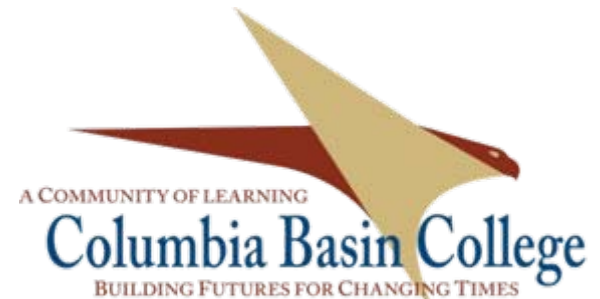


# Maximizing Your Community Resources for HUD HSIAC Success



creative  
marketing  
consultants, inc.



*another creative project from CMC@CBC ©*

“The best way for us to  
TEACH it, was to DO it!”

Cruz Gonzales  
&  
Gene Holand

\*Students were getting theory and textbook cases but even though the theory was there they couldn't put it into practice.

# Maximizing Your Community Resources for HUD HSIAC Success

Set The Stage: Perform an Analysis of your College & Community

Community-      Franklin & Benton Counties  
Franklin Co- Ag Econ Base  
Benton Co.- Fed Econ Base  
Franklin Co.- Majority Minority  
200,000 Population Base  
TRIDEC, TCHCC, SBDC, PDDA, TCVCB

# Maximizing Your Community Resources for HUD HSIAC Success

Set The Stage: Perform an Analysis of your College & Community

College- 5,126 FTE  
Main Campus Located in Pasco  
Small Business Development Center  
HUB Development Program  
Focus on Professional Development  
Marketing Program- Community Focus  
Business Development Complex- CBAC

# Maximizing Your Community Resources for HUD HSIAC Success

## Community Involvement from College

Find Partners with Complimentary Missions or Goals

i.e. Tri Cities Hispanic Chamber of Commerce Mission-

*“The Tri-Cities Hispanic Chamber of Commerce (TCHCC) is organized for the purpose of advancing the economic, industrial, professional, cultural, agricultural, educational and civic welfare of the Tri-Cities and surrounding communities. The TCHCC will accomplish this mission by focusing on work force development through its support of education and training.”*

# Maximizing Your Community Resources for HUD HSIAC Success

Sustainability- What happens After the grant?

TCHCC- Classes to small start up businesses

Institute for Professional Development & University- Certificate Courses

Non Profit Marketing group- Faculty & Student Participation

# Partnering with Business and Industry for

Community  
Development  
Service Learning  
and the  
College Connection.

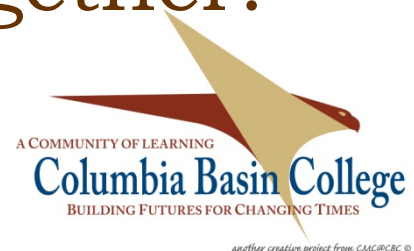


# Creative Marketing Consultants, Inc.

A Business in the Classroom:

501 (c)(3) Not For Profit Washington State Corporation  
(through the Columbia Basin College Foundation)  
Incorporated in 2003

CMC is a marketing business, that provides actual working experience for business students, is noncompetitive in nature and brings the community together.



# The Nature of What We Do



- Partnering with Business and Industry
- Anticipating Employment Trends
- Marketing your business or program
- Pre-Apprenticeship
- Internships/Mentorships

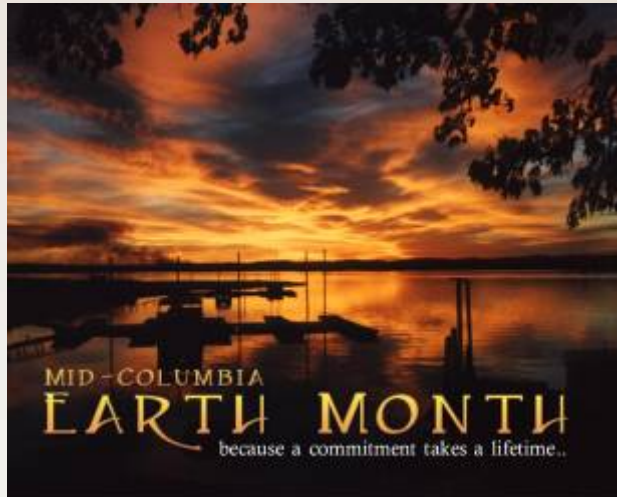
# Personal Community Involvement



- School Districts: Pasco, Kennewick, Richland – Careers in Education Committee and Culinary Arts
- BAMB Advisory, Pasco SD
- Bus Ed Advisory Committee, Benton City
- Bus Dept – Columbia Basin College
- Dispute Resolution Center
- Pasco Rotary
- El Katif Shrine
- Community Service Groups
- Tri City Chamber, Hispanic Chamber



