

Vista Latinos Embrace the Latino Boom

Many people become entrepreneurs because they want to follow their dream and make money to reach their material goals in life. My drive to become the first entrepreneur from a Bolivian family where education and professional careers are of the utmost importance was driven by my passion for a cause. That cause is to solve problems that will benefit a democratic society and enable the masses to raise the bar in transacting business while generating a return on investment.

After 16 years of experience in corporate marketing, diversity, e-commerce, advertising, communications and broadcasting, I decided to start Vista Latinos in 2005. My Hispanic heritage is important to me and led me to become active within the Hispanic community through leadership roles like Chapter President of the National Society of Hispanic MBAs. I enjoy educating companies to understand the various segments that exist. Hispanics come from different ethnic backgrounds, speak the same language yet have some dialects or accent differences, are not all tan with brown eyes, are emerging in several other states of the country like Michigan, have a nucleus family that extends to other relatives and acculturate rather than from past history.

The Hispanic market is at 40.4 million today with a projection of 102.0 million by the year 2050. Their purchasing power is expected to be over one trillion by the end of the decade. The mission of Vista Latinos is to help CEO's of corporations from various industries, both B2C and B2B, to strategically increase their market share and sales with the Hispanic market. My business has had the opportunity to work with companies of different industries, building experimental and signature events to reach the Hispanic market, consult in the development of an effective Hispanic Employee Program, connecting franchises with potential Hispanic candidates, improving the effectiveness of a Spanish language program for public schools through focus group studies and worked with Universities uncovering local Hispanic economic data.

The vision of my company is in the tag line "Embrace the Latino Boom". In order for a company to be effective in building a loyal Hispanic customer base it must be committed to develop an integrated and cross functional marketing plan. Embracing the Latino Boom is showing commitment inside and outside the company as well as from start to finish. If within a company there are no Hispanics in senior management or as board members, nor is there an effective Hispanic Employee Network to help develop its Hispanic workforce, then purchase consideration drops among Hispanic consumers. According to the U.S. Census Bureau, Hispanic youth represent 20 percent of the total U.S. teen population. Hispanic communities look to see if a company's philanthropic efforts support their non-profit organizations like LULAC, NCLR, ALPFA or others that provide valuable resource to the advancement of education and economic growth for Hispanics. All channels including supplier diversity and retail outlets should consider how they are contributing to this market. With census data projections predicting the Hispanic market will become the majority population in the U.S., it is imperative that any company's infrastructure should prepare to handle this market as it has for the general market.



Terry Beltrán is the president & CEO of Beltran Media d/b/a Vista Latinos LLC and a 2008 Anna Maria Arias Memorial Business Fund recipient.

Vista Latinos LLC is unique compared to other agencies that strictly provide advertising media services or only provide consulting without overseeing implementation. Having been recognized as one of ten national awardees of the Anna Maria Arias Business Fund provided me with the access to further develop my company by attending an in depth week long program, "Building a High Performing Minority Business" at Tuck School of Business at Dartmouth College.

After this program I was able to build alliances with other Latina Entrepreneurs to broaden our business, it primarily helped me to build up my business plan to expand our services from Hispanic target marketing and communications consulting services to provide additional marketing services with the launch of Beltran Media d/b/a Vista Latinos LLC. Now we not only provide strategic marketing planning and develop signature events, but also video production, translations, web design, branding, print and media placement. Thank you Anna Maria Arias Foundation corporate sponsors, Shell, Wal-Mart and State Farm for the opportunity to have attended Dartmouth Tuck!

By Terry Beltrán