

# INSIDE Report

*A Mi Casa E-Newsletter*

MICASA  
RESOURCE CENTER®

## Creating Pathways to Opportunity



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### Inside Mi Casa

#### Fun in a Sun-sational Summer

Warmer weather is finally here and it's time to work on that summer to-do list. Don't hold back! Enjoy the sun, reconnect with family and friends, explore new places, and learn new things that will change tomorrow.

Here at Mi Casa, job seekers, families, business owners, and energy-filled neighbors continue to come through our doors searching for new opportunities as we return to regular activities. Some want to learn new skills to pursue different jobs; others have a business idea they want to bring to market. This is why our summer offering includes a number of boot camps and workshops for businesses.

So, as you gather your sunscreen and hiking boots, here are some extra summer essentials at Mi Casa to consider:

- **Get ready for career opportunities in the second half of 2022.**

We're more than halfway through the year and there's still time to accomplish more goals, pursue a new job, meet new people, and learn new skills!

- **Check out our upcoming business programs and get ready for change.**

Our summer and fall programming is jam-packed with webinars, workshops, and trainings that will give you tools, knowledge, skills, and confidence to start your dream business, grow the business you have, or take your invention to market.

- **Volunteer to help. Your support for our mission is more important than ever.**

From event opportunities to office activities, volunteering is a great way to give back to your community and improve the lives of Denver area families. Mi Casa thanks you for making a difference.

Our Mi Casa team wishes you a safe, productive, and fun summer. See you here!

In gratitude,

CEO, Mi Casa Resource Center®



Coming Soon

## 2022: July - September Programs at Mi Casa

Time to sign up for these opportunities at: <https://tinyurl.com/vpztzup>



July 6th: SBA Webinar-Brown Bag Lunch  
Training: Historically Underutilized Business Zone Registration/Issues Walk-Through  
July 8th: Accounting Bootcamp  
July 9th: Taller de Contabilidad  
July 15th: QuickBooks Bootcamp  
July 16th: Taller de QuickBooks  
July 20th: Considering a Business?® and ¿Considerando un Negocio?®  
July 21st: Mi Casa Open House  
July 23rd: Marketing Básico para su Empresa



September 7th: SBA Webinar - Brown Bag Lunch Training: Small Joint Venture Program  
September 12th: Professional Services Training  
September 26th: La Receta® LAUNCH and La Receta® LANZAR  
September 27th: Business Success® PLAN and Éxito Para Negocios® PLANEAR  
September 27th: Business Success® LAUNCH and Éxito Para Negocios® LANZAR



August 2nd: Business Success® PLAN and Éxito Para Negocios® PLANEAR  
August 3rd: SBA Webinar - Brown Bag Lunch Training: Small Mentor Protégé Program  
August 9th: Business Success® MANAGE and Éxito Para Negocios® ADMINISTRAR  
August 13th: Taller de Redes Sociales  
August 17th: Financial Services Training  
August 18th: Considering a Business?® and ¿Considerando un Negocio?®



## Spring 2022 Graduates

- 6** Business Success® PLAN
- 11** Business Success® LAUNCH
- 7** Éxito Para Negocios® LANZAR
- 3** La Receta® LAUNCH (ENG)
- 10** La Receta® LAUNCH (SPAN)
- 6** Financial Services Training
- 9** Professional Services Training

## Graduation Spotlight



Blanca recently graduated from Mi Casa's Financial Services Training. She's looking forward to working in the financial industry. "I don't see it like a job, I see it like a career opportunity full of growth and a better living style. I learned a lot and feel very motivated. Thank you to my teacher, Mi Casa staff, and guest speakers for the time and new resources they gave me. I am very thankful and blessed!"

