



**RHCC**  
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U.S. Small Business Administration  
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SOUTHERN CALIFORNIA  
**BUSINESS**   
**DEVELOPMENT**  
**CONFERENCE**

LONG BEACH, CA



Advocacy, Empowerment &  
Education for Southern California's  
Business Community



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**#SBCDC #EconomicDevelopment**  
**#RHCC #BusinessSuperStars**



# Welcome Message



On behalf of the Regional Hispanic Chamber of Commerce (RHCC), I am delighted to welcome all businesses attending and their guests to Long Beach, California, for the 15th Southern California Business Development Conference. This is the RHCC's largest annual event devoted to facilitating the success of Southern California Businesses and our Trade Areas.

The RHCC' mission is to Advocate, Promote, and Facilitate the Success of Businesses in Southern California and its Trade Areas. Our conference brings together agencies, primes, and certification experts

that will discuss their expertise on ways to prepare, compete, and secure procurement contracts.

I want thank our Sponsors, Board of Directors, and Staff, You make this event possible! If you are not a member of the fastest growing business organization in Southern California join the RHCC and be part of the Change!

Special thanks to Sashi Muralidharan , Roy Jasso, Victor Parker, Angel Carrera, Luis Cuneo, Ken Ashford , Olga Lopez, Hector Mendoza, Joel Farrier, Richard Coronado, Adolfo Ricardo, Nallely Garcia, John Ultreras. Andy Perez, Dean Solt, Eva Melgarejo, Brissa Sotelo, Yoanna Villa, Jason MacDonald, My Business Matches and California State University, Long Beach recent graduates and current students that are part of our mentorship program.

Special Thanks to our Business Super Stars . The Business Superstars are business professionals: CEOs, Presidents, and Upper Management from throughout the region. This event provides an opportunity for discussion and reflection about their experience on the path to success. The Regional Hispanic Institute and Regional Hispanic Chamber of Commerce acknowledge and recognize businesses for their outstanding achievements and model approaches to the progression in the field of business and overall management.

Congratulations 2016 Business Super Stars: Hector Mendoza Jr, CEO, Roque Dev, Maria Bastian Thompson, CEO, Agile Sourcing Partners, Inc., Vane Faggiolly, CFO, Amerisal Foods LLC, Frank Fuentes, VP, Multicultural Community Lending, New American Funding, Elizabeth Cabral, Vice President Marketing, Corporate Development & Supplier Diversity, Hal Hays Construction, Inc.

Special Thanks to our Moderators: Roy Jasso, Vice President for Wells Fargo and Victor Parker, Los Angeles District Director, U.S Small Business Administration

#BusinessSuperStars

To your Success

Sandy Cajas, President & CEO  
Regional Hispanic Chamber of Commerce

# Special Thanks to Our Sponsors





# Agenda

**8:00 am Registration, Coffee and Networking**

**9:00 am Best Practices - Securing Contracts - Certifications**

**OPENING REMARKS:**

Angel Carrera  
California Department of General Services

**MODERATOR**

Sashi Muralidharan  
Port of Long Beach

**PANELISTS:**

Selena Landero  
Southern California Edison

Angel Hood  
California Department of General Services

Joel Farrier  
Burns & McDonnell

Jason MacDonald  
City of Long Beach, CA

Olga M. López  
Metro Los Angeles

Carmen Bermudez-Bracy  
Metropolitan Water District of Southern California

**10:00 am The Future in Sales**

**Mobile Sales / Mobile Marketing / E-Commerce / Analytics**

**MODERATOR**

Luis Cuneo  
IBM

# Agenda

*Continued*

**10:45 am Gift Economics**

**PRESENTED BY:**

Rudolphus Le Flore  
The Le Flore Group, LLC

**11:00 am My Business Matches**

**12:30 pm Business Super Stars Lunch**

The RHCC Business Super Star Panel Awards and Honors Businesses for their outstanding achievements and model approaches to business and management.

**FAREWELL REMARKS FOR ROY JASSO**

Angel Carrera

**BUSINESS SUPER STARS :**

Hector Mendoza  
RDI Engineering

Maria Bastian Thompson  
Agile Sourcing Partners

Vanessa Faggiolly  
Amerisal Foods LLC

Frank Fuentes  
New American Funding

Elizabeth Cabral  
Hal Hays Construction, Inc.

