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Time Warner Cable Raises \$45,000 to Benefit Red Cross Wildfire Relief

By: Ryan Kelly, Media Relations Manager - Central Texas, Time Warner Cable

Traducción por Debbie Moretsky-Love

Time Warner Cable, in partnership with affiliates ClickedIn.com and YNN, recently donated more than \$45,000 to the American Red Cross Central Texas Chapter to support their ongoing wildfire relief efforts. The two week fundraising drive titled "Wildfire Relief: Time to Rebuild," was hosted online through ClickedIn.com, a daily deal web site operated by Time Warner Cable.

Time Warner Cable, en asociación con ClickedIn.com y YNN, recientemente donó más de \$45,000 a la Cruz Roja del centro de Texas para apoyar sus esfuerzos de auxilio a las personas que fueron afectadas por el incendio forestal. El evento de recaudación nombrado "Wildfire Relief: Time to Rebuild", fue patrocinado en línea por ClickedIn.com, un sitio operado por Time Warner Cable que ofrece descuentos diarios en productos y servicios. Al llegar a \$20,000, Time Warner duplicó el monto. YNN Austin hizo mucho para promover la campaña por medio de un evento por radio. Time Warner Cable recaudó aproximadamente \$25,406 en línea, en efectivo y en cheques personales durante la campaña de dos semanas, y con su contribución de \$20,000, recaudó un total de \$45,406 para la Cruz

Roja del centro de Texas y sus esfuerzos de auxilio para las personas afectadas por el incendio forestal. Para inscribirse y recibir noticias diarias de descuentos en productos y servicios locales, visite ClinkedIn.com.

For each donation made through ClickedIn.com or in person, Time Warner Cable matched the first \$20,000 dollar for dollar. YNN Austin played a major role in promoting the fundraising campaign by hosting a special on-air fundraising drive and continued to run on-air announcements and programming supporting the fundraiser through the campaign. Time Warner Cable collected approximately \$25,406 from online donations, cash, and personal checks during the two week fundraising drive, and with a matching contribution of \$20,000, raised a grand total of \$45,406 for American Red Cross Central Texas Chapter wildfire relief efforts. To sign up for great local daily deals, visit ClickedIn.com to learn more.



From L to R:
Michael Pearson, News Director, YNN

Stacy Schmitt, V.P. Communications, Time Warner Cable
Marty McKellips, CEO, Red Cross Central Texas Region
Jose Dominguez, Dir. Of Emergency Services, Red Cross Central Texas Region



How Are You Tapping Into The Growing Austin Market?

By Nayeli Gallegos, Director of Economic Development

I read an article from Mark Sprague with Mission Mortgage of Texas, Inc. a few days ago, where he stated that according to the US census bureau, there are over 58,000 people moving to the Austin area this year. That means 4,833 people per month and about 158 people per day!

These people are buying or renting homes, apartments and office space, spending money in groceries, buying furniture and clothes, opening bank accounts, hiring lawyers, looking for jobs, starting new businesses, hiring employees, adjusting to a new lifestyle and market.

Similarly, we continue to hear from different sources that there is a growing population of Mexican and other Latin-American business professionals moving to the area. In the case of Mexico, we have seen a good number of people that have the financial means to move into our city with their families while they are financially supported by their business in Mexico. They are actively looking for business and investment opportunities.

How is your business benefiting from the growth in the market? How are you reaching out to the new flow of people moving to Austin? We ask ourselves these same questions on a regular basis. So, in an effort to create awareness of the GAHCC and our members, we started the conference series Austin, Texas: Capital de las Oportunidades.

Austin, Texas: Capital de las Oportunidades is our way to connect with the individuals that recently moved to Austin, or that have not made the move yet, but are strongly considering investing in our state. It is our way to provide a service by educating about the steps, strategies and resources that these individuals must follow when moving to Austin. It is our way to give our members an opportunity to reach out to these individuals as they move and are in need of all of the services mentioned before and more.

