SHARE:
Join Our Email List

Hialeah Newsletter
CHAMBER OF COMMERCE & INDUSTRIES, INC.
FEBRUARY 2022 • DIGITAL VOL. 1

Message from our Chairman/CEO

Our monthly newsletter has become a great source of information as we move forward bringing you all of the positive opportunities for our members here in the great City of Hialeah.

I just want to remind all businesses if you need direction and support reach out to YOUR Chamber of Commerce, we are here with our Hialeah se Reactiva program to help you.

Our next HCCI Lunch will be on **Wednesday May 25th** with the ***HONOR of having President Madeline Pumariega of Miami Dade College***. This will be at **The Historic Hialeah Park.**

Make your reservations now as this will be a **SOLD OUT** even, as we welcome the Girl from Hialeah to her hometown.

Hialeah Chamber of Commerce continues to bring educational opportunities for our members so they can be able to reach their business goals to not only businesses across the city, the county, the state, the country we want make sure that you have opportunity to reach out across the world to put the name of Hialeah as the city of progress very high.

Looking forward to continue to bring more uplifting news to all our Chamber Members!

Un Abrazo,

Mandy Llanes
Chairman/CEO
HCCI

Hialeah Chamber of Commerce & Industries

AMBASSADOR TRUSTEES MEMBERS

Hialeah Park RACING & CASINO
UNIVISION RADIO — RADIO MAMBÍ 710 AM
HHA Hialeah Housing Authority

OUR NEXT KEYNOTE SPEAKER

Here is a brief highlight of our upcoming luncheon Keynote Speaker
Madeline Pumariega,
President Miami Date College.

Our next luncheon will take place on May 25th at the Historic Hialeah Park.

Madeline Pumariega is the first female president appointed to lead one of the nation's largesteducational institutions, Miami Dade College (MDC). Adding to the historic nature of thisappointment is the fact that Pumariega is an alumna of MDC.

A Trailblazer In Academia

Pumariega's love for academics and service excellence began as a student at MDC and continued during her 20 years of service at the College in positions of ascending responsibility, culminating in her role as Wolfson Campus president. Prior to becoming MDC's president, Pumariega was appointed the first female and Hispanic chancellor of the Florida College System (FCS). In that role, she designed and implemented strategies to keep college accessible and affordable for Floridians, especially for those entering high-demand job fields. During her tenure, several of the FCS's 28 colleges — which serve 800,000 students — rose in the rankings of *U.S. News & World Report* as well as by other national measures. Florida was also named No. 1 in higher education by *U.S. News.*

In 2019, Pumariega became the executive vice president and provost of Tallahassee Community College, where her innovative approaches advanced the College's three core divisions: academic affairs, student affairs and workforce development. Pumariega helped lead the school during the unprecedented response to the COVID-19 pandemic and pivoted the college's infrastructure to support virtual classroom instruction and student-teacher interaction. She also serves as affiliate professor of leadership at the NYU Steinhardt School of Culture, Education, and Human Development.

A Champion for Youth

Serving the community outside of higher education, she was also previously the executive director of Take Stock in Children, a statewide nonprofit focused on breaking the cycle of poverty by helping students complete their high school education and advance into post-secondary education and careers. It was here that Pumariega pursued her passion for ensuring that students have a pathway toward upward economic mobility through educational opportunities.

A Catalyst For Transformation

In her new role as MDC president, Pumariega has championed a new strategic plan for the College developed with input from more than 1,000 stakeholders. The plan focuses on five key priorities: reimagining for student success; accelerating academic excellence and innovation; valuing a culture of care to advance student outcomes; fueling the talent needs of a global economy; and securing the future of the College.

She has now engaged hundreds of leaders and volunteers around these five key priorities, and this transformational work is well on its way at MDC.

Pumariega has also prioritized working with business partners to identify the skills needed by key industries and tailoring higher education programs to match those needs. This intentional forming of strategic alliances and job pathways between companies and MDC students accelerates each graduate's ability to enter the workforce immediately.