**MODERATORS**

Roy Jasso  
Wells Fargo

Victor Parker  
Small Business Administration



# Best Practices Securing Contracts & Certifications



**Sashi Muralidharan**  
PORT OF LONG BEACH



**Selena Landero**  
SOUTHERN CALIFORNIA EDISON



**Olga Mireya Lopez**  
LACMTA-METRO



**Jason MacDonald**  
CITY OF LONG BEACH



**Joel Farrier**  
BURNS & MCDONNELL



**Ken Ashford**  
METROPOLITAN WATER  
DISTRICT



**Angel Hood**  
DEPARTMENT OF GENERAL  
SERVICES

# 2016 Business Super Stars

## MODERATORS



**Roy Jasso**  
WELLS FARGO



**Victor Parker**  
SMALL BUSINESS ADMINISTRATION

## ★ ★ ★ Super Stars ★ ★ ★



**Elizabeth Cabral**  
HAL HAYS CONSTRUCTION, INC.



**Frank Fuentes**  
NEW AMERICAN FUNDING



**Maria Bastian Thompson**  
AGILE SOURCING PARTNERS



**Hector Mendoza**  
RDI ENGINEERING



**Vanessa Faggiolly**  
AMERISAL FOODS LLC



## The Future In Sales



**Luis Cuneo**

IBM

## Gift Economics



**Rudolphus Le Flore**

The Le Flore Group, LLC



## Opening Remarks



### **Angel Carrera**

California Department of General Services

Angel Carrera Jr. is the Department of General Services (State of California) Business Development Program Manager having been appointed by former Governor Arnold Schwarzenegger in November 2007.

Angel received his Bachelor of Arts in Political Science from California State University, Northridge and completed the Masters Program in Public Administration at California State University, Los Angeles. Angel enjoys spending time with his wife and watching his boys play sports.

## Contracts & Certifications



### **Sashi Muralidharan**

Small Business Enterprises Administrator  
Port of Long Beach

Sashi Muralidharan is the Small Business Enterprises (SBE) Administrator for the Port of Long Beach's Small Business Enterprises/Very Small Business Enterprises (VSBE) Program. The Port is the Harbor Department of the City of Long Beach. The SBE/VSBE Program's mission is to promote the participation of SBEs and VSBEs on Port construction contracts, professional services contracts, and materials/ supplies/ equipment purchases managed by the Port.

Sashi is a graduate of the University of California at Irvine (UCI) with a bachelor's degree in Social Ecology.



## **Jason MacDonald**

CPPO, Purchasing & Business Services Manager  
City of Long Beach

Jason MacDonald is the Purchasing & Business Services Manager for the City of Long Beach in the Department of Financial Management. He received his B.A. from UC Berkeley and has worked in a variety of fields, including retail, sales management and the airlines.

Jason sits on the Forum Committee of the Institute for Government Purchasing (NIGP) and is a Director for California Association of Procurement Officials (CAPPO). He certified as Certified Public Purchasing Officer (CPPO) in October 2013.



## **Joel Farrier**

West US Strategic Growth Leader - Regional GP Manager  
Burns & McDonnell

Joel Farrier focuses on broadening relationships with clients in the infrastructure sectors served by Burns & McDonnell through out the Western United States.

Farrier has spent much of his 27-year career working in a variety of management roles and has success building teams from multiple engineering, scientific and technical disciplines to address complex infrastructure, development and construction issues. He has particular experience on a number of studies, design and design-build projects, including several in Los Angeles and Orange counties in Southern California.



## **Selena Landero**

Supply Chain Manager  
Southern California Edison

Selena Landero is the Supply Chain Manager for Transmission and Distribution Materials. She provides direction and oversight for developing multi-year sourcing and planning strategies to align with Company strategies and budgets. Selena oversees supplier relationships and portfolio management of over \$400M in spend.

Mrs. Landero is a graduate of California State University, Fullerton and holds a Bachelor's degree in Business Administration with an emphasis in Marketing. Selena currently resides with her husband in Whittier, CA.



## **Olga Mireya Lopez**

Senior Representative  
Los Angeles Metropolitan Transportation Authority

Mrs. López has dedicated her professional career to public service. Her career reflects her dedication to inclusion, with emphasis on underserved communities of color.

Mrs. López is a Senior Representative in the Strategic Business and Construction Career Services unit within the Diversity & Economic Opportunity Department (DEOD).

Mrs. López holds a Bachelor of Science in Business Administration.



## **Angel Hood**

Customer Relations Liaison  
California Department of General Services

Angel Hood is currently a Customer Relations Liaison with the California Department of General Services (DGS) Communication and Outreach Branch. She has been with the Procurement Division since March, 2013.

Angel has nearly five years of experience as a Buyer within State Government and 11 years working in State Government, in the areas of Customer Service, Small Business Certification and Outreach Advocacy, Purchasing, Budgets, Human Resources and Health Care Services.

# **The Future in Sales**



## **Luis Cuneo**

Market Development  
IBM

Luis Cuneo is a Market Segment Executive for IBM Market Development based in Southbury, Connecticut. In this capacity, he is responsible for developing the program strategy and social media, marketing to businesses owned or operated by Asians, Blacks, Hispanics, Native Americans and Women.

