

Hispanic American Latino National Business Bureau



**SUMMER
Newsletter 2009**

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(352) 434-4218
www.halnbb.net



***H.A.L.* Member Discount Program**

ê **Best Western - Lake
County Inns & Suites**
30% off standard rooms
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 rates - call
321-228-7925

ê **Hillcrest Insurance -**
Premium Discounts on
auto/property insurance!
Call Kevin McEwan at
352-383-8164

THE PRESIDENT'S MESSAGE BY RON MAROSE

It's been a fine, hot summer and we've (so far) dodged the hurricanes. It was just 5 years ago that Lake County got hit with not one, but three hurricanes in a row! There's still time to up your insurance coverage in case we do get a hit. Information on member insurance agents can be found on page 2 of this newsletter.

The economy seems to be heating up as well. This is good news for everyone, including H.A.L. members. After just two years in the marketplace, we're just starting to hit our stride. H.A.L. will be doing stronger marketing this fall and winter. There are plans to market with churches, community organizations and to use television ads. All of these avenues give your business or organization better visibility in the H.A.L. communities. The biggest obstacle we faced in getting the program off the ground was gaining enough members interested in marketing into these previously under served communities. We now have a pretty solid base to work with, enabling us to begin to expand beyond the borders of Lake County and beyond the website and newsletter. We are already seeing this happen with the 80 Save-A-Lot Stores across the state now displaying the H.A.L. logo. All of Roy Carter's Ace Hardware stores are also displaying our logo.

Sometime towards the end of the year we are planning a H.A.L. After Hours. Details will be forthcoming. Another milestone will be that we will be looking at renewals for those who came on board with this idea in the early stages. You took a chance on a new idea, and with your renewal we hope you will be able to see some good results of your partnership with H.A.L., especially with the growing economy.

Please remember that the key to your success with H.A.L. is the display of the H.A.L. logo on your door or window, your website and your advertising. If you need decals or logos, please email Cathy Holden, Administrative Secretary, at cathy@halnbb.net.

H.A.L. PARTNERS WITH LAKE COUNTY SHERIFF & HOPE COMMUNITY CENTER

H.A.L. has presented a complimentary membership to the Lake County Sheriff's Office and to the Hope Community Center.

Sheriff Gary Borders was please to accept the membership for the Sheriff's office. After recent allegations of racial profiling of Hispanics, a solid outreach into the Hispanic community was a good boost for the Sheriff's office to show their commitment to Hispanics in the area.

Sister Ann Kendrick accepted the membership for the Hope Community Center. Their transformative Mission is to build, strengthen, and support low-income communities through faith, advocacy, education, leadership and economic development programs. The Center is located in Apopka. The Center is part of AmeriCorps, commonly referred to as the domestic Peace Corps, that brings together over 50,000 citizens of diverse backgrounds to serve communities in the he areas of education, public safety, human needs and the environment. The Center is also a part of the Notre Dame Mission Volunteers and the USA Freedom Corps.

Part of our goal was to help bring these two organizations closer together in a common goal.



SPECIAL SPOTLIGHT SECTION - INSURANCE

Hillcrest Insurance recently announced premium discounts to H.A.L. members through their Auto-Owners Insurance line. For more information, contact Kevin McEwan at 352-383-8164.

Other H.A.L. insurance companies include:

- ≈ Brooks Insurance - 352-267-1740
- ≈ Great Florida Insurance - 352-484-9146 or 352-365-1222 or 352-429-0039
- ≈ Hugh Cotton Insurance - 407-894-5278
- ≈ Instant Insurance - 352-735-5536
- ≈ McClung Insurance - 352-243-2020
- ≈ Nancy Hoffman Insurance - 352-636-1109
- ≈ Protectus Insurance - 352-861-1000 Or 352-394-5577

Call one of these fine H.A.L. members for your insurance needs!

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

UPCOMING PROMOTIONS



- | Business After Hours
- | Marketing of and to Churches & Community Organizations
- | T.V. Ads