Driving her relentless pursuit is the passion to develop leaders and build thriving communities. Pumariega clearly recognizes higher education's role in transforming lives and communities, and is designing her presidency at MDC to position the College to deliver on its mission in a post-pandemic, technology-enabled world.

MARKETING TIPS

- ***Peter Landestoy, Jr.*** is the Marketing Director at the Hialeah Chamber of Commerce & Industries, Inc. He brings over 30 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

THE BRAND MANAGEMENT

A corporate brand is what sets a company apart from a vast number of similar companies. A strong brand is what guides potential clients in your target audience to buy your product instead of your competitor's product. It includes an array of elements, working together to form the perception of a brand. This includes your company's name, logo, corporate gifts, design features and images as well as other elements which refer to your company's products.

Having a strong and positive influence is important for any business to grow.

Brand management helps the product or services tells the consumers who or what we are as a product or service. It gives a clear picture of what the product or service has to offer the audience and also states its importance. This in turn directly affects the sales. Therefore it can be said that Brand management is important because it helps people identify the product or service in the true sense and gives a clear perception as to what should be expected out of it also highlighting its importance to the general masses. With so many products and services launching each year it is very important for the general audience to know what the product is and who is launching it.

Employees are the people who directly deal with the customers and also help in promoting the brand. Proper brand management can build a sense of trust and belong in the hearts of the manpower working for the brand resulting in a loyal and committed workforce. Employees with a positive outlook towards the brand help people understand the value and importance of the product or service.

Employees are the people who directly deal with the customers and also help in promoting the brand.

Proper Brand Management can build a sense of trust and belong in the hearts of the manpower working for the brand resulting in a loyal and committed workforce. Employees with a positive outlook towards the brand help people understand the value and importance of the product or service.

Therefore it can be said that the clearer the concept of a product or service is to the audience the better it is for its brand value.

The importance of brand management is listed in the following points:

First; Brands help recognize the Product or Service.

Second, Brand Management Helps Identify the Audience.

Third, Brand Management helps to build a sense of loyalty among the employees.

Fourth, Brand Management helps in safeguarding the brand.

Fifth, Brand management helps to create a positive perception and measure the brand's perception.

Till next time, I hope these tips helps you build a better **BRAND!**

HIALEAH CHAMBER BANKING INSIGHT

Monthly Banking Tips with Centennial Bank

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

CENTENNIAL BANK PLEDGES $100K IN SCHOLARSHIPS TO FLORIDA HIGH SCHOOL GRADUATES

On the heels of Governor DeSantis' approval of SB 1054 and April Financial Literacy Month, the bank announces its commitment to Florida graduating high school seniors through 2027

Centennial Bank – the customer-focused bank, servicing Florida's Southeast Central and Southwest regions – is pleased to announce the launch of its Financial Literacy Scholarship program and pledge of $100,000 over 5 years to graduating high school seniors throughout the state, contributing to further their college education.

This news is timed with April being Financial Literacy Month and Florida Governor DeSantis' approval of Senate Bill 1054, requiring Florida public high school students to complete a personal finance course to graduate, set to commence for incoming freshmen of the 2023-2024 school year.

Reaffirming the bank's commitment to financial literacy and empowering the communities it serves, the scholarship program will be available to schools participating in the bank's current financial education program. Qualifying schools are those that have 51 percent or more of students receiving free or reduced lunch, a federal initiative for children of families earning at or below 130 percent of the poverty level. Beginning with the class of 2023, high school seniors who excel in their designated math class can be nominated for the scholarship by the course instructor or school counselor.

"With bi-partisan senate approval and the entire state's attention, there is no better time to showcase the importance of financial literacy for the next generation and reiterate our commitment by taking action," said David Druey, Florida regional president for Centennial Bank. "Through this scholarship, we will help more than 25 high school students throughout Florida continue their education, while raising awareness for fundamental and lifelong personal finance skills."

