

THE MID-MICHIGAN HISPANIC BUSINESS ASSOCIATION

Avisa 2008

A monthly newsletter published by the MMHBA to promote and encourage our members while supporting our association for better economic development.



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MMHBA CONTINUES GROWTH

The momentum continues to grow as Hispanic business professionals network to revitalize the Mid-Michigan Hispanic Business Association. The March meeting was hosted by Merrill Lynch, at 4895 Towne Center Rd. in Saginaw.

CEO Terry Beltran-Miller of Vista Latino, was guest speak for the meeting. She is a senior marketing professional with over 16 years of experience and an MBA in marketing and management. Beltrán-Miller is experienced with multicultural marketing for the Hispanic and women with areas of expertise in integrated marketing plan development, sales programs, and strategic planning.

"It's very important that Hispanic organizations support each other and show strength in numbers, said Beltran-Miller, as she touted *!Unidos Ganamos!* an event slated for June 4 in Royal Oak, Mich., to

vision this organization to be instrumentally dedicated in helping Hispanic undergraduate students develop the real-world skills and relationships needed to launch successful entrepreneur careers."



Attending the March meeting at Merrill Lynch: L-R: Backrow, Juan Estrada, Donovan Ortega, Dr. Raul Mosqueda, Art Anguiano, Jack Luna, Manuel Lopez, Oscar Mendoza, José Arrelano, Matt Moreno, Victor Aviles. L-R: Front, Florinda Causie, Silvia Garcia, Terry Beltran-Miller and Monica Guerra.

At the March meeting it was encouraging to see some young men interested in joining the association, as one of our goals this year is bring more youth into the organization and groom them for leadership.

"I thought the meeting was really organized and was informed of the Hispanic climate provided by our speaker," said

Donovan Ortega, of Shapers the Salon. Ortega is a recent graduate of Northwood University in Midland.

The MMHBA recently partnered with Saginaw Public Schools hosting a business motivation panel on April 4, at South Middle School. Hispanic business professionals spoke to 140 students about their road to success in the business world, stressing the importance of tenacity in obtaining a good education and finding a mentor.

These sixth, seventh and eighth graders are the leaders of tomorrow and hopefully future members of the MMHBA. *Que si se puede!*

bring Hispanic business owners, and professionals in the communities together.

"It was a pleasure to present to the business members of the MMHBA." According to the Census Bureau, the numbers of businesses owned by Hispanics in Saginaw alone have more than doubled between 1990 and 2002, from 103 to 397.

"There is a lot of value in an organization like this one with a mission to foster continued growth for the Hispanic business owners." Beltran-Miller said. "With the 11.7 percent growth of the Hispanic population in Saginaw being the youngest group, average age 23 in Michigan, I

