

Immigrant Entrepreneurs Expo 2024

and Immigration Legal Services
Workshop



Together Achieving the Peak of
Success with the Right Strategy



August 29, 2024



1:00pm - 6:00pm

**Fresno
Convention
Center**

848 M Street

Fresno, CA



CVIIC.org | ValleCentral.org | [Inmigrantes Emprendedores.org](https://InmigrantesEmprendedores.org)

Immigrant Entrepreneurs Expo Funders and Sponsors

CVIIC thanks the following funders and sponsors for their generous support to make the Expo possible

Anonymous funder

Irvine Foundation

City of Fresno/State of California LIIIIG Program

Build from Within Alliance

Education and Leadership Foundation

State of California Department of General Services

Central California Environmental Justice Network

Santa Clara University MOBI Program

CVIIC is a nonprofit 501(c)(3) agency. To support our work, please donate via the Paypal QR code below.

[HTTPS://CVIIC.ORG/DONATE-TO-CVIIC](https://cviic.org/donate-to-cviic)



DONATE 

Immigrant Entrepreneurs Expo and Immigration Legal Services Workshop Program

12:00 **Doors Open to the Public | Se Abren las Puertas al Público**

1:00-1:30 **Inauguration | Inauguración**

- Jesus Martinez, Executive Director, CVIIC
- Lance Lippincott, Economic Development Director, City of Fresno
- Clair E. Whitmer, Acting Deputy Director, CalOSBA
- Maria Lemus, District Director for Assemblymember, Dr. Joaquin Arambula; Member, CVIIC Board of Directors
- Elmy Bermejo, Region IX Administrator, Small Business Administration

1:30-6:00 **Immigration Legal Services Workshop | Taller de Servicios Legales de Inmigración**

Registration is on the first floor. Services on the second floor | Registro en primer piso. Servicios en segundo piso.

2:00-3:00 **Round 1 Panel Breakout Sessions | Primera Ronda de Presentaciones**

Local, State and Federal Programs and Opportunities for Immigrant Entrepreneurs | Programas y Oportunidades Locales, Estatales y Federales para Inmigrantes Emprendedores

Main Exhibit Hall (English)

- Lance Lippincott, Economic Development Director, City of Fresno
- Clair E. Whitmer, Acting Deputy Director, CalOSBA
- Elmy Bermejo, Region IX Administrator, Small Business Administration
- Moderator: Antonio Aguilar, Central/Northern California Outreach Manager, Small Business Majority

Ins and Outs of Starting a Business | SBDC (Spanish) | "Procesos para iniciar un negocio" | SBDC

Room/Cuarto 2011

Legal Mercadito (English and Spanish) | Mercadito legal

Room/Cuarto 2012

Panel discussion: "Community resources and services for immigrant financial literacy" (Spanish)

Panel de Discusión: Educación Financiera | Chase, EECU, TAFE

Room/Cuarto 2013

Panel Discussion: Capital Connect - Unlocking Funding for your Business Success | APC, FAHF, TMC (English)

Panel de Discusión: Acceso a capital - Encuentra recursos para el éxito de tu negocio

Room/Cuarto 2014

Flavor of Success: Launching your Food Service Business | Fresno County / FAHG (Spanish)

Saborea el éxito: Lanza tu negocio de comida

Room/Cuarto 2019

"Power-Up your Marketing Strategy & Unlock your Business Potential" | CVWEC (English)

Mejore su estrategia de marketing y libere su potencial empresarial

Room/Cuarto 2009

3:00-4:00 Round 2 Panel Breakout Sessions | Segunda Ronda de Presentaciones

The Biden Administration's Keeping Families Together Program | El Programa de la Administracion Biden para Mantener Familias Unidas

Main Exhibit Hall (Bilingual English-Spanish)

- Allison Davenport, Supervising Attorney, Immigrant Legal Resource Center
- Lazaro Salazar, Lazaro Salazar Law, Inc.