GAHCC will be hosting a second conference Austin, Texas: Capital de las Oportunidades on November 17 & 18, 2011. It is expected to attract 40 business professionals primarily from Mexico but also from Spain and other Latin American countries. If you want to market your services to these individuals, we are giving GAHCC members an opportunity to purchase an expo table which will give them access to all of Friday, November 18th events. For more information, visit www.gahcc.org/conferencia or email vsepulveda@gahcc.org.

Traducción de Nayeli Gallegos

Hace unos días leí un artículo de Mark Sprague de Mission Mortgage of Texas, Inc. donde mencionaba que de acuerdo al censo de Estados Unidos, mas 58,000 personas se mudaron a Austin este año. ¡Esto se traduce a 4,833 personas por mes y alrededor de 158 por día!

Estas personas están comprando o rentando casas, departamentos y oficinas, están gastando dinero en mandado, comprando muebles y ropa, están abriendo cuentas de banco, contratando abogados, buscando trabajo, comenzando empresas nuevas, contratando empleados, y ajustándose a un mercado y estilo de vida nuevo.

De manera similar, continuamente escuchamos por diferentes fuentes, que hay una creciente población de profesionistas de México y otros países de Latinoamérica mudándose al área de Austin. En el caso de México, hemos visto a un gran número de personas con el poder económico de mudarse a nuestra ciudad con sus familias mientras son sostenidos financieramente por sus negocios en México. Están buscando activamente oportunidades de negocio e inversión.

¿Cómo se está beneficiando tu negocio de este crecimiento en el mercado? ¿Qué estás haciendo para acercarte a esta nueva ola de personas mudándose a Austin? Nosotros nos hacemos esas mismas preguntas constantemente. Por lo tanto, en nuestro esfuerzo por crear visibilidad acerca de GAHCC y sus miembros, creamos la serie de conferencias Austin, Texas: Capital de las Oportunidades.

Austin, Texas: Capital de las Oportunidades es nuestra manera de conectar con las personas que recientemente se mudaron a Austin o que no lo han hecho todavía, pero están considerando seriamente el invertir en nuestro estado. Es nuestra manera de ofrecer un servicio donde los informemos acerca de los pasos, estrategias y recursos que deben usar en el proceso de mudarse a Austin. Es nuestra manera de brindar a nuestros miembros la oportunidad de acercarse a estas personas que tienen la necesidad de todos los servicios antes mencionados y más.

GAHCC llevará a cabo una segunda conferencia Austin, Texas: Capital de las Oportunidades el 17 y 18 de noviembre del 2011. Esperamos atraer 40 profesionistas principalmente de México pero también de España y otros países de Latinoamérica. Si tú quieres ofrecer tus servicios a estos individuos, estamos dando la oportunidad a miembros de GAHCC de comprar una mesa para la Expo durante la conferencia, lo cual te dará acceso a todos los eventos del viernes, 18 de noviembre. Para mayor información, visita www.gahcc.org/conferencia o manda un correo electrónico a vsepulveda@gahcc.org



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How to Meet your Future Clients through Social Media

By: Annia Zavala, New York Life

After 2 years of looking for the perfect job, I found the opportunity to work with a Fortune 100 Company. My job: Meet new people every day and show my company's commitment to the Hispanic community.

Having networking skills paid off; however, there are only so many events during the week. Therefore, I decided to use another tool: Social Media. Facebook has been my best friend through this journey; and there are 3 easy steps that helped me meet new people:

1. Add people you meet. It's good to gather business cards, but adding your new pals on Facebook helps you learn more about them: favorite hobbies, events, organizations.
2. Browse the "People you may know" section. As social media becomes crucial in business, many who were hesitant to join Facebook have reconsidered. You'd be surprised how many professionals have opened an account since you opened yours.
3. Read the "News Feed" section. If two or more of your business friends are now connected with another person, you can send that person a message and introduce yourself.

Meeting new people can be overwhelming sometimes; however, Social Media makes it easier to find that client you were looking for.

Traducción por Debbie Moretsky-Love

Después de pasar dos años buscando el trabajo perfecto, encontré la oportunidad de trabajar con una compañía Fortune 100. Mi trabajo es: conocer a nuevas personas todos los días y demostrar la dedicación de mi compañía a la comunidad hispana.

