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University of Cincinnati College of Business to Host Hispanic Awareness Seminar

PR Newswire

CINCINNATI, Sept. 20 /PRNewswire/ -- Some of Cincinnati's most respected and successful corporations and organizations, including the Hispanic Chamber of Commerce of Greater Cincinnati, along with LaVERDAD Marketing and Media - a nationally respected Hispanic marketing and research agency - are joining forces to offer Cincinnati a seminar to raise corporate and community awareness regarding the needs and business opportunities of the fast growing Hispanic consumer market.

"Understanding the Hispanic Market: Business Opportunity or Matter of Survival," comes to Cincinnati on Tuesday, Oct. 4, hosted by the University of Cincinnati College of Business. The event will take place from 9:00 a.m. to 4 p.m. at the Great Hall located in Tangeman University Center, located at 2766 UC Main Street in Cincinnati, Ohio on the main campus of UC.

You may register online at <http://www.laverdadmarketing.com/>, or by calling (513)891-1430. The cost is \$99 for corporations and \$49 for nonprofits, and includes breakfast, lunch, and an abundance of knowledge and networking opportunities.

"As part of National Hispanic Heritage Month, we are proud to partner and host LaVERDAD Marketing and Media, PR Newswire, Mercy Health Partners, U.S. Bank, the Hispanic Chamber of Commerce of Greater Cincinnati, Metro and others for this timely seminar," said Marianne W. Lewis, associate dean for Innovation at the University of Cincinnati College of Business. "The focus is particularly integral to our College and University, given our emphasis on building cultural competencies. Indeed, it is vital for students, faculty and corporate partners to gain a greater understanding of the burgeoning Hispanic market - the growth opportunities that it represents, the cultural challenges that it poses, and the potential benefits for a more inclusive, eclectic and vibrant community."

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The campaign, created by LaVERDAD and now in its third year, brings a new paradigm model to the community which allows nonprofit, corporate, academia and community organizations to come together in a way that raises awareness of the needs and the opportunities that exist within the Hispanic market. In short, the campaign demonstrates the strength and values of diversity, understanding, and a model of acceptance and inclusion. Other cities on the 2005 tour include Cleveland, Columbus, Dayton, Indianapolis, Lorain, Louisville, Pittsburgh and Toledo.

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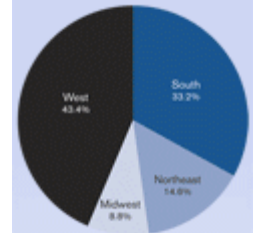
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"U.S. Bank is proud to be a partner of this important awareness campaign," said Carlos Amaya, vice president for multicultural initiatives. "The growing Hispanic and Latino population in our region brings an urgency for corporations and nonprofits to come together to discuss ways in which we can all provide better services and products to this unique consumer segment. This seminar will not only provide an excellent roadmap for community leaders to follow, but an opportunity to unite on issues of diversity and



inclusion."

An important component of the model has been the support and leadership provided by the local Hispanic Chambers. The Hispanic Chamber of Commerce of Greater Cincinnati is one of many such organizations which have supported this grass-roots methodology in uniting companies to support the campaign initiatives. "We strongly encourage companies and individuals to attend and support this excellent conference," said Alfonso Cornejo, president of the Hispanic Chamber of Commerce of Greater Cincinnati. "Participants will learn important insights on why and how this influential market continues to grow at accelerated rates and why we believe individuals focusing their attention on this vibrant group will benefit from this seminar immensely. We are proud to partner with LaVERDAD and others to bring this event to our community."

The seminar not only explores insights into the Hispanic consumer and what every organization should know about the U.S. Hispanic market, but also highlights the dynamic changes occurring in the market at the local, regional and national level.

"The growing healthcare needs of the Hispanic population in Greater Cincinnati are important factors to be addressed in the care delivery system," says Michael Laatsch, Vice President of Marketing for Mercy Health Partners. "We are excited about this seminar and building inclusiveness and awareness of the positive impact that healthcare can make on the lives of Latino families in our local communities. We are proud to partner with LaVERDAD Marketing, the Hispanic Chamber of Commerce of Greater Cincinnati, Queen City Metro, U.S. Bank, NSHMBA and others in bringing this worthwhile event to the Cincinnati community."

"This campaign represents an incredible opportunity for the business leaders of Greater Cincinnati to come together in support of diversity and inclusion in our community," said Joann Monroe, president of Qfact Marketing Research. "Providing our growing Hispanic and Latino population with better products and services is vital to our regions' continued growth and success. We at Qfact not only support and sponsor those efforts which raise community awareness, but also those activities and initiatives which improve the lives of our fellow citizens. We are proud to partner with LaVERDAD Marketing and others to advocate this important message." LaVERDAD Marketing and Media

Web site: <http://www.laverdadmarketing.com/>

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