



MEDIA KIT

2011

Mission

The National Hispanic Construction Association (NHCA), is a nonprofit 501(c)(6) membership organization established to provide the necessary resources to state chapters to ensure the continued educational, professional and technical progress of its members, while promoting the economic growth, advancement and equal participation of Hispanic-owned construction businesses throughout the U.S.



Vision

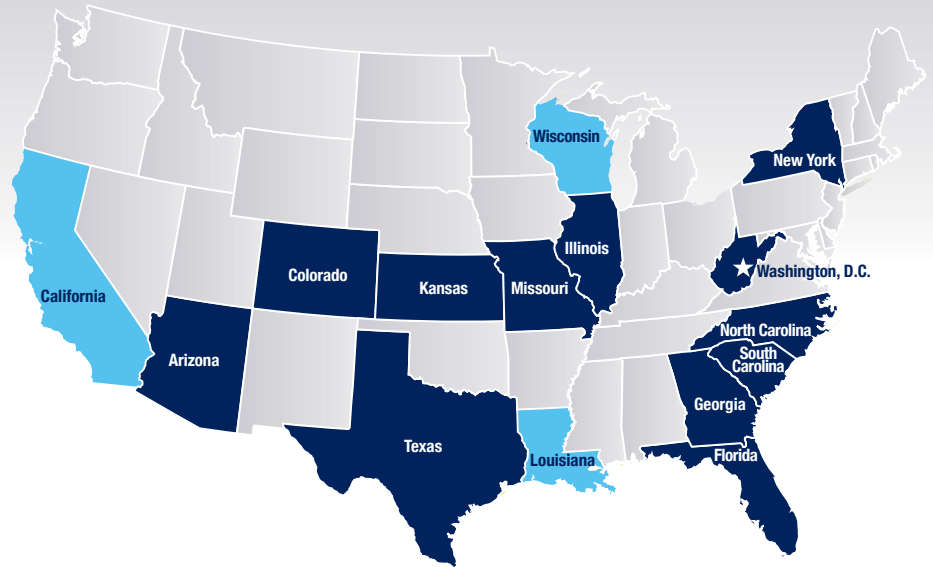
To be a solid and well recognized organization that will represent local and regional chapters as well as the interests of the Hispanic Construction Community in the U.S to the private, public, federal, and trade sectors. To advocate for sustainable growth, access to contracting opportunities and defend the rights of its members.

Key Objectives

- I. Become a primary source of information for the construction industry in the U.S.
- II. Help local and regional chapters achieve long term success & position themselves within the construction industry.
- III. Develop strong government relations and lobbying efforts.
- IV. Advocate for equitable levels of participation of Hispanic-Owned Construction Businesses in contracting opportunities.
- V. Provide cutting edge education, technical programs and training in the construction industry.



We represent over **3000** companies across the country.



Founding Members



Chapters to be created in 2011

Wisconsin

Louisiana

California

- HREC
New York Association of Hispanics in Real Estate and Construction.
- RHCA
Regional Hispanic Contractors Association.
- AMCA
Associated Minority Contractors of America.
- HCA
Hispanic Contractors Association of Greater Kansas City.
- HCAG
Hispanic Contractors Association of Georgia.
- HCC
Hispanic Contractors of Colorado.
- HCAC
Hispanic Contractors Association of the Carolinas.
- HACIA
Hispanic American Construction Industry Association.
- LBA
Latin Builders Association.



BOARD OF DIRECTORS

Executive Board

- Peter Fontanes - National Association of Hispanics in Real Estate & Construction
- Patricia Gorman - Regional Hispanic Contractors Association (Texas)
- Peter Granillo - Associated Minority Contractors of America
- Paul Rodríguez - Hispanic Contractors Association of Greater Kansas City

General Board

- Rafael Villegas - Hispanic Contractors Association of Georgia
- Helga Grunerud - Hispanic Contractors of Colorado
- Renee Jones - Hispanic Contractors Association of the Carolinas
- Jorge Pérez - Hispanic American Construction Industry Association
- María Patricia Corrales - Hispanic Contractors Association of Washington D.C.
- Noelia Moreno - Latin Builders Association

Corporate Advisory Board

- Max Jaramillo - El Nuevo Constructor
- Héctor Vallejo - Dewalt
- Jen Thomasson - Lowe's
- Dave Conway - iSqFt
- Pacino Mancillas - AC&M Group
- Dennis Walker - United Rentals

**WE ARE COMMITTED TO PROVIDING
EDUCATIONAL AND BUSINESS
DEVELOPMENT RESOURCES
TO HELP OUR MEMBERS REACH THEIR FULL POTENTIAL IN THE
CONSTRUCTION ARENA.**



ADVOCACY

NHCA represents the state and regional Hispanic Construction Associations, advocating for its members and addressing state and federal construction related laws and issues at the pertinent government levels.

NHCA advocates for public policy supporting the advancement of the Hispanic construction community across the country.

NHCA works closely with private, public and other trade organizations to identify business opportunities and raise the participation of Hispanic owned construction companies in the construction industry.



BUSINESS & NETWORKING OPPORTUNITIES

NHCA facilitates contact referral and matching services and offers the following networking events across the country for business and procurement opportunities:

- Networking Meetings
- Award Dinners
- Golf Tournaments
- Construction Safety Fairs
- MWBE Mentorship Luncheons
- Procurement Conferences
- Legislative Symposiums



EDUCATION

NHCA focuses on the following areas:

- Access to Capital
- Federal Procurement
- Insurance & Bonding
- Legislation
- Safety

Local chapters provide access to a variety of educational programs, designed to increase knowledge in the following areas:

- Blueprint Reading
- Bidding and Estimating
- Project Planning
- Safety

And various Business Administration Workshops.



