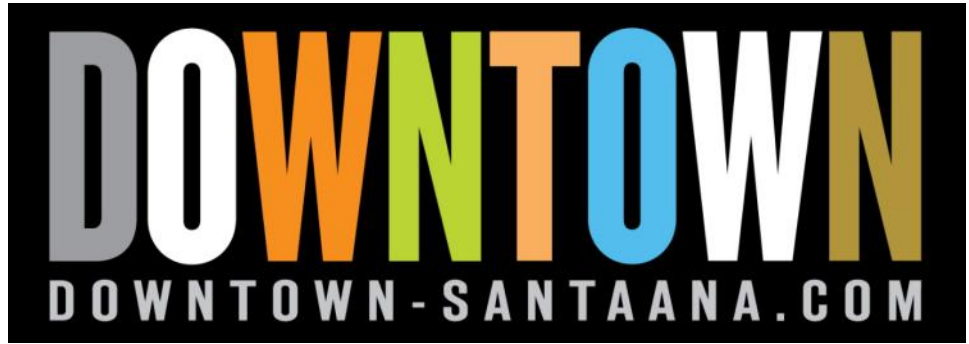


inside



From My Desk

Vicky Baxter, Executive Director
 vickybaxter@downtown-inc.com
 714-547-6100 ext 200

Inside Downtown By Vicky Baxter

How to Win the Hispanic Gold Rush is a book by Francisco Valle. In his book, Mr. Valle states: “the buying habits of Hispanics reveal the strong family values they cherish and the belief that the family, particularly their children, is their first priority. Hispanics spend more on food, apparel, and services than the population at-large. In addition, the *Selig Center report asserts the success or failure of many youth-oriented products and services will be decided by Hispanic buyers. These facts make Hispanics a marketer’s dream.” More from Mr. Valle’s book: **The average Hispanic teenager spends \$320 per month**, four percent more than the average non-Hispanic white teenager.

Want to know more?

Downtown Inc. Board Members and Staff realize the challenges in this new economy. DTI has invited Mr. Francisco Valle to come and share his insight with merchants and property owners. Please plan to attend this FREE seminar by Francisco Valle on September 25th at 305 E 4th Street (Downtown Inc Office).

Time: 8am-12pm includes: Breakfast – Snack

Please plan to attend.

Job Opportunity:

Downtown Inc. is looking for an Ambassador

Bilingual: Spanish 1st and English 2nd

Must be an outgoing, friendly, quick thinking, problem solving individual that knows/loves downtown Santa Ana. The ambassador will answer calls from the businesses/property owners and general public; he/she will also be a source of information, and a friendly face in the downtown.

