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## LaVERDAD to give lowdown on marketing to Hispanics

### Company offers seminars in 11 Midwestern cities

Lucy May  
Staff Reporter

Cincinnati-based LaVerdad Marketing & Media is expanding its series of seminars aimed at teaching businesses how to reach the growing Hispanic market.

The seminar, called "Understanding the Hispanic Market: Business Opportunity or Matter of Survival?" will be presented in 11 markets in five states. The first in the series will be held June 24 in Dayton.

"Collectively, the top 200 companies in the United States spend close to \$2 billion a year advertising to this market," said LaVerdad President and CEO Mike Robinson, a third-generation Mexican American. "Our goal is to help companies understand the Hispanic market when they do that marketing."

This is the third year Robinson's company has presented the seminar. He started with one the first year and had five in Ohio and Kentucky last year.

The cost is \$49 for nonprofits and \$99 for corporations. Robinson still is looking for sponsors for the series.

The seminar will be held Oct. 4 in Cincinnati, although the site hasn't yet been determined. Robinson said it will be at either an educational institution or a corporate office. He expects between 75 and 100 businesses to be represented.

In addition to education and consulting, LaVerdad also conducts research and helps corporate clients with targeted marketing campaigns.

Debi Doan, principal researcher with Procter & Gamble Co., said she used LaVerdad to do research after attending the seminar.

"They have been able to get us information as we need it and put together panels of consumers," Doan said. "Given that this is such a growing market, it really is worth understanding this important consumer."

To register for any of the seminars, go to [www.laverdadmarketing.com](http://www.laverdadmarketing.com) or call (513) 891-1430.