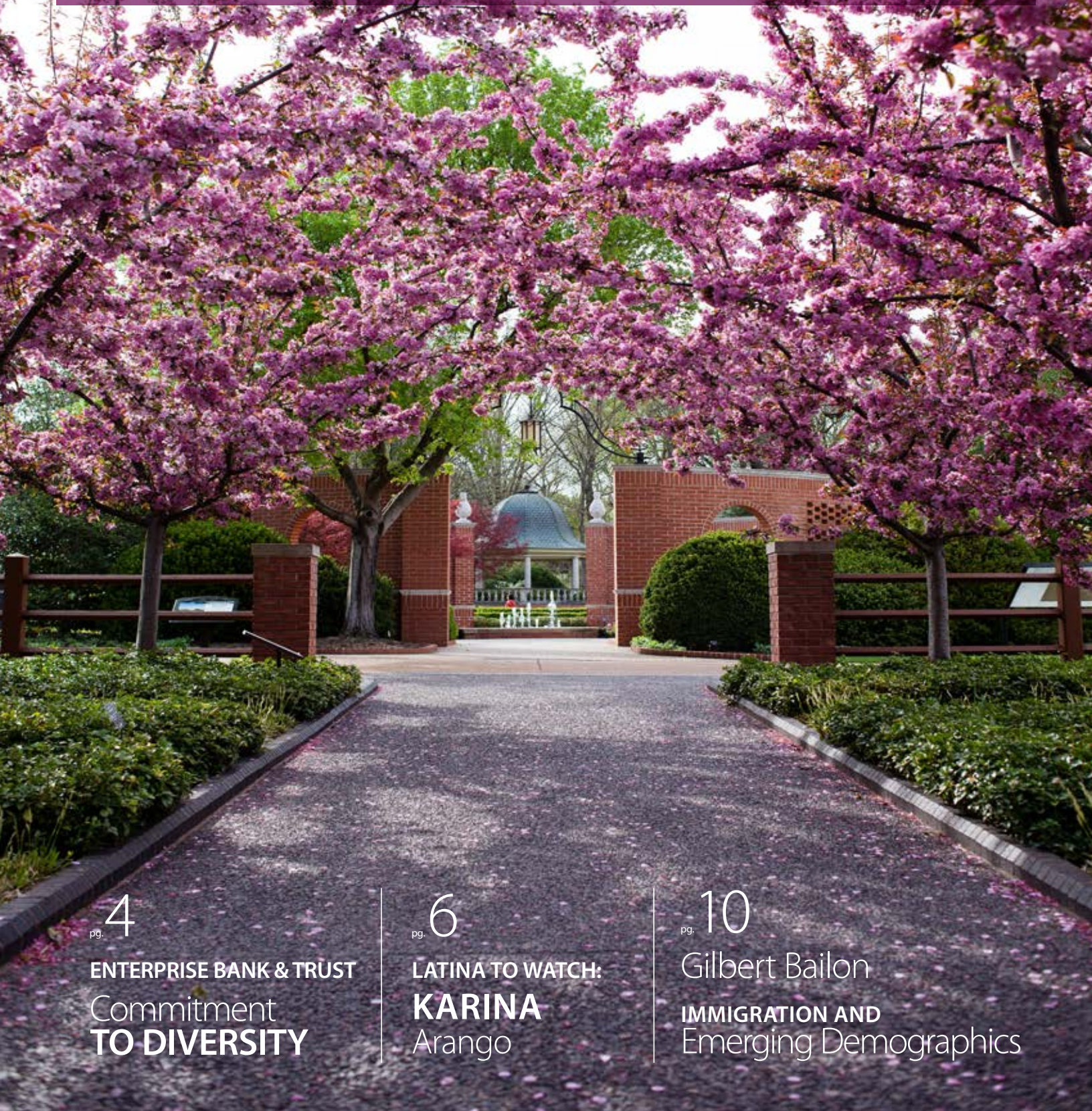




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THE OFFICIAL MAGAZINE OF THE HISPANIC CHAMBER OF COMMERCE OF METROPOLITAN ST. LOUIS
SPRING 2015

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4

pg.

ENTERPRISE BANK & TRUST
Commitment
TO DIVERSITY

6

pg.

LATINA TO WATCH:
KARINA
Arango

10

pg.

Gilbert Bailon
IMMIGRATION AND
Emerging Demographics



By ensuring that our members grow, we are also ensuring not only the future of the Hispanic Chamber, but also that of the greater St. Louis region.

Welcome New Members!