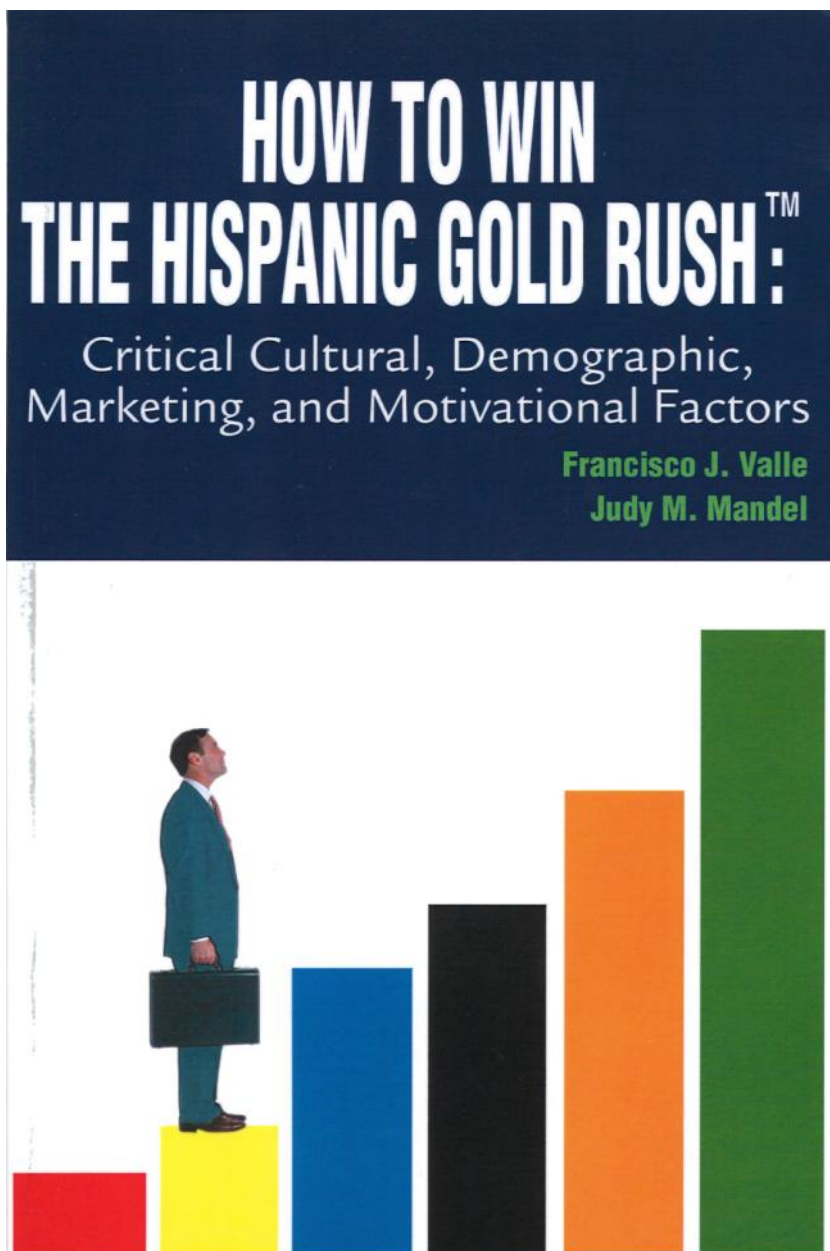
Hours 10-6 M-W and 12-8 Thru-Fri.

If interested or for more information call 714-547-6100 or send resume to Liset Hernandez [liset@downtown-inc.com]

Downtown Inc. Board of Directors		Santa Ana Police Representative Kenneth Gominsky	Downtown Inc. Staff	
<u>Executive Officers</u> Bob Stewart Ryan Chase Gil Marrero Irv Chase	<u>Directors</u> Joe Duffy Jon Gothold Davin Gumm Adolfo Lopez Elise Luckham Mike McGee Michael Paxton Alicia Valdez Raul Yanez	<u>Santa Ana Fire Dept.</u> Steven Snyder	<u>City Representative</u> Cindy Nelson	Executive Director: Vicky Baxter Business Manager: Liset Hernandez Admin. Assistant: Phung Mai IT/Special Projects: Norm Interns: Kathryn Podsiadlo Claudia Lavini
		<u>Merchant Representation</u> Teresa Saldivar	<u>Resident Representative</u> Brian Christenson	

NOW AVAILABLE AT DOWNTOWN INC.

Price: \$10.00



Cursos Completos y Prácticos de Negocios en Español.