Marketing Strategy: Unlocking your Business Potential | Creative Rocket Marketing (Spanish) Estrategia de Marketing: Descubre el potencial de tu negocio

Room/Cuarto 2011

Legal Mercadito (English and Spanish) | Mercadito legal

Room/Cuarto 2012

ITIN as a Pathway to Entrepreneurship | ELF (Spanish) | ITIN como la llave al Emprendimiento

Room/Cuarto 2013

QuickBooks & Accounting Essentials of Business Success | WEC, Dr. Parra (English)

QuickBooks e Introducción a contabilidad para el éxito de tu negocio

Room/Cuarto 2014

Panel Discussion: Best Practices for Building your Dream Team - Hiring | WDB, Fresno EDC, Career Nexus (Bilingual)

Panel de discusión: Mejores prácticas para construir el equipo de tus sueños

Room/Cuarto 2019

From Hustle to Muscle: Maximize your skills to create opportunities that generate income | Immigrants Rising (Spanish)

"De la chamba al éxito: Explota tus habilidades para crear oportunidades de ingreso"

Room/Cuarto 2009

4:00-5:00 Round 3 Panel Breakout Sessions | Tercera Ronda de Presentaciones

Contracting Opportunities with Government Agencies | Oportunidades de Negocio con Agencias Gubernamentales

Main Exhibit Hall (English)

- Diane Lydon, Business Outreach Manager, Small Business and Disabled Veteran Business Services, Department of General Services, State of California
- Victor Bibriesca, Economic Development Specialist, Small Business Administration
- Moderator: Norma Dunn, Kern Women's Business Center

Panel Discussion: Capital Connect - Unlocking Funding for your Business Success (Spanish)

Panel de Discusión: Acceso a capital - Encuentra recursos para el éxito de tu negocio

Room/Cuarto 2011

Legal Mercadito (English and Spanish) | Mercadito legal

Room/Cuarto 2012

Ins and Outs of Starting a Business | SBDC (English) | "Procesos para iniciar un negocio" | SBDC

Room/Cuarto 2013

QuickBooks & Accounting Essentials of Business Success | WEC, Dr. Parra (Spanish)

QuickBooks e Introducción a contabilidad para el éxito de tu negocio

Room/Cuarto 2014

Panel discussion: "Business Development Opportunities for Women Owned Businesses" | WECCV, WECKERN, FAHF (Spanish)

Oportunidades de desarrollo de negocios para mujeres empresarias | WECC, WECKERN, FAHF

Room/Cuarto 2019

Business Regulations & Compliance - Dos & Don'ts of Running a Business | City of Fresno (Spanish)

Regulaciones y cumplimiento para negocios - Que hacer y no para iniciar un negocio | Ciudad de Fresno

Room/Cuarto 2009

5:00-6:00 Round 4 Panel Breakout Sessions | Cuarta Ronda de Presentaciones

Breaking Barriers: Access to Capital for Central Valley Entrepreneurs

Main Exhibit Hall (English)

- Pamela Mostert, COO - Access Plus Capital
- Efrain Cruz, Director of Business Lending -Fresno Area Hispanic Foundation
- Christian Magallon, Community Development Officer - TMC Community Capital
- Moderator: Juan Carranza, CVIIC

Legal Mercadito (English and Spanish) | Mercadito legal

Room/Cuarto 2012

Opening Doors to Success: Resources and Programs for Immigrant Entrepreneurs | CalOSBA (Spanish)

Abriendo Puertas al Éxito: Recursos y Programas para Emprendedores Inmigrantes

Room/Cuarto 2013

Navigating Government Contracts for Business Growth | DGS/ SBA (Spanish)

Navegando contratos del gobierno para el crecimiento de negocios

Room/Cuarto 2019

Navigating Government Contracts for Business Growth | DGS/ SBA (English)

Navegando contratos del gobierno para el crecimiento de negocios

Room/Cuarto 2009

6:00 End of Program | Clausura

Special Guests



As Region IX Administrator, Elmy Bermejo will oversee SBA programs, offices, and operations in the SBA's Pacific region, serving Arizona, California, Guam, Hawaii, and Nevada.

Ms. Bermejo has a passion for building and strengthening relationships while assisting people and organizations attain their goals. She has been a senior government official with more than 25 years of experience at the executive level and has established a successful record of collaboration with public and private stakeholders on a range of issues including workforce development, disaster relief, and small business. Ms. Bermejo recently served as the Northern California Director for External Affairs for Governor Gavin Newsom; before that, she served as a Senior Adviser and Outreach Director for Lt. Governor Eleni Kounalakis of California, the first woman ever elected to this position. Ms. Bermejo also served in President Barack Obama's administration at the U.S. Department of Labor as the Regional Representative to the Secretary and as Director of Intergovernmental Affairs. She serves on the San Francisco Commission on the Environment, The Women's Foundation of CA, and as an Advisory member of Hispanas Organized for Political Equality (HOPE) and the Leo T. McCarthy Center for Public Service and the Public Good.