Tener habilidades en networking valió la pena, sin embargo, solamente hay cierta cantidad de eventos cada semana. Por eso decidí usar otra herramienta: las redes sociales. Facebook ha sido mi mejor amigo en este viaje, y hay tres pasos fáciles que me ayudaron a conocer a nuevas personas:

1. Agregue a su lista de amigos a las personas que conoce. Es buena idea juntar tarjetas de presentación, sin embargo agregar sus nuevos amigos a Facebook le ayuda a aprender más acerca de ellos: sus pasatiempos favoritos, los eventos a los que asisten, así como las organizaciones en las que participan.
2. Busque en la sección "Personas que quizá conoce". Ahora que las redes sociales se han convertido en algo esencial para los negocios, muchas personas que antes no querían participar en Facebook ahora se han inscrito. Se sorprenderá de cuántas personas se han inscrito desde que usted lo hizo.
3. Lea la sección de "Noticias". Si dos o más de sus amigos profesionales ahora están conectados con otra persona, puede mandarle a esa persona un mensaje y presentarse.

Conocer a nuevas personas puede ser un poco abrumante. Sin embargo, las redes sociales han hecho más fácil el proceso de conocer al cliente que estaba buscando.

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The Airport Blvd. has been targeted as Austin's new focus for revitalization and growth – and we're leading the movement! With our new neighbors Austin Community College and local tenants, we're poised to be the center of activity and traffic for students, creatives and local business.

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TexHealth Expanding Access To A Low Cost Health Benefit Plan For Central Texas

By: Adriana Bardin-Prestwood, TexHealth Central Texas

Currently, more than 2/3 of small businesses don't offer health insurance to their employees, but GAHCC member and community-based nonprofit TexHealth is changing that.

Since launching in 2009, TexHealth has grown to cover more than 1100 lives and nearly 250 small businesses across Burnet, Hays, Travis and Williamson counties. This community-based organization offers low-cost health benefits to full-time, part-time and contract employees—expanding access to a low cost health benefit plan for Central Texas business.

What makes TexHealth different? TexHealth is an innovative multi-share plan, which means the cost for healthcare is split between multiple groups: TexHealth, the employer and the employee. This unique structure has enabled TexHealth to offer the lowest-cost healthcare plan to even the area's lowest-earning individuals. Many TexHealth members pay just \$84 each month for comprehensive health benefits in the United Healthcare network, the largest network of physicians and hospitals in the area.

TexHealth is continually reassessing and improving its benefits and reaches out to the community by offering its members useful healthy-living advice. "GAHCC is proud to call TexHealth a member, not only because of its success expanding throughout Central Texas, but because of their mission to do good in the community", says Andy Martinez, CEO at the GAHCC. Visit www.texhealthct.org to learn more about TexHealth and its stellar record of service to the community.



Traducción por Debbie Moretsky-Love

En la actualidad, más de 2/3 de los negocios pequeños no ofrecen seguro médico a sus empleados. Sin embargo, TexHealth, una compañía sin fines de lucro y miembro de la GAHCC, está iniciando un cambio.

A partir del 2009 cuando comenzaron, TexHealth ha crecido y ahora cubre más de 1100 personas y casi 250 negocios pequeños en los condados de Burnet, Hays, Travis y Williamson. Esta organización de la comunidad ofrece seguro médico de bajo costo a empleados de tiempo completo, medio tiempo y por contrato, dándoles a los negocios del centro de Texas acceso a un plan de seguro médico.

¿Por qué es diferente TexHealth? TexHealth es un plan innovador de participación múltiple.

Esto significa que el seguro médico se divide entre varios grupos: TexHealth, la compañía y el empleado. Esta estructura única le ha permitido a TexHealth ofrecer el plan más económico de seguro médico hasta a las personas que tienen los ingresos más bajos. Muchos miembros de TexHealth pagan solamente \$84 por mes por beneficios comprensivos de seguro médico en United Healthcare, la red más grande de doctores y hospitales en el área.