By joining, the following individuals and companies have decided to make an investment in the Hispanic Chamber of Commerce and our community at large. We encourage you to find out more about them and, whenever possible, to use their services. If you would like more information about any of these individuals or organizations, please contact us at: 314.664.4432



COVER PHOTO BY:
Charles Turnell

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- ◆ JG SEWING & LEATHER REPAIR
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– CORPORATE FRIEND
- ◆ THE BOXING THERAPY
- ◆ WGU MISSOURI



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SPRING 2015

- 4 Enterprise Bank & Trust
- 6 2015 Adelante Awards
- 8 Immigration and Emerging Demographics
- 10 Latina Watch: Karina Arango
- 12 Member Spotlight: Appopolis
- 14 News Releases Have evolved
- 15 SIUE Offers Diversity

Dear Members/ Readers,

The Hispanic Chamber has been busy, to say the least! Already this year, we welcomed Maria Contreras-Sweet, Administrator to the U.S. Small Business Administration as the keynote speaker for our Adelante Awards, held a successful Job and Business Fair that connected job seekers with area employers, and welcomed a new Board of Directors!

As I reflect on the accomplishments that we have reached this year, I am reminded of the great community that supports us. The Hispanic Chamber of Commerce's wish is to promote the economic development of Hispanic firms and improve business opportunities for all in the St. Louis Region and we hope that by enhancing business enterprises within the region, we will positively impact the communities around us. We believe that if we are intentional and strategic, we can assist our members in making valuable connections that will stimulate collaborations, which in turn will cultivate the prosperity of our region. By ensuring that our members grow, we are also ensuring not only the future of the Hispanic Chamber, but also that of the greater St. Louis region.

I hope that as a member you feel the value in partnering with the Hispanic Chamber and we look forward to continuing to meet your membership needs. Our work for the year is not done; we have several noteworthy upcoming events. Please be on the lookout for our sister organization HCC STL Foundation's Golf Classic which will be held on Thursday, September 24th at the Norman K. Probst course in Forest Park. As anyone who has played in this tournament before can attest, this event is a lot of fun- one you will not want to miss!

In addition to our special events, we also have our monthly Educational Forum series as well as our Business After Hours events. All of the information for these events is listed on our website – www.hccstl.com. I encourage you to participate in these, as they are a great way to take advantage of your Hispanic Chamber membership and connect with business leaders in the community.

Thank you for your continued support,

Karlos Ramirez
Executive Director



MOST MANAGERS & BUSINESS OWNERS are aware that diversity is critical to an organization's ability to innovate and adapt in a fast-changing environment. Differences of ideas, motivations, competencies, and methods can be used to build high-performing, successful organizations. This diversity comes from more than just those things we can see – race, age, gender, etc. Those things are just the tip of the iceberg. Think about the things below the surface – education, marital status, parental status, personal habits, work experience, and on and on. All these things make up the whole of who we are. It's the "inclusion" part of the equation that determines how likely we are to exhibit that full self in our workplace.

There's a multitude of research that supports the idea that inclusive organizations are more successful. Here are just a few examples:

- ◆ According to Deloitte, research shows that 64 percent of CEOs in high performing companies speak about diversity frequently to their senior leadership.
- ◆ A study by McKinsey & Company compared 45 companies with no women in top leadership positions to 13 companies where at least 30 percent of the top leaders were women – they found that the 13 companies with women leaders outperformed the 45 companies without them, by every yardstick they used, including profitability.
- ◆ The same McKinsey & Company study also looked at 89 companies with "significant" gender diversity and compared their financial performance against their industry average – all were above average.
- ◆ Since 2007, Walgreens has successfully implemented a disability inclusion strategy such that 40 percent of employees now have some form of disability – resulting in increased loyalty (both employee and customer), lower employee turnover, better attendance and improved corporate reputation.

The field of diversity and inclusion has evolved from a legal imperative, to something that was "the right thing to do", to a business necessity. Truly successful and innovative companies are those that build diverse teams at the start or are mature businesses

that realize that in order to grow and remain competitive, they must weave diversity into all aspects of how they operate. Here are a few more statistics to support this idea:

- ◆ Within the next 10 years, 75% of the workforce will be Millennials.
- ◆ Within five years, the minority portion of the workforce is projected to double.
- ◆ Nearly 40% of Millennials belong to a non-white race or ethnicity.
- ◆ Latinos are becoming entrepreneurs at 3x the rate of whites.
- ◆ 2013 data found that women were starting 1,288 (net) new businesses/day – double the rate from only three years earlier.

At Enterprise Bank & Trust, we are unique among companies our size to have made a commitment where a senior-level management position was created for the sole purpose of instituting a more focused approach to diversity and inclusion. As the first Director – Diversity & Inclusion, I have been charged with working with our locations in the St. Louis, Kansas City and Phoenix markets, as well as our team at the corporate office, to determine how to best incorporate an inclusive environment that will benefit our team members, customers, investors, and the communities we serve.

A inclusive environment is essential for all organizations. What I've observed regarding companies that effectively make diversity and inclusion a priority includes:

Did you know?

