

## Message from the President- Javier Ortega-Benitez

The Berks County Latino Chamber of Commerce (BCLCC) provides leadership and support for the economic development of the Latino business community of Greater Reading. "We're pleased to honor Josie Torres- Boykins, Owner and President of A Business World, as part of our Three Kings Day Celebration and recognize both her community involvement and professional accomplishments," says Javier Ortega, Chairman of the BCLCC. Torres-Boykins has been designated by the Berks County Latino Chamber as the 2008 Business Person of the Year. She is a native of Reading and her company provides interpreting, translation and administrative services. "In addition to leading A Business World, she served in leadership roles with the Latino Chamber of Commerce and is committed to strengthening Greater Reading. We value her dedication to our community," adds Ortega.

## A Celebration Fit for a King

On Friday, January 9, 2009, the Berks County Latino Chamber of Commerce held the premier Latino business event of the year at the Schmidt Technology Center at Reading Area Community College— their annual Three Kings Day Celebration . The event brought together over 350 people who enjoyed good food, great networking and an excellent program.

At the event they honored the Latino Chamber's 2008 Business Person of the Year Josephine Torres-Boykins, President of *A Business World*, for her outstanding work as a Latina businesswoman and community leader.



Javier Ortega-Benitez



### *Greeting and Happy Holidays*

*It has been a honor to be selected the 2008 Business Person of the Year by the Berks County Latino Chamber of Commerce. Staring a business is definitely not a easy task but one that I have been tackling for the past 7 years. I stared my business with a vision to help all who were less fortune when it comes to speaking the English Language just like my father showed me. My father was definitely a hero in many lives and always gave a helping hand. I wanted to continue what my father stared and I am presently doing what I love and enjoy everyday.*

*Life is so much better when you can wake up and enjoy going to work knowing that you will touch someone's life and make an impact. For those of you who have every thought of opening a business, my message to you is "Go For It- Don't wait another second!" There are many resources available and the Berks County Latino Chamber and I will be able to guide you in the right direction. Thank you so much for honoring me, Josephine Torres-Boykins, President, A Business World, 610-451-3239.*

## Welcome New Members

- ◆ Berks Economic Partnership
- ◆ Gage Personnel
- ◆ Vax-D Institute of Philadelphia
- ◆ Berks Technical Institute
- ◆ Martinez Contractor Services
- ◆ Karr Barth Associates, Inc.
- ◆ Elegant Arrivals Limousine Svc.

## Latino Chamber Membership

For more information to become a member contact us at 610-898-1341 or visit us at [www.Latinochamber.net](http://www.Latinochamber.net)

## Upcoming Events

The Latino Chamber will be holding networking and educational events. Visit our website regularly for updates.

# Conquer Fears with Action

In 2009, along with 'Happy New Year,' many of us receive the uncertainty of the current economic situation. It is not very encouraging to wake up and read that "The economy is very sick... and the situation is getting worse." So it is natural that we have certain fears as we face this new year. Since this is not the first time we have come across an adverse situation, let's recall that the biggest enemy of an entrepreneur is fear, so in order to triumph economically and prosper, remember your previous achievements and conquer your fears with actions. Here are some tips:

- ◆ Increase your business credit scores and refinance high interest debts;
- ◆ Revisit your company's mission, vision and objectives, readjust them as to reflect the current situation;
- ◆ Identify weaknesses and risks and develop actions of mitigation and control;
- ◆ Look closely at your cash flow and guarantee liquidity to be able to face the unexpected;
- ◆ Trim superfluous expenses without affecting the essence of the business. Revise your contracts and if applicable renegotiate with suppliers; seek new technologies, processes or services that will reduce your costs;
- ◆ Identify current clients that add value to your business and protect them, get more related to them and assist them in solving their problems;
- ◆ Become an expert in uniting dozens of different interests under a cooperative effort;
- ◆ Don't rule out the opportunity of adding a partner to your business.

The true winner has an ideal, a great purpose. He is both strategist and tactical because he transforms ideas in a project with phases, strategies, with clear defined goals and a time limit for compliance. A true winner smiles against adversity, and fights with persistence and confidence for his goals. Remember that you may seek support from institutions as the Berks County Latino Chamber of Commerce, as well as from the **Kutztown University Latino Business Resource Center (KU-LBRC)**, which will assist you, at no cost, in planning strategically for your small business success.

For more information contact, Lenin Agudo, Director (KU-LBRC), @ 610-208-8870

## Latino Chamber of Commerce Board of Directors

### **Lenin Agudo**

Director  
Kutztown University  
Latino Business Resource Center  
610.208.8870

### **Ramon Melecio**

President  
LinkTech, Inc.  
610.927.2126 ext 3001

### **Nelson De Leon**

Bilingual Professional Recruiter  
America at Work  
610.372.9675

### **Alexander Betances**

Broker / Owner  
Betances Realty Group  
610.926.8610

### **Dr. Lazaro Pepen**

President  
Reading Family Medical Center  
610.374.4576

### **Javier Ortega-Benitez**

President  
Javier Ortega Insurance Agency, Inc  
610.375.3001 ext 22

### **Marcelino Colon**

Director Community Development  
United Way of Berks County  
610.685.4583

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President and CEO  
Smart Truck Booking, Inc.  
610.413.4203

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Vice President  
Met-Ed: A First Energy Co.  
610.921.6910

### **Jonathan Encarnacion**

Executive Director  
Centro Hispano Daniel Torres  
610.685.1266

### **Dr. Ivan Torres**

President  
Pronto! Financial Services, Inc.  
610.373.5920

### **Sunilda Tejada**

Administrator  
Caribe Travel  
610.685.3090

### **Dr. Raquel O. Yiengst**

Educational Consultant  
610.678.2408



PO Box # 924  
Reading, PA 19603  
Ph: 610-898-1341  
<http://www.latinochamber.net/>