamber Members.
- Personal Auto Insurance: GMAC Insurance exclusive discounts on personal auto for Chamber Members.
- Commercial Auto Insurance: GMAC Insurance exclusive discounts for Chamber Members
- Boat, RV & Motorcycle: Progressive Insurance programs for Chamber Members.
- Life Insurance: Up to \$500,000 "Relaxed Underwriting" and Guaranteed Issue Programs for Chamber Members. "Jet Issued" Policies and Underwriting for Chamber Members.
- Pet Insurance: Discounted Pet Insurance Exclusively for Chamber Members.
- Child Alert Center: Discounted Child Alert Program Registration & Enrollment exclusively for Chamber Members.
- Critter Alert Center: Discounted Pet Alert Registration & Enrollment exclusively for Chamber Members.
- LifeLock Ultimate: LifeLock's industry-leading identity theft protection and \$1 million Total Service Guarantee available with exclusive Chamber Member Discounts.
- Strategic Asset Protection: We will inform and educate the Hispanic Entrepreneur & Physicians on how to best protect their assets and properly plan their estate.

For more information visit us at [www.fshcc.com](http://www.fshcc.com)



## WHY INVEST IN THE CHAMBER TRUSTEE?

Chamber Trustee plays an important role in the development of Florida's Hispanic Business Community. This is truly a partnership between Florida's most outstanding and influential Hispanic business advocates and Florida's most outstanding and successful companies.

Your investment as a Chamber Trustee allows the Florida State Hispanic Chamber of Commerce to increase its influence among legislators, regulators and other decision makers. Your backing helps our Chamber continue to provide a gateway to the Hispanic Business Community throughout the State and lead the way toward a more prosperous Florida.

## What Are the Benefits of Being a Chamber Trustee?

- Special CEO meeting with executive officials in Tallahassee
- Participation on the Florida State Hispanic Chamber of Commerce Board of Governors.
- Critical Input
- Sponsoring and Advertising
- Executive Networking Opportunities
- Exclusive and up-to-date, Chamber newsletters and alerts
- Opportunity to request targeted introductions to businesses throughout the state
- Highlighted visibility and recognition as a top Investor and Community Champion Leader
- Showcase Directory Listing
- Company name and logo on our website with company bio and links
- Exclusive Statewide Events and Sponsorship opportunities throughout the year
- VIP Trustee Receptions throughout the year
- Either a fifteen-minute video interview or a fifteen-minute audio podcast interview for FSHCC's website
- Photo opportunities sessions will be available throughout the year at chamber events



## How Much is the Annual Investment in the Chamber Trustee?

Florida Employers are eligible to participate in the Chamber Trustee with a minimum annual investment of \$3,000.

## WHY INVEST IN THE CHAMBER PARTNER?

Chamber Partner plays an important role in the development of Florida's Hispanic Business Community. This is truly a partnership between Florida's most outstanding and influential Hispanic business advocates and Florida's most outstanding and successful companies.

Your investment as a Chamber Partner allows the Florida State Hispanic Chamber of Commerce to increase its influence among legislators, regulators and other decision makers. Your backing helps our Chamber continue to provide a gateway to the Hispanic Business Community throughout the State and lead the way toward a more prosperous Florida.

## What Are the Benefits of Being a Chamber Partner?

- Sponsoring and Advertising
- Executive Networking Opportunities and Events
- Exclusive up-to-date, Chamber newsletters and alerts
- Highlighted visibility and recognition as a Chamber Partner
- Premium Directory Listing
- Company Name and Logo on our Website with company bio and links
- Participation in the FSHCC Business Roundtable
- Either a fifteen-minute video interview or a fifteen-minute audio podcast interview for FSHCC's website
- Photo opportunities will be available throughout the year at chamber events



## How Much is the Annual Investment in the Chamber Partner?

Florida Employers are eligible to participate in the Chamber Partner with a minimum annual investment of \$1,250.00..





## APPLICATION

Company Name \_\_\_\_\_

Description of Business \_\_\_\_\_

Number of Employees \_\_\_\_\_

Primary Contact (Mr. Ms. Dr., ect.) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ FAX \_\_\_\_\_

Please communicate with me via (check one  Email  FAX

Contact Person to Receive Annual Dues Renewal Invoice:

Same as Main Contact  Please send to the following

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone ( ) \_\_\_\_\_ FAX \_\_\_\_\_

Email \_\_\_\_\_



**JULIO FUENTES, PRESIDENT OF  
FLORIDA STATE HISPANIC CHAMBER OF COMMERCE**

## Together We Are Stronger

### ABOUT US

Julio Fuentes, President and CEO, established the Florida State Hispanic Chamber of Commerce in 2000 as the first and only statewide business advocacy organization concentrated on the Hispanic business community in Florida. Ever since, FSHCC tremendously developed into one of the state's most powerful organization of employers, chambers of commerce and associations. Today the chamber represents a diverse business community with millions of fundamental Latino members as well as a cross section of business relationships in Florida.

