

Latino Business Review

Business and Marketing Information for Latino Business Owners

Wednesday, September 3, 2008

Broadband initiative for Hispanic business owners announced

CALIFORNIA HISPANIC CHAMBERS OF COMMERCE ANNOUNCES HISPANIC BUSINESS BROADBAND INITIATIVE

Press Release, September 2, 2008

SACRAMENTO, CA – The California Hispanic Chambers of Commerce (CHCC) in collaboration with the California Emerging Technology Fund (CETF) has taken on the mission to close the digital divide among minority businesses and underserved communities in California. “If California’s Hispanic business community is to remain competitive in today’s global economy, we need to make sure that they are making full use of current technology that is available to them,” stated Joel Ayala, CHCC President & CEO.

The CHCC will conduct statewide roundtables, multiple survey instruments, and organizational collaboration to study broadband technology usage of Hispanic businesses and identify barriers that prevent the effective use of business tools via the internet.

Following initial assessment, the CHCC will incorporate the technical and cultural expertise of those best suited to develop an appropriate plan of action to address the deficiencies found in the Hispanic business community. This plan will be based on the results of the CHCC’s first sampling of Hispanic business owners, through an on-line survey. The survey will be sent to Hispanic business owners throughout the state via email and will be made available through the CHCC’s website. Hispanic business owners who wish to participate are encouraged to log onto www.cahcc.com/survey.html to participate in the survey.

About California Hispanic Chambers of Commerce

The California Hispanic Chamber of Commerce (CHCC) is the fastest growing regional business organization in California. Since 1978, the CHCC has worked together with over 60 Hispanic chambers of commerce to encourage business, industry, commerce, and culture. The CHCC represents the interests of over 600,000 Hispanic businesses and promotes the economic development of Hispanic businesses and communities in California. For more information: www.cahcc.com.

About California Emerging Technology Fund

The mission of the California Emerging Technology Fund (CETF)

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is to close the Digital Divide and ensure that California is a global leader in the use of broadband technology (high-speed access to the Internet). The California Public Utilities Commission directed the establishment of CETF in approving the mergers of SBC-AT&T and Verizon-MCI in 2005. AT&T and Verizon are contributing a total of \$60 million in seed capital to advance broadband deployment and adoption. CETF is a non-profit public-benefit corporation. For more information: www.cetfund.org.

Posted by Adrian Perez, Publisher at [6:11 AM](#)

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Adrian Perez, Publisher

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