- Clients are demanding that their partners reflect their own commitment to inclusion.
- Innovation is directly linked to a diverse, inclusive environment.
- Executives who have not been developed to deal with diverse groups of decisions makers will find it difficult to go beyond the initial decision maker.
- Having biases is human. Managing the impact of our biases is leadership.

ROBYN HEIDGER: Director —Diversity & Inclusion & Senior Vice President, Community Development for Enterprise Bank & Trust. She can be contacted at rheidger@enterprisebank.com.

- ◆ Increase in Creativity: When people with varying backgrounds and experiences come together, they often end up with better solutions to business challenges.
- ◆ Increase in Empathy: Employees are more likely to develop a deeper understanding and appreciation of one another, which leads to stronger working relationships and less infighting. Time is not wasted and productivity increases.
- ◆ Increase in Brand Awareness: A company known for a strong and diverse talent base is viewed favorably by customers, investors, and the communities it serves. It attracts and retains the best talent.
- ◆ Increase in Recruitment and Retention: A company known valuing diverse talent will draw the best and brightest candidates, and then be more successful in developing and retaining that talent. This translates into more creativity, production and revenue.

So what can you do today to introduce or expand diversity and inclusion efforts at your organization? Ideas include:

- ◆ Secure 100 percent commitment from the senior management team: It begins with your management team. Without their commitment, it will be hard to energize your employees.
- ◆ Introduce an Awareness and Inclusion Committee: Bring together employees from all ranks and all departments. Learn what is important to them. Have them

meet regularly to discuss their ideas and determine what can be implemented. Use this group to help widen the circle of people who truly understand the business case for these efforts.

- ◆ Speak with managers and executives from other companies with strong diversity and inclusion programs: I've found professionals in this field to be happy to share best practices, as well as information on what hasn't worked so well.
- ◆ Identify an internal person to serve as your champion: Is there someone in your company ready to serve in this position? The HR Generalist doesn't have to be the default. It could be someone on your team who has the general support and respect among your employees and understands the importance that diversity and inclusion play in the workplace. In fact, we intentionally chose to place this role outside of HR in an effort to clarify that diversity isn't simply a workforce issue, but rather something integral to everything we do.

Diversity can be an uncomfortable issue to talk about – the words discrimination, racism, and privilege often cause negative reactions. Successful organizations have leaders who are comfortable dealing with this discomfort. The challenge is not to minimize this tension, but to use it as a force for positive change.

For me, it means taking some small steps that can lead to larger ones. At Enterprise, we have begun our walk with small steps. We formed an active and engaged Diversity Council that is helping us learn to listen as an organization. We combined the roles of Director of Diversity and Community Development officer into one to facilitate engagement within our communities – and to facilitate corporate outreach efforts in all of our markets. We have added diversity as part of our core mission and as a specific component of our strategic plan. We are analyzing and responding to gender equity issues in compensation. We are intentionally focused on efforts to recruit, develop and retain a diverse workforce. We are implementing goal setting and accountability measures around workforce diversity. We have instituted diversity awareness training (some with help from the Diversity Awareness Partnership) throughout all levels of our organization, including both our legal and advisory boards of directors. We have worked hard on creating governing boards at the bank and parent-company levels that are diverse in gender and race – and that believe fervently in the value of diversity to the organization.

We believe that these – and many other small steps – can and will lead to larger ones. We believe that a little less talking and a little more listening has served us well so far as we continue this walk. So I'll leave you with this thought: the one thing we all have in common is diversity – so let's celebrate it every day.

Peter Benoist, President & CEO, Enterprise Financial Services Corp, Diversity Awareness Partnership's 2014 Annual Dinner

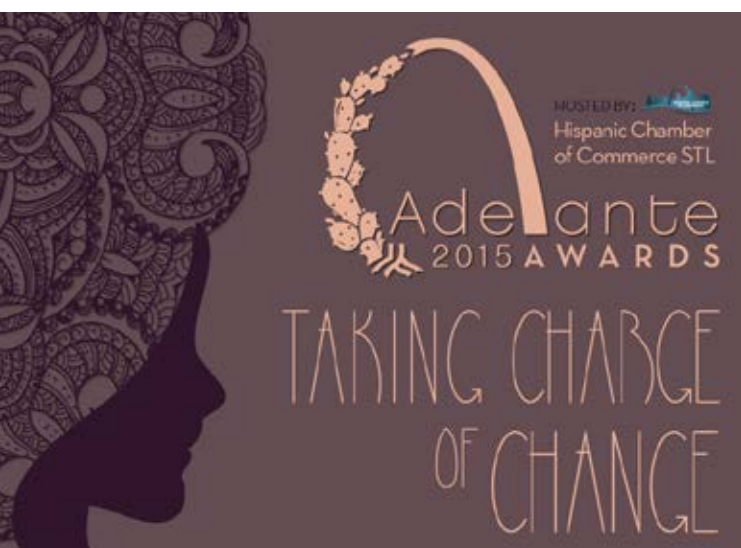
Source: [The Inclusion Dividend](#) by Mark Kaplan and Mason Donovan.

