

September 9, 2017

Dear Collaborator,

We are grateful for another year of success at the Business Forum *Get in Motion Entrepreneurs (GIME)*. We are committed along with other organizations to support the passion for growth and economic development of the Latino Business community in the Coachella Valley and surrounding rural areas.

In the last year, you helped *Get in Motion Entrepreneurs* achieve significant successes in several strategic areas. We are happy to announce that *Get in Motion Entrepreneurs* has officially been granted with 501(c)(3) status. We are certain that this will open more opportunities to expand our programming and services to the Inland Empire.

Below are this year's signature events presented in Spanish to our participants:

- **MIXER LATINO FALL 2016** gathered hundreds of Latino Business Entrepreneurs and exhibitors at this business expo in a unique positive environment to share their businesses.
- **MORE CLIENTS AND SALES ONLINE** business series kicked off the year in 2017 with an online marketing business session with marketing expert Luis Silva to share the best practices to jump your online marketing strategy to promote your business and gain more customers.
- **HOW TO PLAN YOUR RETIREMENT WEBINAR I** presented by Xiomara Pena from Small Business Majority produced a great webinar explaining the importance to jump start your retirement plan as small business owner. Reached over 1,200 views on YouTube channel
- **BUSINESS TAX MANAGEMENT** business series presented by tax expert John Vielma from the State Board of Equalization where he provided guidance on the best practices to keep your tax record organized for all types of sale transactions.
- **SEED MONEY, EXPAND MY BUSINESS AND RETIREMENT PART I** business series in the spring was facilitated by Xiomara Pena from the Small Business Majority where she explained the access to capital and covered the basics to start a retirement plan.
- **HOW TO START A FOOD HOME-BASED BUSINESS** business series in April was presented by Eduardo Figueroa led a terrific workshop about the various challenges and mistakes you make when you start a food home-based business in Riverside County.
- **CAPITAL FOR YOUR BUSINESS AND RETIREMENT PLAN PART II** business series by Xiomara Pena from the Small Business Majority kicked off our first business series in Thermal, CA. This was a huge milestone for the Latino community and this region. The business series covered where to access capital and how to plan for retirement.
- **MIXER LATINO SPRING 2017** hit a new attendance record at the Spotlight 29 in Coachella. The atmosphere was so contagious. The Latino Business Entrepreneurs had the chance to network and learn about new resources to help their businesses.
- **HOW TO INSURE YOUR BUSINESS 100%** business series led by Guillermo Molina, an expert in business insurance, delivered a very informative session on how to protect your business and understand the importance of insuring your business to avoid lawsuits.
- **HOW TO BUILD GOOD BUSINESS CREDIT WITH YOUR BANK** business series presented by Maria G Cruz from MGG Mobile Services, explained the biggest mistakes small business owners make building credit with their banks. She covered easy steps to establish good credit and best practices on bookkeeping 101.

- **7 STEPS TO START YOUR BUSINESS FROM HOME OR OFFICE** business series in Mecca, CA presented by Manuel Martinez, former SCORE president from Los Angeles discussed the 7 steps to kick-off your start-up or business idea and be successful. Participants came from all over Riverside County and the Inland Empire Small Business Development Center.
- **HOW TO AVOID TAX PROBLEMS WEBINAR I** facilitated by Maria G Cruz from MGG Mobile Services, a business income tax expert, explained how you can avoid tax audits and problems with the IRS as a small business owner. We reached over 1,800 views via our YouTube channel.

In Summary:

- 12 Events delivered
- 681 attendees at live events
- 2 Webinars with 3,000+ views on YouTube channel.

Our marketing efforts had a great impact thanks to the generosity of our strategic collaborators, such as Telemundo 15 the number one Spanish language network regardless of language and La Poderosa 96.7 FM number one radio in the Coachella Valley along with the use of various social media channels.

Our marketing efforts reached:

- More than 30,000 households reached every month via Spanish Radio and television
- More than 1,385,000 impressions made through Radio and television commercials spot and live interviews in the local news
- More than 464,000 people reached via online channels : Facebook, YouTube, Instagram, Twitter, Email Blast & Website

As we continue to grow in reach, our promise is to provide even more exciting events, programming and services in 2018. In celebration of a successful year we'd like to thank you all for your continued support of *Get in Motion Entrepreneurs*. This year was truly remarkable-- it set a new standard we now must strive to uphold. We were joined by members of Congress, local government officials, corporations, universities/colleges, top local journalists, and business leaders from across the Inland Empire.

On behalf of *Get in Motion Entrepreneurs* and our constituents, thank you for your continued support. We look forward to have your value support and commitment for next upcoming year.

Sincerely,

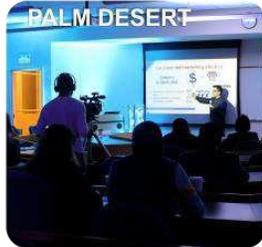


Armando Ehrenzweig,
CEO and President

Seminars Snapshots



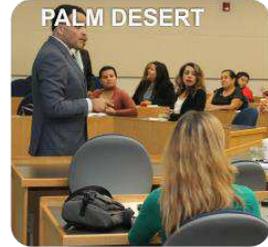
**MIXER LATINO
FALL 2016**



**MORE CLIENTS
AND SALES ONLINE**



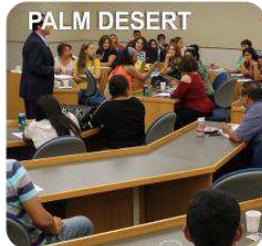
**HOW TO PLAN YOUR
RETIREMENT WEBINAR I**



**BUSINESS TAX
MANAGEMENT**



**SEED MONEY, EXPAND MY BUSINESS
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**MIXER LATINO
SPRING 2017**



**HOW TO INSURE
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**HOW TO AVOID TAX PROBLEMS
WEBINAR II**



**7 STEPS TO START YOUR
BUSINESS FROM HOME OR OFFICE**

Sponsors and Partners



Collaborators and Supporters

Small Business Majority, Coachella Valley Adult School, UCR Palm Desert
Pueblo Unido CDC, Boys and Girls Club of Mecca

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