

Workshops aimed at helping Hispanic businesses

BY: Maria Perez

POSTED: 5:13 AM, Feb 3, 2015

TAG: [local](#) | [local news](#) | [business](#)



Copyright 2015 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.

[+SHOW CAPTION](#)

A A A

2

SHARES

SHARE ARTICLE



NAPLES, Fla. - A Florida nonprofit that helps Hispanic entrepreneurs establish and expand businesses is offering free workshops and one-on-one consulting in Naples.

The workshops, scheduled Feb. 18 and 19, will provide information in Spanish on licenses and permits, how to start a business, financing options, developing a business plan and personalized consulting both in English and Spanish.

“Being Latinos, we understand what (entrepreneurs) are going through, getting adapted to a new culture, to a new way of making businesses,” said Augusto Sanabria, the nonprofit’s president. “We can understand them and we can help them to adapt that business so that it works here.”

The Hispanic Business Initiative Fund of Florida, (HBIF) offered two informative sessions and consulting meetings in Fort Myers last fall. The vast majority of the 54 entrepreneurs who attended the workshops and the 13 business owners that received consulting were based in Collier, Sanabria said.

One of them was Amparo Bonilla, who has a fabric shop and an upholsterer’s and draper’s workroom in Naples. She said she learned that one of the big investments of a company is marketing.

“If no one knows you, who is going to come?” she said.

She since has printed leaflets and advertised in a publication on Marco Island. Now clients are coming to her store in Taylor Road from that area.

Sanabria said a common problem among Collier entrepreneurs who attend the workshop is they can’t find affordable legal and accounting services. She said those services are expensive in the county. Entrepreneurs end up, he said, looking for professionals in Tampa or Miami, or online.

“I was very surprised by their entrepreneurial spirit and the success they had in spite of the lack of professional services for the community,” he said.

Sanabria said his organization is coming back to Southwest Florida because they have seen interest in the community and they are studying how to carry out more activities here.

Carlos Amaris, a financial adviser who is helping to organize the workshops, said there is a need in the area for these services, especially taking into account how the Hispanic population has grown in the county.

“There’s nothing worse than a community trying to create businesses and then closing in two years because they don’t have the resources,” he said. “Eventually it helps all of us. The more successful the businesses are, the more jobs that are created, and the more income.”

To participate, Hispanic entrepreneurs can visit www.hbiffloida.org, call (407) 413-8564, extension 205, or send an email to dteixeira@hbiffloida.org.

Copyright 2015 Scripps Media, Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.