

# Empresario

January 2012

A Newsletter of the Fort Worth Hispanic Chamber of Commerce



Creating, Promoting and Enhancing Economic Opportunity and Prosperity for the Fort Worth Hispanic Business Community

## The ER at Alliance Opens to Serve a Fast-Growing Suburban Market

By Jim Fuquay

Staff Writer, Star Telegram

Originally Printed in Star Telegram 30 Nov., 2011

FORT WORTH -- In the trauma room of North Hills Hospital's new emergency facility is a raft of equipment to help a doctor handle a medical crisis, backed by an on-site blood bank, imaging center and laboratory.

About the only thing missing when the ER opened Wednesday morning, it would appear, was the rest of the hospital.

Instead, the ER at Alliance, located at the corner of Interstate 35W and North Tarrant Parkway, is the area's latest entry in a relatively new and growing market for free-standing emergency departments. In this case, the ER at Alliance is located about 15 miles from North Hills Hospital in North Richland Hills.

According to the American Hospital Association, the number of free-standing emergency

departments affiliated with hospitals rose 65 percent, to 241, between 2004 and 2009. The concept seems to have the most momentum in fast-growing suburbs that aren't yet populous enough to rate a general hospital but whose residents need convenient emergency care, said the AHA's Caroline Steinberg.

The ER at Alliance is one of two hospital facilities opening in the Alliance corridor. Less than three miles to the north, Texas Health Resources is building a general hospital with an emergency room. It is scheduled to open next fall.

The big HCA hospital chain, North Hills' corporate parent, opened its first free-standing ER in North Texas two years ago in Flower Mound. Arlington-based Texas Health Resources opened its first such facility, in Burleson, in October 2010.

And non-hospital providers are jumping in. Flower Mound-based First Choice Emergency Room has a dozen stand-alone facilities in Texas, including one in north Fort Worth. "The free-standing emergency department model is unique in a couple of ways: We can provide the same care, but we can do it faster and with a patient-centered approach," said Michelle Underwood, director of the ER at Alliance, staffed with about 10 employees, 24 hours a day, seven days a week.

For example, the emergency doctor on staff Wednesday was David Moikeha, who has seen three medical tours of duty in Iraq. He said he and other emergency physicians who staff the ER at North Hills Hospital will rotate through the Alliance ER. Still, there's no operating room at the facility. But that's not a problem, emergency treatment professionals say.

These new ER facilities acknowledge a simple fact of emergency care: Only some of the people -- between 12 and 20 percent nationwide -- who need an emergency room also need to be hospitalized.



### CALENDAR OF EVENTS

#### JANUARY

- 2 New Year's Day Holiday
- 3 Board Meeting @ Noon
- 10 Session I - First Steps/Networking 101
- 13 S.W. Expo & Livestock Rodeo Begins
- 16 Martin Luther King Day
- 17 Business Plans Seminar
- 20 29TH Fiesta Night at the Rodeo @ Will Rogers Coliseum
- 24 Financing a Business
- 25 Ambassadors Meeting
- 25 Doing Business with Ta. Regional Water District
- 31 Executive Committee Meeting
- 31 Contracts & Legal Aspects Seminar

#### FEBRUARY

- 4 S.W. Expo & Livestock Rodeo Show Ends
- 5 Super Bowl @ Lucas Oil Stadium in Indianapolis
- 7 Latino Unidos Breakfast @ ITC
- 7 Board Meeting @ Noon
- 7 Accounting Seminar
- 14 Human Resources
- 16 BAH Mixer @
- 21 Marketing & Publicity Seminar
- 25 "The Party in Ft. Worth" @ Ft. Worth Conv. Ctr.
- 28 Executive Committee Meeting @ Noon
- 28 Bid Preparation Certifications Seminar
- 29 Ambassadors Meeting
- 29 Doing Business with Trinity River Vision Authority

For example, when Texas Health Resources opened its Burleson free-standing ER, it anticipated that between 7 and 9 percent of patients would need to be transferred to a hospital, said Joseph DeLeon, vice president of ambulatory services for Texas Health Harris Methodist Hospital Fort Worth. After just over a year in operation, with roughly 60 patients a day now being seen at the ER, only 5 to 6 percent are admitted to a hospital, he said.

