

WEDNESDAY MAY 18, 2022



Message from our Chairman/CEO

Our monthly newsletter has become the great source of information as we continue to 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** has been postponed to June to accommodate all our state elected officials who will be in Tallahassee for the special session as well as many others that will be in Tallahassee for the same reason.

As we prepare for the summer break, I would like to bring to your attention the opportunity to take part in the **SUMMER YOUTH INTERSHIP PROGRAM**. This is a program we have benefitted from here at the Chamber the last 2 summers. **STAY TUNE FOR FURTHER INFORMATION.**

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.

Un Abrazo,

Mandy Llanes
Chairman/CEO
HCCI



Hialeah
Chamber of Commerce & Industries

AMBASSADOR TRUSTEES MEMBERS





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OUR NEWEST MEMBERS**

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For details please call 305-394-5154

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Hialeah

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SATURDAY
MAY 21 | 6:10PM

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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



ADVERTISING AND PUBLIC RELATIONS

A corporate PR and Advertising can be a challenging task, that's why in this issue of our newsletter we bring you 5 tips to help boost your Business!

1. Increases Credibility

Being seen as an honest and reliable company in customers' eyes is a great advantage. Public relations is an essential component for building a credible brand that can be trusted by consumers because it is driven by real opinions and reviews from the outside world. Since these messages do not come directly from your company, the stories that appear in the media and online are typically unbiased. This allows a more genuine dialogue with consumers, which can help your brand increase its credibility.

2. A Low-Cost Option

Public relations is a cost-effective option for small, medium and large businesses. When implementing a PR campaign, you are continuously working on building trust and credibility for your business without a high monetary outlay. Public relations uses free media coverage to stimulate awareness and a demand for your company's products. By doing so, you can develop a broader reach for your business. As PR focuses on gaining free editorial coverage instead of paying for advertisements, it is one of the most cost-effective marketing techniques. A few ways you can use PR in a cost-effective

search results page. Adjusting your brand's content for search engines increases visibility, which also increases the number of people exposed to your brand's PR messages. Public relations agencies are incredibly versed in ways to boost a company's SEO, so if need be, you can directly work with one — however, there are also a plethora of resources online about how to do it all on your own.

4. Positions Your Brand as a Leader

PR can provide a unique touch and add value to your content that will help separate your company from your competitors in a positive way. With public relations, there is a dialogue and explanation given for why someone should buy your product and why a potential customer should trust your company or your opinion. This allows you to position yourself as an expert in your field as you'll be able to demonstrate your knowledge, experience and skills to consumers.

5. PR Has a Great Reach

Public relations is a great way to communicate with your target audience. It allows you to leverage the popularity of the internet and social media to communicate with a wider audience, often gaining attention internationally too.

PR can be a great way for a company that wants to grow its brand awareness and the products or services it offers.

way include speaking engagements, influencer placements and thought leadership pieces.

3. Helps With SEO

SEO has become increasingly important as technology continues to progress across the world. Effective PR can boost your company's online presence through being featured on a variety of popular websites and other media platforms.

This can strengthen your SEO and help your business jump to the top of the

When you take into consideration how in one PR campaign alone you could be on TV, radio, online news sites and in print media, it's staggering to think about the millions of consumers you could potentially target all through crafting just one initial news story.

PR requires the right approach at the right time, but when it is done correctly, it really can help a business reach its goals. Being backed by trustworthy news sources will help your business growth by boosting its brand awareness. In addition, customers having a positive image of your brand will ultimately help sales to increase too, and that can only be a good thing.

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.

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. Centennial Bank, Member FDIC, Equal Housing Lender. Disclosure: All loans are subject to credit and property approval.

Disclose:

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

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

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.

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PUNTA CANA: Más que un paraíso dominicano, una gran oportunidad de inversión

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millanes@grupoblueland.com



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 many companies in Florida. He is also the author of Best Seller books on Sales. You can reach him at businessdevelopment@hialeahchamber.org



THE MINIMUM VIABLE PRODUCT

Sometimes, a project, a business idea or a new line of products or services takes a long time to go to market or to offer positive results because the entrepreneur is trying to improve the product, until in his opinion it is a product or a product. **“Robust and Competitive”** service. In that wait, months or even years pass, or sometimes the project never gets started.

