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Business

Bridging cultural divides

Terry Beltrán-Miller wins national award, grant to develop Vista Latinos agency

by Phil Custodio

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Terry Beltrán Miller viewed her buyout from General Motors in 2005 as an opportunity. She used it to create her own business, Vista Latinos Marketing and Communications Solutions Company.

“My passion to help our Hispanic community inspired me to develop a company that focuses on the Latino Boom in the U.S.” Beltrán-Miller said. “We believe in achieving success for both corporations and the Hispanic community, from planning and implementation to building long-term customer relations. Too often, customer relations management is overlooked with the Hispanic market.”

The Independence Township resident's goal is to expand the agency to serve the Hispanic community, as well as women's and youth markets. Helping her is a national Anna Maria Arias Memorial Business Fund award.

Selected by Latina Style Magazine, the award includes a business education grant to Tuck School's Building a High-Performing Minority Business executive program, set for June 2009.

"I'm looking forward to it. It's a great program," she said. "I have no doubt it will help me take my business to the next level."

Beltrán-Miller is the first Latina entrepreneur in Michigan to receive the award. She is among 10 award winners from across the country, recognized for innovation, achievements and community service. Latina Style presented the awards, Sept. 5, in Washington D.C.

“This year's applications came from all over the country, across all industries and with varying levels of experience,” said Robert Bard, president and CEO of Latina Style. “But the one thing they all have in common is their tenacity and their drive to succeed while making a difference. We started these awards more than seven years ago, and every year I am more and more impressed with our winners.”

Beltrán-Miller is a senior marketing professional with more than 16 years of experience and an MBA in Marketing and Management.

In 2002, she served as chairwoman of Automation Alley's Great Lakes Interactive Marketing Association. She served as marketing chair for the 2005 Hispanic Business Alliance Exposition and Economic Summit, and vice president of memberships in 2006. In 2007, she was president of the National Society of Hispanic MBA's Detroit Chapter.

Beltrán-Miller, her husband, David Miller, and their two sons, Antonio and Nicolas, moved to Independence Township from Flint about 10 years ago. They chose it because of its location between GM's Renaissance Center in Detroit, where she worked, and Flint, where her mother Emma and aunt Grace lived.

"I like Clarkston. It's nice," she said.

She also worked with Univision, Women's National Basketball Association, Walt Disney Corporation, PBS, Intel, BabyCenter.com, Council of Fashion Designers, and World Wide Productions Entertainment.

Oakland County has a strong Hispanic community, about 400,000 strong, with about \$41 billion in commerce, she said.

"In the Clarkston area, the largest minority group is Hispanics," she said. "Hispanics are younger, the community's growth rate is tremendous."

Vista Latinos helps clients promote products and services while recognizing the Hispanic market's many unique subcultures, she said.

Other areas of service include public relations, community affairs, signature event planning, strategic program planning, philanthropic, and sponsorship analysis and planning. Beltran-Miller provides keynotes and workshops about Hispanic and women's markets, employee development and entrepreneurship growth.

For more information, check www.VistaLatinos.com.

Founded in 1980, Tuck School of Business at Dartmouth provides high-quality, intensive learning specifically tailored to minority-owned businesses.

The late Anna Maria Arias was founder and editor of LATINA Style Magazine, businesswoman and champion of entrepreneurship. The Anna Maria Arias Memorial Business Fund, established in 2002, provides educational grants to dozens of Latina business owners from across the countries who exemplify those business practices and principles that Anna Maria championed. For more information, check www.latinastyle.com or call **1-800-651-8083**.