2015 ADELANTE AWARDS *Hispanic Chamber of Commerce*

THE HISPANIC CHAMBER OF COMMERCE OF METROPOLITAN ST. LOUIS ANNOUNCES THEIR 2015 ADELANTE AWARD RECIPIENTS

The Hispanic Chamber of Commerce of Metro STL welcomed Maria Contreras-Sweet, Administrator to U.S. Small Business Administration and celebrated their 2015 Adelante Award Recipients on May 1st at the Annual Adelante Awards dinner at the DoubleTree by Hilton.

The Adelante Awards are a way to celebrate and recognize the achievements of individuals, entrepreneurs, and corporations in the metro St. Louis Area. The awards focus on individuals who have contributed to the betterment of not only the Hispanic community, but the St. Louis Community at large. The Hispanic Chamber of Commerce was honored to recognize Maria-Contreras Sweet and local community leaders at this event.



2015 ADELANTE AWARD WINNERS

Civic Award of the Year

Hispanic Emerging Business of the Year

Hispanic Company of the Year

Hispanic Businessperson of the Year

Hispanic Chamber of Commerce Member of the Year

Hispanic Business Advocate of the Year

Hispanic Lifetime Achievement Award

2015 Hispanic Chamber President's Recognition

Casa de Salud

Listo

Steve Martinez, State Farm Agency

Anthony Gonzalez-Angel, (ret) Gonzalez Companies

Emma Espinoza, (ret) AT&T

Monsanto

Maria Guadalupe-Taxman (ret) CEO, Chesterfield Trading Ltd

Margarita Flores, VP Community Affairs at Anheuser-Busch, Inc.



IMMIGRATION AND EMERGING DEMOGRAPHIC CHANGES IN AMERICA



Immigration and emerging demographic changes in America offer great growth opportunities for the U.S. economy. Yet for some, such changes can be viewed as a threat or rival competition.

Some recent statistical trends are worth noting because they demonstrate positive impacts that Hispanics make by creating jobs and new businesses while also showing how deeply Hispanics are integrating into mainstream society.

Political slogans, talk radio and social media can distort actual data trends, which can inflame anxiety or fears about the unfamiliar. Here are solid numbers that could help business and civic leaders make smart decisions.

POPULATION GROWTH

It is common knowledge that Hispanics are the fastest growing ethnic group in the country. But a closer look reveals that U.S.-born Hispanics are a huge market now and into the future.

The Pew Research Center estimated the Hispanic population at 54 million or 17.1 percent of the U.S. population in 2013. And the Hispanic population is projected to more than double to 119 million by 2060.

Implications for businesses seeking to penetrate this large and growing market are clear: Hispanics should be part of any growth strategies.

The engine driving Hispanic population growth has been shifting for the last decade or so, and must be understood.

Immigration from 1980 had been a primary driver of growth until about 2000, by which time U.S.-born Hispanics became the biggest element of growth. And the biggest driver of growth through the 2060 projection will be among Hispanics born as U.S. citizens.

Between 2000 and 2010, 60 percent of the Hispanic population growth was due to native-born Hispanics.

The foreign-born Hispanic population was about 40 percent before the 2000s, Pew Research reported, but that number declined to about 35.2 percent in 2013.

Immigrants remain an important part of the U.S. growth, but fears of unchecked immigration are unfounded.

The transition of more U.S.-born Hispanics will play out over many years, but its implications for Hispanic voter eligibility as well the number of Hispanics who can

pursue business and student loans will have a dramatic impact into the future.

ENTREPRENEURSHIP

Two new studies show how Hispanic-owned business are helping to fuel the U.S. economic recovery.

Hispanic immigrants have a higher entrepreneurship rate of 11.7 percent compared to 10 percent for native-born Americans, according to the bipartisan Partnership for a New American Economy. And an IHS Global Insight study projects that Hispanics could contribute up to 40 percent of the U.S. job growth by 2020.

Within the Hispanic business growth sector is a dynamic engine - Latinas.

Latina-owned businesses tripled since 1997 while their employment numbers have grown 85 percent and their revenues have grown 150 percent, according to The State of Women-Owned Businesses 2014 commissioned by American Express OPEN.

Overall, women-businesses grew by 68 percent in that timeframe but Latina-owned companies had the biggest increase. Latinas now own more than 1 million businesses in the United States and generate \$71.1 billion in annual revenue.



ENGLISH PROFICIENCY

The increasing number of Hispanics who speak English well mirrors the growth in native-born U.S. citizens. The number of Hispanics above 5 years old who speak English well rose to 68 percent in 2013 from 59 percent in 2000, according to the Pew Research Center.