PRACTICAL BUSINESS COURSES IN SPANISH

MÁS EDUCACION EN NEGOCIOS, MÁS GANANCIAS Y ÉXITO

TEMA DEL CURSO (COURSE TITLE)	TOPICOS (TOPICS)	FECHA (SCHEDULE)	LUGAR (VENUE)	INVERSION / BECAS INVESTMENT/ SCHOLARSHIPS
Mejor Liderazgo más Ganancias (Obtén mejores resultados con un liderazgo eficaz)	<ul style="list-style-type: none"> * Lider eficiente * Cómo obtener más colaboración * Estilos de mando * Comunicación efectiva * Manejo de conflictos 	4 Miércoles, Inicia: Septiembre 22 5:45 PM – 9:00 PM	1000 E. Santa Ana Blvd. Santa Ana, CA 92701 (4º Piso de la torre en la estación de camiones)	Inversión \$ 300.00 por persona (Incluye material y alimentos) Becas disponibles a través de la Ciudad de Santa Ana
Leadership development (In Spanish)	<ul style="list-style-type: none"> * Are you a boss or a leader? * Situational leadership * Effective communication * Emotional Intelligence 	4 Wednesdays, Starts: September 22nd 5:45 PM – 9:00 PM	1000 E. Santa Ana Blvd. Santa Ana, CA 92701 (4th floor inside the tower of the bus station)	Investment: \$ 300.00 / person Scholarships Available To those with business license in the City of Santa Ana that qualify
Asegurando el Éxito de su Negocio (Aprenda las estrategias adecuadas para proteger y hacer crecer su empresa)	<ul style="list-style-type: none"> * Estrategias de éxito en esta economía * Entendiendo los impuestos de negocios * Aspectos legales de los negocios * Seguros de negocios * Recursos humanos y cumpliendo con las leyes 	4 Jueves, Inicia: Septiembre 23 5:45 PM – 9:00 PM	Santa Ana Downtown Inc. 305 E 4th St. Suite 200 Santa Ana, CA 92701	Inversión \$ 300.00 por persona (Incluye material y alimentos) Becas disponibles a través de la Ciudad de Santa Ana
Managing & Protecting your Successful Business (In Spanish)	<ul style="list-style-type: none"> * Strategies of success in this economy * Understanding business taxes * Legal aspects of the business * Business Insurance * Human Resources and following the law 	4 Thursdays, Starts: September 23rd 5:45 PM – 9:00 PM	Santa Ana Downtown Inc. 305 E 4th St. Suite 200 Santa Ana, CA 92701	Investment: \$ 300.00 / person Scholarships Available To those with business license in the City of Santa Ana that qualify
Vendedor Efectivo y Extraordinario Servicio al cliente (Aprenda como incrementar sus ventas y retener sus clientes en esta economía)	<ul style="list-style-type: none"> * Cómo es un vendedor profesional * Creando clientes de por vida * Comunicación empática con los clientes * Manejo de quejas efectivo 	4 Viernes, Inicia: Octubre 1 8:45 AM – 12:00 PM	1000 E. Santa Ana Blvd. Santa Ana, CA 92701 (4º Piso de la torre en la estación de camiones)	Inversión \$ 300.00 por persona (Incluye material y alimentos) Becas disponibles a través de la Ciudad de Santa Ana
Sales and customer service (In Spanish)	<ul style="list-style-type: none"> * A professional sales man * What customers really want * Open and close sale techniques * Great customer service * How to manage complains 	4 Fridays, Starts: October 1st 8:45 AM – 12:00 PM	1000 E. Santa Ana Blvd. Santa Ana, CA 92701 (4th floor inside the tower of the bus station)	Investment: \$ 300.00 / person Scholarships Available To those with business license in the City of Santa Ana that qualify
Como volver sus Sueños Realidad (Aprenda a utilizar herramientas para obtener lo que quiera)	<ul style="list-style-type: none"> * Del deseo al logro * La actitud positiva * La mente: un imán humano * Auto-estima y confianza para lograr lo que queremos 	4 Sábados, Inicia: Octubre 2 8:45 AM – 12:00 PM	Santa Ana Downtown Inc. 305 E 4th St. Suite 200 Santa Ana, CA 92701	Inversión \$ 300.00 por persona (Incluye material y alimentos) Becas disponibles a través de la Ciudad de Santa Ana
Personal development (In Spanish)	<ul style="list-style-type: none"> * Resistance to change * Positive attitude * Your mind –human magnet * Self esteem and self confidence to accomplish what we want 	4 Saturdays, Starts: October 2nd 8:45 AM – 12:00 PM	Santa Ana Downtown Inc. 305 E 4th St. Suite 200 Santa Ana, CA 92701	Investment: \$ 300.00 / person Scholarships Available To those with business license in the City of Santa Ana that qualify

Para más información visite www.MiEmpresaExitosa.com/Santa-ana



O llame **714 516-1111**
Vea si califica para las becas. / Visit our website or call to see if you qualify for a scholarship.

