Blue Cross Blue Shield of Massachusetts and the Hispanic-American Chamber of Commerce Host the 9th Annual Jumpstart Your Business Forum

Forum will provide small business owners with the tools and tips to grow their business

BOSTON — October 9, 2013 — Blue Cross Blue Shield of Massachusetts (BCBSMA), in partnership with the Hispanic-American Chamber of Commerce (HACC), will jointly host Jumpstart Your Business Forum on Thursday, October 24, 2013, 7:30 a.m. to 10:30 a.m., at The Landmark Center, 401 Park Drive, 4th floor, Boston, MA. The theme of the event this year will be: *Marketing and Growing Your Business in Trying Times*, and will provide small business owners with tools and tips to grow their businesses.

Jason Robart, Chief Human Resources Officer and Senior Vice President of Organizational Effectiveness at Blue Cross Blue Shield of Massachusetts, along with **Jesus Rosa**, Chairman of the Hispanic-American Chamber of Commerce, will provide welcoming remarks. The keynote speaker, **Nancy Michaels**, CEO and Founder of Grow Your Business Network and author of the book: *Perfecting Your Pitch, 10 Proven Strategies for Winning the Clients Everyone Wants*, will discuss how leveraging relationships leads to higher business expansion.

Following Michaels' presentation, Corissa St. Laurent, Director, Regional Development of Constant Contact, will lead a panel discussion on ***Utilizing Constant Contact to Grow Your Business***. She will share business successes and growth based on using Constant Contact as a profitable business tool. Panelists will include: Sixcia Devine, Founder and President of **Sixcia Business**, a business visionary that guides international entrepreneurs to connect their products and services with growth markets, and **Heather Jackson**, Chief Action Officer, Action Marketing, an authorized local expert and solutions provider for Constant Contact.

For more information about Jumpstart Your Business Forum, visit: www.hacc.com. To rsvp, please visit: www.hacc.com/rsvp.

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. 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 nonprofit 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 Massachusetts, as well as the opportunity to benefit from the economic, institutional and cultural variety of our region.

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