The U.S.- born population is much younger and has a higher likelihood of learning English in school. The foreign-born Hispanic population is older and more likely to be Spanish dominant, although language is complex issue in which many families are bilingual across different generations.

The trend of U.S.-born Hispanic growth and increasing English fluency should not overshadow the importance of Spanish-speaking and bilingual Americans, 73 percent of whom speak Spanish at home. Spanish-language advertising and marketing continues to serve as a lucrative market, as one third of U.S. Hispanics lack English proficiency.

Pew Research reported that 21 percent of the non-English speaking immigrants are older than 65. And three-fourths of the non-English speaking Hispanics have less than a high school education. Many Hispanic immigrants speak functional English but are not fluent. English literacy and education are keys to improving their social mobility. More than half of the 54 million Hispanics speak both languages well, which is a rich market for

domestic and international businesses and products. At the same time, one fourth of Hispanics speak only English at home, a percentage that will grow in the coming decades as the U.S.-born Hispanic population continues to rise.

English fluency of foreign-born Hispanic children also portends a different future than some critics of immigration might contend. In 1980, 43 percent of foreign-born children spoke English well at home, which grew to 70 percent in 2013, according to Pew Research. Not surprisingly, Pew Research found that the longer foreign-born live in the United States, the better English they speak.

The trend is that foreign-born children will be bilingual and more adept at competing on a global scale regarding language. The challenge will be for them to acquire the proper education needed to compete in the worldwide marketplace. The term Hispanic market, an amalgam of nationalities and distinct subcultures that vary by geography, lumps together different consumer groups although Spanish and bilingualism can be a unifying thread.

Unfortunately, too many American misunderstand how Hispanic families blend languages and traditions while fully embracing American culture. Businesses that can navigate the new with the old Hispanic traditions will be better positioned for sustained growth. Language, immigration status and national identity are tricky political subjects, as we will see on the national stage when the 2016 presidential campaign hits full throttle next year.

Complex layers of nationality, language and acculturation among Hispanics might seem intimidating for outsiders. But even in Missouri, which has a fast growing but relatively small Hispanic population, those cultural subtexts offer a window for growth.

America is melding and transitioning through an increase of the Hispanic population and immigrants from many nations. Within that growth lies many opportunities for new businesses and existing ones to reach burgeoning markets.

Smart business and civic leaders should recognize the power of this evolution unfolding in our neighborhoods. American culture is evolving and growing stronger despite what some naysayers might believe.

And Hispanic entrepreneurship will be a major factor in how America shapes its destiny in the coming decades.

ABOUT GILBERT BAILÓN: Editor of the St. Louis Post-Dispatch, Gilbert became the editor of the St. Louis Post-Dispatch in May of 2012. Prior to that, Bailón had been editorial page editor of the Post-Dispatch since November 2007. He previously worked at the Dallas Morning News, where he was vice president and executive editor. Bailón also worked at the Fort Worth Star-Telegram, The Los Angeles Daily News, The San Diego Union and The Kansas City Star. Gilbert was recently inducted into the "National Association of Hispanic Journalists."



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Latina to Watch:

KARINA
arango

“WE CAN ONLY MOVE
FORWARD WHEN WE
WORK TOGETHER.”

KARINA ARANGO is a recent Fontbonne University Graduate with a Bachelor of Arts in Communications. Arango is a first generation Mexican-American. She calls St. Louis home and is proud advocate for equal access to higher education for all students. She is currently a policy intern for the Scholarship Foundation of St. Louis.

BEING THE FIRST

Growing up in St. Louis as a first generation Mexican-American, I quickly learned that I would be the first for many things for many people. I grew up in North County and was one of very few Latinos in the neighborhood. For my school district, I was the first Latino family which meant that I would get to introduce the district to our culture, language, and assist them in looking at diversity beyond a black and white subject.

For my family, being the oldest, I became an advocate for them and our community. I was the first to navigate different experiences from graduating high school to walking into new restaurants. There is a lot of pressure for first generation American citizens. We are almost like tour guides, leading the way for people both within our cultural communities and the mainstream community to learn and interact with each other. On top of the pressure to be tour guides, there is also a lot of pressure to succeed. Many first generation Americans, like myself, come from families with humble beginnings. My mother raised my sister and me as a single mother. At times it was difficult for her to find a job due to her limited education and we would have to live in a women's center. Her strength to give us a bright future, coupled with her humble beginnings, is what pushes me to continue to strive for success. My mother, like many immigrants, found ways to keep moving forward. That determination is what allows me to not fear being the first, to not fear leading the way even when I have no idea what lies ahead.