To support both customers and communities during the COVID-19 pandemic, last year, the bank partnered with GreenPath Financial Wellness , a national nonprofit focused on financial education, and Banzai Inc., an interactive, award-winning course on real-world finance. The trio offered valuable, complimentary resources, such as virtual courses and educational materials, to more than 43 schools, retirees, and first-time homebuyers across Florida. The scholarship is now an evolution of this program.

"As champions for the communities we serve, our Financial Literacy Scholarship reaffirms our core values and commitment to bolstering our backyard," said J.C. de Ona, Southeast division president for Centennial Bank. "With this scholarship, we are simultaneously investing in prospective bankers, lenders, and visionaries for generations to come. We hope other financial institutions, organizations, and businesses will join us in this effort."

Students chosen for the scholarship will be allocated funds each semester throughout the duration of their college education, at a maximum of four years.

About Centennial Bank:
Centennial Bank, a Home Bancshares (NYSE: HOMB) company, is a full-service financial institution with branches in Florida, Arkansas, Alabama, Texas and New York and $25 Billion in total assets. For more information, please visit **www.my100bank.com.** Centennial Bank, Member FDIC, Equal Housing Lender.

Disclusre:
All loans are subject to credit and property approval.

David Druey's NMLS Number: 675416
J.C. de Ona's NMLS Number: 1674678

ARKANSAS | ALABAMA
FLORIDA | NEW YORK
A HOME BANCSHARES COMPANY (NYSE: HOMB)
Member FDIC
Forbes America's Best Banks
RANKED #1

****Information is educational in nature and is not a solicitation of business from Centennial Bank.***

BUSINESS DEVELOPMENT TIPS

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 books on Sales. You can reach him at businessdevelopment@hialeahchamber.org

MAKE A DECISION IN THE COMPANY

Do you remember Alice in Wonderland?

Making a decision in the company is not an easy task. It is selecting an action option when several possible futures are presented, sometimes contradictory, and that impact a plan in progress or a budget. In this situation, which path should you take? To deal with "decision making in the company" we are going to remember the famous story "Alice in Wonderland".

Little Alice was walking in the woods and confused by several route options, she asked the cat which way she should take. The Cat replied: "That depends on where you want to go." Alicia, when asked, stated that she was not sure where she wanted to go, so the cat replied... "Then, if you are not sure where to go, any path you take will be valid".

Given this passage, we cannot afford to take any path, as the cat recommended to Alicia, because each one leads to results where there are resources that are all valuable to the company, such as:

- **Money**
- **Weather**
- **Market share**

Therefore, for a correct decision-making in the company, we must basically take into account three elements:

1. Your goal. All your decisions in the company must be focused on the objective you pursue. So ask yourself first what the goal I want to pursue is. It is already clear? Next, consider what is the action option that will favor me the most based on my objective?

2. What do you give up? Every decision-making has an act of renunciation behind it. If you make a decision, really think about what you are going to give up when you make it. Let's imagine you have a product development project in mind. Are you going to buy a machine to make your products or are you going to hire the services of a third party to do it? Given both paths, what are you going to give up? Analyze the resignation, as well as the risks.

To find out which trade-offs you can create a list of pros and cons, and clearly highlight if the options meet the necessary criteria or if they pose risks or trade-offs that are too high

3. Your resources. Analyze the resources you will need for each option to consider. How much time, money, skills, energy, or other necessary resources do you have to carry out one decision or another? This last piece of advice is very important because sometimes, the analysis of these realities makes us creative and strategies emerge that bring us closer to the correct decision, which sometimes was not one of the first to appear.

The decision option that guides you the most, towards your goal, within a framework of fewer sacrifices, and that means the most rational effective use of the resources you have at hand, will be your best path. Therefore, thinking more than twice when you want to opt for a decision that is not the one that brings you closer to your goal faster, implies that you must make many changes to which you are not used to, and you must make an irrational use of resources. what you have on hand.

