

Hispanic American Latino National Business Bureau

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SPRING 2008

THE PRESIDENT'S MESSAGE BY RON MAROSE

Exciting things are happening for H.A.L. and for our It is my pleasure to welcome you as a new member to the H.A.L. business family.

What we are doing and your decision to join us shows the importance and unique features and benefits that will provide you and your company the opportunity to reap profits and success with your H.A.L. membership.

By joining H.A.L., you have taken an important step into what many large companies in the country are calling POSITIONING.

Most large companies the in the country such as manufacturing, automotive, and franchises are telling the affiliates of their products or services to start embracing and pursuing the Hispanic/Latino market.

They make suggestions with no real substance

only old fashioned ideas to attract the Hispanic customer such as putting **ESPAÑOL** in their advertising, newspaper and yellow page ads. Hiring Spanish sales reps and/or receptionists will communicate in the business but not into the marketplace.

Congratulate yourself on choosing a position. By joining H.A.L. you are putting yourself into the Hispanic/Latino market. As a member you belong to an organization that is providing a vehicle to drive your company into the market and the market to you. We do this thru RELATIONSHIP MARKETING. We reach out and touch the customer before they are ready to buy, mostly because we identify your business as a company that would like to do business with them, by displaying the H.A.L. logo on your door of your business and on the H.A.L. website. Also, in your advertising, as many of our members do.

GOOD MARKETING ADVICE

Jump into our Rolls Royce and take the ride to increase your share of the 17.3% of the Hispanic/Latino market in central Florida and over 20% in the state. You are now in POSITION to enjoy the ride. This is not a promotion that is temporary but a program for long term results for years to come and a heads up over the competition.

One of the biggest problems that the Hispanic/Latino community faces from other groups in the country and the fact that they seem not to care about is assimilation. They do and don't in most cases. They have deep heritage and the values that come with it.

According to recent studies done by Pew Hispanic Center-a non-partisan research center is that the present research indicates that from 4-5% tracked

assimilation of the Hispanic/Latinos is achieved by the first generation.

The second generation rises to 46% and 78% into the third generation. The tongue skills are there but not necessarily used even though English becomes more dominant. The culture is family orientated and holds strong beliefs which you have to respect but assimilation is slowly taking place through education if they want better and higher paying jobs, political clout. But they also have a huge amount of discretion money that as an economic impact in the market place, especially in this slow down.

Your POSITION is to remember the pledge (see page 2) of why you are a member and by following the Hispanic DNA knowledge (see page 2).

REMEMBER THE HISPANIC DNA

The Hispanic DNA has been described as a cultural dynamic that is a part of the Hispanic way of life.

They are slower to trust people they don't know. They feel that focus on "I Don't Trust you until I have a reason to bring you into my circle.

The Family DNA is a Hispanic way of life. Businesses that treat customers like a family member will prosper with the Hispanic customers and retain them for life, plus referrals.

That's where H.A.L. Relationship Marketing comes into play. H.A.L. and your business as a member will reach out and touch the customers.

You can join us and reap the profits that are out there now or you can watch your competition.

THE H.A.L. MEMBER PLEDGE

- **As a member** I pledge my business and employees to give my Hispanic / Latino customer the utmost in the finest services and products with full satisfaction.
- **As a member** I will provide and promote the highest quality, and satisfaction and harmony between my business and the Hispanic / Latino community.
- **As a member** I personally pledge myself and my employees to give the Hispanic / Latino communities the service, respect and honest dealing as a very much appreciated customer.

H.A.L. ANNOUNCEMENTS

Look for this new feature in our Summer newsletter.

OUR MISSION



Hispanic & Latino are today the largest minority group in the United states. They are becoming everyday, a more influential, economic, political, social force in the states.

This is where the H.A.L. organization with a two prong campaign 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.

In addition, as part and responsibility we will donate One Dollar for each membership towards education in the H.A.L. Community.