But what if you're the one that needs a hospital? When minutes count, you don't want to waste time being driven to a free-standing ER, only to be transferred to another facility.

DeLeon said Texas Health Resources spent six months working with MedStar, the area ambulance provider, to train personnel on which patients could be sent to the Burleson facility. Underwood likewise said HCA's free-standing ERs make sure ambulance and fire department EMTs understand what their facilities can handle.

"If a patient is having a heart attack, we want Alliance Continued on Page 2

Alliance Continued From Page 1

them to go to North Hills Hospital," she said.

And that's pretty much the way it is working, said Matt Zavadsky, MedStar's operations director and a fan of the facilities. He said an Emergency Physicians Advisory Board -- made up of the medical directors of area ERs, a representative of the Tarrant County Medical Society, and MedStar's own medical director -- developed protocols to guide personnel who have to decide where to take a patient.

"By and large, it's pretty clear" what's needed, he said. If there's a question, the EMT can call MedStar's medical director, "or one of the ER doctors on the radio."

Steinberg pointed out that similar decisions must be made even when deciding between hospital ERs, since only some are rated as Level 1 trauma facilities, the highest ranking for the most serious cases.

Also, the stand-alone ERs that aren't affiliated

with a hospital aren't eligible to receive patients by ambulance, so they don't enter into the equation.

Far from being another complication in a crisis, the presence of the free-standing ERs is "a great opportunity for us," Zavadsky said.

"It's a big win for us when we have a facility that's closer," he said. The patient sees a doctor faster and the ambulance is ready for the next call that much sooner -- an important consideration when MedStar's average time from being dispatched on a call to being ready for another job is just over an hour and creeping higher as traffic congestion increases, he said.

Steinberg said AHA expects the growth in free-standing ERs to continue, and other hospital officials agree. "We are evaluating a number of communities" that, like Burleson, have growing populations but are miles from a hospital and would benefit from a free-standing ER, DeLeon said.

## Fort Worth Hispanic Chamber Of Commerce CORPORATE MEMBERS

- Aetna
- American Airlines, Inc. at & t
- Atmos Energy
- Balfour Beatty Construction
- Bank of America
- Baylor All Saints Medical Centers
- BBVA Compass
- Bell Helicopter Textron Inc.
- Ben E. Keith Beverages
- BNSF Railway Company
- Burns & McDonnell Engineering Company, Inc. CDM
- CEC Electrical, Inc.
- Chase Bank
- Chesapeake Energy Corp.
- City of Fort Worth
- Coca-Cola Refreshments
- Colonial Savings/Colonial National Mortgage Comerica Bank
- Coors Distributing Company of Fort Worth
- Cuevas Distribution Inc.
- D/FW International Airport
- Devon Energy Corporation
- Empire Roofing, Inc.
- Fidelity Investments
- First Choice Power
- Fort Worth Star Telegram/ Diario La Estrella
- Frost National Bank
- Gaylord Texan
- General Motors
- Gorrrondona & Associates, Inc.
- Hillwood
- ING US Retirement Services
- JohnSons Press
- Kiewitt
- Lockheed Martin Aeronautics Company
- MillerCoors
- OmniAmerican Bank
- Omni Fort Worth Hotel
- ONCOR
- Plaza Medical Center of Fort Worth
- Reliant Energy
- Renaissance Worthington Hotel, Fort Worth
- Southwest Bank
- SPRINT Communications
- State Farm Insurance Companies
- Tarrant County College
- Texas Health Harris Methodist Hospital Fort Worth
- Texas Rangers Baseball Club
- The Beck Group
- The T
- Thos. S. Byrne, LTD.
- TXU Energy
- UnitedHealthcare, Latino Health Solutions
- URS Corporation
- Wells Fargo
- XTO Energy

## BUSINESS AFTER HOURS MIXER



The Fort Worth Hispanic Chamber of Commerce would like to thank Texas Health Resources for a wonderful Business After Hours.



