

Hispanic American Latino National Business Bureau

1303 Limit Ave.,
Mount Dora, FL 32757
352-508-4427
www.halnbb.net



WINTER 2008

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,
Eutstis - \$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 PRESIDENT'S MESSAGE BY RON MAROSE

Happy Holidays, Merry Christmas and a wonderful New Year in 2009 to all of our H.A.L. members and their families!

P.M.A. (Positive Mental Attitude)

It's Our Birthday! On January 2, 2009, H.A.L. will be one year old! Just over one year ago I hit a snag in a business experience within the Hispanic community in Lake County. I began to study why this had occurred and realized that there was a need for the non-Hispanic and Hispanic business communities to come together. I then decided to develop H.A.L. as a method to give non-Hispanic businesses information and knowledge about the Hispanic culture that would enable them to do a successful business in this marketplace as well as giving Hispanic owned businesses a better share in the larger marketplace.

I discussed my concept with a business cohort and was advised that this just wasn't a good time to do this kind of marketing start up. However, after a couple of days of soul searching, I decided to have P.M.A. (Positive Mental Attitude)! I went ahead and started H.A.L. because I believe that what the mind can conceive and what it believes, it will also achieve. P.M.A. used for good purposes will never fail.

Obviously, others saw the good purpose and joined with us to help themselves extend their marketing into the Hispanic community, while also opening up many great Hispanic owned businesses to the greater community.

I believe that this concept will only get better and stronger for our H.A.L. members, even in the current economic situation. Your display of the H.A.L. logo on your door and website is not a short-term advertising campaign, but a long-term position in the marketplace as well as a head-up above your competition.

Please feel free to email or call be with any suggestions as to how we can improve as we begin our second year. Further, if you know of someone in a county other than Lake who would like earn their own way by marketing H.A.L., let me know.

Happy 2009 from Ron and the H.A.L. Staff!

RECESSION OR RE-EVALUATION

We all know that 2008 has not been an easy year for anyone. We have all been touched by the current economy. However, there is an old saying that, "when the going gets tough, the tough get going."

Here are some thoughts to remember:

1. Know your best customers
2. Target new customers (use H.A.L. members!)
3. Utilize word of mouth
4. Define values and bargains
5. Train employees in product knowledge and personalize services
6. Simply be nice and friendly - be optimistic!

The bottom line is that that small businesses are the engine that drives our basic economy.



National
Business Bureau Inc.



October 23, 2008 -
H.A.L. at Trick-Or-Treat Night at Superior Storage Solutions & sponsored by the East Lake Chamber of Commerce. This was a successful event for families in the Sorrento/Mt. Plymouth

MORE GOOD NEWS!

Last month we announced our partnership with 74 Save-A-Lot stores in Florida. We have just received news that 11 new stores will be opened in early 2009 in Florida and that all 85 stores will be H.A.L. members!

Save
a lot
food stores

DID YOU KNOW?

- 1 In Central Florida alone (Brevard, Lake, Orange, Osceola, Polk, Seminole, Volusia, Marion & Sumter), the Hispanic/Latino adult population has increased from 66,000 in 2000, to 234,000 in 2008.

**Don't miss this market!
Be a member of H.A.L.
crew and get on board
the ship to successful
marketing. Don't be left
on the dock!**



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!

Remember that there is strength in numbers! Display your H.A.L. logo on the door or window of all your business locations, websites and advertising! If you need a high resolution graphic for your website, please email Cathy Holden at cathy@halnbb.net



H.A.L. President Ron Marose made a presentation at the East Lake Chamber of Commerce Monthly Member Breakfast in November 2008. Pictured are Chamber President Sue Brooks (Brooks Insurance) and Chamber Executive Director Pam Jennelle.