



Virginia Latino Advisory Board

Advocating for the Interests of Latinos across the Commonwealth

2013 Report

Office of the Governor Liaison

Mr. W. Duane Stafford

Virginia Latino Advisory Board (VLAB) Liaison

A complete copy of this report is found on our website at:

www.vlab.virginia.gov

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Report prepared by members of the
Virginia Latino Advisory Board
Commonwealth of Virginia



Virginia Latino Advisory Board

Advocating for the Interests of Latinos across the Commonwealth

July 18, 2013

Governor Robert F. McDonnell
1111 East Broad Street
Richmond, Virginia 23219

Dear Governor McDonnell,

The Virginia Latino Advisory Board (VLAB) is honored to present to you our report regarding our 2013 activities. We thank you for your continued support of the Latino community through the Virginia Latino Advisory Board.

In 2013, our mission has been to expand economic development and increase cultural understanding in the Commonwealth. We have investigated ways that the Virginia Latino Advisory Board and Latinos in Virginia can work with state agencies to enact your vision and foster employment for all Virginians.

To that end, we have prepared a final report that includes information regarding several events that have showcased the economic opportunities and cultural diversity of Virginia's Latino community. We hope that these events capture the potential of Hispanic businesses and demonstrate the importance of pursuing government policies that create an environment in which Hispanic businesses can thrive.

As members of the Virginia Latino Advisory Board, we once again take this opportunity to thank you for the opportunity to serve the Latino community in the Commonwealth of Virginia.

Respectfully,

Michel Zajur, Chair
The Virginia Latino Advisory Board

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VLAB Members	
Member	City
<i>Term ends 10/14/2011</i>	
Esteban Nieto	Harrisonburg
<i>Term ends 10/14/2012</i>	
Beatriz Amberman	Virginia Beach
Rosaura Aguerrebere	Falls Church
Charlotte Fritts, Treasurer	Winchester
Victor Gomez, Vice Chair	Ladysmith
Elin Doval	Richmond
Gabriel Rojas	Arlington
Gresilda Tilley-Lubbs, Secretary	Roanoke
<i>Term ends 6/30/2014</i>	
Federico Morales	Annandale
Carmen Williams	Chesterfield
Aleyda Kasten	Vienna
Flux Neo	Bluefield
Deborah Munoz	Woodbridge
Laura Ramirez Drain	Reston
Jorge Lozano	Annandale
Jason Miyares	Virginia Beach
<i>Term ends 10/14/2015</i>	
Desi Arnaiz	Manassas
Michel Zajur, Chair	Midlothian
Alexander Vanegas	Manassas
Cecilia Martinez	Alexandria
Omar Rashid	Richmond

Ex-Officio Members

Mr. Michael Eggleston Public Safety	Mr. Jimmy Rhee Commerce and Trade
Dr. Mirta Martin Education	Ms. Georgia Esposito Transportation

**Summary of Recommendations
from the
Virginia Latino Advisory Board
to
The Honorable Robert F. McDonnell, Governor**

International Trade:

- Prioritize efforts to increase trade with Latin America.
- Improve the cultural understanding of the Virginia Economic Development Partnership (EDP) and other agencies to better equip them to engage opportunities in Latin American countries.
- Cultivate and create international opportunities by becoming a signatory to trade agreements such as those in place with Peru and Colombia.
- Institute a one-stop-shop to facilitate investment in Virginia by international businesses.

Small Business:

- Better inform the Latino community of procurement opportunities.
- Support and collaborate with existing organizations to better equip Latino businesses to operate in Virginia.
- Improve access to bidding through eVA.

Education/Workforce Development:

- For K-12 students: Provide Latino heritage and other children from economically disadvantaged situations with sufficient support and educational resources to become proficient in academic English.
- For institutions of post-secondary and higher education: Extend and promote programming aimed at orienting Latino parents and students to the U.S. educational system and highlighting the importance of college education through public schools, higher education institutions, community and faith-based groups.
- For adult learners and community programs: Provide business education and Spanish-to-English programs for Latino adults.

Event Summary and Information

Hispanic Business Summit:

The Virginia Hispanic Chamber of Commerce (VAHCC) held its first annual Hispanic Business Summit on May 30, 2013 at the Annandale campus of the Northern Virginia Community College. Over 135 attendees participated in a day filled with workshops and speakers focused on business development, economic growth, and gateways to community networks, especially in support of the Hispanic community. The VAHCC was honored to have a wealth of over twenty VIP guests that included six state delegates, as well as leaders from eight different Chambers of Commerce throughout the Commonwealth of Virginia.

