



## Message from our Chairman/CEO

It has been an honor that I have treasured for the past 33 years, to have been part of Hialeah Chamber of Commerce & Industries, starting as a regular member evolving both personally and business wise, due to the great relationships fostered over these great years to now proudly lead your Chamber for the last 10 years into the future as Chairman/CEO.

Our goal HCCI is to continue to bring more value to our members in order to grow and expand their businesses as we have been able to do for the past 42 years in the City of Progress the HCCI leadership team is committed to supporting our local businesses in any way possible with meaningful services, workshops, trainings and conferences. All of our members, and prospective members will benefit from determining which programs are best fitted to getting your business to the next level.

This year we are bringing back our HIALEAH NEWSPAPER in a digital format Newsletter on a monthly basis that we can eblast to over 6,000 subscribers. The newsletter will be showcasing our local businesses as well as educational tips on how to make our events & meetings add more value to our subscribers.

Our Digital Newsletter we will have an additional tool to keep you closer to our activities and new members as well as provide addition space for your promotions. We will also include Marketing & Social Media tips by

transitioned to a **FULL DIGITAL** support publishing through constant contact eblast "**MARTES DE PROGRESO**" a very popular instructional tool for our readers and member produced by our Business Development Director, Cesar Saddy. We also have developed a partnership with the SBA (Small Business Administration) to produce and broadcast in their platform that goes to the entire country webinars with the needed direction to grow yourself as well as your business. The first one titled **CHANGE FOR PROGRESS** had panelists from Microsoft, SBA and Oracle USA.

I encourage you to visit our website [www.hialeahchamber.org](http://www.hialeahchamber.org), where you will be able to keep up with all the innovations, we have created in order to Reactivate Hialeah "**HIALEAH SE REACTIVA**".

If you are a new Chamber member or have not been to an event in some time, I encourage you to reach out and get involved. I promise that you will find liveliness at our many events. Seek me out, a Board Member or Chamber Staff and introduce yourself. Explore the many

chamber staff members that we are sure will help grow your business.

We are in the process of upgrading and remodeling our office and will be implementing new services for our members, like The HCCI digital channel studio set to produce content for our Business Community. Also Linking up Buenas Tardes Hialeah with Mandy Llanes & EL Poeta radio show to be live on both channels.

During the past 2 years we have not closed a day during this difficult pandemic we all have had to endure. Our team

opportunities that the Chamber presents. In addition to our annual events, the Chamber offers educational seminars, monthly mixers, and various networking opportunities including Chamber Connects. If you want to get involved in making HCCI a continued success, join one of our Committees. Whatever you decide, I challenge you to get involved.

Un Abrazo,

**Mandy Llanes**  
**Chairman/CEO**  
**HCCI**



*Hialeah*

Chamber of Commerce & Industries

## AMBASSADOR TRUSTEES MEMBERS



# JOIN OUR CHAMBER

The Hialeah Chamber of Commerce & Industries brings you innovative member benefits and programs that can make the most of your marketing dollar by providing measurable results. We're here to help engage, influence by making an impact using dynamic programs, services with initiative designed with your business in mind.



## Hialeah

HIALEAH CHAMBER OF COMMERCE & INDUSTRIES, INC.



240 East 1st Avenue • Suite 217 • Hialeah, FL 33010  
PH: 305.888.7780 • [HIALEAHCHAMBER.ORG](http://HIALEAHCHAMBER.ORG)



## MARKETING TIPS

- **Peter Landestoy, Jr.** is the Marketing Director at the Hialeah Chamber of Commerce & Industries, Inc. He brings over 20 years experience in marketing, graphic designs & event production. He works with both the sales and marketing departments to develop successful strategies and campaigns that attract new customers and keep current clients engaged. You can reach him at [peter@hialeahchamber.org](mailto:peter@hialeahchamber.org)



A marketing strategy is key to the success of any business. Without a marketing strategy, you lack focus. And without focus, you will, quite simply, fail to reach any of the goals and objectives that you have set. Failure to plan is planning to fail.

Marketing is not a standalone, one-off activity. It is made up of several different components that are necessary throughout each and every stage of a business's endeavors - from long before a sale is even made, to long after. With so much going on, it is essential to have a strategy in place.

*The following is a compilation of the different types of marketing strategy:*

### Market Research

Market research entails collecting, analyzing and interpreting information about what people buy and why they buy it. Tools such as market analysis, surveys, focus groups and product testing help companies identify markets for their products so that they can direct their marketing efforts and dollars to the target groups most likely to buy. Market research also identifies potential barriers customers face in entering the market and suggests ways to overcome them.