**The Fort Worth Hispanic Chamber  
Would Like To Thank These Members  
For Their Support And Dedication**



# Ready For The New Year?

We'll help you get ready!  
Market Graphics provides creative solutions  
for all your marketing needs!

logos > brochures > business cards > stationery >  
website design > banner ads > trade show exhibits >  
video production > signs > etc... get the point?

contact > 817 > 788 > 0908  
www.marketgraphicstx.com  
FWHCC MEMBER SINCE 1990

**MG** MarketGraphics  
Advertising Solutions That Work ®

## PUBLICATION EMPRESARIO

The Empresario is a monthly publication of the Fort Worth Hispanic Chamber of Commerce. For information regarding the chamber, please contact Rosa Navejar at 817-625-5411.

### FWHCC BOARD OF DIRECTORS

Chairman: Brad Gorrondona  
Chair-Elect: Joseph De Leon  
Treasurer: Larry Anfin  
Secretary: Ish Arebalos  
Parliamentary: Jo-ann Olsovsky  
Past Chair: Sandra McGlothlin

### DIRECTORS

Vanessa Copeland  
Jeff Cuales  
Luis Estrada  
Rudy Garcia  
Brian Hennigan  
Anne Holland, CFP®  
Chip Jones  
Marianne Leal

### FWHCC Staff

Rosa Navejar, President/CEO  
rosa.navejar@fwhcc.org  
Lydia Becerra, Administrative Assistant  
lydia.becerra@fwhcc.org  
Patricia A. Castillo  
Economic Development Manager  
patricia.castillo@fwhcc.org  
Frank A. Valtierra, CCA  
Business Development Manager  
frank.valtierra@fwhcc.org  
Kathryn Johnson, Executive Assistant  
kathryn.johnson@fwhcc.org  
Andrea Puente  
Membership Services Manager  
andrea.puente@fwhcc.org

### DESIGN/PRODUCTION

Executive Editor .....BZDOK  
Graphic Design.....BZDOK  
Printer ..... JohnSons Press

## Interested In Applying For Your M/WDBE Certification?

**The Fort Worth Hispanic Chamber of Commerce provides certification assistance for those firms interested in getting certification as a Minority or Woman Owned business.**

Call Frank A. Valtierra III, CCA at  
817-625-5411 or by email frank.valtierra@fwhcc.org to  
make a personal appointment to review the  
North Central Texas Certification (NCTRCA)  
and the State of Texas HUB Certification.

*Many Contracting Opportunities are available for certified firms in the Fort Worth, Dallas and surrounding metroplex.*



3605 DEXTER • FORT WORTH, TX • 76107

Copier • Laser Printer • Fax Supplies  
OEM & Generic Supplies  
Mention this ad for 10% off 1st order

817-738-2204  
aalaserrecharge@att.net  
Est. 1992

Joseph Ayala  
HUB/MBE/DBE Certified  
FWHCC Member Since 1999

Interested in joining  
the Fort Worth  
Hispanic Chamber  
of Commerce?

