



Dear SEDHCC Board and Members,

The Southeast Dallas Hispanic Chamber of Commerce wishes everyone a very Happy New Year.

As we enter into an exciting New Year, it is a good time to reflect on our accomplishments and look forward to the challenges of the New Year. 2011 was an outstanding year for the Chamber and the community of Pleasant Grove, and it left us with many memorable highlights. In May, 2011, the Chamber celebrated its first Cinco de Mayo parade and festival and had an impressive turnout. Our 3rd Annual Scholarship Award Dinner was our biggest event since the Chamber was launched three years ago. The annual Posada doubled in size, and we are looking forward to a bigger event in 2012. Our first ever Christmas Toy Drive supported John Q. Adams Elementary School. The Chamber provided more than 600 toys to the students, and we look forward to exceeding that number in 2012.

The Southeast Dallas Hispanic Chamber of Commerce recognized its 2011 sponsor and local businesses for their outstanding and ongoing commitment:

Corporate Sponsor of the Year Winstar World Casino
Entrepreneur of the Year AmeriTax
Community Service Award Phillips May Corporation
Meritorious Award All Pro Collision

The past year also saw the addition of new board members Ray Granado (Atmos Energy), Erma Saracho (City of Dallas) and Andrea Chavarria (The Chavarria Law Firm). They have already provided valuable input and innovative ideas to move the Chamber forward.

I am grateful for Sandy Garza and all the board members for their ongoing commitment to the Southeast Dallas Hispanic Chamber of Commerce. I thank them for their continued support, inspiration and effort.

With all the successes we had in 2011, we would be remiss if we did not mention redistricting and the significant increase of Hispanics in the Pleasant Grove community. Pleasant Grove gained a single-member district seat which can only benefit local business and the community.

With all of our events set for 2012, I am convinced that we are better prepared for the challenges and opportunities that lie ahead. Local businesses will have more options to host varied workshops, events and luncheons and enjoy more company and networking opportunities with other local business owners. In 2012 we will provide a tighter referral network and ultimately more business opportunities. Contact Sandy Garza sgarza@sgmarketingsolutions.com if you are interested in hosting an event, workshop or luncheon. As always, we welcome your questions and concerns. We hope everyone has a prosperous 2012.

Sincerely,

Roy Dean
Chairman, Southeast Dallas Hispanic Chamber of Commerce