

# Popular Community Bank Foundation Contributes \$100,000 To Launch And Develop The USC Popular Community Bank Small Business Leadership Forum

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**Anaheim, CA**- October 11, 2013 - Popular Community Bank Foundation, the philanthropic arm of [Popular Community Bank](#) <sup>[2]</sup>, has distributed \$100,000 to the USC Family of Businesses Initiative to develop and implement the USC Popular Community Bank Small Business Leadership Forum.

Business owners will attend eight workshops totaling 32 hours of instruction. Workshops will focus on fundamentals of business management, strategic business planning and marketing, access to capital, basic accounting principles, introduction to social media and business presentation skills. Graduates of the program will receive follow-up assistance and networking opportunities.

Instructors for the Forum include faculty and graduate students from the USC Marshall School of Business, USC Gould School of Law, USC Annenberg School for Communication and Journalism, and USC Viterbi School of Engineering. Also participating are the Los Angeles Mayor's Office, Southern California Minority Development Council (SCMSDC), U.S. Small Business Administration (U.S. SBA), and Popular Community Bank employees.

"Since opening our first branch in Los Angeles in 1975, Popular Community Bank has had an abiding commitment to improving the Southern California communities where we do business," said Vernon Aguirre, Popular Community Bank California Region Executive, and a member of the USC Latino Alumni Board for five years. "This comprehensive program is structured to have a significant impact on small businesses around the USC campus, offering skills and resources that will pay dividends for years to come. We applaud the University's continual entrepreneurial spirit and we're proud to sponsor this innovative program."

"We are delighted to expand the USC Family of Businesses program and partner with Popular Community Bank to keep businesses thriving and strengthen our workforce in Los Angeles," said Craig Keys, Associate Senior Vice President for Civic Engagement.

"In preparation of the recently approved USC Village, the inaugural leadership cohort will include business owners and representatives from the immediate area who will have an opportunity to refine their business skill set, while also capitalizing on their network opportunities. This is an investment made by all parties for a vibrant and economically successful community."

**About Popular Community Bank Foundation**

The Popular Community Bank Foundation was established in 2004 with the mission of strengthening the social and economic well being of the communities Popular Community Bank serves. The Foundation is a wholly employee-funded philanthropic organization that has invested more than \$2 million in non-profit organizations with programs focusing on education and community/economic development. The Foundation grants are maximized with the time and effort of Popular Community Bank employee volunteers.

**About Popular Community Bank**

Founded in 1893, Popular, Inc. is the leading banking institution by both assets and deposits in Puerto Rico, and the 36th largest in the U.S. by deposits. In the United States, Popular has established a community-banking franchise providing a broad range of financial services and products with 91 branches in New York, New Jersey, Illinois, Florida and California.

Services of Popular are available at branches and online at [www.popularcommunitybank.com](http://www.popularcommunitybank.com) <sup>[3]</sup>. For customers seeking more information, call 1-800-377-0800 or email [popularnet@bpop.com](mailto:popularnet@bpop.com) <sup>[4]</sup>. Find out about the community service of Popular Community Bank on Facebook at [www.facebook.com/PopularCommunityBank](http://www.facebook.com/PopularCommunityBank) <sup>[5]</sup>.

\* Popular Community Bank is the assumed business name of Banco Popular North America.

**About USC in the Community**

The University of Southern California has been a proud and active member of its community since 1880. USC believes its strength as a great university depends on its ability to be a good neighbor. USC is dedicated to supporting healthy, vibrant and engaged communities around its University Park and Health Sciences campuses. To this end, USC supports families and youth, promotes small business development and economic growth and instills in its students a profound commitment to participate in civic life.

For more information on USC Civic Engagement, please go to [communities.usc.edu](http://communities.usc.edu) <sup>[6]</sup>.

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[6] <http://communities.usc.edu/>