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Contact: Terry Beltran Miller  
(248) 978-7491  
tbm@vistalatinos.com

**LATINA Style Awards Vista Latinos the Anna Maria Arias Memorial Business Fund**

VISTA LATINOS HONORED TO RECEIVE NATIONAL RECOGNITION

**Detroit, August 26, 2008** –Vista Latinos, a Hispanic Marketing Consulting Company has been selected by LATINA Style, a national and most influential magazine, to receive the Ana Maria Arias Memorial Business Fund Award for demonstrating excellence in entrepreneurship and commitment to the community.

"It is an honor to have been selected to receive a prestigious award that recognizes the spirit and dedication of Latina entrepreneurs throughout this nation" said Terry-Beltran Miller, President, Vista Latinos LLC. "We will continue embracing our commitment to the growth of our nation's economy and provide professional leadership to our community.

LATINA *Style* will present the award at the Gala Dinner of their 5<sup>th</sup> annual National LATINA *Symposium* on September 5, 2008 at the Capital Hilton in Washington D.C. The Symposium provides a national platform for Latina entrepreneurs and professional working women to address the most pressing issues affecting the Hispanic woman in the United States. That evening Terry Beltran-Miller, President of Vista Latinos will be among 10 awards granted to Latina entrepreneurs from across the nation. This program, created in memory of LATINA *Style* Founder Anna Maria Arias, is the most coveted business awards program for Latina business owners in the United States.

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**About Vista Latinos**

Vista Latinos is a Marketing Consulting Company that helps corporations to strategically increase their profit and market share within the U.S. Hispanic market and Women's market. Vista Latinos assists its clients in promoting their products or services while also recognizing that the Hispanic market itself is comprised of many unique subcultures. Vista Latinos services typically support the following developmental stages: Stage I- Initial Planning, Stage II – Cross-Functional Development, Stage III – Assessment of Current Marketing Efforts, and Stage IV - Refinement of Current Marketing Efforts.

Vista Latinos believes that by providing strategic marketing planning followed by overseeing implementation in all channels of customer touch points so you can build solid customer loyalty. Our goal is to provide return on investment for both the corporation and the target market (consumers, professionals, or business owners).

Other areas of service include: general and multicultural marketing, secret shopper- retail analysis, Hispanic media development and placement planning, special events marketing, philanthropic sponsorship analysis, non-profit organizations analysis and participation planning,

product placement, keynote speaker and workshop facilitator on the topic of Hispanic and Women's marketing. Vista Latinos also provide services related to Hispanic and women employee network development, HR marketing in Hispanic sourcing and staffing services.

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### **About The Anna Maria Arias Memorial Business Fund**

The Ana Maria Arias Memorial Business Fund was established in 2002 to recognize the accomplishments of Anna Maria Arias, the late founder and editor of LATINA Style Magazine. Her drive and mission to empower Hispanic women is one of the true legacies in the Hispanic community. The Fund celebrates this spirit of entrepreneurship that was Ana Maria's vision and that today serves to fuel the phenomenal growth of the Latina business sector.

In collaboration with the Dartmouth's Tuck School of Business, LATINA Style will provide ten executive business education grants for Latina entrepreneurs. With these grants, ten of the nation's highest-potential Latina entrepreneurs will be able to attend Tuck School flagship executive program. The program helps owners take their company to the next level, creating more wealth and more jobs in their communities.

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### **About LATINA Style**

LATINA Style magazine broke new ground in 1994 to launch the first national magazine dedicated to the needs and concerns of the contemporary Latina working woman in the U.S. Focusing on the needs of Latina professionals, Latina business owners, college students and Hispanic influential's. LATINA Style is the most influential magazine reaching the Latina professional.