

Mid-Michigan Hispanic Business Association Continues Growth and Revitalization



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 Hispanics 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 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 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."

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 to 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 who is a recent graduate of Northwood University in Midland.

The MMHBA recently worked 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 eight graders are the leaders of tomorrow and hopefully future members of the MMHBA.

Upcoming Events

In celebration of the Cinco de Mayo, the association will host two events.

First on May 3, while *La Union Civica Mexicana* host the 28th annual Cinco de Mayo parade at 11 a.m., the MMHBA is hosting their Cinco de Mayo luncheon. The cost of the event \$20, which includes, a Mexican-themed lunch, special seating to view the parade, and margarita specials. (Please see page 32)

Secondly, on Tuesday May 5, the association will host "An Evening With Anthony Quinn" at Shapers the Salon and Day Spa in Saginaw Twp. (Please see page 16) These two events will offer great networking for the community. See you May 3 and May 5.

Top picture, front row: Florinda Causie, Silvia Garcia, Terry Beltran-Miller and Monica Guerra. Back row: Juan Estrada, Donovan Ortega, Dr. Raul Mosequeda, Art Anguiano, Jacinto Luna, Manuel Lopez, Oscar Mendoza, Jose Arellano, Matt Moreno and Victor Aviles.



*Celebrating Our
25th Anniversary*