Maximizing Your Community Resources for HUD HSIAC Success
“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
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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
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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.”
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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
- BAMM 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

- 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!!

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

Stop the Damage to yourself, your parks, and the BMX image!
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Personal Shopper
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509.308.9451
charelle_twitty@live.com
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 aunts’ fathers,” he said.

Valerio’s cigars are manufactured by a tobacco company in the Dominican Republic. The cigars are made of long filler tobacco grown in the Villa Gouvalsa.

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 Edmundson. “He’s my mentor, and Sue Edmundson, she is my marketing director,” he said. The marketing department helped him 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.

Edison Valerio is the founder of Classic Cigar Company.

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Wine Industry

The Ladies

Kestrel Vintners, Pasco, Washington

HAPPY HOLIDAYS 2007
Kestrel Vintners, Pasco, Washington
Kestrel Vintners Presents...
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Kestrel Vintners: Mid-Line
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Fishing Adventures

John James
Professional Guide

JOHN: (509)308-0215
JERRY: (509)943-8583
BigJohnJames@hotmail.com

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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: 25 grams

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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
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

West Richland Area Chamber of Commerce

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Sleeping Dog Wines
Tapping in each student’s creativity
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
Serving a 250,000 Population base
Non-Profit Organizations

United Way

RELAY FOR LIFE

American Cancer Society

Mid-Columbia BALLET GUILD

Earth Month

Building A Tradition

KENNEWICK

BANDITS