



## Message from our Chairman/CEO

Well this is our second newsletter and I want to thank the chamber team for working so hard to make it a reality especially **Peter Landestoy** 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 everyone if you need direction if you need support reach out to the Chamber of Commerce we are here with our Hialeah se Reactiva program to help you.

I would like to welcome our two new chamber trustee members from the international business world from **Republic Dominicana BlueLand Properties** from **Mexico TRUEKX USA**.

This gives you the scope that your Hialeah Chamber of Commerce is moving to take the opportunities for our members to be able to reach

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.

***Please look for our upcoming Eblast with details for HCCl Luncheon set for the 3<sup>rd</sup> Wednesday April, 2022.***

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

Un Abrazo,

**Mandy Llanes**  
**Chairman/CEO**  
**HCCl**



*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.



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- **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)



## THE IMPORTANCE OF A MARKET RESEARCH

Our first newsletter covered why a marketing strategy is the key to success; in this issue, we will look at how market research must be meticulously performed before proceeding in a new venture.

Let's say you have an excellent idea for a product, something that will capture the hearts, minds, and needs of consumers everywhere, or maybe you have stumbled on a service that isn't being offered by anyone else a desperately needed product. So, you can think:

- Is my opportunity!

money on research that will only prove what you knew all along: Your product is a winner.

Not doing proper market research can amount to a death sentence for your product. Many companies bypass the critical background information because they're so interested in getting their product out. Statistics show that companies do best when they do their homework.

In today's world we can take advantage of the internet to do most of the research needed, entrepreneurs can conduct much of their market research without ever leaving their work desk, thanks to the universe of online services and



- Why should I hesitate?

- Hey me! Don't think twice or look back!

And so you decide to dive right into it and, before you move forward... Do a market research!

To make it simple, you must conduct a market research. It is essential to determine whether there is a market for your product or service, and that's not all. Also, it would be best to make sure that more review or study is not required before proceeding.

New and old business owners neglect to first check all the "ifs" while in product development for the simple reason that they can't accept any negative feedback. They are convinced their product or service is perfect just the way it is, and they don't want to have anyone tampering with it.

Some bypass market research because they fear it will be too expensive. With all the other startup costs, it's not easy to invest your money on research that will only prove what you knew all along: Your product is a winner.

Some bypass market research because they fear it will be too expensive. With all the other startup costs, it's not easy to invest your

information. You can look into the major consumer online services, which offer access to business databases. You can find everything from headline and business news to industry trends and company-specific business information, such as a firm's address, telephone number, field of business as well as who owns it. This information is critical for identifying prospects, developing mailing lists and planning sales calls. One such company you can use to start the research is – **MarketResearch.com** - with more than 250,000 research reports from hundreds of sources consolidated into one accessible collection that's updated daily. No subscription fee is required, and you pay only for the parts of the report you need with its "Buy by the Section" feature. After paying, the information is delivered online to your personal library.

You can also obtain more information about consumer markets by checking out the Statistical Abstract of the United States; you can find it at most libraries. It contains a wealth of social, political, and economic data. Ask reference librarians for other resources targeted at your specific business.

Make sure you do proper Market Research and collect all of the information before moving to the next step that we will discuss in the upcoming issue:

**"Brand Management".**

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# HIALEAH CHAMBER BANKING INSIGHT

## Monthly Banking Tips with Centennial Bank



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

### ***Fact or Fiction: Will Rising Interest Rates Ease Inflation?***

Inflation has been present in our economy for the last two years. More recently, its effects have been felt by companies and consumers alike, from the price of everyday essentials, like gas and groceries, to the cost of building materials and record-breaking home prices. While frustration with growing prices is valid, the belief that rising interest rates will ease inflation is not.

The sheer volume of cash in the market has created a counter-cyclical response. Consumer spending shows no signs of slowing, which in turn continues to stress the supply chain. In fact, a [recent report from Statista](#) shows there were more than 11,600 supply chain disruptions in 2021, and experts expect that number to climb in 2022.

Additionally, Russia's recent invasion of Ukraine brings more uncertainty to the economic outlook.

There is truth to the notion that interest rate hikes will have some impact on inflation, however, it's important to recognize that this is not a one-move solution to the problem at hand. For consumers in South Florida particularly, our local economy is an anomaly in comparison to the national narrative, experiencing record population growth and spending.

In this case, we've established it is fiction to say rising interest rates will ease inflation. The reasoning is that although interest rates will rise this year, it will remain at a historical low compared to the past decade.