BRIDGING THE HISPANIC COMMUNITY WITH THE STL COMMUNITY

St. Louis is still a fractionalized city. The first question we ask when meeting new people is "where did you go to high school?" This allows us to quickly assess where you grew up, socioeconomic standing, and political values, so we can quickly determine whether you are one of us or not. It is pertinent that as a community we become less segregated and more inclusive and inviting so that we can celebrate our differences which make us stronger. The Latino population is currently the



fastest growing minority population in St. Louis. Latinos are rapidly opening up small businesses and their buying power is growing at an accelerated rate. Celebrating what different people can bring to the table will only propel our community forward.

I also believe that as a Latino community, we need to make greater efforts to bridge our high skilled immigrant community with our blue collar immigrant community. We need to also celebrate the diversity within our own community and highlight emerging leaders. The mainstream community sees us as one Latino community, therefore we have to work together, build each other up, so nothing can tear us down. We can only move forward when we work together.

FUTURE GOALS

An estimated 65,000 undocumented students graduate from American high schools each year. Currently, there is an estimated 13,000 undocumented students in Missouri. These children are guaranteed a primary and secondary education, but face social, legal, and financial barriers on the pathway to higher education. Currently there are certain laws presented in the Missouri legislature that would prohibit students who are Deferred Action for Childhood Arrivals, DACA, from accessing education. If these laws were to pass, we would be doing a disservice to our community. Human capital is economics and there are 13,000 students who can contribute to our local businesses and to our community at large. I want to use my background, my privilege of being an American citizen, to be an advocate for these students. St. Louis is focusing on the benefits of diversity, we have to welcome our current community so we can welcome others.

APPCROPOLIS

RAUL SANCHEZ

“I AM FORTUNATE TO BE PART OF A COMMUNITY OF PEOPLE WHO CARE. MOVING TO ST. LOUIS, WINNING AN ARCH GRANTS, AND JOINING THE HISPANIC CHAMBER OF COMMERCE, HAVE MADE AN IMMEASURABLE IMPACT IN MY LIFE, AND IN MY CAREER”

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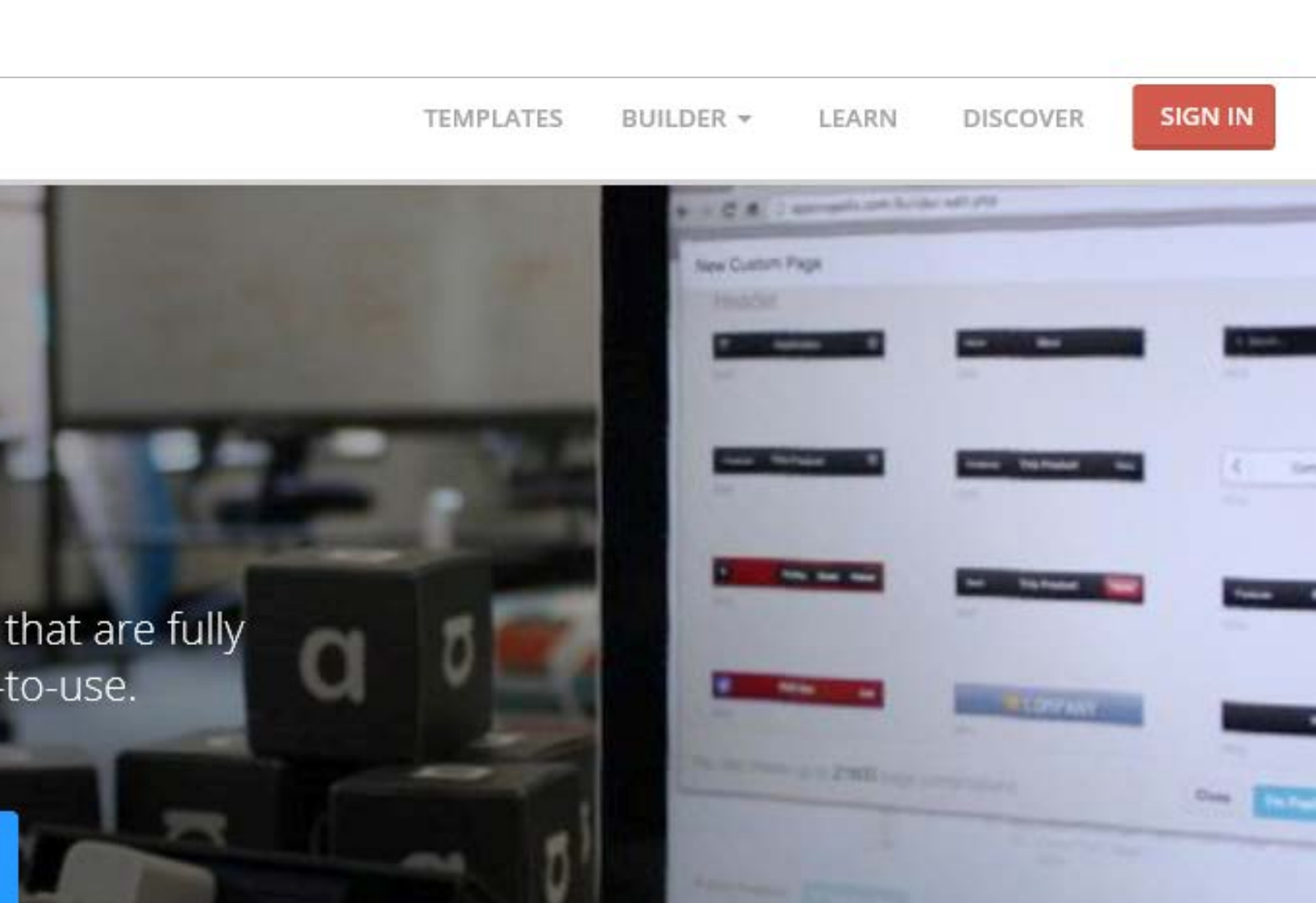
RAUL SANCHEZ moved to New York in 2000. His first year in New York was not easy. He did not speak English and like most immigrants, did not have much money. The only American thing that he was doing very well was, getting credit card debts.