**JOIN TODAY!**

Call us at 817-625-5411  
or visit www.fwhcc.org

Sponsored By

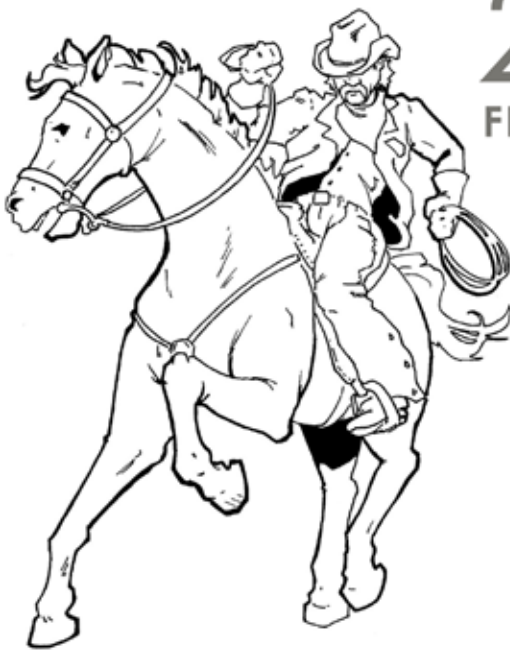


mail or fax order form & payment to

FORT WORTH HISPANIC CHAMBER OF COMMERCE C/O FIESTA NIGHT 1327 N MAIN STREET FORT WORTH, TX 76164

PAYMENT DEADLINE IS FRIDAY, JANUARY 13, 2012

phone—817-625-5411 fax—817-625-1405



# 29th annual FIESTA NIGHT AT THE RODEO

116TH STOCK SHOW WILL ROGERS COLISEUM 3400 CRESTLINE—FORT WORTH, TX 76107

FRIDAY, JANUARY 20, 2012 5:30 PM—11:30 PM

BARBECUE DINNER DANCE—RODEO—LIVE AUCTION

**ALL SALES ARE FINAL—NO REFUNDS**

## 29TH ANNUAL FIESTA NIGHT AT THE RODEO—INDIVIDUAL TICKET ORDER FORM

### member pricing

- RODEO DINNER & DANCE @ \$50 \_\_\_\_\_
- DINNER & DANCE ONLY @ \$28 \_\_\_\_\_
- RODEO ONLY @ \$22 \_\_\_\_\_

### non member pricing

- RODEO DINNER & DANCE @ \$65 \_\_\_\_\_
- DINNER & DANCE ONLY @ \$40 \_\_\_\_\_
- RODEO ONLY @ \$32 \_\_\_\_\_

please write your sum below:

#### please take note:

children do not need a ticket for the dinner if they will not get their own plate.

children do not need a ticket for the rodeo if they are 2 and under and will not occupy their own seat.

children do not need a ticket to attend the dance.

FORT WORTH HISPANIC CHAMBER OF COMMERCE 1327 N MAIN STREET, FORT WORTH, TX 76164 OFFICE—817-625-5411—FAX—817-625-1405 WWW.FWHCC.ORG

contact name \_\_\_\_\_

company name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

phone number \_\_\_\_\_

email \_\_\_\_\_

payment type \_\_\_\_\_

please charge my credit card (circle one) **visa** **mastercard**

card number \_\_\_\_\_

expiration date \_\_\_\_\_ security code \_\_\_\_\_

signature \_\_\_\_\_

# A Year in Review



# Fort Worth Hispanic Chamber of Commerce Ambassadors

## Ambassadors Corner

As Ambassadors, we represent the FWHCC at many functions from business to social. This past month we attended a diverse range of events on behalf of the FWHCC.

Where did the year go!! It seems that as soon as we entered 2011, it was over. Hopefully this New Year will allow us the opportunity to work at a slower pace and enjoy our accomplishments. As you review your company activities for 2012, let us know if FWHCC Ambassadors may be included. If you do have an event and would like chamber involvement, please contact Andrea Puente 817 625 5411.

### Creating Hope

Catholic Charities hosted its 10th annual fundraising luncheon on Wednesday, November 30th. After client presentations, there was not a dry eye, attendees hurriedly reached for their wallets to help support and allow Catholic Charities continue their programs.

### SCDA

City Club in downtown Fort Worth was the site for this group's annual fundraiser and gala featuring Adonis Rose. Sickle Cell Disease Association of Tarrant County hosted the community to a brief, informative presentation on how this disease is affecting ALL races.

### Business After Hours (BAH)

THANK YOU! Chesapeake for hosting the holiday event this December 2.

