

March 2016:

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The Hispanic Chamber began the year offering two distinct seminars on the very important topic of insurance for both employers and employees. There is always a need to review your insurance plans on an ongoing basis to maintain proper coverage. While this is a simple concept many find themselves failing to review and update their insurance coverage on an annual basis. Both seminars were well attended and provided a platform for subject matter experts to present facts regarding the best practices in coverage and purchasing insurance products.

Presenting on business insurance issues was Todd Geist, Managing Director at TransAmerica Agency network. Mr. Geist's presentation, *Business Insurance 101*, walked business owners through the basics of understanding the various types of commercial coverage including: Business Continuation Concepts, Buy-Sell Agreements, Key Person Life Insurance Policy, and Executive Bonus Arrangements. The presentation was focused on small to mid-sized businesses and targeted fundamental concepts that mitigated risk and turnover of key personnel. For information regarding the presentation please contact Luis Ortiz, Associate Director TransAmerica and Hispanic Chamber Board Member @ 484.353.8287 [luis.ortiz@transamericanetwork.com](mailto:luis.ortiz@transamericanetwork.com).

The Equinox Agency presented a seminar targeted at individuals who qualify for health insurance through the Affordable Care Act. Equinox Agency presenters included Alvaro Castillo and Jorge Zerpa. The presentation was conducted in English and Spanish and provided an overview of not only the Affordable Care Act but also the open enrollment process, eligibility and penalty processes. For more information regarding please contact the Equinox Agency @ 866.255.2247 or visit [www.agentequinox.com](http://www.agentequinox.com).

This month the Chamber will present its *Women in Leadership* seminar. The seminar will consist of a panel of accomplished women and provide for an opportunity to hear them speak on their path to success. Participants include both private and public sector leaders from the Lehigh Valley and beyond. The event is scheduled for Monday, March 21 at the Hotel Bethlehem. In the past this event has been sold out so please RSVP as soon as possible. I look forward to seeing you at our next event! For more information regarding our programs, to assist with the Hispanic Chamber or general inquiries please contact Samantha Cartageña at 484.547.8970, or [samanthac@lehighvalleychamber.org](mailto:samanthac@lehighvalleychamber.org).