Clair Whitmer is the Assistant Deputy Director leading the Regional Economic Engagement team. She concurrently serves as the Northern California Regional Advisor for the Office of the Small Business Advocate at the Governor's Office of Business and Economic Development. Whitmer recently served for two years as a FUSE Corps Executive Fellow for the City of Fresno Economic Development Team, helping the city to devise a strategic framework for inclusive economic development. She also ran her own small business, UpBay Express, from 2020-2023. Prior to being tapped as a FUSE Corps Fellow, Whitmer was Head of Consumer Experience for Maker Media, publisher of Make: and producers of Maker Faire, from 2014 to 2019. Whitmer has worked in Silicon Valley since the 1990s, holding positions at several major brands in product management and tech-focused journalism. While living in France, she also served as Director of Voter Outreach for the Overseas Vote Foundation. Whitmer graduated summa cum laude in Political Science from San Francisco State University and is a dual citizen of France and the United States. Her mission is to help grow her region's entrepreneurial ecosystem in pursuit of an economy that works for everybody.

Inauguration Speakers



Elmy Bermejo

District IX Administrator, Small Business Administration



Clair Whitmer

Acting Deputy Director, California Office of Small Business Advocate (CalOSBA)



Lance Lippincott

Economic Development Director, City of Fresno



Maria Lemus

District Director, Office of Assemblymember, Dr. Joaquin Arambula



Jesus Martinez

Executive Director, Central Valley Immigrant Integration Collaborative (CVIIC)

The Central Valley Immigrant Integration Collaborative (CVIIC)

The Central Valley Immigrant Integration Collaborative (CVIIC) is nonprofit 501(c)3 organization committed to the civic, social, economic and linguistic integration of immigrants residing in our Central Valley communities.

CVIIC is led by a Board of Directors composed of a group of exceptional community leaders. The Board members are: **Allison Davenport (Vice-Chair), Maria Lemus, Hugo Morales (Chair), Lazaro Salazar (Treasurer), Alejandra Tovar (Secretary)**. The Executive Director of CVIIC is Jesus Martinez.

CVIIC was created in February 2014 in Fresno to empower immigrant families and promote regional collaboration on immigration-related matters. The decision emerged as a result of a consultation process that began in the summer of 2013 and concluded in the development of a strategic plan that identified 4 key priorities to better serve the approximately 900,000 immigrants living in Fresno, Kern, Kings, Madera, Merced, San Joaquin, Stanislaus and Tulare counties:

- Regional capacity building
- Delivery of services to rural and urban communities
- Outreach and education
- Continuing advocacy

In conjunction with legal services providers, community-based organizations, educational and vocational institutions, health advocates and services providers, pro bono attorneys, media partners, public sector agencies and local governments, it has been possible to organize hundreds of legal services workshops throughout the region since 2014 and to also offer hundreds of know your rights informational events each year. In 2020 CVIIC also launched its Immigrant Entrepreneurs Program (IEP) which has already provided training opportunities to hundreds of participants. In addition, thanks to the collaboration with state and national partners, ongoing training opportunities on immigration law, state and federal polices, health access, communications strategy, the 2020 Census, economic development, and other topics of relevance are offered in Fresno and other locations to representatives of nonprofit and public sector agencies.

The work of CVIIC is made possible thanks to the generous support provided of our funders.

CVIIC Staff

- Jesus Martinez (Executive Director)
- Eleazar Valdez (Workshops and Outreach Coordinator)
- Norma Trinidad-Diaz (Assistant Workshops and Outreach Coordinator)
- Juan Carranza (Director of Immigrant Entrepreneurship)
- Lorena Hernandez (Assistant Director of Immigrant Entrepreneurship)
- Oswaldo Paoletti (Community Organizer)
- Jose Ricardo Suarez (Community Organizer)
- Ingrid Salazar (Community Organizer)
- Marco Espindola (Bilingual Immigrant Entrepreneurship Instructor and Resource Specialist)
- Antonio Figueroa (Entrepreneurship & Digital Literacy Instructor)

Contact: Jesus Martinez, Executive Director, Email : jesus@cviic.org Tel. 559 666-6435

Websites: Cviic.org | ValleCentral.org | ImmigrantesEmprendedores.org

Facebook/X/Instagram : CVIICFresno

CVIIC Services | Servicios de CVIIC

CVIIC offers the following services to Central Valley immigrant families. All services are free of charge.

Immigration :

- Naturalization application assistance
- DACA renewal
- Legal permanent resident (green card) renewal

Services are provided in free workshops held throughout the Central Valley and at the CVIIC office, 5014 E. University Ave., Suite 101, Fresno.