The day began with an opening statement from Michel Zajur, the VAHCC's President and CEO, on the importance of Hispanic businesses in today's global economy. Mr. Zajur was followed by Dr. Robert Templin, the President of Northern Virginia Community College, who provided information on the current state of education and growth in Northern Virginia. He stressed the importance of obtaining higher education, especially in the STEM fields, and how Hispanic parents can encourage their students to pursue higher education. He also discussed how adults can pursue continuing education themselves as well. According to Figure A, the foreign-born population continues to increase at unprecedented levels in the United States, and areas such as Northern Virginia are experiencing foreign-born population explosions. Combined with Figure B, which shows the growth in necessity of students with STEM degrees, this data tells us that as the Hispanic population grows, the number of Hispanic students parallels that growth, and the greatest opportunity for successful job opportunities is currently through a STEM degree. Ultimately, Dr. Templin stressed the importance of keeping Hispanic students engaged and focused on pursuing a higher degree.

As the Hispanic population continue to grow, events such as the Hispanic Business Summit, which caters to a unique and specific audience, become increasingly vital to the population of Virginia. Hispanic businesses represent a unique set of needs and requirements, such as business development provided in Spanish as well as networks exclusively for the Hispanic population and Spanish-speakers. They also represent an increasingly vital opportunity in today's global economy; Hispanic businesses are able to access the bilingual population and serve a wider community. Karen Smaw, the director of small, women, and minority businesses with the Fairfax County Economic Development Authority, further explicated the explosion of minority businesses in Northern Virginia and the vital function of these businesses in a world and multicultural economy. The Hon. Jimmy Rhee, Assistant Secretary of Commerce and Trade, followed

Ms. Smaw and further detailed the state of business in the Commonwealth of Virginia. Both Mr. Rhee and Ms. Smaw encouraged the audience to continue to grow and develop Hispanic networks and business opportunities in their businesses and workplaces. The Hon. Jimmy Rhee was joined in championing Hispanic business by The Hon. Jim Cheng, Secretary of Commerce and Trade, who described this year as “the year of the entrepreneur,” with opportunities for both small businesses in general and the Hispanic population specifically.

The Hispanic Business Summit included speakers from both the private sector and lobbying organizations, including Tony Jimenez, the CEO of Microtech, and Kevin Kuhlman, from the National Federation of Independent Businesses. Tony Jimenez was able to provide a personal account that detailed his success as a Hispanic businessman in creating, growing, and ultimately thriving in the private sector. Mr. Jimenez explicitly stated his personal tips and advice for starting and maintaining a successful small business with the potential to grow. Kevin Kuhlman followed Mr. Jimenez and explained governmental requirements for small businesses, as well as vital statistics for small businesses in the U.S.

While the morning was filled with exciting and informative speakers in a lecture setting, the afternoon contained two main break-out sessions that were smaller in size and allowed for informative and thought-provoking discussions on Hispanics and small business. Each break-out session also included a group exclusively in Spanish for participants for whom Spanish is the most comfortable language. These break-out sessions featured speakers from the Small Business Administration, the Department of Homeland Security, VDOT, and many other organizations. Titles for the break out sessions included “Growing your business through technology,” “Todo lo necesario para desarrollar su propio negocio,” and “Specific Procurement Opportunities.”

The Hispanic Business Summit was ultimately an informative and educational day for both Hispanic professionals and Hispanic business owners. Participants were able to take part in a networking lunch, and some participants stayed at the facility past the workshops themselves to continue taking advantage of the networking opportunities provided to them. The Hispanic Businesses Summit succeeded in providing information in both English and Spanish for Hispanic professionals looking to grow and improve their businesses. At the conclusion of the Summit, numerous attendees indicated their sincere thanks to the VAHCC for hosting the event and expressed a desire to participate in future events that provide opportunities for business professionals and those who support the Hispanic community.

Figure A: Growth of Foreign Born Population in the United States and in Northern Virginia

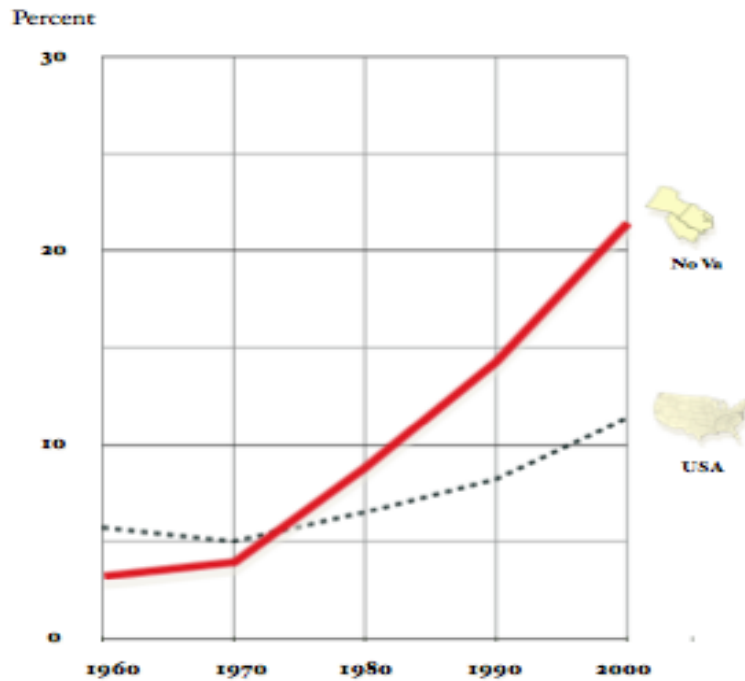


Figure B: Sources of Job Growth in Northern Virginia

Sectoral Sources of Net New Job Growth in Northern Virginia 2010-2020 (in thousands)

