

NAHP'S HISPANIC BOOM SYMPOSIUM SERIES

Created to assist business and marketing leaders understand the U.S. Hispanic market.



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FOR IMMEDIATE RELEASE:
May 6, 2011

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Connecting with Hispanic Boom in Emerging Markets

National Hispanic Media Organization Leads Marketing Education of Latinos in Emerging Markets

Washington, DC May 13, 2011 – The Hispanic Boom Symposium Series developed by the National Association of Hispanic Publications (NAHP), kicks off its 10-city national tour in Portland, Oregon on June 1, 2011. The Hispanic Boom symposium series is focused on assisting business and marketing leaders understand the U.S. Hispanic market. Hispanics are the fastest growing segment in the United States and marketing to them must be an integral part of future business plans. This symposium will better help participants understand the culture, effective communication tactics, language preferences and buying habits of Hispanics in the United States.

According to the U.S. Census Bureau's recent reports, the Hispanic population in April 2010 was 50.5 million, representing 16.3 percent of the total population. The increase between 2000 and 2010 was 15.2 million, a 43% increase. Hispanics account for more than half of the total population increase of the United States of 27.3 million. In today's market Hispanics play an important role in the economic, social and political makeup of the United States.

Raul E. Cisneros, Chief of Media Relations/Public Information Office for the U.S. Census Bureau will be one of the key presenters for the Hispanic Boom Symposium.

Lead presenter is J.R. Gonzales, Founder and President of JRG Communications. His knowledge and expertise in analyzing Hispanic markets and trends, have earned him local and national recognition as a leading authority on reaching Hispanic markets. A former President/CEO of the United States Hispanic Chamber of Commerce, now serves as President of the National Hispanic Professional Organization, and splits his time between Washington, DC and Austin, Texas, travels extensively throughout the United States and internationally.

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The 10-city Hispanic Boom Symposium Series will be stopping in Memphis, Little Rock, Atlanta, St. Louis, Milwaukee, New Orleans, Oklahoma City, Salt Lake City and Omaha. Select topics include: When You Advertise to Hispanics Do You use English or Spanish, Knowing Which Kind of Spanish to Use When Marketing to Latinos, Understanding Hispanic Buying Habits and Product Loyalty, and Stay Ahead of the Hispanic Boom by Knowing What to Expect Next.

The one-day Hispanic Boom Symposium on June 1st will be held at Portland State University. The cost is \$65 for NAHP members and \$89 for non-members. For additional information please call the NAHP office at (202) 662-7250 or send an e-mail to hispanicboom@nahp.org.

About the National Association of Hispanic Publications (NAHP)

The National Association of Hispanic Publications promotes the excellence, recognition and usage of Hispanic publications in the United States, including Puerto Rico and the District of Columbia. The NAHP represents over 400 English, Spanish and bilingual language newspapers, magazines and online publications. The NAHP is an active member of the Hispanic Association on Corporate Responsibility, National Hispanic Leadership Agenda and the United States Hispanic Chamber of Commerce.

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