### Brand Management

Brand, or product, management is devoted to conceptualizing products and getting them to market. Branding management includes market research

### Advertising and Public Relations

Advertising uses the media to communicate a product's value. It involves both a creative process and an analytic one. The creative process conceptualizes ad campaigns and designs and produces the ads themselves. The analytic processes identify the best media outlets in which to place ads and develop and track metrics to measure the ads' effectiveness.

Public relations is closely related to advertising but rather than focus on products, it focuses on the company's public image. Public relations messages communicate the company's values and its activities and achievements that illustrate adherence to those values.

### Promotions

Promotion builds relationships between wholesalers and retailers and uses incentives to entice customers to purchase a product. Incentives include discounts, samples and other tools that add value and make an offer too good to refuse.

### Sales

Sales manages the process of getting products to the customer. It presents the personal "face" of a company and its products -- the sales rep -- to customers in an effort to get them to purchase, and then ensures that the purchase is delivered. Relationship-building is a vital sales function, as it takes fewer

and development, production, distribution,  
advertising and sales

resources for a company to keep an  
existing customer than to replace one.



# HIALEAH CHAMBER BANKING INSIGHT

## Monthly Banking Tips with Centennial Bank



By J.C. de Ona,  
Centennial Bank's  
Southeast Division President

### Understanding Available Small Business Loans

Hialeah is living up to its name as "The City of Progress," with nearly 16,000 businesses reported in 2021, up 15% since 2020.

Although Hialeah is home to commercial chains, it is no secret that entrepreneurs' shops drive the community, economy, and heart of the city.

Recent labor shortages, supply chain disruptions, and rising COVID-19 cases are weighing hard on Hialeah's small businesses owners and executives. Businesses looking to scale their services or expand their footprint can receive support from various loans and lines of credit they may not realize are available. That's where Centennial Bank can come in.

#### Definition of a Small Business

According to the U.S. Small Business Administration (SBA), a small business can have a maximum of anywhere between 250 and 1,500 employees, and size is dependent on the specific industry and company revenue. This provides a diverse range of size for many enterprises, of which the SBA provides additional guidelines on their website.

#### How the SBA Works with Lenders

Financial institutions, like Centennial Bank, work closely with the SBA to help small businesses obtain the financial support they need.

The SBA backs traditional loans made by banks, as they do not lend money directly to small business owners, unless there are exceptions due to natural disasters.

Loans guaranteed by the SBA come in all sizes dependent on need and other factors (credit, loan history, number of employees, location, etc.). These loans can support long-term fixed assets and operating capital, while programs set restrictions on how funds are utilized.

#### How Centennial Bank Can Help

Centennial Bank, through its dedicated lenders in the Hialeah Branch -- located at 1165 W 49th St #107 -- are trained to help community businesses bolster their companies, start a business from scratch, finance expansions, purchase real estate, and much more.

Each business works directly with a

loan officer to oversee their portfolio, offer financial personalization, and ensure smooth sailing. We understand that when we build our communities, we all benefit in the long-term prosperity of our city.

#### Small Business Loans Offered Through Centennial Bank

*Note: SBA Advantage Loan Program has up to 25-year terms (15 year term or more has a 3 year prepayment penalty).*

- **SBA 7a Programs:** Most common loan program; includes financial help for small businesses with special requirements and is a favorable option when real estate is part of a business purchase. This loan can also be used for funding short- and long-term working capital, refinancing business debt, and purchasing business supplies. The maximum loan amount for this loan is \$5 million.

- **SBA Express/LOC:** If approved, businesses can take out up to \$500,000 (as of September 2021) and provide typically faster financing, also may be used as a revolving line of credit. These loans often provide competitive interest rates and flexible terms, borrowers can hear back on the approval process as fast as 36 hours with a complete package.

- **SBA Veteran's Advantage:** Helping our country's veterans create and run successful businesses is a priority for Centennial Bank. We offer a variety of loans for active-duty military, disabled veterans, veteran spouses, and other classifications. These loans closely reflect

the terms of SBA 7a loan programs. For these loans, there are no fees for loans \$150,000 and under.

- **SBA International Trade:** The bank offers attractive loans for businesses who rely heavily on exporting practices, ultimately helping companies expand into new markets. Companies can receive a maximum of \$5 million in total financing, depending on additional factors, with a maturity up to 25 years.

- **SBA Export Working Capital Program:** This loan provides advances for up to \$5 million to fund export transactions, which can be used to finance suppliers, inventory, or logistics tied to the overall production of export goods/services. This specific loan has a low guaranteed fee, speedy processing time, and same qualifiers as SBA 7a loans.

- **SBA Export Express:** With financing up to \$500,000 and approval within 36 hours or less (with a complete package), this is a popular loan for small business exporters. Funds can be used for participation in a foreign trade show, translating product literature for use in foreign markets, finance expansions, and more.

