

# Hispanic American Latino National Business Bureau



**FALL**  
**Newsletter 2009**

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www.halnbb.net



## *H.A.L.* 2nd Anniversary Party!



**Wednesday**  
**December 9th**  
**5:30 PM -**  
**7:00 PM**

**At Best**  
**Western's Lake**  
**County Inns &**  
**Suites**  
*(Hwy. 441, Tavares,*  
*across from*  
*Waterman Hospital)*

*Hors d'oeuvres, beer,*  
*wine, music and door*  
*prizes!*

**Network with current**  
**H.A.L. members,**  
**prospects & others**

**RSVP to**  
**352-508-4427**  
**or email**  
**president@halnbb.net**

## **THE PRESIDENT'S MESSAGE BY RON MAROSE**

It's fall and the holiday season is upon us. Thanksgiving, Christmas and New Year's all seem to be bundled up in one short time period.

Since it is the season for celebrating, H.A.L. is celebrating its second anniversary. Two years ago I was recruiting the first members for something that was little more than a good marketing idea. We have certainly come a long way since then. We now have nearly 700 members in all types of businesses, civic groups, government and churches, all of who desire to have access to the Hispanic marketplace.

The initial problem was the old chicken and the egg syndrome. We needed member businesses before we could do heavy promotion in the Hispanic communities. Our thanksgiving this year is that we have accomplished this goal and we are now starting to expand our operations faster into those communities. I am very proud of what we have accomplished to date.

With the economy in the shape it is, I've been reading a lot lately about various organizations losing membership. However, H.A.L. has increased its membership every month. New members include state-wide chains such as Boulevard Tires and Save-A-Lot Supermarkets and Auto Zone. Local businesses with multiple locations such as Concord Management Apartments & Town homes, Carpet Works and Lake Eye have also joined with us.

Our goal this year is to establish new and closer ties with the media, including the Orlando Sentinel, The Daily Commercial, Community News, Focus Magazine, Lake Magazine and Style Magazine. We are beginning renewal of our charter members and starting an advisory board (see p. 2 article). We're presently in negotiations with a state-wide furniture company and our website continues to attract over 4,000 hits per month, giving you more opportunities to penetrate into the Hispanic marketplace.

Thanks for a great two years. May the holidays be happy and prosperous for your business and we look forward to another great year together.

## H.A.L. ADVISORY BOARD IS FORMED

The new H.A.L. advisory board will be staffed by H.A.L. members, giving us a cross-section of experience and ideas for our future growth. The board will meet on a monthly basis and will share ideas and programs with you in this newsletter. The members of the Advisory Board will be announced at the 2nd anniversary party on December 9th.



**H.A.L. President Ron Marose presents a membership certificate to Concord Management at the Grand Opening and Ribbon Cutting ceremony at the Southwinds Cove Townhomes.**

## H.A.L.'S MISSION

*Hispanics & Latinos* are currently the largest minority group in the United States. Everyday they are becoming a more influential, economic, political, social force in the United States.

**H.A.L.** has a two prong campaign which will play an important role to both the commercial and consumer groups. It will fill an important aspect to both through consulting and education.

We will work to foster relationships between the non- Hispanic-Latino business to offer an extensive range of services, benefits and savings to the **H.A.L.** community in the cities, counties and state of Florida.

## CHARTER MEMBER RENEWALS

If you became a member of H.A.L. in 2008, your renewal letter will be in the mail soon. To show our appreciation, your renewal will be at the same price as when you originally joined! We are excited about our continuing mission to broaden your marketing into the Hispanic communities and hope to continue helping you in this venue in the future.

### Flu Shot Clinic Schedule

A full schedule for Flu shot clinics, numbers to call for information on Swine Flu and a number to call for homebound flu shots can be found at:



[www.lakesumterems.org/flu](http://www.lakesumterems.org/flu)

### USE YOUR H.A.L. LOGO FOR



### SUCCESS!

- | On your door
- | In your print advertising
- | On your website