

June 2016:

Luis Campos, County of Northampton
Chair, Hispanic Chamber of the Lehigh Valley
610-730-9932 • lcampos@northamptoncounty.org

The Chamber had a great event in May. In case you missed it, the Cinco De Mayo celebration was held in a hangar at the Lehigh Valley International Airport where we showcased traditional and contemporary music, foods, face painting, a moon bounce, and airplanes! I must admit, taking the bus to the hangar and walking through the gigantic doors to see over 300 guests was impressive! This event would not be possible without the support of the Hispanic Chamber Board but also the Programming Committee and the Airport Administration. In most cases preparing for an event has its challenges. Despite the many challenges such as increased airport security and adhering to federal regulations, the team pulled off a great, and in my opinion, the best ever Cinco De Mayo event in our Chamber's history.

As we enter into June we look forward to one of our popular seminars, "Marketing to Hispanics." This year's seminar will include a panel of guest speakers that include representatives from small, mid-sized and large U.S. companies that market to Hispanics. Marketing to Hispanics is a complex web of varying cultures, socio economic backgrounds, religions, and national origins. This is a very interesting and valuable seminar for companies embracing, or looking to embrace this demographic. I encourage you to register early as space is limited.

I want to thank our Chamber staff who works diligently on our events. Your hard work is paying off as evidenced by the attendance and enthusiastic feedback we receive. There is plenty of networking that is occurring too, and that is exactly what these events are intended to promote! For more information regarding how you can get involved by volunteering or sponsorship opportunities please call Samantha at 484-547-8970.