NHCA Scope of Services

The NHCA is dedicated to promoting the long term success, achievement and expansion of the local and regional chapters as well as its associates' careers and businesses.

We are committed to providing educational and business development resources to help the construction professionals reach their full potential in the construction arena.

NHCA provides valuable membership services including advocacy, education, consulting, networking, procurement, benefits and industry information to local chapters and their members including general contractors, developers, builders, subcontractors, design/engineering firms, construction workers, manufacturers, vendors, and related corporations.



CONSULTING

Project Management Local members in need of direction can take advantage of any of the following processes:

- Guideline and Support in the Start-up Process
- Business Management
- Marketing Strategies Development
- Project Management



INFORMATION

NHCA serves as a primary source of information for the construction industry targeting contractors, subcontractors, professional design consultants and developers.

Plan Rooms for Local Associations provide members immediate access to upcoming contracting opportunities information including blueprints, project owner and contractor information along with bid specifications and procurement requirements.



GROUP BENEFITS

In an effort to support Hispanic contractor endeavors, NHCA and its partners are continuously looking to provide benefits exclusive for members.

NHCA members gain from an extensive menu of benefits and receive valuable discounts when they purchase products and/or services from a long list of providers.



Construction Industry in the U.S.

Nearly **220,000** Hispanic-owned construction firms in the U.S. (U.S. Census)

Hispanic owned construction firms generated **\$31.5B** in sales in 2006 (U.S. Census)

Hispanics represent a **30%** increase in the U.S. labor force and make up more than

15% of the total construction industry (U.S. Census)

Hispanic employment in the construction industry grew by **559,000** workers in 2006, a

12.7% increase over 2005

Key Focus Areas

Legislation

Access to Capital

Federal Procurement

Insurance & Bonding

Safety

Target Market

Our services are directed to the state and local Hispanic Construction Associations which serve general contractors, developers, builders, subcontractors, design/engineering firms, construction workers, construction professionals, manufacturers, vendors, and related corporations involved in the construction industry.

At the same time, these stakeholders benefit from the services provided by NHCA thereby improving the construction industry as a whole.

Sponsorship Opportunities

FOUNDING
SPONSOR

Operations:

- Full sponsorship recognition.
- Corporate Advisory Board (1 representative).
- Sponsor appearance in NHCA video presentation.
- Sponsor appearance in TV and radio campaign (to be confirmed).
- Sponsor appearance in printed ads (Full Page Color ad in El Nuevo Constructor; ½ page color ad in Eurosport Magazine).
- Premium banner on NHCA Website.
- Partner press releases and detailed information on NHCA Website.
- Corporate logo, website link and information in NHCA e-Newsletters.
- Corporate logo, website link and information in weekly updates for contractors.
- Corporate logo included in NHCA printed material (brochures, flyers, co-op inserts).
- Promotional and collateral material (provided by sponsor) exposure at NHCA office, net working events and electronic media tools.
- Membership incentive programs, design and advertisement.
- Customer discount advertising campaigns.
- Access to a vast network of contacts within the Hispanic construction business community.

EVENTS

- **NHCA Legislative Symposium**

Date: April 7th, 2011

Location: Washington D.C. Cannon Building

Sponsorship Level: First Level Sponsorship

- **First Annual NHCA Business Development Conference**

“Building from the Foundation”

Date: October 2011

Location: Washington D.C.

Features:

Access to Capital Mentorship Luncheon

Federal Procurement Forum

Minority Certification

Insurance & Bonding Seminar

Leed Certification

Sponsorship Level: Second Level Sponsorship

- **Safety Training Day**

Date: September 2011

Location: Miami, FL

Sponsorship Opportunities: Second Level Sponsorship

Sponsorship Opportunities

ONSITE
PARTNER

Operations:

- Corporate Advisory Board (1 representative).
- Sponsor appearance in printed ads (Full Page Color ad in El Nuevo Constructor; ½ page color ad in Eurosport Magazine).
- Premium banner in NHCA Website.
- Partner press releases and detailed information in NHCA Website.
- Corporate logo, website link and information on NHCA e-Newsletters.
- Corporate logo, website link and information on weekly updates for contractors.
- Corporate logo included in NHCA printed material (brochures, flyers, co-op inserts).
- Promotional and collateral material (provided by sponsor) exposure at NHCA office, networking events and electronic media tools.
- Membership incentive programs design and advertisement.
- Customer discounts, advertising campaigns.
- Access to a vast network of contacts within the Hispanic construction business community.

EVENTS

First Annual NHCA Business Development Conference: "Building from the Foundation"

Date: October 2011 / Location: Washington D.C.

Features:

Access to Capital Mentorship Luncheon • Federal Procurement Forum • Minority Certification
Insurance & Bonding Seminar • Leed Certification

Sponsorship Level: Third Level Sponsorship

ONLINE
PARTNER

Operations:

- Premium banner on NHCA Website.
- NHCA Website corner/segment sponsorship.
- Partner press releases on NHCA Website.
- Sponsor logo, link and information on NHCA e-Newsletters.
- Sponsor logo, link and/or particular information on weekly updates for contractors.

*Design of membership incentive programs are not included in this package.



www.nationalhca.com

OUR PARTNERS

Founding Sponsors



Marketing Partner



Onsite Partner



Online Sponsor



Official Media Partner



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