

Hispanic American Latino National Business Bureau

1308 Limit Ave.,
Mount Dora, FL 32757
352-508-4427
www.halnbb.net



FALL 2008

H.A.L. Member Discount Program

**ê Best Western -
Lake County Inns
& Suites
30% off standard
rooms - availability
& exclusions apply
- Call Nick Patell at
352-253-2378**

**ê Henn-House
Print & Graphics
10% off already low
printing prices!
Call Ed Henn at
357-4781**

**ê Colonial Tile
10% off your
flooring needs
Call Elvis Toledo
at 243-8384**

**Can you offer a
discount to other
H.A.L. members?
Contact
Ron Marose at
508-4427**

THE PRESIDENT'S MESSAGE BY RON MAROSE

It is a very exciting time to be a part of H.A.L.! We are expanding beyond Central Florida into eight more territories in the state. Each territory will have its own representatives and membership sales force. This means more options and even better exposure for our H.A.L. members.

We are beginning to add to our website as well. Current and back copies of the quarterly newsletter will be available as a PDF via the H.A.L. website. A special web section is available for churches that become a part of H.A.L.

As always, our goal is to help those in our business community better understand the Hispanic/Latino communities and their great diversity. With this knowledge, you will be better equipped to go in the right direction to maximize the best results in marketing and advertising to the entire H.A.L. community.

When I decided to form H.A.L., I knew that the Hispanic/Latino communities were having a significant effect and growing influence in the U.S. We are constantly finding out how much this influence is affecting the trends in the broader society in the U.S. We can see this in the areas such as entertainment and fashion. During this election year, candidates of every party are courting the Hispanic/Latino vote. These voters make up about 9% of the total electorate, but their vote is seen as vitally important. Hispanics/Latinos are being courted by organizations as well, from the Girl Scouts to churches of many denominations.

Each successful wave of immigrants leave marks of their culture in America. Much of who we are is due to earlier immigration from the Irish, the Chinese and many others. These marks become a part of the mainstream culture in the U.S. Each group has also traditionally developed and brought new businesses into the areas in which they settled. The challenge for them is to reach out into the broader community with their business, and the challenge for more entrenched American businesses is how to reach these newer communities.

By becoming a member of H.A.L., you have taken a long-term position that you wish to reach out into these communities, or to reach out to a much broader community - a plus in our current economy! Be sure to display the H.A.L. logo in your advertising, at your place of business and on your website in order to more effectively reach the entire American community. **THE H.A.L. LOGO SAYS "WELCOME!"**

MARKETING TO A DIVERSE COMMUNITY

The Hispanic/Latino communities are extremely diverse in both attitudes and preferences. Hispanics and Latinos originate in many different and diverse countries including Mexico, Puerto Rico, Cuba and most of the South American continent. This has frustrated the efforts of many businesses to create appropriate marketing to these groups.

IKEA Furniture Store has developed a plan for marketing to these groups. IKEA is a Swiss based furniture store with shops in the Orlando area and in Miami. Ikea began looking at the potential of this under-marketed group and developed a Spanish language catalog. However, they soon found that Cuban college students had completely different tastes in dorm furniture than Puerto Rican students. Ikea began to see the need to do some individual marketing to the different groups.

H.A.L. will continue to help you to gain an understanding of the latest trends in creating good marketing to the diverse Hispanic/Latino groups.



H.A.L. MEMBER COMMENTS

by **Elvis Toledo, Colonial Tile**

802 S. Hwy. 27, Minneola 352-243-8834

We came to this great country seeking the "American Dream". Living in Cuba was not the way we saw our future, with such control on the citizens, no Cuban was able to accomplish their dreams. We relocated to the United States of America. When we arrived about 17 years ago, it was a dream come true. Colonial Tile, Inc. was founded on hard work and perseverance. The company is family owned and operated. We have come a great way from that first day that we opened our doors for business. Come visit us for any of your flooring needs. We will treat you like family.

We feel that we can reach into the Hispanic/Latino community effectively through our membership in H.A.L. Because the Spanish ethnic group is so diverse, just being a Latino owned business doesn't guarantee that you can capture the market.

by **Jim Rediske, Funeral Director, Page-Theus Funeral Home, 913 W. Main St., Leesburg 352-787-5511**

I want to thank H.A.L. for offering our company an excellent way to reach into the Hispanic/Latino communities. When I was in the funeral homes business in Racine, WI, we had a large Hispanic community and we had no convenient way to reach into this market. H.A.L. has provided us the means to reach out to our Hispanic/Latino communities here in Lake County, FL.

DID YOU KNOW?

- | 1 out of 4 Births in **2006** were Hispanic
- | Larger increase expected in **2007**
- | This power trend growth is happening now and will continue to grow at a rapid rate

**Don't miss this market!
Be a member of H.A.L.
crew and get on board
the ship to successful
marketing. Don't be left
on the dock!**



Ron Marose, President of the Hispanic American Latino



National Business Bureau, recently spoke at a meeting of the Lake County Chapter of SCORE. SCORE consists of retired business professionals who counsel small businesses.

Mr. Marose spoke about the benefits to businesses of marketing to both the Hispanic and Latino communities. He then presented SCORE President Ed Walch with a complimentary membership in H.A.L. in appreciation of the good work that SCORE does in advising small businesses with their expertise and years of cumulative business experience.

A FEATHER IN OUR SOMBRERO



Sometimes we just have to toot our own horn! H.A.L. is proud to announce that Save-A-Lot Supermarket is now a member of H.A.L. Save-A-Lot has 74 stores throughout the state of Florida. Each store will display the H.A.L. logo on its doors. Save-A-Lot has a high number of Hispanics/Latinos in their customer base as well as their employees. The exposure given by Save-A-Lot is a boost to all H.A.L. members.

TRANSLATION HELP AVAILABLE

Altrusa International is an international association of professional women and men who volunteer their energies and expertise in projects dedicated to community betterment. They offer a language bank in which local business people help to provide translation services into many languages. To obtain help from the language bank experts, visit www.altrusa.com and find your local chapter. Florida is in District Three and there are chapters in several counties.