



**Portland Business Alliance
Cornerstone Conversations:**

**“Marketing to the Latino
Community”**

April 2, 2009

Step 1: Know Your Target Market

One size does not fit all





How Many Latinos are there?

In the US:

- 65.5 Million Latinos (doubled from 1990-2000)
 - 15% of the US Population *
 - By 2050, Latinos are expected to be 25% of the population (102.6 Million)
 - Largest ethnic minority group
 - More than 500,000 in 16 states
 - Fastest Growing minority group
- *plus 3.9 million in Puerto Rico

US Citizens

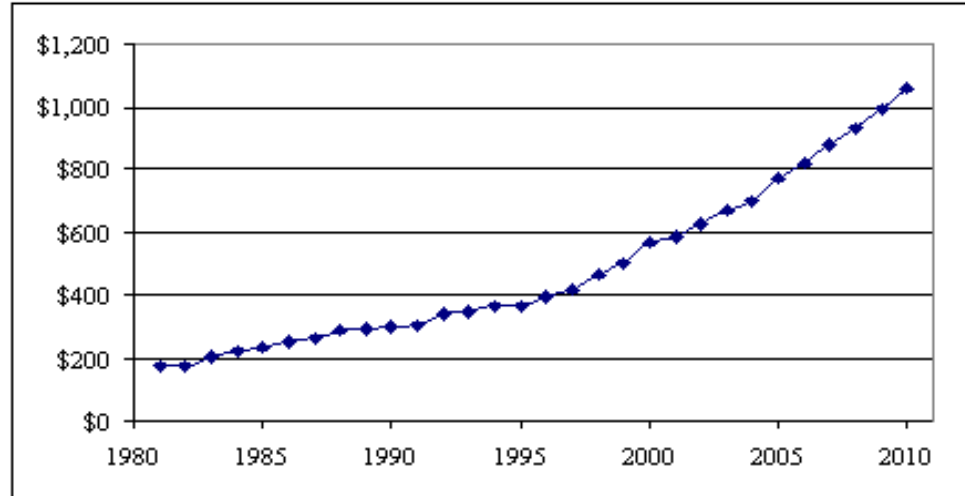


- 60% of Latinos are born in the U.S.
- 40% are foreign born



Characteristics of the Latino market:

- Younger (27 vs. 36 years old)
- 35% of all Latinos were under 18 years old vs. 25 % for the US population
- Baby Boom (20% of all births are Latino)



Source: HispanTelligence, U.S. Hispanic Purchasing Power: 1978-2010

What is the Purchasing Power of Latinos?

In the US:

- \$800 Billion

In Oregon:

-\$ 5 Billion

-In Washington:

-\$ 6.8 Billion

Income:

- Median Income still lags behind US Average

\$35,967 vs. \$43,570

- US Born Latinos are faring better than foreign-born
- In 1998, 42% of US born Hispanics had reached the middle class vs. 60% of the Non-Hispanic Whites



Latino Businesses

US:

- Fastest growing
 - 2.2 million businesses
 - +31% since 1997
 - 3 x the national average
-
- Employ more than 1.5 million workers and pay about \$40 billion in wages