Programs and services made possible by the Santa Ana Workforce Investment Board through funding from the American Recovery and Reinvestment Act. This WIA financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and service are available upon request to individuals with disabilities.

GUESS WHERE? CONTEST

Leo Tiede Photo Collection
Courtesy of Bowers Museum

Provide street names only.

First caller receives a

\$50 Northgate Market Gift Certificate! Call

714-547-6100

you may guess right...

Looking for unpublished pictures of Downtown Santa Ana ~

DO YOU HAVE THEM?

Send jpeg pictures to: info@downtown-inc.com



**6th and Main Street
In 1935, The Main Cafeteria**

Congratulations to the August contest winner *Narcee Perez* with the City of Santa Ana!



EPOCCA FASHION New Boutique Downtown

Suck Keun Yoo, proud owner of Epocca Fashion located at 213 W. 4th Street. Mr. Yoo has over 20 years of experience, operating over 15 family fashion shops in Brazil. He is fluent in Spanish.

The store has been open for over a month. It's hip and fresh. A total of 15 new outfits arrive at the shop every week. Epocca Fashion currently feature trendy outfits, purses, wallets, belts and fashion jewelry at reasonable prices.

We welcome Mr. Yoo to downtown Santa Ana. Be sure and stop in his wonderful new shop to pick out your next new outfit and we're sure you will be delighted with his friendly service and trendy styles.



From page 1 Spanish Version below

Vicky Baxter, Directora Ejecutiva
vickybaxter@downtown-inc.com
714-547-6100 ext 200

Dentro Del Centro Por Vicky Baxter

"How to Win the Hispanic Gold Rush" es un libro escrito por Francisco Valle, en su libro el Sr. Valle declara que "Los hábitos de compras en los Hispanos revelan sus fuertes valores familiares, demostrando su gran aprecio y creencia en que la familia, y en particular sus hijos, son su prioridad.

Los Hispanos gastan más en comida, ropa, y servicios que la población en general. Además, el reporte de el Centro *Selig afirma que el éxito o fracaso de muchos productos y servicios orientados hacia los jóvenes compradores son decididos por Hispanos. Estos hechos hacen un sueño para el vendedor."

En este libro encuentra que **el adolescente Hispanoamericano gasta \$320 al mes**, cuatro por ciento más que el promedio de adolescentes de raza no Hispana.

¿Quiere saber más?

Todos los comerciantes y Dueños de Propiedad están invitados asistir a un Seminario GRATUITO de Francisco Valle este 25 de septiembre en la Oficina de Downtown Inc. en 305 E. 4th St. de 8am-12pm. Se servirá Desayuno – y Bocadillos Guste en asistir.

CALENDAR

Art Walk first Saturday of every Month Location: Artist Village Promenade 2nd St. & Broadway	August 4 6 pm - 10 pm
Restaurant Association Second Wednesday of every month Location: Copper Door 225 1/2 N. Broadway	September 8 10 am
Marketing & Promotional Committee Meeting Second Thursday of every Month Location: 305 E. 4th St., Ste. 200	September 9 8 am
Safety and Security / Physical Enhancement Committee Meeting - Second Tuesday of every Month Location: 305 E. 4th St., Ste. 200	September 14 1 pm
Board of Directors Meeting: Third Thursday of every Month Location: 305 E. 4th St., Ste. 201 SAPD Substation	September 16 8 am
Francisco Valle - Free Seminar Location: 305 E. 4th St., Ste. 200	September 24 8 am - 12:00 pm
Merchant Meeting (bi-monthly) Always on a Monday Location: 305 E. 4th St., Ste. 200	September 27 6:30 pm
Dr. Willella Howe-Waffle House (currently open even months only) Location: 120 Civic Center West Adult \$5/Members \$4/Student K-12 \$3	October 2 Noon - 4 pm

SEPTEMBER EVENTS

for details on all events go to www.downtown-santaana.com

DOWNTOWN PRESENTS **LUNCH EXPRESS TROLLEY BUS**

Thursday/ Friday
11:00 AM - 2:00 PM

For more info go to **DOWNTOWN-SANTAANA.COM**

Trolley Update

Every Thursday/Friday 4:30 to 7:30 p.m. ride the Happy Hour Trolley.