The chamber has a long history of active work within the legislative, judicial, and executive branches of state government, advocating for legislation critical to the continuation and sustainability of Florida's Hispanic business communities' economic development across the

state. FSHCC commits to helping its membership create and grow job opportunities, and continue to diligently attempt to defeat legislation threatening Florida's small business community.

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### LEADERSHIP

Mr. Fuentes, of Cuban descent, received his degree in Business Administration from Iona College, located in New Rochelle, New York. After graduating, he began his career as an Investment Associate with Merrill Lynch from 1990-1992. For the next six years, Mr. Fuentes continued his career on Wall Street as an Investment Banker. Then in 1999, he joined the Jacksonville Chamber of Commerce as a Membership Specialist focused on the Hispanic

market. During this time, Mr. Fuentes recognized the need for an organization exclusively dedicated to the Hispanic business market, and thus, he founded the Florida State Hispanic Chamber of Commerce.

*The Latino American Who's Who Recognizes Julio A. Fuentes*

### BUSINESS OPPORTUNITIES

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company's product. Through your membership in the FSHCC Online Business Network, we can offer incredible cost effective and highly targeted brand messaging directly to your intended audience.

## Access Florida Capital

The only Florida-wide, Access To Capital program, specifically designed for Florida Entrepreneurs. Access Florida Capital is your very own step-by-step guide for starting a brand new Florida business or growing an existing Florida business. The goal of the program is to help you plan, organize and present your business to potential business funding sources. Access Florida Capital is about helping you raise the funds you need to make your dream a real Florida business reality. experience in the computer and office supplies business, this was her first venture into this market as a business owner.

There is no cost to enroll in the Access Florida Capital. Get started on the road to success today, register now.

[Register Now](#)

## SAVE WITH UPS

The Florida State Hispanic Chamber of Commerce recently partnered with UPS to provide members discounts for their services. FSHCC members can save up to 28 percent on shipping! You can create an account today and sign up to start receiving discounts for shipping through our website.

If you already have an account with UPS, you can use your account to receive discounts as well without creating a new one. Save with UPS today.

## B Digital Agency Offers “Tradigital Solutions”

The Florida State Hispanic Chamber of Commerce partners with b digital agency, inc. to offer discount pricing on assistance to market your company. The ‘tradigital’ solution’ can increase your advertising campaigns by 35 percent or more. The package includes free brainstorming session, website assessment, and marketing assessment. You also get focused landing page, custom Facebook tab, and customized email marketing. Click here to contact John Garcia or Lynn Finn to benefit from this wonderful opportunity to grow your business.

## Insurance Benefit Registry

The Insurance Benefits Registry is a full-service resource guide at the fingertips of both well-established businesses and start-up companies. Our intention is to offer often the best insurance products with many exclusive programs and discounts only available to Chamber Members. Our insurance products represent any coverage a business owner or individual would need from auto to health insurance. Along with offering the highest quality and most cost-effective priced products, we remain available anytime as a resource for Chamber Members.

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FOR IMMEDIATE RELEASE

September 21, 2012

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## SBA CHOSE FLORIDA TO BOOST HISPANIC BUSINESSES

*The Florida State Hispanic Chamber of Commerce will participate to launch a pilot program to increase Hispanic small businesses*

LAKE WORTH - The U.S. Small Business Administration collaborated with the U.S. Hispanic Chamber of Commerce (USHCC) to establish a pilot program in Florida to broaden the impact of the agency's programs among Hispanic entrepreneurs.

The new pilot program between SBA and the USHCC will widen the agency's outreach efforts and connect Hispanic small business owners and entrepreneurs with local lenders and business counselors to help them grow and create more jobs.

"An economy built to last includes boosting entrepreneurship opportunities in Hispanic American communities," said SBA Administrator Karen Mills. "The SBA is having a powerful impact in this sector, with a billion dollars in loans to Hispanic-owned businesses last year alone."

As the only statewide Hispanic chamber, the Florida State Hispanic Chamber of Commerce (FSHCC) will be launching this pilot program across the whole state. This SBA and USHCC partnership will help increase access to lending and counseling for Florida's Hispanic small businesses, widen participation of small Hispanic-owned businesses in SBA's procurement programs, and spread awareness of SBA's programs and services among Hispanic-owned small businesses.

"We are so excited that SBA and the USHCC partnered together to attend the growing Hispanic business community in Florida. Almost a quarter of total businesses in Florida are owned by Hispanic business owners and entrepreneurs," said Julio Fuentes, FSHCC President and CEO. "FSHCC is proud to have the opportunity to launch this program to all Hispanic businesses owners in the state of Florida."

As the largest and fastest growing population, SBA and USHCC will be helping Hispanic entrepreneurs in Florida achieve their goals through education of business start-up opportunities, and will work to increase lending within the Hispanic business community.

According to the Survey of Business Owners 2007, 22 percent of Hispanics in Florida owned a business. Since 2009, SBA has supported more than 12,000 loans worth \$4.4 billion to Hispanic-owned small businesses, with nearly \$1 billion in lending in 2012 alone.