Held at Chesapeake Plaza at 5th and Summit, approximately 130 people enjoyed the scenic views, the food and the networking opportunities that were offered.

### Ambassador Luncheon

Due to the holidays, FWHCC combined the November and December meeting. Hosted by JoAnn Jensen (NYLife), Anelia Banda (netplay

Promotions) and the FWHCC the holiday meeting was held at the Petroleum Club in downtown Fort Worth.

Please join FWHCC, the Board of Directors and Ambassadors at this month's FUNraiser event, Fiesta Night at the Rodeo. For ticket information please contact chamber offices, 817 625 5411.

## Ambassador Spotlight

### Artes de la Rosa

This month's Ambassador Spotlight is shining bright on Mark Alcalá.

Producing Director of Artes de la Rosa at the Rose Marine Theater, Mark is a Fort Worth native. More importantly, he is a product of the cultural diversity the North Side community offers. After graduating from Northside High School, Mr. Alcalá weighed his options and decided to take advantage of the wonderful higher educational opportunities the local colleges and universities offered.

Mr Alcalá enrolled in the Cornerstone Program TCC Northwest Campus. Successfully completing the program in 2004, he continued his studies at the University of North Texas in Denton where he earned his BA in Radio, Television and Film. Concentrating in film studies, Mark minored in Business Management.

Wanting to use his new-found knowledge, Mr Alcalá joined the Rose Marine Theater staff as Programs Coordinator for Artes de la Rosa.

Fast-forward from Summer of 2008 when Mr Alcalá began working for Rose Marine Theater. Today, he is the Producing Director. Additionally, he is a Board Member for Kids Who Care Inc and is enrolled in the FWHCC Leadership Development Course Class of 2012.

Mr Alcalá is excited about the opportunities the future holds for him. By remaining in his birthplace, "I want to give back to the diverse

community that helped raise me. I believe that art and culture play a crucial role in education and enriching the lives of all people."

## Featured New Member

### GISELLE A. TATO

#### Business Name:

St. Jude Children's Research Hospital/ALSAC

**Title:** Bilingual Event Marketing Representative

**Ph:** 972-594-8080

**Fax:** 972.594.1026

**Location:** 4324 N. Beltline Road, Suite C-206

#### Description of Company:

St. Jude Children's Research Hospital opened in 1962 and was founded by late entertainer Danny Thomas. Its mission is to find cures for children with cancer and other catastrophic diseases through research and treatment. St. Jude treats children from all 50 states and from all around the world.

St. Jude is the only pediatric cancer research center where families never pay treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay.

#### Chair: Anelia Banda . Netplay Promotions

Andres Bustillos . . . . . Reach Local

Michelle Coronado . . . . . Coronado's

Steve DeLeon . . . . . Catholic Charities

Omar Esparza . . . . . ING US Retirement Services

Nancy Galvan . . . . . Unica Janitorial Services

Susie Garcia . . . . . Rattikin & Rattikin, LLP

Carlos Guzman . . . . . The First Tee of Fort Worth

Louis Harbour . . . . . Merrill Lynch

JoAnn Jensen . . . . . New York Life

Becky Morton . . . . . Family Pet Care

Sherease O'Guin . . . . . IFCares

Gustavo Sanchez . . . . . Gonzales Labor Systems, Inc.

Nancy Shelton . . . . . Comerica Bank

Cathy Thomas . . . . . Preferred Office Products

Sonia Trevino . . . . . EECU



# 2012

## National Association for Bilingual Education

*Celebrating our Multicultural Nation through Bilingual Education*

### NABE's 41st Annual Conference

**February 15-17**

**Hilton Anatole Hotel – Dallas, Texas**

Information is available at [www.nabe.org](http://www.nabe.org)

The National Association for Bilingual Education is devoted to advocating for students learning in more than one language and bilingual education professionals.

