



THE ENQUIRER

Search: All | Articles | Yellow Pages | Entertainment | Dining | Jobs | Cars | Homes

Search

www.sibcycline.com
The best web site in real estate.

Cincinnati.Com | NKY.com | Enquirer | Post | CiN Weekly | Community Press & Recorder | cincyMOMS.com | CincinnatiUSA | Data Center

Home | Local News | Sports | Business | Opinion | Life | Entertainment | Nation/World | Obituaries | Blogs | Search

Local business

Cincinnati.Com » The Enquirer » Business » LaVerdad's Robinson cares - and it shows
Last Updated: 9:40 am | Sunday, October 14, 2007

LaVerdad's Robinson cares - and it shows

His passion: Health care for everyone

BY JEFF MCKINNEY | JMCKINNEY@ENQUIRER.COM

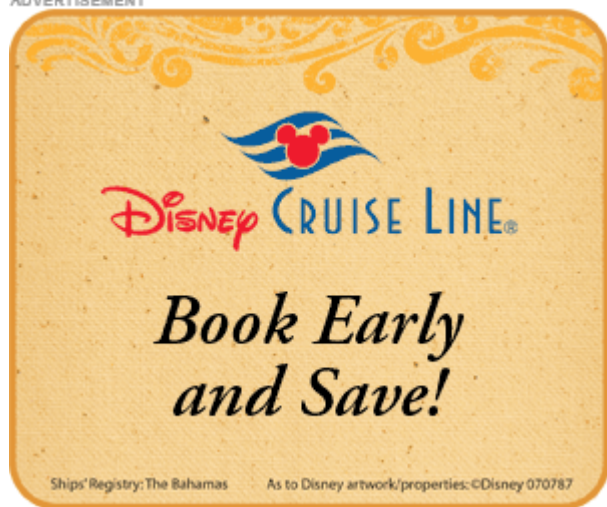
E-mail | Print | digg us! | del.icio.us!

Mike Robinson is a vocal proponent of racial equity in the health-care market.

Robinson, president and CEO of the multi-cultural marketing and research firm LaVerdad Marketing & Media in Montgomery, also is passionate about helping minorities get a high school and college education.

He knows first hand what it's like not to have access to proper health care.

ADVERTISEMENT



"I'm so adamant about it because it touches me personally," Robinson, 46, says.

Robinson recalls many of his family members - including his father, uncles and grandparents - dying at an early age of diseases such as breast cancer and leukemia while he was growing up in a poor neighborhood in Maryvale, Ariz.

Since then, Robinson has made it his mission to help blacks, Latinos and other ethnic minorities gain greater access to health care, including preventive screenings and education.

In June, LaVerdad organized a group of local companies to provide a variety of

health screenings such as checkups for blood pressure, cholesterol and diabetes inside local bigg's stores, mainly targeting blacks and Latinos.

LaVerdad, which this year provided marketing services to big brands that include Procter & Gamble's Pantene, Downy and Mr. Clean products, also provides an annual \$1,000 scholarship to local Hispanic college students.

Although his firm continues to rack up kudos from industry peers, Robinson is just as proud of his efforts to help Latinos and blacks get more access to health care services.

Last month, Robinson received the 2007 "Regional Hispanic Businessman" award for eight Midwestern states from the U.S. Hispanic Chamber of Commerce. LaVerdad was named a "Regional Supplier of the Year" by the National Minority Supplier Development Council.

But Robinson says the most important work LaVerdad has done this year is help its health care clients - including Mercy Health Partners of Southwest Ohio and Santa Maria Community Services - do health screenings.

"We want to help clients create products that help improve the lives of ethnic consumers," he says.

E-mail | Print | digg us! | del.icio.us!

Cincinnati.Com » The Enquirer » Business » LaVerdad's Robinson cares - and it shows

LOCAL BUSINESS

- Renters on the rise
- They're old hands at this
- Honda defends hiring plan
- Rug Gallery adapts, expands
- Stephanie's Seasonings selling to grocery chains

BUSINESS

- They're old hands at this
- Honda defends hiring plan
- Rug Gallery adapts, expands
- Stephanie's Seasonings selling to grocery chains
- New Dippin' Dots opens in Crescent Springs



Buy This Photo

THE ENQUIRER/LEIGH TAYLOR

Mike Robinson is president and CEO of LaVerdad Marketing in Montgomery. The company specializes in marketing for the Hispanic community. But Robinson is most passionate about equality in health care, and helping minorities get a high school and college education.

Quick Links

- [Cincinnati.Com Career News](#)
- [Cincinnati.Com Business Tip Sheet](#)
- [Cincinnati Real Estate News](#)

Investor Center As of 12:54 PM EST
[Most Active](#) · [Gainers](#) · [Losers](#) · [Mutual Funds](#)

Enter symbol
or
company
name:

[A-Z Stock Lists](#) » [NYSE](#) · [NASDAQ](#) · [AMEX](#)

ADVERTISEMENT

Advertise Here

Build Your Website Today!

Everything you need to create a Professional Website with optional shopping cart. Gain new customers today! Extremely affordable and easy setup!
www.myquickcart.com

Free 4C Child Care Referrals.

4C is your local child care resource. To find quality infant, toddler, preschool and after-school care, call 513-221-0033 or visit our Web site.
www.4CforChildren.org

Project M.A.H.M.A Wants You!

Work At Home Around Your Children. Successful 50 yr. Old Company, Helping Moms And Others Make A Difference And Earn An Income From Home!
www.shaklee.net/wahm

Don't Lose it ~ Label it!

Fact: Kids lose their stuff. Protect your investment with Lovable Labels. Dishwasher, microwave and laundry