Raul was born in the Dominican Republic. At the age of ten he moved to Caracas, Venezuela, where he graduated with a degree in Architecture from the Universidad Central De Venezuela (UCV). He quickly realized that the world of architecture was evolving in 3D design, and he made the leap to 3D animation. In Caracas, he started Arquimedia, his first company, and focused on creating 3D rendering and animations for well-known real estate and architecture firms, and teaching prior generations of architects how to use CAD and 3D software.

In New York, Raul quickly realized that to compete in the big apple, he needed a website to showcase his architecture portfolio. Since he did not have one, or the means to pay someone else to make one for him, he taught himself how to build a website from the ground up. His interest in technology was ignited. Building websites was not Raul's goal, it was a mean to an end.

He just needed a way to show that he was a good architect that specialized in 3D rendering. In his mind, having a good looking website would compensate his language limitations and lack of local references that are often required to land a job.

After a year of being in New York, with his broken English, and countless hours of reading programming tutorials online, Raul finally landed a job interview in a small firm in Midtown Manhattan to work on creating 3D renderings. Unfortunately, he was told that the firm was not hiring at the moment. But since he knew so much about web programming, he was recommended to go across the street to meet an artist that was looking for someone with programming skills. A new career was born. Not only did he learned how to build websites, but he created computer games to teach classical music to children, and built numerous online products for companies such as AOL, NBCUniversal, and Hulu.



that are fully
to-use.

After 12 years of working in technology, creating cutting edge software, Raul learned a very important lesson: technology moves faster than people's ability to adopt it. With that in mind, in 2012, Raul left corporate America and decided to make St. Louis his new home. His goal was very clear, to create a company to help small businesses catch up with technology. Appcropolis was born. Raul created a patent-pending software that generates hundreds of thousands of mobile app templates that are fully designed, coded, and ready to use. Appcropolis' software allows entry level developers to deliver professional mobile websites that are aesthetically pleasing, extensible and highly scalable. Users with no background in design are able to create websites that always look good, follow today's standards, and comply with the highest requirements of usability, SEO and accessibility.

In June 2013, he was awarded the much-coveted Arch Grant, which allowed him the chance to meet many entrepreneurs and make new business connections.

Raul continues to achieve important milestones for his company. He made the commitment to grow his business in St. Louis and started hiring young talented local professionals to help accomplish this mission. Appcropolis extended its software to generate entire desktop websites that integrate with e-commerce. Raul recently signed a distribution agreement with a major credit card provider, to help small businesses use websites and mobile apps to generate more revenue.

“I am fortunate to be part of a community of people who care. Moving to St. Louis, winning an Arch Grants, and joining the Hispanic Chamber of Commerce, have made an immeasurable impact in my life and in my career.”

—Raul Sanchez

NEWS RELEASES HAVE EVOLVED AND STILL RELEVANT FOR MARKETING



News releases have evolved. They don't carry the authoritative weight they used to, in part because so many businesses have been using them solely as a means of self-promotion, and it's becoming harder to get relevant news media to take interest in what you have to say and to ultimately get your news published on major news channels.

The news release needs is no longer a standalone piece. It is now material that needs to be part of your content management strategy that helps reporters, investors, and your target audience understand your company's story and explain why you are different.