TexHealth siempre está reevaluando y mejorando los beneficios que ofrece y ayuda a la comunidad al ofrecerles a sus miembros consejos útiles sobre cómo vivir sanamente. "Para GAHCC es un honor saber que TexHealth es un miembro, no solamente por su éxito en el centro de Texas, pero por su misión de hacer buenas obras en la comunidad", dice Andy Martínez, director ejecutivo de la GAHCC. Visite www.texhealthct.org para aprender más acerca de TexHealth y sus antecedentes estelares de servicio a la comunidad.

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GAHCC Launches Workforce Development Portal

By Jane Rivera, Texas Workforce Commission, Chair of GAHCC Workforce Development Committee

Last month, GAHCC launched a Workforce Development Portal to provide a single location where small businesses and job seekers are able to access the rich variety of resources available to them in the Greater Austin area. We designed it so that one can approach it from different points of view and locate the appropriate resources.

For small businesses, we provide resources for training and hiring staff, whether it is your first hire or you need to replace a retiring employee or simply need to train or expand your staff.

We recognize that job seekers have different needs, so we grouped the services according to the specific types of job seekers, including current students, recent graduates, people that were laid off, veterans, retired and disabled individuals.

Understanding that not all job seekers have access to all the support they need to be able to start work when they find a job, we also provide information about resources, such as transportation and financial assistance. Each resource includes a description of the service they provide as well as a link to their site and contact information. Check out our new Workforce Development Portal and let us know what you think! If you are a GAHCC member and offer a service that could be listed on our portal, please contact Brenda Ortiz at bortiz@gahcc.org.

Traducción de Nayeli Gallegos

El mes pasado, GAHCC lanzó un portal de Desarrollo de la Fuerza Laboral para ofrecer un sitio donde tanto pequeñas empresas como personas que están buscando empleo puedan tener acceso a la variedad de recursos disponibles en el área metropolitana de Austin. Lo diseñamos de manera que responda a las necesidades desde diferentes puntos de vista.

Para pequeñas empresas, damos recursos para capacitación y contratación, ya sea que estés formando un nuevo equipo de trabajo, reemplazando a un empleado que se va a retirar, o simplemente tengas la necesidad de entrenar o expandir tu equipo de trabajo.

Reconocemos que las personas que están buscando empleo son diferentes entre sí, por lo tanto agrupamos los servicios basados en los diferentes grupos de personas, incluyendo estudiantes, recién graduados, desempleados, veteranos, jubilados y personas con discapacidades.

Entendemos que no todas las personas cuentan con el apoyo que necesitan para comenzar a trabajar al momento de encontrar un empleo, por lo tanto brindamos información acerca de otros recursos, como transporte y ayuda financiera.

Cada recurso incluye una descripción del servicio que ofrece así como una liga a su sitio de Internet e información de contacto. ¡Checa nuestro portal y dinos que piensas! Si eres miembro de GAHCC y ofreces un servicio que pudiera estar listado en nuestro portal, favor de contactar a Brenda Ortiz en bortiz@gahcc.org.

The 36th Annual Settlement Home for Children Charity Garage Sale

Palmer Events Center

Fri., Nov. 4
10 - 5 \$5 Entry

Sat., Nov. 5
10 - 5 FREE

Sun., Nov. 6
10 - 2 FREE

Sun., Nov. 6
3 - 5 Box Sale



Shoes, clothes, toys, furniture, books, tools, kitchen items, collectibles, linens and more!

FREE garage parking on Friday, Saturday & Sunday!

★★★ Preview Party ★★★

Thurs., Nov. 3 ★ 7 p.m. to 10 p.m. ★ Food, fun and shopping!

(Must purchase Preview Party ticket in advance.)

Details at www.settlementhome.org or 512-836-2150.



All proceeds from the sale benefit The Settlement Home for Children, a residential treatment center, foster care and adoption program for abused and neglected children.



Building Your Business Is Like Running A Marathon

By Jason Lippman, Far West Capital, GAHCC Cash Flow Resource Center Member

I'm a runner. I have run more marathons than I can count and have finished a number of ultra-marathons, including three 100 mile races in the mountains. When I tell people that I do it for "fun", they usually have two reactions: "You're crazy" and "I could never do that". When I tell them that it is actually not that big of a deal and that anyone can do it, they lose interest almost immediately.