Film Festival

Old O.C. Courthouse 2:00PM - 8:00PM

First Saturday of the month

A Cinema Celebration

September 4-19, 2010

www.ocfilmfiesta.org

Several Free Showings Downtown Santa Ana

Fiestas Patrias – Bicentennial

Downtown Santa Ana

Saturday, September 18 12:00 p.m. - 12:00 a.m.

Sunday, September 19 12:00 p.m. – 10:00 p.m.



WEBSITE

CELEBRATE SANTA ANA

Downtown Inc is proud to be participating in the planning and coordination of the 13th Annual Celebrate Santa Ana planned for Saturday, October 2, 2010 from 2:00 p.m. – 5:00 p.m. at the Santa Ana Zoo located at 1801 E. Chestnut Ave.

This free event is intended to recognize the key representatives of Santa Ana's neighborhood associations, non-profit social service agencies, service clubs, faith-based organizations, school groups and businesses with an interest in civic engagement. This year the event includes a Resource EXPO, entertainment and a sampling of foods from a variety of Santa Ana's Downtown restaurants. For additional information or to RSVP, please contact Santa Ana Community Development at (714) 667-2260.

CELEBRANDO SANTA ANA

Downtown Inc. se enorgullece en participar en la planificación y coordinación del decimotercer evento anual de "Celebrar Santa Ana" el Sábado, 2 de Octubre del 2010 de 2:00 p.m. – 5:00 p.m. de la tarde en el Zoológico de Santa Ana localizado en el 1801 E. Chestnut Ave.

Este acontecimiento es GRATUITO para reconocer a los representantes de los comités de los barrios de Santa Ana, las agencias de servicio social no lucrativo, los clubes militares, las organizaciones basadas en fes, grupos de las escuelas y los negocios con un interés en el compromiso cívico. Este año contamos con una Exposición, entretenimiento y muestras de comidas variada de los restaurantes Del Centro de la Ciudad de Santa Ana. Para información adicional o Reservas (RSVP), por favor contacte al Departamento de Desarrollo Comunitario de Santa Ana al teléfono (714) 667-2260.

Fiestas de Independencia Bicentenario 2010

Saturday, September 18th and 19th, 2010

Street Closure

- ◆ Third St. (Birch St. to Minter) begins Thursday, September 16th at 5:00 p.m.
- ◆ Fourth St. closure (Birch to Minter) begins at 6:00 p.m. on Friday, September 17th
- ◆ Main (between first and fifth) & Broadway (between fifth and third) begins at 8:00 p.m. of Friday, September 17th.
- ◆ Please contact Jose Romo for detailed information at 714-612-9227.

Calles Cerradas

- ◆ 3ra (Calle Birch a Minter) comienza jueves, 16 de septiembre a las 5:00 p.m.
- ◆ Calla Cuatro (Calle Birch a Minter) 8:00 p.m. el viernes, 17 de septiembre
- ◆ Main (entre calle 1a y 5a) y Broadway (entre 5a y 3a) a las 8:00 p.m. el viernes, 17 de septiembre
- ◆ Para mas información llame a Jose Romo 714-612-9227.