# Community Partners



Embracing Multicultural Diversity in Our Business Communities

- City of Pasco
- City of Richland/Earth Month
- City of Kennewick
- School Districts:
  - Kennewick, Pasco, Richland
  - *articulation and marketing services*
- Tri Cities Hispanic Chamber
- TRIDEC
- Small Business Development Center
  - Tri-Cities and Yakima
- Tri-Cities Visitor and Convention Bureau



# Pre-Apprenticeship

- Practical Experience
- Building resumes and networks
- Social and communication skills



# Internships and Mentorships



- Introduce real work experience
- Working with businesses in the community
  - Realistic Expectations
  - Pragmatic Strategies

# Creative Marketing Projects



- A bold and graphic display of projects created by students for businesses in the community.



### **The Next Generation of Grind is Here!**

- The X-DMG Roller Peg is the world's first & finest Industrial Strength Plastic Grinding Peg!
- The X-DMG Roller Peg grinds and glides further and faster than any other peg currently on the market.
- The X-DMG Roller Peg will permit use of most skate-parks, whereas metal pegs are increasingly being banned.

### **Innovative Benefits:**

- Self-lubricating! You don't add oil, grease, silicone, Teflon, or graphite- You just GRIND!!!
- The X-Dmg Roller Peg will lead to new tricks!
- X-DMG's Industrial Strength Plastic enhances safety for all, as opposed to metal pegs, which can develop sharp edges and cause a lot of damage to riders and skate parks.

### **Multiple Applications:**

- Changeable sleeves slip over mandrel cores for different uses.
- The hex dropout key locks the peg for hard grinding.
- Remove the dropout key and the outer plastic skin rolls-like an extra set of wheels for Extreme Grinds!!



**Stop the Damage to yourself, your parks, and the BMX image!**

# GRIND THE WORLD...



# LEAVE IT IN PIECE!

### **Product Specs:**

- The X-DMG Roller Peg utilizes an innovative three-piece design:  
Outer Skin      Mandrel      Dropout Locking Key
- The interchangeable outer skin is currently available in two types of long-lasting industrial strength plastic:  
UHMW (Ultra High Molecular Weight) and Delrin™
- A variety of reusable mandrel cores are available in:  
A36 Steel (36 ksi)    4140 Chromoly (80 ksi)    Titanium (Lotsa ksi)
- Fits on 14mm or 3/8" axle
- Mandrel ends are designed for easy installation, using either 3/8" square ratchet or 5/8" hex socket
- True standard Grind-peg dimensions (length 4", diameter 1.5")
- Total peg weight: UHMW- 7.5 oz.    Delrin™- 8.9 oz.
- Multiple color options: Black, White and Fluorescents  
Pink, Red, Orange, Green, Blue...
- Includes Hex Dropout Key, with front and back hat washers; for Roller-Peg mode, use hat washer instead of drop-out key.

**X out the Damage with**



[www.X-DMG.com](http://www.X-DMG.com)

509.832.0328



*Massage Arts*  
Mary C. Thompson, LMP

at Elite Tan  
406 S, 1st, Suite 3  
Selah, WA 98942  
509-698-6903



Karma Juice Bar



What goes around comes around...

*Charelle Twitty*  
*Embrace your shape*

Image Consultant  
Personal Shopper  
Motivational Speaker

509.308.9451  
charelle\_twitty@live.com





CLETE EDMUNSON  
CHAIRMAN

208-869-4274

2960 Hwy 95  
COUNCIL, ID 83612

FAX: 208-555-5555  
CEDMUNSON@FCIDAHO.ORG



## Local entrepreneur imports cigars from Dominican Republic

By Bethany Joy Riddle for TCAJoB

Edison Valerio brings a little bit of home to the Tri-Cities.

He is president and owner of Pasco-based Valerio Cigars, an online business run under Classic Cigar Company, which imports cigars from his birthplace, the Dominican Republic.

The company officially opened in 2007, though Valerio said he had the business idea for seven years before starting it. "I'm from Dominican and I grew up looking at people smoking cigars – my uncles, my grandfathers, my aunt's father," he said.

Valerio cigars are manufactured by a tobacco company in the Dominican Republic. The cigars are made of long filter tobacco grown in the Villa Gonzalez. Working directly with the manufacturer, Valerio has ordered more than 10,000 cigars since his business started.

Valerio sells the cigars wholesale online, to retail shops and his products are also on display at some local wineries,

looking at having a storefront at a local winery by June of next year.

While he is currently only licensed to sell his product in Washington, Valerio is working on getting a distribution license for the entire United States. Growth plans include acquiring into the Las Vegas market, as this 33-year-old has a contact there. He also wants to tap into China. "I want to get there now and establish my name," he said. Classic Cigar Co. will also import other goods to the U.S., but Valerio couldn't name any specifics at press time.

