

June 2015

Hispanic Chamber of Commerce of the Lehigh Valley

Letter from the Chair

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April and May were two very ambitious months for the Hispanic Chamber, and both proved to be very successful. Two very relevant events were offered that provided insight into international politics, business networking and niche marketing.

The first event, “**Insights into Cuba,**” provided an overview of Cuban Politics, Economy, reviewed the post revolution era, and discussed the big question what will happen next. I will admit that we were not able to solve the problems of Cuba, but we did hear very interesting perspectives by subject matter experts and Cuban Americans that have migrated to the U.S and the Lehigh Valley.

“**Cinco De Mayo**” continued as one of our more family friendly events and one that provides the opportunity of the Hispanic Chamber community to invite spouses and children and share good food and networking. Once again the dancing performance was outstanding and provided great entertainment for guests.

Our upcoming event will be “**Marketing to Hispanics,**” taking place on **June 23**. It will be presented by Matthew Braccili, owner of Radio La OLA. He’ll share how he developed his business into a PA top 10 radio station which is geared toward the Hispanic market. He will also discuss the variety of marketing methods used to attract this very diverse demographic.

I want to make sure we thank not only the staff of the Chamber for providing the muscle to organize these events, but also thank the members of the Hispanic Chamber Board for their continued support at each event. Stay tuned for more opportunities to get involved, network and collaborate. Always keep in mind our three guiding principles: Advocacy, Business Development and Community Engagement. Thank you.