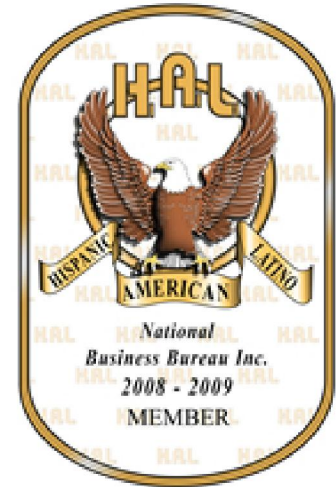


# Hispanic American Latino National Business Bureau

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**SUMMER 2008**



## THE PRESIDENT'S MESSAGE BY RON MAROSE

Exciting things are happening for H.A.L. and for our Hispanic communities! The Republicans are already on the bandwagon trying to secure the Hispanic/Latino votes and them Democrats aren't far behind! 9% of voters in the U.S. are Hispanic/Latino. That's a lot of votes!

As a business owner or manager, you must decide how much more of the 21% of the Hispanic/Latino buying dollars you want to see coming into your business. From toothpaste to toilet paper, they are buying the same things that you and I buy on a daily basis. By joining with H.A.L., you have chosen to solicit the H.A.L. communities. By placing the logo in your advertising, you let the purchasing public in these communities know that you pleased to do business with them. The H.A.L. logo gives you a

heads-up over your competition in advertising to this portion of the public arena.

In 1970 I came to Miami, FL. Almost every store window in the Miami area had a sign in the window stating "En Espanol". I moved to Central Florida and 10 years later, returned to Miami on business. In that short 10 years, the signs in many of those same windows now read "Speak English." What a change! And what an opportunity for all businesses in Florida to come together to reach out to this great market.

If you are in need of a window decal or jpg logo, please contact the H.A.L. office. I hope you will have a good (and productive!) summer.

## GOOD MARKETING ADVICE

Frank Rodriguez, President of Greenway Ford Auto Dealership in Orange County, is rated as the top Hispanic owned business. He was recently quoted in the Orlando Sentinel as saying that "the core of our customers is made up of Latino's. But we try to appeal to everyone by adopting best business practices. You have to treat people fairly and honestly."



Jim Jordan of Jordan & Howland Technologies was also quoted in the same article. He stated the "our small businesses need to go beyond their comfort zones." Jordan and Howland is another Hispanic/Latino business with over 80 million dollars in revenue.

These successful businesses have good advice for the rest of us. Target the larger market and remember the Hispanic "DNA

## 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.

## MEMBER COMMENTS

American First Bank, Headquarters in Clermont with Branches in Zellwood & Kississmee - President Joe Stewart: *"With our pledge to join H.A.L., we state that we will give fine service, satisfaction, respect and honor dealing with our Hispanic/Latino communities. Further, our Hispanic employees feel appreciated, as do our customers."*

Florida Building Material Association, with over 300 members - President Bill Tucker states, *"our members have long valued their relationships with their Hispanic customers and employees. Our relationship with H.A.L will allow them to demonstrate their commitment to all aspects of the communities they serve."*

## H.A.L. ANNOUNCEMENTS

We are pleased to announce that we have established a working relationship with the largest Spanish daily newspaper in Central Florida, **El Nuevo Dia**. Our partnership with them will give us another vehicle to penetrate even further into the H.A.L. communities. We will have discount rates for members and many more specials, including news releases from your businesses relating to the H.A.L. communities.



Ron Marose, President of H.A.L. recently appeared in a Kia Dealership commercial presented in both English and Spanish.

H.A.L. has been asked by Florida's Blood Centers to help with the awareness of donating blood in the Hispanic communities as participation has been low. H.A.L. plans to accomplish this goal through educational in the Hispanic communities through our various programs.

Cathy Holden has joined the H.A.L. team as Executive Secretary. Cathy works for The Lake Eustis Area Chamber of Commerce (a H.A.L. partner) as Communications Secretary. She will be devoting a few hours each week to ensure that our data and website are kept up-to-date as well as design and edit of our new newsletter. Welcome Cathy!

## 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.