Most of us look at uber successful companies like Apple, Facebook, or GroupOn in the same way. We imagine what it would be like to have an overnight success. We don't talk about the actual road they traveled- the planning, trials, failures and missteps that eventually led to market leading positions. We tend to dismiss the hard work and sacrifices that it takes to truly be a winner.

There is no secret sauce or magic bullet to have a successful business- you have to be honest with yourself and ask the following questions:

- Am I willing to make the sacrifices and do the hard work, including things I don't want to do?
- Can I accept my mistakes and learn from them?
- Can I focus my efforts on one task, one mission and not get distracted?

If the answer is yes, then you have the foundation required to build a great business and maybe even run your first marathon as well.

Traducción de Nayeli Gallegos

Soy atleta. He corrido en más maratones de los que puedo contar y he terminado un número de ultra maratones, incluyendo tres carreras de 100 millas en las montañas. Cuando le digo a la gente que lo hago por "diversión", normalmente tienen dos reacciones: "Estas loco" y "Yo nunca podría hacer eso". Cuando les digo que en realidad no es tan difícil y que cualquier persona puede hacerlo, pierden el interés casi de inmediato.

La mayoría de nosotros ve a compañías súper exitosas como Apple, Facebook o GroupOn de la misma manera. Nos gusta imaginar lo que sería tener éxito de la noche a la mañana. No hablamos del camino que se tiene que tomar para llegar ahí- la planeación, intentos, fracasos y fallas que eventualmente los llevaron a posiciones líderes en el mercado. Tendemos a dejar a un lado el trabajo y los sacrificios que conlleva el ser un verdadero ganador.

No hay una salsa secreta o una bala mágica que te lleve a tener un negocio exitoso. Tienes que ser honesto contigo mismo y hacerte las siguientes preguntas:

- Estoy dispuesto a hacer sacrificios y el trabajo difícil, incluyendo las cosas que no quiero hacer?
- Tengo la capacidad de aceptar mi errores y aprender de ellos?
- Puedo enfocar mis esfuerzos en una tarea y una misión sin distraerme?

Si la respuesta es sí, entonces tienes las bases requeridas para crear una gran empresa e incluso tal vez correr tu primer maratón.



FAR WEST CAPITAL



Deborah Moretsky-Love
Translator/Owner

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GAHCC's Health & Wellness Initiative Makes a Difference

By Annie Crawford, H&W Chair

The Health & Wellness Initiative of the Greater Austin Hispanic Chamber has been making a difference in our community's health since 2008.

We provide advocacy, leadership and education on health and wellness issues to ensure optimal workforce productivity. To that end, we have created a new program titled "Health & Hot Sauce/ Salud & Salsa". Beginning November 2011, every other month one of our Initiative Members will showcase the health and wellness programs their organizations offer during this free lunch time learning series. Food and refreshments are served. These events are open to the community, but we especially encourage Chamber members to attend and learn about these important resources and how to protect the health of themselves and their employees. Healthy work and lifestyle changes mean a healthy business!

Look for the registration RSVP online at www.gahcc.org. Our next event will be presented by TexHealth on November 15th. Enroll today to learn about an alternative health benefits program for small businesses that have been unable to obtain group health insurance for their employees.

To learn more about the Health & Wellness Initiative please contact Annie Crawford, H&W Chair at acrawford@capitalahec.org. ¡Viva la Salud!

Traducción por Debbie Moretsky-Love

Desde 2008, la Health and Wellness Initiative (Iniciativa de Salud y Bienestar) de la Cámara de Comercio Hispana de Austin ha estado cuidando y mejorando la salud de nuestra comunidad.