- **504 Loans:** These two-part loans (bank loan and SBA/CDC loan) provide long-term, fixed rate financing of up to \$5 million for major fixed assets to enhance business acceleration and job generation. This is a feasible loan for businesses with less than \$15 million in revenue.

#### Get in Contact

Loan education is the first step, and it is important to know all available options. To explore your needs and ambitions, please contact Centennial Bank's Hialeah Branch at (786) 878-5754.

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**J.C. de Ona** is Centennial Bank's Southeast Division President and active member of the Hialeah Chamber of Commerce. J.C. has nearly 25 years of experience in bank operations, retail sales, management, private banking, as well as commercial and commercial real estate lending. As a Miami-native, he is dedicated to giving back to the 305 and the Hialeah community.

All loans are subject to credit and collateral approval.  
Member FDIC.

*J.C. de Ona's NMLS Number: 1674678*



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### 3 TIPS ON HOW TO MANAGE YOUR COMPANY

**Cesar Saddy** is the Business Development Director at the Hialeah with over 20 years experience in sales strategies and training of the sales personnel of mayor companies in Florida. He is also the of Author Best Seller



The Hialeah Chamber of Commerce and Industries has three tips that can help you carry out those plans or exchange ideas that you have for your company, work area or project.

#### **Tips to make it happen:**

##### **1. Write it down. An idea is not the same as a Plan.**

The difference between one and the other is the documentation of the initiative with setting dates. So when you are in a company as an executive, owner or manager of an area and want to generate a change, you must document it (If you can place figures and data it is better). In that writing you must place:

- Current situation of the area to change:
- Justification of why the change is important (Losses, profit reduction, higher profits in other competitors, etc.).
- Description of the change.
- Set yourself a goal. You want to change, when and how.
- If possible, generate phases to define the stages of change.

- Describe implantation risks.
- Describe benefits of implantation.

##### **2. Create a support group.**

In this sense you should know that if you go you can only achieve change but if you are accompanied the process will be more bearable. Remember that people like to change ... they don't like to be changed. Thus:

- It brings together key people who could benefit from the idea.
- Present the document:  
Set aside the ego and fear and allow yourself to receive feed back.
- Readjust the document and designate among all responsible for each phase

##### **3. Implement and Monitor.**

What is not controlled is managed. Once you start the planned activity, establish continuous improvement meetings and adjust results. In this phase, if you are the leader of the exchange, generate meetings at least once a month and listen to the support team.



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# Hialeah SE REACTIVA LUNCHEON OF PROGRESS



HCCI Chairman/CEO at our first luncheon this past Jan. 2022 at the EB Hotel



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Main Sponsor of the event



Mr. Michael Wohl  
Executive Partner  
CoralRock Dev. Group



Hialeah Mayor  
Esteban Bovo, Jr.



Keynote Speaker



County Commissioner



## Digital Strategy Tips: How to create a digital presence

**Luisa Rangel** is the social media editor and contributor at the Hialeah Chamber of Commerce & Industries, with ample experience in Public relations, media relations strategy and executions, digital media strategist.

Digital marketing has shown to be one of the most successful ways for all businesses to promote themselves, as it is easier and less expensive than traditional marketing.

**Social media** is one of the best ways to connect with your audience and drive traffic to your website.

Here are some tips to help you to start with a good strategy for a successful digital marketing.

### Start with Quality Web and Mobile Sites

In today's competitive environment, having both high-quality online and mobile sites is critical. And when we say quality, we're talking about things like speed, design, user interface, and security.

It's not enough to have a website that just provides information or sells a product or service. Websites must be optimized for both PC and mobile devices, considering mobile devices account for 51% of all internet browsing.

Mobile web design should be simple and responsive, with larger links to account for the fact that customers are using their fingers to click.

If you required advice, please contact [luisa@hialeahchamber.org](mailto:luisa@hialeahchamber.org) to

situations. Being realistic about the time you have for social media is one of the keys to sustaining your social media presence.

An out-of-date social media profile will not be useful to customers. If you just have time to manage one account, pick a platform that works for your company and stick to a posting schedule.

### Focus On Google My Business

Make it simple for visitors to discover your company by using a service called "Google My Business".

This service will help you create and verify your brand/business, so your business information can be shown on google maps.

This is a crucial step because when customers search for your business, Google will display all of your contact information, including your location. This can assist potential consumers in contacting and navigating to your business.

### You can use tools like Google Analytics

To track your website activity. Those can include bounce rate, session duration, pages per session, and more. This tool provides all the data you need to efficiently make changes to your website.

covers all the necessary topics that will help you create an amazing website.

### **Maintain a Social Media Presence**

Although most small company owners recognize the value of social media, it is all too easy to overlook it during busy

Use this data to tailor your digital marketing strategy to those potential consumers.

We understand that it may get a little overwhelming to begin with, but with the right professional help and guidance, you will be able to start in the right direction.

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