Therefore, to make a decision in the company, a relevant decision, gather your closest team and analyze, under the three aspects mentioned above, each of the options for which you must decide.

The City of Hialeah celebrates April as Autism Awareness Month!

As community leaders, you know the value and importance of what it means to give back to those you tirelessly serve every day through your business. This April, do not miss out on the opportunity to support, accept and uplift those with autism spectrum disorder (ASD) and their loved ones.

If you would like to participate in the City-wide campaign, with a charitable contribution of $50, you will receive an original work of art showcasing the City of Hialeah's official Autism Awareness Month slogan—*Autism is not a disability… it's a* different *ability*. You can display your support for this cause by placing your poster adhesive on the door or window of your business to help bring more awareness, education, and acceptance to our community.

100% of all contributions will be donated to South Florida Autism Charter School, a school located in the great City of Hialeah that selflessly serves children and young adults with ASD.

Thank you, and have a Hialeah day!

HIALEAH CHAMBER OF COMMERCE & INDUSTRIES, INC. WELCOMES OUR LATEST MEMBERS

CHAPMAN PARTNERSHIP

MB MARKET CLUB

WASHINGTON AVENUE BID

THE HIALEAH CHAMBER OF COMMERCE INC. THANKS OUR FAITHFULL MEMBERS FOR THEIR RENEWAL

EB HOTEL MIAMI , LLC
CABALLERO FIERMAN LLERENA & GARCIA LLP
CIVICA LLC
FEDAN TIRE COMPANY
LA BODEGUITA
PALM SPRINGS MILE ASSOC LTDA
SUNSHINE GASOLINE DISTRIBUTORS, INC
VENTURA REALTY GROUP / RENEWAL
WESTAFF

Digital Strategy Tips:

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.

HOW TO BE SUCCESSFUL ON INSTAGRAM.

So, you want to know how to be successful on Instagram? While there are over 800 million monthly active accounts, being an Instagram success story is still possible.

You will be required to put in a lot of work and effort, but the outcome is worth it.

Doing so will help your account stand out and gain a targeted following.
Today I going to give 5 steps to have success on Instagram.

Create the Perfect Bio

Before anything, you first need to make sure your Instagram bio is attractive. It needs to be able to tell your audience who you are, what you do consists of what the agency does, what you have to offer on the platform by following and also a few links for extra information.

Produce Interesting Content

Now you have got a quality Instagram bio sorted for your account, it's time to think about your content plan.

If you create low-quality boring content and isn't attractive, too many words and not interesting to your audience, don't expect to be an Instagram success.

In order to succeed, you need to plan out your content strategy and create eye-catching media – whether that's images or videos. It's not that hard to create super engaging content on Instagram.

There are lots of tools available on the web and app stores that will help you create striking content for example use tools like Canva, Adobe Spark, Inshot, lightroom.

Post regularly

Posting regularly is one of the ingredients on how to be an Instagram success.

This requires you to be very active. Ideally, you should be posting a least once a day.

If you can post more than that, 2-3 times a day will get you the most reach and engagement, especially to grow your account.

Utilise Instagram Stories

Instagram Stories can be used in various ways. It's a brilliant feature that should be utilised regularly. Especially when your account surpasses 10,000 followers which enables you to start adding hyperlinks within your stories.

This is a fantastic way to drive more traffic and generate more business from Instagram.

Reels are a Powerful tool

Instagram reels are short entertaining video clips created on the Instagram app.

Using trending sounds also ensures that your messaging is relevant, contributing to more views.

Since Instagram Reels is a new feature, Instagram will ensure that it prioritises reels. Therefore, it'll be in your best interest to take advantage of the opportunity to get your brand, business, products and service offering see by Instagram's large community.

Additionally, using Instagram Reels allows for more visibility, share-ability (as your content can be viewed and shared over a longer period of time.

Regardless of your business goals, Instagram is a powerful tool that can connect you with millions of potential customers.

Visit our website