



For Immediate Release

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Sacramento Hispanic Chamber of Commerce Appoints Six New Members to the Board of Directors

SACRAMENTO (April 25, 2013) – The Sacramento Hispanic Chamber of Commerce (SHCC) announces the appointment of six new board members that are part of a long term strategy to become the regions leading resource for small businesses, nonprofit and corporate entities.

The SHCC has undergone dramatic organizational improvement since the new President/CEO, Alice Perez, stepped into the leadership in October 2011. Through Perez's initiative the SHCC has focused on member benefits, and values that the SHCC brings members to increase their bottom line. Many programs have been revived to provide members the educational resources and access to training that small businesses need to grow and thrive. As well as restoring the Mayor Joe Serna Jr. Scholarship fund that is currently accepting applications until May 15th.

“The Sacramento Hispanic Chamber has a strong legacy of being a resource for small businesses, nonprofits and corporate partners, and serves the community as the gateway into the Hispanic business market,” said Tony Lopez, Chairman of SHCC Board of Directors. “Our new board members help reflect our membership of more than 650 businesses.”

New Board Members:

Dee Brookshire: Chief Financial Officer, Sacramento Regional Transit. Brookshire has been instrumental in the development of the Sacramento Business Service Center, a division of the SHCC, and has managed the funding for the million dollar expansion for the Sacramento Regional Transit. Brookshire has also joined the Executive Board of Directors as the Board Secretary.

Phillip Garcia: Vice President of Public Affairs and Advocacy, Sacramento State. Garcia established the Office of Governmental and Civic Affairs at Sac State nearly 10 year ago, and prior served as the Communications Director for Lt. Gov. Cruz Bustamante.

Ed Krampf: Chief Operating Officer, Adelante Media Group. Krampf joined Adelante in 2010 with an accomplished history in the media as Sr. Vice President at Clear Channel and at CBS Radio in Los Angeles. Krampf has enhanced the spanish speaking stations to include the Mundo Fox channel and the new bi-lingual station, Latino 97.9.

Scott Lewis: Vice President, Sacramento Valley Campus University of Phoenix. Scott Lewis, MBA, began working for the online division of the University of Phoenix in 2001, he has held the positions of Enrollment Manager, Director of Director of enrollment at the Phoenix and Utah Campuses, where he developed two of the premier enrollment departments among more than 110 University locations nationwide.

Maria Medrano: Data Strategy and Analytics Manager, Cisco Systems Inc. Medrano leads a global team that drives critical analysis which helps this group within Cisco better understand its evolving business model. Medrano also serves on the board of City Year, and as a mentor to first generation college students.

Mike Rogers, President/Owner at Creative Media Partners. Rogers focuses in media advertising and marketing for small, medium and large companies throughout the Sacramento region. He has a robust career of producing major concerts in the Sacramento region.

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The SHCC is on an upward movement in helping revitalize the economy with small businesses leading the way. In addition to The SHCC is hosting a Small Business Symposium on June 4th, 2013 at Sacramento State. The Small Business Symposium invites the general businesses community to take advantage of the workshops, Legislative Luncheon, Business Expo, Certification Center and Networking Mixer. For more information on sponsorship for the SHCC Small Business Symposium please contact: Alice Perez, CEO/President alice@sachcc.org. To sign up to attend please visit www.sachcc.org.

About the Sacramento Hispanic Chamber of Commerce:

The mission of the SHCC is to maximize members' business success through networking, advocacy and education. Founded in 1972, the chamber has worked tirelessly to promote business, industry, commerce and culture within the Sacramento region and to enhance relationships between Latino businesses and the community. Today, with a membership of more than 650, the chamber is still committed to the same goals set forth 41 years ago. For more information on the Chamber, please visit www.sachcc.org or call 916-486-7700.

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