## Community Success

### Stacie's Story

My name is Stacie and I am the creator of Stacie's Kitchen. I started changing my diet when I started having some digestive symptoms. Medications were not the answer for me. So I kept searching for natural alternatives and ways of eating for over 14 years. Ultimately, I landed on the plant-based lifestyle and juicing, because it helped me feel so much better! I have learned to cook differently over the course of my journey. When I first went plant-based, I was eating a lot of salads. I really missed some of the foods I used to eat. There are some plant-based options at restaurants, but they usually contained ingredients that I was avoiding. I focused on creating recipes that were not only tasty, but used clean, wholesome ingredients. The recipes in this cookbook take plant-based eating beyond salads!



The team at Mi Casa was very helpful in my journey. They were supportive of my ideas, and told me I would do very well since plant-based eating is trending. I was looking for help to get my business name trademarked. (I am working on offering grain-free packaged food mixes under another brand.) Mi Casa connected me to resources I didn't even know existed like the USPTO (U.S. Patent Trademark Office) satellite office in Denver, along with a contact for the Patent and Trademark Resource Center at the Denver Public Library.

A marketing specialist at Mi Casa worked with me and gave me ideas on other ways to create income besides my e-book and packaged food mixes. She taught me about branding and how everything I produced in print needed to have my brand fonts and colors. She helped craft the wording on my website. Overall, the team at Mi Casa was super supportive of my business venture and remained interested, wanting to know when I launched my business. I successfully launched my e-book in May 2022. Thank you for all your help!!

### Open for Business

### Rosa León Fandiño

Mi Casa's Senior Bilingual Business Advisor & Instructor, Rosa León Fandiño, launched her new book, "Me Old? How to Reinvent Yourself with Success at Any Age" on June 15th. "The book is an invitation to reinvent your life, to follow what really makes you happy and to find what, in your life and/or in your career will be the reason you get up every morning ready to continue your path. Happiness is finding yourself, is looking inside you, is being happy doing what you do or looking to find what it is that can make you happier," said Rosa. The book is also available in Spanish and has an accompanying workbook.



To celebrate the launch of her new book, Rosa held a book launch party, bilingual reading, and book signing at Mi Casa. Family, friends, and Mi Casa staff enjoyed delicious treats from La Receta® graduate Maria Empanadas and had the opportunity to hear what inspired Rosa to write this book.



## Mi Casa en la Comunidad



The Mi Casa team has been hitting the streets the past weeks. Our team has participated in various community outreach events such as the Safe Summer Kickoff, the CHOW Wellness, The Health Forum at St. Cajetan Church, and the 20th Annual Rocky Mountain Intellectual Property & Technology Law Conference. Mi Casa also teamed up with volunteers from Keybank, who helped us canvass the Westwood neighborhood.

## Celebrating National Small Business Week with the SBA



Mi Casa was honored to welcome **SBA Administrator Isabella Casillas Guzman**, the first Latina serving in the highest post at the SBA, in honor of National Small Business Week. Joining the celebration we saw:

**Angeles Ortega (CEO, Mi Casa), Governor Jared Polis, SBA Associate Administrators Jennifer Kim and Mark Madrid, Frances Williams (Mi Casa WBC), Chrystel Cornelius (Oweesta Corp.), Mike Ferrufino (CO Hispanic Chamber of Commerce), Jacqueline Armendariz (SCEDD), and Lee Maxey (CO Black Chamber of Commerce).** "The private in-person summit celebrated the resiliency and tenacity of Colorado's female and BIPOC entrepreneurs that are more than doing their part to power our State and nation's economic comeback from the COVID pandemic. Every day the MCRC-WBC is humbled to support Colorado's entrepreneurial communities and we could not have been more grateful to have had this special visit from Ms. Casillas Guzman, such an important advocate of our small business community," said Frances Williams, Senior Director of Pathways and Director of the Women's Business Center at Mi Casa Resource Center.