Today we are going to learn a concept that will surely be useful. This is the Minimum Viable Product or what is also known as MVP.

To know if you have a product or service at PMV level, recognize:

- How is the product or service now going to satisfy the need for which it was created?
- Does this product or service require other components or accessories to be purchased and used by customers?
- Can the Product you have work with fewer accessories or components than it currently has? If so, remove props.

Once the product is launched, and as user comments arrive, we can collect information and refine the concept, eliminating functions or parts of the

It is about finding and developing a minimum of properties in the product or service that are sufficient to start showing and marketing the product or service in an early stage with enough characteristics to attract the first customers and validate a product idea in the early stages of the development cycle.

Let's learn more about the characteristics that a minimum viable product must have to be successful in the market.

Objective of the MVP

The purpose of a viable product is to be the version of a new product that allows a team to collect the maximum amount of learning from customers with the least amount of effort.

A company may choose to develop and launch a minimum viable product for any of the following reasons:

- Recognize if the idea is viable
- Know if there are interested buyers or investors
- It is understood as a solution to an existing need in the market

service that we considered important, adding new ones, or validating ideas.

Now that you have determined that your minimum viable product aligns with the needs of the Client, you can start thinking about the specific solutions that you want to offer to users. These solutions do not represent the global vision of the product, but only subsets of that vision.

Remember that you can only develop a small amount of functionalities. In short, the minimum viable product is more than just a functional product, since it allows start-ups to minimize risks.

It begins by trying to come up with an idea that might satisfy a customer need, and then defines its applicability criteria, or ways to recognize how useful or marketable the idea is as is.

Finally, and according to specialized sources in product development, the minimum viable product is a product with enough features to satisfy initial customers, and provide feedback for future development. So if you have an idea for a service or a product project, analyze the minimum conditions for its implementation and put it into practice. Then, with continuous improvement, you will turn it into a great asset for your company. Do not waste time.



HIALEAH CHAMBER OF COMMERCE & INDUSTRIES

BUENAS TARDES

Hialeah

CON
Mandy Llanes Y El Poeta



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Radio Mambí 710 AM

PRESENTADO POR:

Gus Machado 

EL TRANSPORTE OFICIAL DE BUENAS TARDES HIALEAH
LA CIUDAD DEL PROGRESO...

INVITADOS ESPECIALES CADA SABADO

Hialeah Park
RACING & CASINO



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.



SEO: A quick guide for beginners

Search engine optimization (SEO) is a process of optimizing your website with the goal of improving your rankings in the search results and getting more organic (non-paid) traffic.

Is the practice of growing a website's traffic from organic search results. It involves things like keyword research, content creation, link building, and technical audits.

Search engine optimization focuses only on organic search results and does not include PPC optimization (Paid Campaigns). Both SEO and PPC are part of Search Engine Marketing.

2. Place keywords throughout your page

Each page or blog post has different relevant keywords.

Ideally, your chosen keywords should be in the:

- Title of the post
- The URL
- The first and last paragraph of the post
- In the text organically throughout the post
- The tags of images used

3. Hyperlink your existing content

If the post you are currently writing is related to another post you've already written, link it! It's good practice to

The search engines are used by internet users when they are searching for something. It doesn't matter whether you sell a product or service, write a blog, or anything else.

In short, SEO can:

- Ensure that you're visible when your potential customers are searching on Google.
- Drive targeted traffic to your website from people interested in your product or service
- Result in increased organic revenue.
- Give you a solid competitive advantage.

How to do SEO for a website:

1. Do keyword research and use relevant terms

Keywords play an important role in SEO. A keyword indicates the main topic of your article and it's what makes it possible for people to find your article once they make an online search for a topic of interest.

hyperlink your content to other posts and pages on your website. This will contribute to a better user experience by helping the reader further discover related content and navigate to other pages on your site, as well as helping bots in indexing and contextualizing your webpages.

4. Write high-quality content.

Of course, you should write content that engages readers. Make sure to cover your topic in full and don't leave out information that might be important. It's essential that you give your audience an overview of the desired topic and answers catering to their needs.

5. Optimize your images

From a readability perspective, images are very important. They help visualize your content and help make it more understandable to readers. But they are also important for SEO, as they help your website to be crawled. An image can't be crawled, but what can be crawled and indexed is the image ALT-text, in other words, the image description.

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