

**PRESS RELEASE**  
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**The Hispanic Chamber of Commerce's 2009 Leadership Forum**  
**Introducing a new generation of leaders for Sonoma County**

**SANTA ROSA, CA**-The faces of Sonoma County are changing. With new neighborhoods and growing numbers of Latino, Asian and Black citizens, our communities are more diverse, geographically and ethnically. So how do we engage the ideas and energies of a new generation of leaders? How do we make sure that community decisions respect the needs of all of us?

At the Hispanic Chamber of Commerce Sonoma County we began to answer these questions by listening to our membership. A common theme came up from the conversations we had. How do we get involved? How do we become leaders?

From these conversations has emerged *The Hispanic Chamber of Commerce Leadership Forum 2009* – a gathering of emerging leaders for a series of dialogs about the future. The Leadership Forum was created with two objectives: first, to encourage a new generation of leaders in Sonoma County; second, to create an ongoing dialogue that helps people at the Hispanic Chamber of Commerce understand all the ways our hometowns are changing. This program is modeled after the well respected program developed by the Press Democrat, *The Press Democrat Leadership Forum*.

The Fall series will begin on October 7<sup>th</sup> and run through December 16<sup>th</sup>. Presentations will include: history of Sonoma County; local government; ponder the future of education with school superintendents; review economic trends with leading executives from the for-profit worlds; health care; volunteerism; communications; and community organizing.

To learn more about the Hispanic *Chamber of Commerce Leadership Forum 2009* contact Salvador Sahagun, Chair or Juan M. Hernandez, President at 707-575-3648 or [hccadmin@hcc-sc.org](mailto:hccadmin@hcc-sc.org); Website: [www.hcc-sc.org](http://www.hcc-sc.org)

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*The Mission of the Hispanic Chamber of Commerce is to promote and support Sonoma County businesses with a commitment towards creating a healthy business environment through education, civic, and economic programs. We are an association of individuals, organizations, and business professionals working together to enhance our local economy and foster a positive cultural image.*