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Advocacy, Empowerment & Education for California's Emerging Businesses

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The California Hispanic Chambers of Commerce Establishes Task Force to Assist the Recovery of the Housing Market

Sacramento, California – August 3, 2011 – The California Hispanic Chambers of Commerce (CHCC) has established a task force to advise the chamber on strategies to help promote home ownership and to provide information to distressed homeowners on alternatives to avoid foreclosure. “The CHCC was a leading participant of the California Project Home Owner and a strong believer that a stable housing market is a key component of our economic recovery,” said Julian Canete, CEO of the CHCC. Members of the chambers of commerce throughout the state will be provided information on foreclosure prevention and the home purchase process. “We will encourage our members to share this valuable information with their associates, customers, friends and relatives,” concluded Canete.

“The Hispanic community has been significantly impacted by the housing market meltdown and foreclosures have literally destroyed some neighborhoods, “ said Pablo Wong, Senior Vice President for Market Development for Fidelity National Financial and the task force chair. “Fidelity National Financial plays an important role in the real estate industry and we are glad to cooperate with the CHCC and be part of the solution to help the recovery of our housing market,” concluded Wong.

Members of the task force include representatives of non-profit organizations such as TELACU, New Economics for Women and the Housing Trust of Santa Clara County.





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Financial institutions, a member of the board of directors of the Federal Home Loan Bank, Freddie Mac and real estate practitioners will also be represented.

The objective of the task force is to engage the chamber members and their clients to reach out to homeowners facing financial difficulties and to help expand homeownership. The first meeting will be held in San Jose on August 9. In addition to the task force, the CHCC will be featuring a housing and economic recovery presentation during their annual conference from August 10-12. The housing and economic recovery presentation will be at 9am on August 12. This session will be open to the public free of charge.

About the California Hispanic Chambers of Commerce

The California Hispanic Chambers of Commerce (CHCC) has a network of over 65 Hispanic chambers and business associations throughout the State of California. Through its network of Hispanic chambers and business association, the CHCC represents the interest of over 720,000 Hispanic business owners in California. The CHCC is the premier and largest regional ethnic business organization in the nation that promotes the economic growth and development of Hispanic entrepreneurs and California's Emerging Businesses.

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