**SANTA ANA, CA
SEPT. 4-19, 2010**

*A Cinema Celebration
Una Fiesta de Cine!*

- ★ Classic Films
- ★ Classic Cars
- ★ Documentaries
- ★ Families
- ★ Great Horrors

www.ocfilmfiesta.org

ALL SCREENINGS ARE FREE - TODAS LAS PELICULAS SON GRATIS

**Opening Night
Sat., Sept. 4 @ 5pm**

**Busby Berkeley's Classic
42nd Street
Plus a Vintage Car Show!**

**The Old OC Court House
211 W. Santa Ana Blvd., Santa Ana, CA 92701**

FRENCH SQUARE, 4th & French
9/5 Memorias de un Mexicano, 8pm

THE YOST, 307 N. Spurgeon
9/6 Arrancame La Vida, 5pm
9/7 La Cucaracha, 7pm
9/8 Viva Maria!, 7pm
9/9 Que Viva Mexico, 7pm
9/18 Eloy Take Two, 6pm
Viva Zapata!, 7pm
9/19 The Storm That Swept Mexico, 9pm

BOFLTE, 310 W. 5th St. (2nd Flr)
9/10 A Crushing Love, 7pm

CALACAS, 324 W. 4th St.
9/12 Short Film Showcase, 3pm
Enamorada, 4pm
9/14 El Compadre Mendoza, 6:30pm

CHAPMAN UNIV., Memorial Hall
9/13 Mendez vs. Westminster, 7pm

SANTA ANA COLLEGE, Phillips Aud.
9/16 Latino Short Film Program, 2pm

ORIGINAL MIKE'S, 100 S. Main
9/16 ¡Three Amigos!, 7pm

FIESTA TWIN, 305-100 E. 4th St.
9/18 Walt & El Grupo, 2pm
9/19 The Three Caballeros, 2pm

All Screenings Are Free & Open to Public




The OC Film Fiesta in Santa Ana is presented by the City of Santa Ana. Sponsors include: The Mexican Consulate in Santa Ana, OC Parks, The Law Offices of Vincent Sarmiento, Downtown, Inc., MXLive, MiniOndas, Metropolitan Theatres, Original Mike's, Robert Escalante's Custom Auto Service, OC Weekly, The Yost Theater, Chapman University, Santa Ana College, Breath of Fire Theater Latina Theater Ensemble, Orange County Mexican American Historical Society, OC Hispanic Bar Association, Santa Ana Historical Preservation Society, Arts Engine, OCGente.com, Fiesta Marketplace Association, Calacas and Aztec Gold. Produced by Pocharte. Schedule subject to change.



Celebrando el Bicentenario de Nuestra Independencia

Calle Cuatro de Santa Ana

Esquina con French Street

Sábado 18 y Domingo 19 de Septiembre, 2010

de 11:00 de la mañana a 10:00 de la noche

Entretenimiento, Artistas Invitados, Juegos Mecánicos, Antojitos Mexicanos y Más

Venga y disfrute de la Feria de Michoacán y puestos comerciales, comida y artesanía

www.fiestacalle4.com

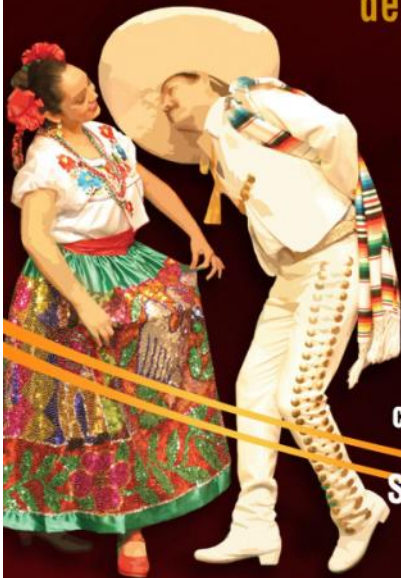
Para más Inf. acerca de la renta de puestos comerciales, comida y artesanía llame al: 714-668-1010

Sergio Velazquez: (714) 606-9855

José Romo: (714) 612-9227

Desfile Patriótico

Domingo 19 de Sept. a las 4:00pm
Empieza en N. Main St. Esq. con 16th St. Santa Ana



Una producción de Miniondas y Farándula USA