Currently, Valerio said he has at least 100 consistent, loyal customers, including wine drinkers, lawyers, doctors, engineers and golfers.

To get his business up and running, Valerio worked with Columbia Basin College's marketing department, specifically with Gene Holand and Sue Edmunson. "He's my mentor, and Sue Edmunson, she is my marketing director," he said. The marketing department helped

in a variety of ways, including developing his logo. "I wouldn't have this without the help of the marketing department at CBC," he said.

Valerio works as a branch manager at a bank in Pasco, he calls this his hobby and an American dream that you can start your own business," he said. "In your business, it's not that hard to work for convenience, because you have to work harder on your new business about the satisfaction that you get from something from scratch and

you made it happen. That to me is a success."

Valerio said he is creating his future with this business and something to leave behind for his five-year-old daughter. He also wants to be an entrepreneur, acting as a role model for people coming to the U.S. "There's not a shortcut. Go to school and get educated in order to create a better future and strong workforce," Valerio said. "It doesn't matter where we all come from, but what really matters is that we all live in a country of opportunities."

Valerio moved to the U.S. in 1996 and has lived in Pasco since 2001. He attended Walla Walla University and has a degree in Business Administration with a concentration in International Business.



Edison Valerio is the founder of Classic Cigar Company.

To get his business up and running, Valerio worked with Columbia Basin College's marketing department, specifically with Gene Holand and Sue Edmunson. "He's my mentor, and Sue Edmunson, she is my marketing director," he said. The marketing department helped Valerio in a variety of ways, including developing his logo. "I wouldn't have this business without the help of the marketing department at CBC," he said.

*Handmade in the Dominican Republic  
from Cuban seed.*



*"The world's finest premium cigars."*

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

# Wine Industry



*The Ladies*



*Kestrel Vintners Prosser Washington*  
*San Antonio*



# *Kestrel Vintners Presents...*




*The very best from our Family to you*

## *Kestrel Vintners: Mid-Line*





Custom Design work for  
Several wineries



Premier Release  
*Platinum*

*Drop Dead Red*  
has a sister and she's  
*Blonde*  
and we want you to meet her

She's available,  
in our  
*Kestrel Tasting Room*

Located in the  
Edelweiss Hotel Building  
and  
Ganz Klasse Home Decor  
Leavenworth, Washington

*Platinum* Kestrel

(888)343-cork(2675)(toll free) [www.kestrelwines.com](http://www.kestrelwines.com)

# BIG JOHN'S

*Fishing Adventures*

John James  
Professional Guide

JOHN: (509)308-0215  
JERRY: (509)943-8583



*Salt & Freshwater*

BIGJohnJames@hotmail.com

**Caught one....  
This Big!!!**



**HAPPY TAILS ~ You!**  
**Pet Sitting Services**



**Dry Salsa Blend with TCB**

**Rudy's Pepper Blends**  
all chile peppers are locally grown in and around the Tri-Cities, Washington.  
Packaged at the Pasco Specialty Kitchen

Net Weight: 28 grams



**Home Caretakers, Inc.**

*Taking care of your home while you're away.*



**Home Caretakers, Inc.**

*"Caring for your home while you're away."*



**Casa Home Realty**

*Residential and Commercial Real Estate*

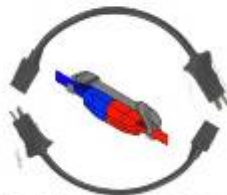


# Local and National Clientele

- Currently have 4 accounts that we have assisted in attaining National acclaim
  - Trade shows
  - Web Sites
  - Graphic Publications