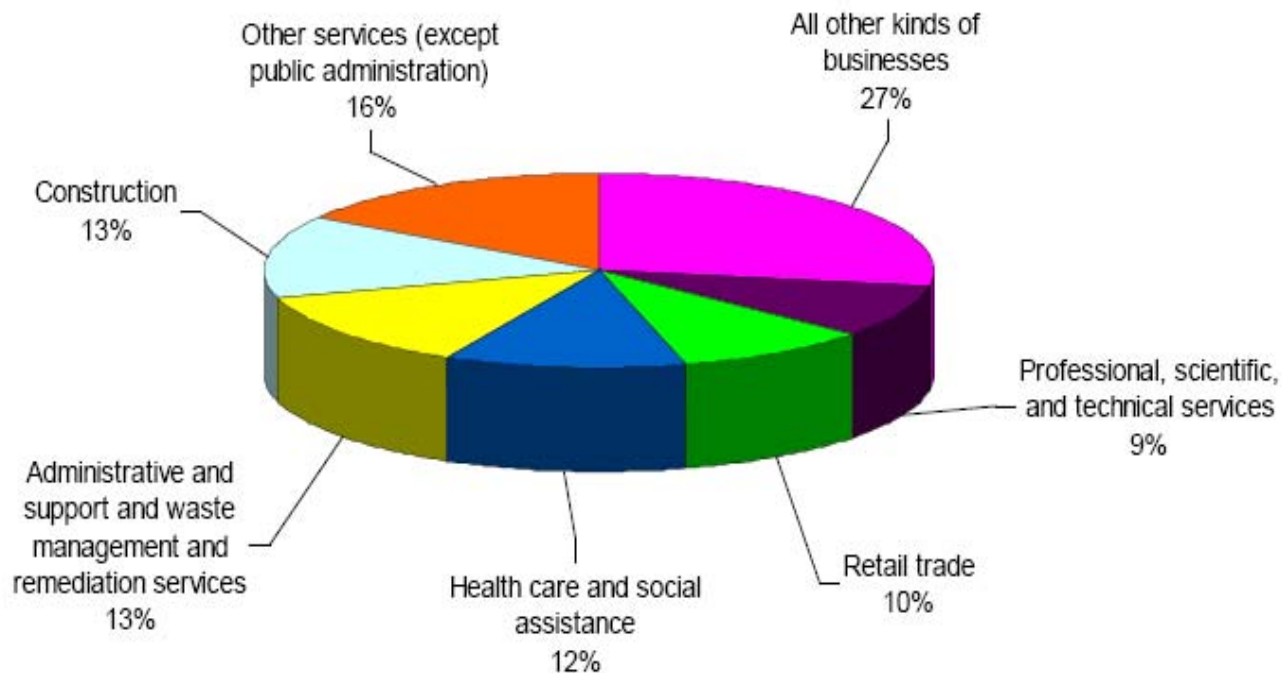
In Oregon:

- 6,022 Latino Businesses
- 1,200 in Multnomah Count
- \$1.07 Billion in Sales
- Employ 9,665 workers

Source: 1997 US Census

Distribution of Hispanic-Owned Firms by Kind of Business: 2002

Total: 1,573,600



Note: Firms with more than one domestic establishment are counted in each industry in which they operated, but only once in the U.S. total.

Language:

- 77 % of Latinos speak Spanish
- 80% of Latinos speak English fluently



- **In Oregon:**
- Over 379,034 Latinos in Oregon
- Represent 10.2% of the Population
- Largest ethnic Minority in the State
- Between 1990-2006 grew 236%
- One of the fastest growing Latino populations in the U.S.
- 53% of Hispanics are U.S. born



Where are they from?

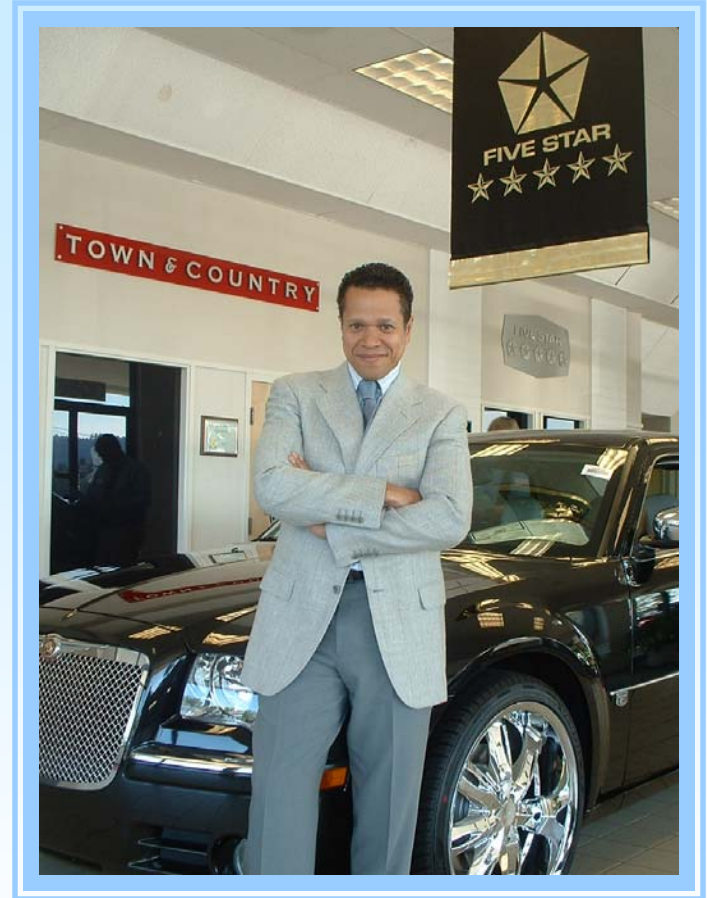
	US	Oregon	WA
Mexican/ Mexican Background	64%	85%	80.1%
Puerto Rican	9%	2%	3.44%
Cuban	4%	1%	1.16%
Central, South American or Other	20.9%	12%	18.97%