Mr. Cuneo is a graduate of Phoenix University, Phoenix, Arizona, holds B.A. of Science in Business Administration.

## Gift Economics



### **Rudy Le Flore**

Le Flore Group, LLC

Rudy Le Flore was born in Mississippi. Mr. Le Flore has spent several years in senior management at public and private corporations. He started his own successful business 15 years ago, called the Le Flore Group LLC. The Le Flore Group is a Project and Performance Management organization.

Since starting The Le Flore Group, Le Flore has invented and patented a basketball training aid called The Jumpshooter, upon which he founded the company Jumpshooter Enterprises LLC.

## Business Super Stars



### **Maria Bastian Thompson**

CEO

Agile Sourcing Partners

Agile supports gas and electric utilities and their prime suppliers and manufacturers through streamlined communications, contract and project management, and collaborative cost savings.

Maria served as the VP of Administration for the American Production and Inventory Control Society Orange County Chapter, is a member of the National Association of Women Business Owners and is a member of the Institute of Supply Management San Diego.

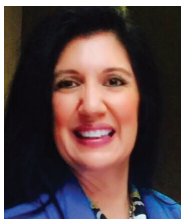


## **Frank Fuentes**

VP of Multicultural Community Lending  
New American Funding

Frank joined the New American Funding family 16 years ago, and was hired by President Patty Arvielo and CEO Rick Arvielo in order to help launch the company's inside call center, specializing in serving the needs to the Hispanic market—his dedication to serving this market quickly earned him a ranking as the #1 Loan Officer in the company.

Frank was the first Latino and bilingual loan officer hired at New American Funding. Frank is still an active loan originator in his role as Vice President of Multicultural Community Lending.



## **Elizabeth Cabral**

Vice President Marketing & Corporate Development  
Hal Hays Construction, Inc.

Elizabeth leads HHCI's efforts in marketing and proposal strategy, business development, public relations and corporate development (teaming, joint ventures, Mentor Protégé). With a history of over a thousand contract wins valued in the billions, Elizabeth is a dedicated student of federal, military, state, and commercial markets, where she creates both strategic and tactical plans to win work in high-growth industries. Also, as HHCI's Small Business Liaison Officer she oversees our acclaimed Small & Diverse Business Subcontracting Program.



## **Vanessa Faggiolly**

Amerisal Foods LLC

In 2007 Vanessa joined her Mother in making Amerisal Foods LLC a successful company.

She has been responsible for the company's innovation process, including identifying strategies, new technologies, and business opportunities, as well as developing new capabilities with partners, new business models, and new industry structures to serve those opportunities.

Amerisal is a certified woman-owned and operated import wholesale food distribution business, committed to serving our customers' need of consuming nostalgic food products.



## **Hector Mendoza**

President and CEO  
RDI Engineering

Hector Mendoza saw himself as an entrepreneur early on, embarking on his first entrepreneurial venture as a college student running a small paintball supply business out of his parent's garage. Pursuing an education and gaining valuable experience in construction, real estate, and the telecommunications and utilities industry, Hector earned a Master's degree in Business Administration and became a licensed realtor and a licensed general contractor. Synthesizing his experience, he envisioned a company that could address various aspects of development for a variety of stakeholders, founding Roque Development & Investment, Inc (RDI) in 2009.



## **Victor Parker**

Los Angeles District Director  
U.S. Small Business Administration.

Victor Parker is the District Director of the SBA's Los Angeles District Office. The Los Angeles District Office serves Los Angeles, Ventura, and Santa Barbara counties. As District Director, he is responsible for the delivery of SBA programs and services to aspiring and existing small business owners, SBA lenders and partners, which include business advisory services, capital access programs, entrepreneurial development, international trade development and contract procurement assistance.



## **Roy Jasso**

Vice President of Community Development  
Wells Fargo

Mr. Roy Jasso is Vice President of the Community Development Department at Wells Fargo Bank. His responsibilities include facilitation of the bank's efforts in charitable giving, government affairs and community relations. He also is responsible for marketing the bank's community lending and investment programs throughout Los Angeles, Ventura and Santa Barbara Counties.

On his journey from migrant farm worker to the towers of corporate America, Roy has developed a passion for serving the business community. As a member of the Regional Hispanic Chamber of Commerce Board of Directors, he has been able to indulge that passion as he helps RHCC fulfill its mission of empowering the business community.



# Happy Retirement Roy Jasso!



Having someone like you as a friend and sitting on the board with you has been no less than a gift. Wishing you a wonderful retired life ahead!!

You will be missed, but never forgotten.



## RHCC Executive Board

**Sandy Cajas**

President & CEO

**Andy Perez**

VP of Communications  
Union Pacific

**Richard Coronado**

VP of Programs

**Hector Mendoza**

VP of Community Relations  
RDI Engineering

## Directors

**Luis Martinez**

Martinez Sign, Inc.

