Blue Cross Blue Shield of Massachusetts and the Hispanic-American Chamber of Commerce host the 8th annual Jumpstart Your Business Forum

October 23 Forum will provide small business owners the tools and tips to successfully grow their companies

BOSTON — October 17, 2012

WHAT
Blue Cross Blue Shield of Massachusetts (BCBSMA), in partnership with the Hispanic-American Chamber of Commerce (HACC) will host the 8th annual Jumpstart Your Business forum. The forum, which comes on the heels of National Hispanic Heritage Month, provides small business owners with tools and tips to grow their business.

WHEN / WHERE
7:30 - 10:45 a.m.
Blue Cross Blue Shield of Massachusetts
Landmark Center
401 Park Drive (4th floor East)
Boston, MA 02215

WHO
Andrew Dreyfus, President and CEO of Blue Cross Blue Shield of Massachusetts, along with **Jesus Rosa**, Chairman of the Hispanic-American Chamber of Commerce will provide welcoming remarks. Panelists include experts from BCBSMA, WHDH, the Boston Globe, El Mundo, among others. Interviews are available.

DETAILS
Following breakfast and networking, attendees will participate in two concurrent break-out workshops:

- **Employee Wellness and Your Small Business**
  With the upholding of health care reform this year, experts from Blue Cross Blue Shield of Massachusetts will provide an overview most recent cost containment law and offer insight on how to best navigate the health care system. They'll also discuss how improving employee health through wellness programs cannot only help them lived improved lifestyles, but can also reduce health care costs.

- **Leveraging Traditional and Digital Media to Brand Your Small Business**
  Many small business owners still utilize traditional media to drive potential customers to their websites. Attendees will learn tools, techniques and platforms available to build brand identity through both traditional and social media.

After the break-out session, all participants will reconvene for the signature panel discussion, ***Accessing Capital to Grow Your Business***. The discussion will raise awareness of capital available from traditional sources, such as Eastern and Leader Banks, and non-traditional sources, such as the Mass Capital Growth Corporation and Accion International. Leader Bank and Accion each received the 2012 Small Business Administration Award and Eastern Bank has been ranked as the #1 SBA lender for the past three consecutive years in Massachusetts.

CONTACT

- **To RSVP:** visit www.hacc.com/rsvp
- **Media interest:** Jenna McPhee; jenna.mcphee@bcbsma.com

About Blue Cross Blue Shield of Massachusetts
Blue Cross Blue Shield of Massachusetts (www.bluecrossma.com) is a community-focused, tax-paying, not-for-profit health plan headquartered in Boston. Celebrating our 75th anniversary in 2012, we are committed to working with others in a spirit of shared responsibility to make quality health care affordable. Consistent with our corporate promise to always put our 2.8 million members first, we are rated among the nation's best health plans for member satisfaction and quality.

About the Hispanic-American Chamber of Commerce
The Hispanic-American Chamber of Commerce (http://www.hacc.com/) is a non-profit trade organization that represents businesses, individuals and institutions and is committed to the economic development and success of the Hispanic business community. The Chamber offers access to the wide and growing Hispanic market in New England, as well as the opportunity to benefit from the economic, institutional and cultural variety of our region.

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