# Fort Worth Hispanic Chamber Of Commerce CORPORATE PARTNERS

## Platinum

Coors Distributing Company of Fort Worth

## Gold

Bank of America

Chase Bank

Coca Cola Refreshments

ING US Retirement Services

ONCOR

## Silver

AETNA

American Airlines

Bell Helicopter

BNSF Railway Company

Burns & McDonnell Engineering Company, Inc.

City of Fort Worth

MillerCoors

The T

Wells Fargo

## Bronze

Baylor All Saints Medical Centers

BBVA Compass

Ben E. Keith Beverages

Chesapeake Energy Corp.

D/FW International Airport

Empire Roofing, Inc.

First Choice-Power

Fort Worth Star Telegram/ Diario La Estrella

General Motors

Gorrondona & Associates, Inc.

Lockheed Martin Aeronautics Company

OmniAmerican Bank

Plaza Medical Center of Fort Worth

Reliant Energy

Southwest Bank

Tarrant County College District

Texas Health Harris Methodist

Fort Worth Hospital

Texas Rangers Baseball Club

Thos. S. Byrne, LTD.

TXU Energy

UnitedHealthcare, Latino Health Solutions

URS Corporation

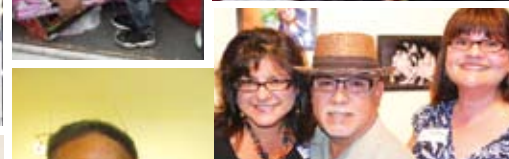
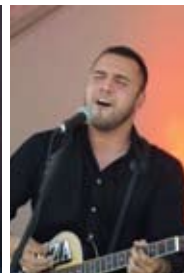
## Associates

Cuevas Distribution Inc.

JohnSons Press



Year In Review Continued . . .



**NEW MEMBERS**

CH2M HILL	(817) 870-1129	Bob Terrell
Fort Worth Electric, LP	(817) 870-2266	Sherri Aaron
Munilla Construction Management	(214) 687-9140	Gil Ruiz Calderon
Reyes Electric Contractor	(817) 692-5557	Raul Saldana

**RENEWALS**

ACME Brick Company	(817) 390-2412	Ben Muro
ALBA Consulting Inc.	(512) 565-1993	Jesse Alba
Arredondo, Zepeda & Brunz, LLC	(817) 536-9400	Victor Zepeda
Downtown Fort Worth Inc.	(817) 870-1692	Andrew Taft
ESPN-Bell Helicopter Armed Forces Bowl	(817) 810-0012	Brant Ringler
John A. Menchaca, M.D.	(817) 924-2182	John A. Menchaca
MWH Americas, Inc.	(214) 360-9929	Matt Garcia
Open Integration Consulting Inc.	(972) 386-3287	Mari Martinez-Gonzales
RE/MAX Trinity	(817) 870-1600	Jaci Coan
Sal Espino, Attorney at Law	(817) 624-3352	Sal Espino
State Farm Insurance/Russel CeBallos	(940) 458-1900	Russel CeBallos
Trinity Home Lending LLC	(817) 348-0500	Jaci Coan
U.N.T. Health Science Ctr. at F.W.	(817) 735-2723	Randy McGuffee

**CORPORATE PARTNERS**

**BRONZE**

Baylor All Saints Medical Centers	(817) 922-1535	Steven Newton
BBVA Compass	(817) 735-0978	Tonie Jump
Gorrondona & Associates, Inc.	(817) 496-1424	Brad Gorrondona

**Silver**

MillerCoors	(817) 551-3255	Jack Jackson
-------------	----------------	--------------

Interested in joining  
the Fort Worth  
Hispanic Chamber  
of Commerce?

**JOIN TODAY!**

Call us at 817-625-5411  
or visit [www.fwhcc.org](http://www.fwhcc.org)



 Fort Worth Hispanic Chamber of Commerce  
 1327 N. Main Street  
 Fort Worth, TX 76164  
 817.625.5411 • Fax 817.625.1405