



FOR IMMEDIATE RELEASE

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Jalapeño Golf Classic Raises funds for Mayor Joe Serna Jr. Scholarships

Sacramento, Calif. (June 17, 2013) – Tee off the week with the Sacramento Hispanic Chamber of Commerce 21st Jalapeño Golf Classic on Monday, August 5, 2013 at Morgan Creek Golf Course. A portion of the proceeds will fund the Mayor Joe Serna Jr. Scholarship fund that has recently awarded \$30,000 in scholarships to Latino youth in the community.

“The Mayor Joe Serna Jr. Scholarship fund was established as a legacy to the mayor that made the Hispanic community and education a priority,” said Tony Lopez, SHCC Board Chair. “This scholarship will provide the avenues for all youths to advance their future through the college/university system or becoming certified in a professional trade.”

The 21st Jalapeño Golf Classic shot guns at 8:30am on Monday, August 5, 2013 at Morgan Creek Golf Course. The Jalapeño Golf Classic brings the golf community, and aspiring golfers, to golf with a cause. Foursomes are available for \$1,000 and individuals available for \$250 at www.sachcc.org. All participants are provided with golf carts, breakfast and luncheon mixer.

“The generation in Junior High and High school right now will be the work force in less than 6 years. We aim to provide students internships for real life job training, and providing funds to higher education or career training,” said Alice Perez, President/CEO of SHCC. “We must teach students to become productive community members.”

The State Superintendent of Public Instruction [Tom Torlakson](#) announced that as overall graduation rates climbed, dropout rates fell amongst the Latino community. Overall, nearly eight in ten students, or 78.5 percent, who started high school in 2008-2009 graduated with the rest of their class in 2012. According to the [Department of Education’s annual report](#), while the graduation rate for Latinos is slightly lower than the general population, Hispanic students are making some of the biggest gains. Among Latino students, 73.2 percent graduated with their class, marking a 1.8 percentage point increase from the year before.

The main goal of the scholarship is to provide financial support through the scholarships for qualified students in the Sacramento region. In order to qualify, a student must be graduating from high school and residing in the Sacramento area. The late Mayor Joe Serna Jr. has earned a legacy of leadership and accomplishments. He created a stronger school system, more jobs, more community police and a higher quality of life for the Sacramento region. Serna was a professor at CSU Sacramento, education advisor to the then- Lieutenant Governor Mervyn Dymally and active in the Sacramento government and political affairs for over 30 years. Please feel free to contact the Sacramento Hispanic Chamber of Commerce office at (916) 486-7700 or email at info@sachcc.org for any questions or concerns regarding the Mayor Joe Serna Jr. Scholarships.

The SHCC is a membership-based organization that provides a myriad of cultures access to the massive Latino market. According to the Department of Finance, estimates that by the middle of this year, whites and Latinos will each represent about 39% of California population, with Latinos reaching a plurality soon after that. The SHCC membership provides the gateway for businesses to connect with the Hispanic market, and provides the much needed resources for business growth.

The Sacramento Hispanic Chamber of Commerce helps educate and train small businesses with the Sacramento Business Service Center. The SBSC offers programs that provide businesses access to bidding on city and private RFP’s that are typically out of reach. The chamber offers member’s access for walk-in service, usage of the large hi-tech conference room, and member-to-member referral service. For more information for membership service and media question contact Veronica Delgado veronica@sachcc.org. For sponsorship inquiries contact Alice Perez at alice@sachcc.org.

Visit the extensive list of members and calendar of events at www.sachcc.org