



Chicanos Por La Causa, Inc.

A PROMISE OF OPPORTUNITY

MEDIA ADVISORY

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Chicanos Por La Causa Opens Free Computer Access to Support Small Business and Stimulate Job Growth

Phoenix— Chicanos Por La Causa, Inc. (CPLC) will host an open house to celebrate the National Opening Day of a free broadband initiative offering computer services and skills building in 11 cities nationwide. CPLC joins San Francisco-based Mission Economic Development Agency (MEDA) in collaboration with the National Association for Latino Community Asset Builders (NALCAB) in San Antonio along with 11 other community development organizations.

The free access computer centers, established across the country, will assist in expanding existing community development programs as well as provide training in support of small business owners. As part of this project, CPLC upgraded two computers centers and opened a new state-of-the-art computer facility, all located in the Phoenix metropolitan area. This access to computer technology and training is funded by the National Telecommunication and Information Administration under the Broadband Technology Opportunities Program (BTOP) and the American Recovery and Reinvestment Act. CPLC is the only organization participating from Arizona on this national program.

A press conference in San Francisco, CA will be held on May 17, 2011 10AM PDT at the MEDA's Plaza Adelante, 2301 Mission St. where a formal announcement will be made by U.S. Federal officials during National Small Business Week.

WHAT: CPLC's Open House including video conferencing to our other two computers centers

WHO: Edmundo Hildalgo, President & CEO of CPLC
Frank Gallardo, Program's Project Manager at CPLC

WHEN: Tuesday, May 17, 2011 at 9:30 AM Mountain Standard Time

WHERE: Buckeye Commerce Center 1024 E. Buckeye Rd Suite 250 in Phoenix.

Note: Local spokespeople will be available for interviews during the open house celebration.

ABOUT Chicanos Por La Causa, Inc: Chicanos Por La Causa, Inc. (CPLC) is a statewide community development corporation committed to building stronger, healthier communities as a lead advocate, coalition builder and direct service provider. The organization promotes positive

change and self-sufficiency to enhance the quality of life for the benefit of those we serve. For more information about our wide range of services and programs, please visit www.cplc.org.

ABOUT MEDA: The Mission Economic Development Agency (MEDA) is a San Francisco based nonprofit with a mission to achieve economic justice for San Francisco's low- and moderate income Latino families through asset development. MEDA has been serving San Francisco's Latino families since 1973. Its key programs create homeownership opportunities and prevent foreclosure, foster growing businesses and advocate for community issues, serving nearly 3,000 clients each year. For more information on MEDA please visit www.medasf.org.

ABOUT NALCAB: The National Association for Latino Community Asset Builders (NALCAB) represents and serves over 70 members that are a geographically and ethnically diverse group of nonprofit community and economic development organizations that are anchor institutions in our nation's Latino communities. For additional information, visit NALCAB at www.nalcab.org.

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FACT SHEET

about Latino Tech-Net

Technology for Small Businesses

Who is MEDA?

The Mission Economic Development Agency (MEDA) is a community-based, local economic development corporation located in the Mission District of San Francisco. *MEDA's mission is to achieve economic justice for San Francisco's low- to moderate-income Latino families through asset development.*

Who is NALCAB?

The National Association for Latino Community Asset Builders (NALCAB) is a membership based association of over 70 organizations building assets in Latino communities in 26 states and the District of Columbia. *NALCAB's mission is to build financial and human assets as well as real estate and technology resources in Latino families, communities, and organizations.*

What is the MEDA/NALCAB Consortium?

MEDA, in collaboration with the NALCAB and a national network of Latino economic development agencies applied for federal support from the National Telecommunications and Information Administration (NTIA) under the Broadband Technology Opportunities Program (BTOP) to establish the Latino Tech-Net (LTN). In March 2010, the MEDA/NALCAB consortium were awarded over \$3.7 million.

What is NALCAB's role?

NALCAB played a central role in organizing this consortium as a part of its national initiative to support Latino entrepreneurship. NALCAB participates in the consortium by supporting MEDA with the administration and coordination of grant activities.

What is the Latino Tech-Net?

The Latino Tech-Net (LTN) brings together 12 nonprofit organizations, all members of the NALCAB. Every partner will receive computer software which will be housed on a central server at Plaza Adelante, where MEDA is headquartered. The standardized bilingual curriculum will address both basic digital literacy and more targeted modules specific to micro-entrepreneurs, including Quickbooks, Excel for budgeting, e-commerce, and online marketing.

Is the project about having access to computers?

While part of this project offers open access to computers, the primary goal is to create employment in Latino communities. Computers are critical to starting a business today—by having access and relevant training, entrepreneurs can utilize resources needed to establish a successful business. Business owners who are able to make their businesses more efficient by integrating technology maybe able to hire additional workers or retain employees.

What is the expected impact on small businesses owners?

Latino small business owners will have access to free bilingual technical assistance training on the use of computer software and applications.

PROJECTED RESULTS BY 2013:

- Create more than **2,100** jobs
- Train **15,000** individuals
- Reach **45,000** individuals through open lab access

KEY FACTS

ABOUT LTN:

LTN brings together **12** nonprofit organizations, all members of NALCAB. LTN will equip **17** public computer centers in **11** cities with over **300** workstations, providing computer access and bilingual computer training to low-and-moderate-income Latino with an emphasis on serving Latino entrepreneurs.

PRIMARY GOALS:

- 1) Increase broadband and technology usage by low- and moderate-income Latino families;
- 2) Provide customized bilingual computer training to help entrepreneurs establish and expand businesses in order to create jobs.

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FACT SHEET (CONT.)

Who are the LTN partners?

LTN has a diverse group of partners who work on asset building in Latino communities nationwide. All organizations are multi-faceted and provide direct services such as small business development, homeownership counseling, workforce development, and existing community technology centers. Several of the partner organizations are nonprofit housing developers.

Partners include:

Lead Agency/Project Manager: Mission Economic Development Agency, San Francisco, CA	Latino Economic Development Center, Wheaton, MD
Technical Manager: CAMINOS Pathways Learning Center, San Francisco, CA	Latino Economic And Development Center, Blackfoot, ID
Avenida Guadalupe Association, San Antonio, TX	New Economics For Women, Los Angeles, CA
Azteca Economic Development & Preservation Corporation, Laredo, TX	Norris Square Civic Association, Philadelphia, PA
Chicanos Por La Causa, Inc., Phoenix, AZ	Tierra del Sol Housing Corporation, Anthony, NM
Colorado Rural Housing Development Corporation, Del Norte, CO	Consortium Coordinator: National Association for Latino Community
Hispanic Economic Development Corporation, Kansas City, MO	Asset Builders, San Antonio, TX