News releases are still a relevant component of your overall marketing plan if you use the following guidelines:

- ◆ **Create a stream of steady news that shows your company is growing:** The news release demonstrates that your company is growing and expanding. It needs to be written in such a way that the answers to the questions – who, what, when, where, why and how are immediately understood.
- ◆ **Use the release to complement visual components of the story:** Use the news release to be the outline to complement the visual components of your story. If you have a new product or service to launch, the release will be able to describe and capture the reader's attention to provide the news hook of the release.
- ◆ **Remember your audience:** Remember the What's-in-it-for-me? principle. Ask yourself why people will care, and share it with them. If you don't know what is of interest to them, look at what the reporters are writing and what their audiences read. Do your homework as to why people would be interested in learning from you.
- ◆ **Illustrate your own legitimacy:** As an expert in your field, this allows you to share your views on a specific topic with the audiences you want to reach. Provide a point-of-view on a particular topic or trend that allows your experiences and knowledge to shine.
- ◆ **Kill meaningless and stupid buzz-words:** Buzzwords come across as insincere. Write what you mean clearly, concisely and consistently.
- ◆ **Be humble:** Share don't tell why the news in the release is worthy and relevant to share with your target audience, reporters, writers, bloggers, etc.

Keep the following points in mind when writing your release:

- ◆ **Keep it short:** Your release needs to be written in 250 – 300 words. You should be able to write the primary reason of your release in one paragraph. If you can't, edit your copy to the facts that support the reason for the release. Answer the immediate questions in the first paragraph – who, what, when, where, why and how.

The difference is that marketing communication is a two-way conversation. Gone are the days where you are pushing out information. Your release is to attract attention from your target audience, share compelling information for people to act, and provide fresh content for your marketing plan.



ANN MARIE MAYUGA is a partner with AMM Communications, LLC, and is a member of the Hispanic Chamber of Commerce of Metropolitan St. Louis. Founded in 2008, AMM Communications LLC, public relations, marketing and training agency of St. Louis, Missouri, provides PR, business development, crisis communications, content marketing, internal communications, executive training, marketing, media relations, reputation management, and search consulting. AMM Communications works with small- and mid-sized businesses nationwide. From 2010-2012, the agency was voted as one of the top 25 St. Louis public relations firms by the readers of Small Business Monthly. For more information, please navigate to www.ammcommunications.com or call 314.485.9499.

SIUE OFFERS A WELCOMING, DIVERSE COMMUNITY



SIUE is a welcoming community of students, faculty and staff who represent a variety of places, cultures and backgrounds. Diversity benefits the entire campus community and learning beside and living among students from a variety of racial, ethnic, cultural, socioeconomic and religious backgrounds enhances the college experience for every student, as well as the working environment for faculty and staff.

"SIUE nurtures an open, respectful, and welcoming climate," said Chancellor Julie Furst-Bowe. "We are committed to education that explores the historic significance of diversity in order to understand the present and to better enable our community to engage the future. Integral to this commitment, SIUE strives for a student body and a workforce that is both diverse and inclusive."

Students come to SIUE from 40 states and 45 nations. The diversity of SIUE's student body continues to grow and currently is comprised of nearly 25 percent minority and international students: Hispanic student enrollment is the largest in the history of SIUE; the University's African-American student enrollment is the largest since 1992; and international student enrollment has surpassed 400 students for the first time in 10 years.

This past fall, SIUE received the 2014 Higher Education Excellence in Diversity (HEED) award from INSIGHT Into Diversity magazine, the oldest and largest diversity-focused publication in higher education. The annual HEED award is a national honor recognizing U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion.

INSIGHT Into Diversity magazine selected SIUE based on exemplary diversity and inclusion initiatives, and an ability to embrace a broad definition of diversity on campus, including gender, race, ethnicity, veteran status, people with disabilities, members of the LGBT community, as well as all others.

"The establishment of the 'We Are One' university diversity plan and the creation of a new Multicultural Center are indications of the University's commitment," said Dr. Venessa Brown, associate chancellor for Institutional Diversity and Inclusion. The Multicultural Center serves to increase cultural awareness and provide resources to the campus community. The Center also provides a home for a variety of cultural organizations such as Safe Zone, Black Girls Rock and the Hispanic Student Association, among others.

"Our Office of Institutional Diversity and Inclusion collaborates with most units on

campus to ensure we model the value of relationship building. We have created a number of mentoring programs, such as faculty mentoring student-athletes, faculty mentoring students with disabilities, and faculty-peer mentoring to name a few," Brown said.

"We sponsor book clubs and film series to intentionally generate intellectual discussions, increase knowledge, and further our understanding and value of society as a whole, and thereby broaden our view of the world."

SIUE provides students with a high-quality, affordable education that prepares them for successful careers and lives of purpose. Built on the foundation of a broad-based liberal education, and enhanced by hands-on research and real-world experiences, the academic preparation SIUE students receive equips them to thrive in the global marketplace and make our communities better places to live.

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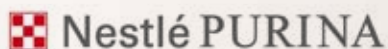
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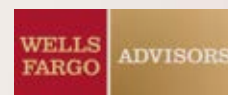
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