**Servando Orozco**

Orozco's Auto Service

**Alejandro Romero**

Parthenon Corporation

**Miguel Baeza**

Sevilla Restaurant

**Angelica Suarez**

REMAX

**Enrique Vega**

Urban Associates

**Pedro Carrillo**

Urban Associates

**Martha Castro**

SBDC

**Isaac Pineda**

New York Life

**Robert Molina**

Roxanne's Bar and Grill

**Noel Hacegaba**

Port of Long Beach

**Robert Morrow**

Cable Construction

**Markus Beigel**

RDI Engineering

**Erik Belmarez**

Clark Construction

**Jocelyn Rodriguez**

Coca-Cola

**Brissa Sotelo Vargas**

Tesoro

**Brandon Rivera**

Strategy Management

**Joe Zepeda**

El Aviso

## Ambassadors

**Flor de Maria Chavarria**

Broadway Hair Studio

**Reyna Khalil**

Reyna's Studio

**Tim Marquez**

A-Best Industrial

**Stephanie Madera**

Broadway Hair Studio

## RHI Executive Board

**Sandy Cajas**

President & CEO

**Rose Cote**

Los Angeles World Airports

**Suzanna Luna**

City of Long Beach Public Works

**Adolfo Ricardo**

New York Life

**Magdalena Morales**

H&R block

**Eva Melgarejo**

New American Funding

## Advisory Council

**Victor Parker**

SBA

**Alma McMaster**

SCE

**Roy Jasso**

Wells Fargo

**Joel Farrier**

Burns & McDonnell

**Dr. Michael Solt**

CSULB

**Cynthia Ruiz**

Author/Inspirational Speaker

**Eddie Martinez**

State Farm

**Stuart Ashman**

Museum of Latin American Art

**Maryann Reyes**

CSU-Office of the Chancellor

**Ricardo Tejada**

Vnesto Capital

## Regional Executive Leadership Council

**Nallely Garcia**

Yeri Flor

Armando Morales

**Yesenia Morales**

Sonia Aguirre

Lhea Villareal

**Raymond Plascencia**

Katherine Gutierrez

Yoanna Villa



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*Rojas Communications Group*

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PUBLIC AFFAIRS  
ADVOCACY FIRM

[www.rojascommunications.com](http://www.rojascommunications.com)

**CONGRATS  
RHCC!**

- ✓ Los Angeles
- ✓ Sacramento
- ✓ San Diego

# California

State


# Government

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# business

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**Metro is proud to support  
the Regional Hispanic  
Chamber of Commerce  
2016 Southern California  
Business Development  
Conference.**

Metro is committed to supporting diversity and economic opportunity in public contracting throughout the greater Los Angeles area.

For more information about Metro, please contact our Diversity and Economic Opportunity Department or visit us at [metro.net/deod](http://metro.net/deod).



**Metro**<sup>®</sup>



# Neighbors

Neighbors help neighbors. We're committed to being engaged in our community, supporting the unique cultural groups and events that make Long Beach such a special place to live and work.

The Port of Long Beach is a proud sponsor the 2016 So. CA Business Development Conference.



Port of  
**LONG BEACH**  
*The Green Port*

[www.POLB.com](http://www.POLB.com)





# Together

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## We're Generating More Than Electricity

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Southern California Edison proudly supports Diverse Business Enterprises through bidding opportunities, technical assistance and capacity building.

**Southern California Edison, an Edison International company,  
is proud to support the  
Regional Hispanic Chamber of Commerce**

***Southern California Business Development Conference***

For information on Supplier Diversity and Development, please visit [sce.com/sd](http://sce.com/sd) or call 1-800-275-4962



SOUTHERN CALIFORNIA  
**EDISON**<sup>®</sup>

An EDISON INTERNATIONAL<sup>®</sup> Company

# RHCC Membership Application

Company: \_\_\_\_\_

Member Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

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

## Products or Services:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Membership Investment:

Partner \$35,000     Diamond \$25,000     Gold \$15,000

Silver \$10,000     Bronze \$ 5000     Amigo \$1,000

Small Business \$ 500     Non-Profit \$ 300

Professional Individual \$250

## Payment Information:

Visa     Master Card     American Express

Credit Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expires: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Please mail this form to: Regional Hispanic Chamber of Commerce,  
World Trade Center P.O. Box 32474, Long Beach, CA 90832  
Phone: 562-212-2889



# MUJERES DEL AÑO 2016

Friday, November 18, 2016



Marisela Caraballo



Patricia Arvielo



Sylvia Castillo



Vanessa Faggiolly



Suzie Price



Lizertte Carbajal



Adriana Galdamez



Sunny Zia



Judy Seal



Mitra Rogers

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