

Hispanic American Latino National Business Bureau



Summer
Newsletter 2010

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THE PRESIDENT'S MESSAGE BY RON MAROSE

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

M apologies for not being in closer contact with a news update this year. I realized this when The May 2010 edition of Lake Magazine came out and our anniversary party back in December was featured!

Be sure and pick up a copy of the May 2010 Lake Magazine to see a whole page of pictures of the anniversary party in the "Talk of the Town" feature. Advisory board members Roy Carter and Chuck Munson have really nice photos in the piece. I was good to see such a variety of H.A.L. members and guests represented, such as Alex Cooke of Holiday Inn Express, Roy Pink of Crescent Moon Properties, John Porter of Porter Insurance, realtor Jonnie Hale and Dr. Ramah Wagner of Wagner Chiropractic. Eustis City Manager Paul Berg is shown as well. Many thanks to Tenley LaDue for helping with registration as our secretary could not be there.

Many apologies to our members as our website was down for about 3 weeks. The person who had originally registered our domain name had gone out of business and we had quite a time re-registering it. We hope that no one was inconvenienced by this short outage.

Unfortunately, we have lost some members as some have gone out of business or can't budget in the renewal fees in this current economic situation. Naturally this has an effect on our expansion and promotion efforts. However, I refuse to see the situation negatively. I am thinking of many other ways for us to reach our goals. I am putting our statewide expansion on hold for now and will be concentrating on our core membership here in Central Florida. I will be looking at ways in which H.A.L. can increase YOUR business or organization the rest of this year.

A hearty thank you goes out to those who have renewed their membership. I find that most of the renewals are coming from those who have truly utilized the program by displaying the logo in advertising and media. Your efforts mean that you are the ones reaping the financial rewards through increased awareness in the Hispanic communities. H.A.L.'s low-cost membership is still the best way to penetrate this market.

Again, thank you for your continued interest and we will strive to do a great job for the rest of 2010 in promoting your business in the Hispanic marketplace.