**PLUG KEEPER**



KEEPING IT ALL CONNECTED



Circuit Avenue

C'est la Vie

Oak Bluffs, Massachusetts

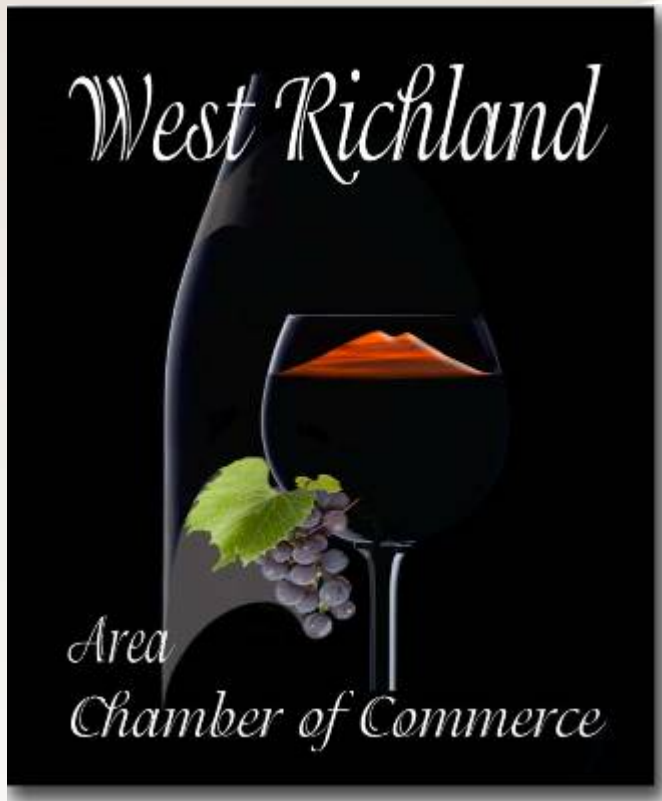
# Travel and Tourism

- Wineries
- Convention Center
- Various Hotels
- Travel Bureaus
- Cruise Lines

South Eastern Washington Boasts 420 Wineries  
and about 1 new winery opening every 60 days.



# And winery related businesses



Landscape Concepts

By Barb

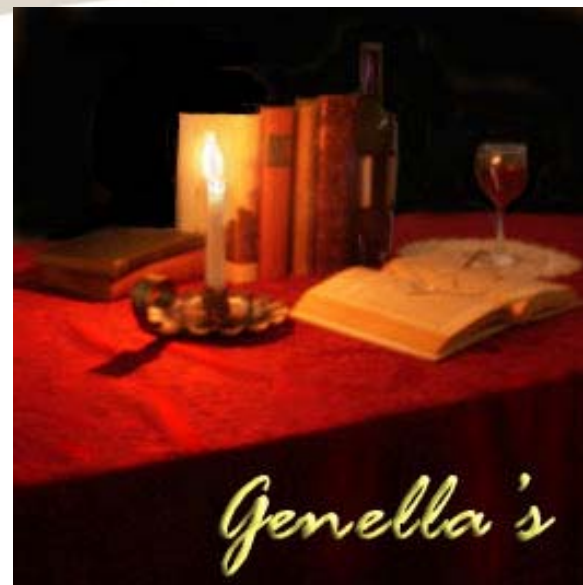
Making your dreams a reality

509-948-8510

Licensed-Bonded-Insured  
WAABC011722

Maximize, Minimize, Beauty, Simplicity





# Tapping in each student's creativity



An abstract painting featuring several hands reaching upwards against a background of vibrant, swirling colors including red, orange, yellow, green, and blue. The hands are rendered in various colors and styles, some appearing as if painted with thick brushstrokes, others more ethereal. The overall composition suggests a sense of aspiration and collective effort.

High School Connection

Destination Graduation

# New Horizons High School

Working with CBC to develop a  
State Wide  
Campaign to get students to  
Graduation

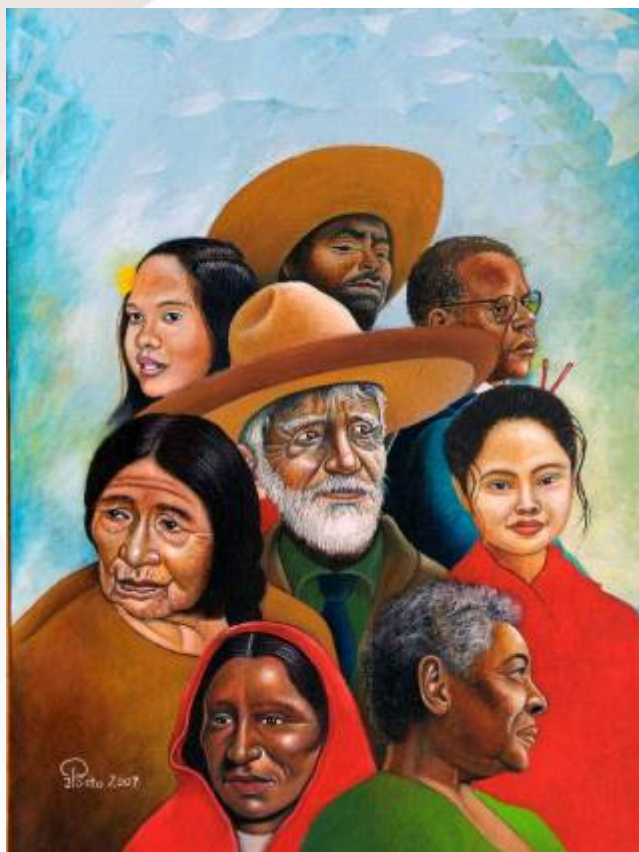


# Economic Development



# Downtown Pasco Redesign





# **the Guide** **to Multicultural Businesses and Services**

Embracing Multicultural Diversity in Our Business Communities

Serving a 250,000 Population base

# Non-Profit Organizations



*Building A Tradition*  
**KENNEWIC**  
**BANDITS**