Entrepreneurship and Digital Literacy Courses :

- Virtual (Zoom) entrepreneurship courses (in Spanish)
- In-person entrepreneurship courses in Fresno, Madera, Reedley (in Spanish)
- In-person digital literacy for Fresno residents (in Spanish)
- In-person digital literacy tools for entrepreneurs residing in Fresno (Spanish)
- In-person and virtual technical assistance for immigrant entrepreneurs
- Virtual entrepreneurship courses in MOBI platform (English and Spanish)

CVIIC ofrece los siguientes servicios a familias inmigrantes del Valle Central. Todos los servicios son gratuitos.

Inmigración:

- Solicitudes de ciudadanía
- Renovación de DACA
- Renovación de residente permanente (mica)

Los servicios se ofrecen en talleres gratuitos que se organizan en diferentes comunidades del Valle Central y en la oficina de CVIIC : 5014 E. University Ave., Suite 101, Fresno.

Cursos de Emprendimiento y Capacitación Digital :

- Cursos virtuales (vía Zoom) de emprendimiento (en español)
- Cursos presenciales de emprendimiento en Fresno, Madera y Reedley (en español)
- Cursos presenciales de capacitación digital para residentes de Fresno (en español)
- Cursos presenciales de herramientas digitales para emprendedores radicados en Fresno (en español)
- Ayuda técnica para inmigrantes emprendedores – virtual y presencial
- Cursos virtuales de emprendimiento en plataforma MOBI (español e inglés)

CVIIC Contact Information | Información para Contactar a CVIIC

Tel. 559 666-6446

Address | Domicilio : 5014 E. University Ave., Suite 101, Fresno, CA 93727

Websites | Sitios de internet : CVIIC.org | ValleCentral.org | InmigrantesEmprendedores.org

Social Media | Medios Sociales : CVIICFresno

CVIIC Funders

CVIIC's work on behalf of Central Valley immigrant families is made possible thanks to the generous support of the following funders :

Anonymous Funder	Education and Leadership Foundation
AHS Foundation	Fresno Unified School District
Access Plus Capital	Grove Foundation
Build from Within Alliance	Immigrant Legal Resource Center
California Immigrant Policy Center	Irvine Foundation
California Pan-Ethnic Health Network	Jobs for the Future
Campbell Foundation	NourishCA
Central California Environmental Justice Network	Rosenberg Foundation
Central Valley Community Foundation	Santa Clara University MOBI Program
City of Fresno	Small Business Majority
Ed Kissam	St. Louis Community Foundation

Participating Agencies | Agencias Participantes

AT&T	City of Fresno	Latino Media Network	State Center Adult Education Consortium
Academy of Financial Education	Club Conscious Collective	Law Office of Jesus Martinez	State Trade Expansion Program
Access Plus Capital	Downtown Fresno Partnership	Moreno Seeds Foundation	State of California Military Department
Belen Sanchez Insurance	Education and Leadership Foundation	New Business Community Law Clinic	State of California Office of Community Partnerships and Strategic Communications
Business Services Center (Fresno Regional Workforce Development Board)	Educational Employees Credit Union	Oasis Legal Services	State of California Office of Small Business Advocate (CalOSBA)
CDC Small Business Finance	Fresno Area Hispanic Foundation	Office of Community Affairs - City of Fresno	TMC Community Capital
CHIRLA	Fresno County Economic Development Corporation	Pear Suite	The Fresno Center
California Department of General Services	Fresno Metro Black Chamber of Commerce	Ramon Nava Law APC	Univision
California Governor's Office of Business and Economic Development (GoBiz)	Fresno Pacific University	Red Cross of California	Valley Community Small Business Development Center
California Immigrant Policy Center	Hmong Business Incubator	SCORE	Valley First Credit Union
California Rural Legal Assistance Foundation	Immigrant Legal Resource Center (ILRC)	SIREN	Valley Women's Entrepreneurship Center
Central California Environmental Justice Network	Immigrants Rising	San Joaquin College of Law	West Coast Mennonite Central Committee
Central Valley Immigrant Integration Collaborative	Jakara Movement	Sequoia Adult School	Wilner and O'Reilly
Centro Binacional para el Desarrollo Indígena Oaxaqueño	Kern Women's Business Center	Small Business Administration	
Centro La Familia Advocacy Services	Kids in Need of Defense	Small Business Majority	



CVIIC.org | ValleCentral.org | InmigrantesEmprendedores.org

**Support our work to empower immigrant families.
Donate to CVIIC via Paypal**

