

Hispanic American Latino National Business Bureau



**SPRING
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PO Box 1116
Eustis, FL 32727
(352) 434-4218
www.halnbb.net



THE PRESIDENT'S MESSAGE BY RON MAROSE

Business Back-To-Basics 101

As we all know by now, we are in an economic recession, perhaps even a depression. However there are some basic rules to follow to see our businesses through these tough times.

- (1) DO NOT whine, cry or feel sorry for ourselves. This is simply counterproductive time wasting.
- (2) DO whatever we did in the past that made our business successful. Good service, good prices, good customer service policies and honest dealing are still the keys to success. These keys not only build business, but keep the business coming to you.
- (3) DO be enthusiastic. Have fun running your business - it can be contagious! If you are having a good time, so will your customers, clients and employees. Many people would rather do business with an establishment that displays P.M.A. (Positive Mental Attitude), than to do business with negative owners, managers and employees, even if it costs a bit more.
- (4) DO ask your customers/clients/patients who are pleased with your services to recommend you to their friends and family members.
- (5) DO NOT neglect networking opportunities. Many businesses discontinue their civic and promotional memberships during tough economic times, but next to word-of-mouth recommendations, these are a great source of new business.
- (6) Expand your advertising into previously untapped markets. Those of you who are reading this have already done so through your H.A.L. membership.

H.A.L. Member Discount Program

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

ê ***Henn-House Print &
Graphics - 10% off
already low printing
prices!*** 352-357-4781

ê ***Colonial Tile***
10% off your flooring
needs - 352-243-8384

ê ***PC Planet***
discount to HAL
members -
352-504-4914

ê ***All Tune & Lube,
Eustis - \$16.90 oil
change & lube - call***
352-357-4000

ê ***Independent Air -***
10% off - call
352-357-9678

ê ***Focus Magazine -***
special rate for H.A.L.
page - call
321-228-7925

THE UNIQUENESS OF THE HISPANIC/LATINO AND GENERATION Y MARKETPLACE

The following information is provided by Bill Tucker, President of the Florida Building Material Association and is printed with their permission.

Our country is becoming more racially and ethnically diverse. With North America being one of the two leading areas of immigration to the United States, the population of people from a Hispanic or Latin culture is projected to increase from 12.6% of the population in 2000 to 24.4% in 2050. Five states, New York, Texas, Florida, New Jersey and Illinois, are the primary destination of most Hispanic immigrants. In fact, in 2004, 65% of all legal persons immigrating to the U.S. lived in these states.

These projections will result in important trends in the labor market; perhaps the most significant of which will be an increased reliance on immigrants and their descendants. In fact, estimated by INS data suggest that immigration may have supplied roughly 35% of U.S. population growth over the last 10 years and could account for almost two-thirds of the growth between the years 1998 and 2100.

With Florida's continuing growth and the labor age group becoming a smaller part of the total population, there are bound to be labor shortages and the employees you hire are more likely to be recent immigrants. With immigrants possessing a reduced average level of education, productivity levels will suffer and there will be an increased need for bilingual training and education.

Driven by ethnic custom as well as the economy, the realtors and builders participating in focus groups reported a trend to multi-generational homes. They stated that it was not unusual for three or four generations to be sharing a home. As the state become more ethnically diverse, in certain areas, this could result in larger homes containing more bedrooms and baths.

Members of Generation Y are shaped by the Gulf War, the dot com bubble and perhaps most by the 9/11 terrorist attacks. They represent more than 70 million consumers in the United States; earn a total annual income of about \$211 billion, and spend approximately \$172 billion per year.

For the baby boomers and many Generation X managers, Generation Y is going to be a challenge to manage. This is the first generation to be raised completely in the Internet world. In a recent survey of college students it was found that 97% own a computer, 94% own a cell phone, 76% use instant messaging or texting, 75% have a Facebook or similar account, and 34% use websites as their primary source of news. This is the generation that will be our next mid-level managers. If you are going to do business with them, you will have to meet their electronic expectations. If you want their business, you need to have a web site so that they can check your company out. This is the group that is going to drive the business-to-business technological changes; they will have no patients for doing things "The old-way," when they know there is a new way.

Use the above information to prepare you business and future marketing for survival.

SPECIAL PROMOTION

We appreciate any businesses that you can refer to H.A.L. If you refer a business that becomes a member, you will receive a box of luxury Swiss Colony chocolates!

Use your H.A.L. door/
window sticker and
graphic in your
advertising to let
Hispanic/Latino
customers that you want
their business!