Source: 2006 American Community Survey

Latino Employment for N.W. Region



- White Collar Workers/
Professionals/Sales Technical **39%**
- Service Sector Workers **14%**
- Blue Collar Workers **35%**
- Agriculture, Fishing, Forestry, and
Unskilled Labor **12%**



Source: The Larson NW Hispanic Market Report 2006-2007 Edition

Latino Acculturation for N.W. Region

- Highly Acculturated (most like general population but shrinking) **11%**
- Bicultural (comfortable with old and new cultures and fastest growing) **23%**
- Partly Acculturated (increasingly producing bicultural individuals) **40%**
- Unacculturated (primarily old culture traits but most are acculturating) **26%**

Source: The Larson NW Hispanic Market Report 2006-2007 Edition

Majority consume media in both languages:

53% read Spanish language newspapers/magazines

63% read English language newspapers/magazines

Alejandro Ceballos
pública y a la sazón

Condenan devolución de refugiados a Cuba
Latin America demands more legal immigration to U.S.

Para la comunidad hispana

EL HISPANIC NEWS

25th Anniversary
Founded 1981

Volume XIV No. 2
January 12, 2005

México

López Obrador se presenta más moderado para recuperar liderazgo

Robt Torres
Ciudad de México (AP) — Andrés Manuel López Obrador hizo un discurso con un mensaje de moderación ante una multitud de seguidores en un momento crucial de su campaña electoral. El ex alcalde de México se presentó para recuperar el liderazgo de la izquierda y se comprometió a ser más moderado que en su primer mandato. López Obrador, cuyo lema de campaña es "El día de mañana, primero la justicia, después la libertad", anunció que se comprometió a ser más moderado que en su primer mandato. López Obrador, cuyo lema de campaña es "El día de mañana, primero la justicia, después la libertad", anunció que se comprometió a ser más moderado que en su primer mandato.

City marks 25 years of El Hispanic News

Robt Torres
The Hispanic News celebrated its 25th anniversary on January 12, 2005. The magazine was founded in 1981 by Alejandro Ceballos and his wife, Rosa. The magazine has grown from a small publication to a major voice for the Hispanic community in the United States. The anniversary celebration was held at the magazine's headquarters in Los Angeles, California. The event was attended by many of the magazine's readers and staff members. The magazine's success is a testament to the dedication and hard work of its staff and readers.

Estado de Washington revoca licencia a contralista

Robt Torres
Yakima, WA (AP) — Estados Unidos de Washington ha revocado la licencia de operación a una empresa de servicios de limpieza que se opone a la ley de salud pública. El gobernador de Washington, Chris Gregoire, anunció que la licencia de operación de la empresa de servicios de limpieza, que se opone a la ley de salud pública, ha sido revocada. La empresa de servicios de limpieza, que se opone a la ley de salud pública, ha sido revocada.

\$2 million in grants awarded to improve health care access, reduce disparities

Robt Torres
Los Angeles (AP) — The state of California has awarded \$2 million in grants to improve health care access and reduce disparities. The grants will be used to fund a variety of health care programs, including community health centers and mobile health units. The grants will be used to fund a variety of health care programs, including community health centers and mobile health units.

Mexico's leftist presidential candidate seeks the center to hold lead in polls

STRONGER LINKS:
Peter Aschmann and Al...
linked on ways to
strengthen the connection
between the global
business world,
STRATEGIES 123

PORTLAND BUSINESS JOURNAL

Business news from THE FINE CITY

Overhead issues

Noregrets scramble to pay the bills as donors give to causes

Business plan pinpoints areas of opportunity

School advocates court businesses

Overhead issues
Noregrets scramble to pay the bills as donors give to causes

Business plan pinpoints areas of opportunity
A new business plan for the...
Business plan pinpoints areas of opportunity

School advocates court businesses
The Portland School District...
School advocates court businesses