<u>Sector</u>	<u>2010 Jobs</u>	<u>2010-2020 Job Change</u>	<u>Percent Change</u>	<u>% of all New Jobs</u>
Prof, Science, Tech	316,175	124,157	39.2	40.9
Health Care	107,377	32,113	30.0	10.6
Government	243,555	29,454	12.1	9.7
Admin Support	94,639	18,421	19.5	6.4
Real Estate Services	66,022	15,239	23.1	5.0

Global Network Exposition:

In May of 2013, the Virginia Latino Advisory Board, in partnership with the Virginia Asian Advisory Board (VAAB), the Virginia Department of Minority Business Enterprise (DMBE), the Virginia Hispanic Chamber of Commerce (VAHCC), and the Asian American Society of Central Virginia (AASoCV), hosted the Global Network Expo: Virginia's Connection to Global Business & Culture. The power packed two-day event showcased Virginia's economic and cultural diversity by featuring local business and community leaders from the Asian and Latino communities. Furthermore, the Expo served as an unprecedented example of collaboration and partnership between leaders in the Asian and Latino communities in order to foster economic development and cultural understanding.

The daylong event attracted approximately 250 participants across the full demographic spectrum in Virginia. Embassies and consular trade offices were represented from numerous countries, including Bangladesh, Columbia, People's Republic of China, Indonesia, India, Mexico, Pakistan, Philippines, South Korea, and Thailand. The Expo was well received by the attendees, who indicated that they would like to see the event grow and be hosted again next year. The event was also well received by local media, including this article from the Richmond Times-Dispatch touting the importance of minority businesses.

http://www.timesdispatch.com/business/local/article_9fc968a4-6d8e-576e-b421-59bf11627276.html

Day One included the inaugural Asian & Latino International Trade/Business Summit (ALITS), which explored ways to increase bi-lateral trade and expand economic and business opportunities between Asian countries, Latino countries, and the Commonwealth of Virginia. This event brought together state and federal agencies, commerce and trade attaches, and business support organizations in order to facilitate discussion and provide valuable information through international business presentations and matchmaking sessions. Attendees were given the opportunity to interact with business representatives from key Asian and Latino countries, network with other distinguished business professionals, and hear from dynamic speakers, including the Hon. Senator Mark Warner, who spoke at the luncheon, the Hon. Secretary of Commerce and Trade, Jim Cheng, who also spoke at the luncheon, and the Hon. Governor Bob McDonnell, who spoke at the evening reception. Ultimately, the Summit proved to be an enormous success and provided participants with unique avenues for global business success.

Day Two included the 16th Annual Asian American Celebration, held at the Richmond Convention Center, and the 11th Annual ¿Qué Pasa? Festival of Virginia, held at the Canal Walk in downtown Richmond. Both events attracted approximately ten thousand visitors and allowed guests to fully experience the breadth and depth of diversity and rich cultural integration that exists in Central Virginia. Furthermore, both events furthered Richmond's economic and touristic development by fully engaging the local population and providing direct access into Virginia's Asian and Hispanic demographics.



Virginia Latino Advisory Board

Advocating for the Interests of Latinos across the Commonwealth

Appendix A: Overview of the Virginia Latino Advisory Board

Overview

The Virginia Latino Advisory Commission (VLAC) was created by executive order in October of 2003 by former Governor Mark R. Warner to provide information about the growing Latino community in the Commonwealth of Virginia. The VLAC was signed into law and made a permanent board two years later on October 15, 2005.

Today the Virginia Latino Advisory Board (VLAB) serves at the pleasure of Governor Bob McDonnell so that his administration can best serve the Latino constituents of Virginia. The VLAB meets four times a year to hear from local communities across the state to discuss issues facing Latinos in Virginia.

The Board consists of 21 citizen members appointed by the Governor, 15 of whom must be of Latino descent. The initial appointments of VLAB members are staggered to include seven members for a one-year term, six members for a two-year term, five members for a three-year term, and three members for a four-year term. After the initial staggering of terms, board members will serve a term of four years.

The Virginia Latino Advisory Commission, which then became the permanent Virginia Latino Advisory Board, was created in recognition of one of the fastest growing ethnic groups in Virginia and the nation as a whole. Latinos in Virginia are native-born U.S. citizens from all parts of the country and foreign-born residents from all over the world. The Latino community represents a diversity of cultures and languages, unique needs and skills, countless contributions, and endless potential for the Commonwealth. The mission of the VLAB is to serve these Virginians who enrich our state and to call upon government officials, local communities, and all constituents to take part in the positive changes that are making Virginia an even better place to live.