Economists predict rates will increase about four to five times over the course of the year in quarter-point increments starting in April. However, it is key to note that while the Federal Reserve has confirmed its plans to move forward, it will also proceed with caution as it monitors the political tension in Eastern Europe.

Trillions of dollars were pumped into the U.S. economy in a free rate environment to aid with pandemic recovery.

Now, this "borrowing binge" is being offset by interest rate hikes, which while a tool to ease inflation when used in conjunction with additional measures, is not the sole solution to curb inflation. It's akin to saying, "I bought a bike, so now I'm healthy." The bike may lead to improved health down the line, but only if you dedicate ample time to using it, work on improving your diet, etc.

The truth is several factors contribute to inflation. For example, supply chain regulation and management are crucial elements to "treat" inflation. Experts predict we are one-to-two-years away from seeing a "normal" supply chain and may never see its pre-pandemic fluidity.

In response, it is expected that banks and financial institutions will increase rates on deposits and lines of credit, not just loans, which will likely take place once banks reach a 75 to 85 percent ratio of loans to deposits.

Moreover, it is imperative to understand the relationship between interest rates and inflation to have a clear grasp on the economic landscape. This correlation plays an essential role in our everyday life and decision making, including conducting business, investing, and much more.

#### ***About Centennial Bank:***

Centennial Bank, a Home Bancshares (NASDAQ: HOMB) company, is a full-service financial institution with branches in Florida, Arkansas, Alabama and New York and \$15 Billion in total assets. For more information, please visit [www.my100bank.com](http://www.my100bank.com). Centennial Bank, Member FDIC, Equal Housing Lender. Disclosure: All loans are subject to credit and property approval.

#### ***About J.C. de Ona:***

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.

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



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## 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](mailto:businessdevelopment@hialeahchamber.org)



**Did you investigate and do you already have the data?  
It's time to plan**

plan, dare to set dates to achieve critical goals. For example, by January 15, you must have 40 clients visited; by February 15, of those 40, 20 have must have been contacted. By March 15, you must

Did you investigate and do you already have the data? It's time to plan. But planning is a waste of time for many entrepreneurs (young or experienced), so they meet, agree on activities, and work accordingly. That is all their planning. However, underestimating planning and not practicing it results in increased time on the business learning curve and lost opportunities.

At The Hialeah Chamber of Commerce and Industries [www.hialeahchamber.org](http://www.hialeahchamber.org), we offer you information to manage your business in a planned way without this activity taking up substantial time in operation. Let's see four elements that haunt the corridors of companies about planning.

**1. A list of objectives.** It could be possible your organization does not require very detailed planning in which they are defined until the hours per employee. But it will always help the company to establish at least a key objective sheet. Peter Drucker, the famous American consultant, wrote, "What is not measured is not controlled." So if there is no time to plan, make a goal map. But write them down. Please don't keep it in mind.

Write what you need to accomplish this year, semester, quarter, or month. How much money do you need to achieve at least to reach your breakeven point, and up to a 20 or 30% profit? That figure is critical. To do this, define how much you need to sell, how many clients you need to contact, and how many types of services you need to place. Please write it down, post it in a visible link, and work accordingly. With this goals presentation, you already have an action model that cannot yet be named a plan, but it helps you clarify your activity.

already have at least five contracts. This roadmap requires some careful analysis and to be on it to analyze what you must do to achieve the objectives in the indicated time; not after and much less when possible. That roadmap is already turning your goals into plans.

**3. A list of Clients.** If there are no clients, there is no defined route, much less accurate goals or money at the end of the year. Therefore, a list of clients to visit is also a valuable tool for working organized. , do not visit or call your potential clients as you remember them. Start building your database, and if you already have one, define which customers have the most significant potential.

You can also make a list of clients according to services. The alert must be taken in this type of action based on the list of clients that tend to forget clients while others are being served. So the list becomes obsolete if we don't use it. So don't just focus on one. At least take one day a month to call and make appointments to make proposals.

**4. Team Meetings.** Define dates for meetings. The key to work planned is the review of achievements on the writing. Without analysis, planning is paper and time wasted. Actions must be reviewed and improved. This action is known as continuous improvement. The basis of meaningful activity is what was done, how the goal was reached, and how to make the next achievement unfold more easily.

Planning is a working model beyond a written paper. The difference between a plan and an initiative is in the definition of objectives, the establishment of dates, a visit plan, and the analysis of what happened. If you start the culture of planning



**2. A Route Map.** If you want to make this list of requirements and intentions that you developed according to the previous advice, a

through any of the doors presented previously, you will want to be more organized day by day. Go forward!



