

September 7th, 2011



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In this newsletter:

*GQCHCC Member Events*

*Public Service Announcements*

- Customer Relationship Marketing for Small Business
- Healthy Families Day
- U.S. Hispanic Chamber of Commerce's 32nd Annual National Convention & Business Expo
- Fight for the Kids Charity Event
- Minority Enterprise Development Week 2011

*News You Can Use*

- How Small Businesses Can Reach Mom's Wallet

**Follow GQCHCC!**



**Mark your Calendar for:  
OCTUBREfest!**

**Join us as we sample local QC cuisine by the  
best Latino Chefs in the area!**

**More information to be provided.**

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**News You Can Use**

**Support GQCHCC Members:**

**Today!**

Viva Quad Cities invites you to the [2nd Annual Scholarship Award Dinner](#) on Wednesday, September 7th at the Waterfront Convention Center from 5:30-8:30 p.m. Cost is \$20. Join us in recognizing the 2011 Viva Quad Cities Scholarship Recipients.

**This Week**

[Viva Quad Cities Fiesta](#) is Friday, September 9th from 5 -11 p.m. and Saturday, September 10th from 3-11 p.m. at Isle Casino Hotel Parking Area West.

- The poor economy changed families' spending habits. Astute companies can use the shift to pick up new customers. While the slow economy has hurt sales at many small businesses, it has also opened an opportunity: Consumers are more price-conscious and more willing to try new products.
- Small businesses can lure new customers by shifting their approach to marketing, especially when trying to reach mothers who control household budgets.

**Find Out More**

### **GQCHCC Benefactor:**



### **Platinum Members:**

American Family Insurance  
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Group O  
Isle Casino Hotel Bettendorf  
Jumer's Casino and Hotel  
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### **Gold Members:**

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Augustana College  
Black Hawk College-Small Business Development Center  
City of Bettendorf  
City of Davenport  
Courtesy Car City  
DHCU Community Credit Union  
DuTrac Community Credit Union  
Eastern Iowa Community College District  
Hola America Newspaper, Inc.  
Hy-Vee  
I Wireless Center  
IH Mississippi Valley Credit Union

Cost is \$5 and children 12 and under are free.

#### **Next Week**

Celebrate Hispanic Heritage month with [Mexico's Independence Day "Grito de la Independencia"](#) on Thursday, September 15th at Modern Woodmen Park from 5-9 p.m. This event is Free.

Join us for the [parade](#) on Saturday, September 17th in downtown East Moline from 11 a.m. After the parade there will be food, music, and entertainment.

St. Ambrose invites you to [Doctor of Physical Therapy Program Open House](#) on Saturday, September 17th at Rogalski Ballroom from 8:30 a.m.-3 p.m. Cost is \$10.

Augustana invites you to [Fall Visit Days](#) on Saturday, September 17th from 9 a.m.-2 p.m. See what Augustana College has to offer and introduce you to campus life.

#### **This Month**

LULAC invites you to [2nd Annual Adolph Lopez Memorial Golf Outing](#) on Sunday, September 18th at Hidden Hills Golf Course beginning at 11 a.m. Money raised funds LULAC'S Scholarship program for graduating seniors.

Real Assist QC invites you to [Leveraging Social Media for Non Profits](#) on Tuesday, September 20th from 8-11 a.m. Cost is \$25 with continental breakfast. This seminar will teach you how to use facebook pages, twitter and blogs.

IL PTAC at BHC invites you to [How to Put a Successful Product Bid Package Together](#) on Tuesday, September 20th from 10 a.m.-1:30 p.m. Cost is \$69.

Casa Guanajuato, in partnership with GQCHCC, invites you to [Unemployment Insurance Workshop-Meeting Business Needs](#) on Thursday, September 22nd from 8-11:30 am.

Global Awareness Consulting invites you to [Women in Business](#) on Friday, September 23rd at New Venture Center from noon-1:15 pm. This lunch and learn will discuss fighting discrimination against women.

LULAC invites you to ["Seaside" Floral Wreath Salute](#) honoring all branches of the U.S. Military on Friday, September 23rd at LeClaire Park, Davenport and Schwiebert Park, Rock Island beginning at 11 a.m.

LULAC invites you to [Mexican Independence Fiesta](#) on Saturday, September 24th from 6-11 p.m. Join us

Illinois Casualty Company  
Metro Link  
Quad City Eagles Football Club  
St. Ambrose University  
State Farm Insurance  
Stoney Creek Inn  
The Family Credit Union  
THE National Bank  
Trinity Regional Health System  
Tyson Foods, Inc.  
United Health Care  
Wal-Mart  
West Gateway Partners, LLC  
Western Illinois University-QC Campus

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**Interested in advertising in GQCHCC's newsletter?**

**Contact Us!**

for the blessing and re-dedication of the LULAC building featuring Mariachi Luna y Sol. Tickets are \$35/each.

QC United invites you to [Unity Fest International](#) on Saturday, September 24th and Sunday, September 25th at the Putnam Museum. This event is FREE.

[The International Food & Wine Experience](#) will occur on Saturday, September 24th from 5:30-7:30 pm with live music from 7-11:15 pm. The cost for food and wine is \$50/person.

Women's Connection, in partnership with GQCHCC, invites you to [Owning Your Leadership-A Call to Action](#) with Marisa Rivera-Albert on Wednesday, September 28th at Jumer's Casino and Hotel, Rock Island from noon-1:15 p.m. Cost is \$15/WC Members and \$25/non-members.

#### **Participation**

**Metro** is teaming up with Quad Cities-area businesses through the [Get On Board program](#). To find out more, [email](#) Metro.

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#### **Public Service Announcements:**

Join American Family Insurance Business Accelerator Program on Thursday, September 15th from 10:30-11:30 a.m. for [A Database Made of Gold: Customer Relationship Marketing for Small Business](#). This FREE webinar will teach you how to utilize your database to build lasting and profitable relationships.

[Healthy Families Day](#) is Saturday, September 17th from 11 a.m.-3 p.m. at Moline's Browning Field. Join us for free activities for your family and learn how to play every day, eat healthy and make family fun together.

U.S. Hispanic Chamber of Commerce's [32nd Annual National Convention & Business Expo](#) will be September 18th-21st in Miami Beach.

[Fight for the Kids Charity Event](#) will occur on Saturday, September 24th at the QCCA Expo Center from 7 pm. Proceeds will benefit Boys & Girls Clubs of the Mississippi Valley.

[Minority Enterprise Development Week 2011](#) will be September 27th-30th. Join thousands of minority-owned firms across a variety of industries as they converge upon Washington, DC to connect with public and private sector buyers, explore avenues for business

expansion, and develop thriving partnerships with firms across multiple industry sectors.

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