Media:

- Latinos watch more TV than any other group (57 vs. 53 hours)
- **Univision** and **Telemundo** dominate Spanish language TV



- Most watched English language Channels:
 - Discovery
 - Fox
 - ESPN
 - CW

- Radio is an important media for entertainment and education



Step 2

Work with Latino Community Partners to Deliver Message



Benefits:

- Outreach to the Latino community
- Education re: community issues/concerns
- Identification of potential employees to help market your product or service
- Establish a reputation of credibility

Step 3 – Send the Right Message:

- You care (You financially support community initiatives)
- You deliver quality service/products that meet community need
- Your staff reflects the community
- Your contracting reflects the community
- The community benefits from your public/private effort



About the Hispanic Chamber:

Established in 1994

Largest Hispanic Chamber in the Northwest with over 800 members

Mission: Support the economic advancement of Latino Business

Activities

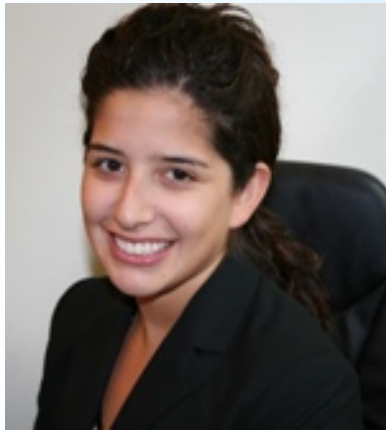
- **Monthly Membership Luncheons/Networking**



\$128,000.00 in Scholarships to 49 Latino students in May '09 (over \$1,010,000)



Technical Assistance to Latino and other small businesses



Monthly Newsletter



HISPANIC HERITAGE CELEBRATION "HISPANICS SHAPING AMERICA TODAY: THEIR ECONOMIC & HISTORICAL CONTRIBUTIONS"



The keynote speaker for the Hispanic Heritage Celebration Dinner will be Marisa Rivera-Albert, President of Mpowerment Works, a consulting firm designed to impact global change by empowering the majority: "Women". Mpowerment Works provides unique domestic and international seminars, keynote presentations and innovative programs, designed to empower and impact women and men to

become agents of social change.

Prior to starting her own firm, Ms. Rivera-Albert led the National Hispana Leadership Institute (NHLI) in Washington, D.C., for ten years. During that time, NHLI experienced tremendous growth and became the premier leadership institute for Latinas in the country. Before heading NHLI, Ms. Rivera-Albert worked in higher education as the Special Assistant to the President for Diversity and Community Relations at Black Hawk College in Illinois. She also worked for seven years at Western Illinois University managing the Hispanic Program for Educational Advancement and the Learning To Lead Program for Hispanic students.

Ms. Rivera-Albert is originally from San Juan, Puerto Rico. She has a BA in Communications from American University and a Master's degree in Education Administration from Western Illinois University. She is a graduate of the Harvard University JFK School of Government Executive Program, the Center for Creative Leadership Institute, the Gallup Leadership Institute, the HACR Harvard Business Executive Program on Corporate Governance and the Mexican American Solidarity Foundation.

Media Sponsors For 2008



www.hmccoregon.com

SCHEDULE OF MEETINGS

Wednesday, September 03, 2008

Event: Workshop
"How to Start a Business"
Place: Hispanic Chamber Training Room
333 SW 5th Ave, Portland, OR 97204
Time: 6:00 PM - 7:00 PM
Cost: Free

Wednesday, September 10, 2008

Event: Hispanic Heritage Celebration Dinner
Keynote: Marisa Rivera-Albert, President
Mpowerment Work
Place: Oregon Convention Center
777 NE MLK Blvd., Portland, OR 97232
Time: 6:00 PM - 9:00 PM
Cost: \$120 Members / \$125 Non-Members
Tables of Ten \$1,200
Sponsor: Nike, Portland Development Commission,
Providence Health & Services, US Bank

Monday, September 15, 2008

Event: Como Iniciar Su Negocio (In Spanish)
Place: Hillsboro Library
775 NE 10th Avenue, Hillsboro, OR 97213
Time: 6:00 PM - 8:00 PM
Cost: Free

Thank you to our Sponsors!



Annual Employment and Contracting Trade Show



May 28, 2009 1:00pm – 6:00pm – Oregon Convention Center

Leadership Development Program