Proporcionamos servicios de defensoría, liderazgo y educación en los asuntos relacionados con la salud y bienestar para asegurar la mayor productividad de sus empleados. Para lograrlo, hemos creado un programa nuevo titulado Salud y Salsa. A partir de noviembre del 2011, un mes sí y otro no, los participantes en la iniciativa hablarán de sus programas de salud y bienestar. Los eventos son gratis y se servirán comida y refrescos. Estos eventos son para toda la comunidad y animamos a los miembros de la Cámara a asistir. Conozcan estos recursos importantes y aprendan cómo proteger su salud y la de sus empleados. ¡Si sus empleados viven de forma saludable, entonces su negocio también estará saludable!

Visiten www.gahcc.org para registrarse. En el siguiente evento que se llevará a cabo el 15 de noviembre habrá una presentación de TexHealth. Inscribáse hoy para conocer un programa alternativo de beneficios médicos para negocios pequeños que no han podido obtener seguro médico de grupo para sus empleados.

Para más información acerca de la Health and Wellness Initiative, favor de ponerse en contacto con Annie Crawford, directora del área de salud y bienestar a acrawford@capitalahec.org. ¡Viva la salud!



SAVE THE DATE



2ND ANNUAL
TRI-COUNTY
SMALL BUSINESS SUMMIT

Thursday, December 1, 2011

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San Marcos, TX 78666

www.gahcc.org

(512) 476-7502



GAHCC November Calendar of Events

Power Networking Breakfast - Social Media
November 3, 2011
7:30 am - 9:00 am
El Sol y La Luna
600 East 6th Street

Greater Austin Hispanic Chamber of Commerce
Office Closed: Veteran's Day
November 11, 2011
8:30 am - 5:30 pm

Ribbon Cutting Ceremony:
Holiday Inn Austin Midtown
November 17, 2011
5:00 pm -
Holiday Inn Austin Midtown
6000 Middle Fiskville Road

Ribbon Cutting Ceremony:
Sagepoint Financial Inc., Mario Flores Attorney At Law, Austin Absolute Realty
November 8, 2011
11:30 am -
314 E. Highland Mall Blvd., Suite 208

Ribbon Cutting Ceremony:
Valverdi Residential, Inc.
November 14, 2011
12:00 pm -
1209 Sidewinder Dr.
Leander, Texas 78641

Capital de las Oportunidades
November 18, 2011
8:00 am - 7:30 pm
Radisson Hotel Town Lake
111 Cesar Chavez at Congress

"Salsa Y Salud" presented by TexHealth
Central Texas
November 15, 2011
12:00 pm - 01:00 pm
Caritas of Austin
611 Neches Street

Greater Austin Hispanic Chamber of Commerce
Office Closed: Thanksgiving Holiday
November 24-25, 2011
8:30 am - 5:30 pm



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*Annual Percentage Rate. All rates are expressed "as low as". Actual rate may vary depending on credit qualifications. **Rate applies to 1st lien commercial real estate loans with a loan to value of 80% or less; construction/development loan rates/terms may vary. ***Annual Percentage Yield. Penalties for early withdrawal may apply. Jumbo- A minimum deposit of \$95,000 is required. Rates and terms are subject to change without notice. Federally insured by NCUA. Austin Telco NMLS #422857





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Harriets Natural Dressings
Embroid Me
Sunset Press Inc.
Catalyst Realty
Maldonado-Burkett I.T.S, LLP
Special Audience Marketing Research and Communications
Ai United
Pronto Insurance/Ordaz Investments,
Pflugerville Nursing and Rehabilitation Center
1 Stop Financial Service Center

New Members

Nuevos miembros

Mockingbird OB/GYN
Corazon Latino Dance Studio
Texas Franchise Connection
LifeVantage
Modified Access Construction LLC
SunPower Corporation - CORPORATE
Fairlady Salon
Mercedes Flowers
Holiday Inn Austin Midtown

Renewal Members

Miembros que renovaron

United Way Capital Area
Texhealth Central Texas
Round Rock El Amistad Club
Richmond International Connections
Employee Retirement System of Texas
Dahill
Patty Fougerat
Modern Woodmen of America
CommUnity Care
Casa Chapala
Minuteman Press
Paul T. Morin
Joe's Bakery & Coffee Shop
Roman Catholic Diocese of Austin
National American University
Lockwood, Andrews & Newnam Inc.
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Austin Energy - CORPORATE
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