## ACCESS CENTERS



### Community Service Center of Hialeah



**CMG Hialeah**

3805 West 20th Avenue

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Phone: (305) 547-9144

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- Temporary Cash Assistance for families with children (TANF)
- Medicaid Assistance Program
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- Referrals to the Social Security Administration
- Referrals to Career Source Centers
- Referrals to Voluntary Agencies (VOLAGs)
- Referrals to Women, Infants and Children (WIC)
- Referrals to Early Learning Coalition (ELC) and Voluntary Prekindergarten (VPK)
- Calls to the DCF Customer Call Center
- Calls to the Child Support Enforcement Office
- Calls to the Medicaid Choice Counselors

In addition we are recognized as an Eligibility Determination Partner (EDP) because of our agreement with the Department of Children and Families. All our Access Centers are home to DCF employees ready to provide program eligibility determination and assist you with your application process. As a member of the ACCESS Florida Community Network we are always ready and available to serve you.

There is a Community Medical Group Access Center near you. Contact us at 786-377-7777 or visit our website at [www.communitygrp.com](http://www.communitygrp.com)



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

### NEWEST TRUSTEE MEMBERS



#### DOMINICAN REPUBLIC

BLUE LAND PROPERTIES – DOMINICAN REPUBLIC – Real Estate group that has various projects for investments at great prices with an ROI that is already paying off for those that already have invested. The Chamber will receive referral fees for the business generated through our reach.



#### MEXICO

TRUEKX-MEXICO/USA – A crypto currency platform that I pitched to make HCCI to be the lead Chamber of Commerce to bring it to the membership and business in general as well as other Chambers of Commerce. HCCI will be distributing \$20,000,000.00 worth of the Truekx currency at no cost to the members or businesses for them to trade with other business that have them as well.

**THERE IS NO COST or MEMBERSHIP to the participants.**



### 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.

# Top 8 Social Media Trends for 2022

As an online business owner, staying on top of social media trends can help fuel your marketing strategies.

Social media provides brands with an opportunity to connect with audiences around the world.

To help you make the most of these hugely persuasive platforms, we've compiled a collection of social media trends.

## Live Videos

Is no doubt that live videos on social media are going to gain much popularity in 2022.

The popularity of live videos has surpassed the demand for video content too. Presently, live videos are being broadcast on Twitter, Facebook, YouTube, Instagram, and Tumblr because almost 82% of the audiences prefer live videos on social media.

## Elevating Engagement With Ephemeral Content

We are talking about the trending short-duration content that disappears within 24 hours of posting, AKA Facebook and Instagram Stories.

Stories are fun, engaging, and keep people on their screens. Brands are experimenting a lot with the "Story" feature on Facebook and Instagram to give their customers a sneak peek into their world. While images, videos, and textual content continue to inform everyone of new product launches, offers, and other public announcements, the brand stories are aimed to be more personal and

This will help consumers make thoughtful purchase decisions before investing in something.

## Local Targeting to Get More Prevalent

Just like local SEO, local targeting has become more prevalent in 2022 and will continue to be in the coming years. Local brands are finding a way to connect with their target customers by geo-tagging their social media posts and stories.

## The Death of Instagram Likes

No brand or company is a stranger to the realm of social media "likes", but it seems like 2022 will finally be the year to the final. It is well known how the constant fixation on social media validation tends to have a negative impact. Instagram has initiated an experiment where they make the like counts private for several users all over the world.

## Video Content Continues to Bloom

Video content is perhaps the most engaging form of content right now. In fact, brands are rapidly shifting to video content and prioritizing it over written content and images.

Videos can quickly grab the attention of users and keep them hooked to the screen.

## Influencer marketing will mature in 2022

Many people trusted influencers more than brands during the pandemic. Which is why influencer marketing is a strong avenue to explore in 2022.

As alignment between social media and e-commerce strengthens, we'll see more influencer partnerships used to increase businesses sales.



informal.

## More Brands will Adapt to AR and VR Technology

Augmented Reality (AR) and Virtual Reality (VR) are current social media trends in 2022, as brands try to offer an exciting user experience. Many e-commerce companies have adapted to AR-powered shopping, allowing users to try-on products before purchasing them.

## Social Commerce Will Continue to Expand

Brands have long used social media platforms like Instagram, Pinterest, and Facebook to sell their products. In 2022, though, the ability to buy products directly via social media will become a norm.

From shoppable posts to Instagram Storefronts, social networks are continuously evolving to become retail platforms.

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