## Meet Our Staff

### Diana Brooks

#### **What is your role at Mi Casa?**

I am the Employment Success Coach at Mi Casa Resource Center. I empower individuals with their career goals by teaching them tangible skills every step of the way. It may look a bit different for each person, and the process can include the creation of resume and cover letters, job searching tips, interviewing pointers and mock interviews. I also connect them to local resources to overcome barriers they may be facing.



#### **How did you come to work here?**

I have been working in workforce development for several years and after moving to Colorado and learning about Mi Casa's impact in the community, I knew I wanted to be a part of it.

#### **What is your favorite Mi Casa memory?**

My favorite memory is not a particular time but a collection of similar outcomes. That is when I sit down with clients that do not think that they are prepared enough or are unsure of how their experience matches a job. Once I explain how transferable skills are, the change of facial expressions, body posture, and verbal and non-verbal cues makes my job worth it.

#### **What does being part of Mi Casa mean to you?**

To me it means being part of something bigger than just myself. A piece of the puzzle that, when completed, empowers community members to grow in their own way towards their personal goals.

#### **Please share a fun fact about yourself.**

I love having fun colors in my hair, practicing Jujitsu, and riding motorcycles.

#### **What do you wish every person knew about Mi Casa?**

I hope that everyone that walks through the doors knows that everyone here has your best interest in mind. We all want to make a positive impact and we all do that in our own way to achieve your best result.

## Spotlight on our Board

### A Personal Note from Emmett Romine, Mi Casa Board Member

*Emmett Romine is a Vice President at Xcel Energy with a focus on product management and product development. He and his wife and two kids have lived in Denver for two years. Emmett joined the Mi Casa Board in January of 2021 and is a member of the finance committee.*



I have had a passion for entrepreneurial adventures since the early years of my career. From my own experiences, I know how hard starting something new is and let alone starting something and running it over time successfully. This is why I am involved with Mi Casa, and believe this organization is so well positioned for Latino families in Denver. The resources Mi Casa brings to help people understand the fundamentals of bringing an idea to a life are broad, and the organization's purpose to enable individuals and families to become business owners, to find a path to financial independence, is noble. The staff at Mi Casa are dedicated to that purpose and that helps amplify the great programming the organization runs.

Mi Casa is an incredible member of the Denver community, teaching students the basics of running a business and providing the support for sustaining success. I truly appreciate this organization and feel blessed to be a part of it through the board. I look forward to seeing the great things Mi Casa will continue to do for Latinos in the community.

# 1st Annual Mi Casa Golf Classic

On June 25th Mi Casa held the 1st Annual Mi Casa Golf Classic at Arrowhead Golf Course. 72 golfers played through the fog, cold, and drizzle in support of the Mi Casa mission. The morning was filled with long drives, lively conversations, delicious food, and most importantly, fun. We look forward to seeing you at the 2nd Annual Golf Classic, which will be held on June 24th, 2023.



*Thank you to our Golf Classic Sponsors!*

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## Donor Spotlight: Impact100



With generous funding from Impact100, Mi Casa will transform and deepen our impact for Colorado families by building hybrid learning capacity in our building. It will help us reach participants wherever they are, whether in-person or at home -- enhancing the definition of *creating pathways to opportunity*.

## COMING SOON: Las Jefas and Jefes in the Making

### LAS JEFAS & JEFES IN THE MAKING

*Wednesday, September 7th  
5 PM - 7 PM  
Raices Brewing Company*

Join us for a memorable evening of networking, empowerment, and motivation from Colorado elected officials and leaders!

This event will be co-hosted by

- Senator Julie Gonzales
- Representative Serena Gonzales-Gutierrez
- Councilwoman Amanda P. Sandoval
- Councilwoman Jamie C. Torres

Tickets & Silent Auction at  
[www.micasaresourcecenter.org](http://www.micasaresourcecenter.org)

## The Living Room

There are many ways to donate to Mi Casa. For more information, visit: <https://micasaresourcecenter.org/donate>



Mi Casa Es Su Casa. Connect with us!



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