



# Cool & Associates

## HISPANIC ENGAGEMENT COMMUNICATIONS

Hispanics are the largest & fastest growing segment of the population, receptive to multicultural messaging in alternative mediums, **NOT JUST** a translated brochure. How are you reaching them? It is a **DEMOGRAPHIC IMPERATIVE** to **ENGAGE** Latinos!

### HISPANICS AT A GLANCE:

57 Million, Representing 17% of US Population

16th World Economy

2nd Largest Hispanic Population in the World After Mexico

1 in 4 Kindergarteners are Hispanic

\$1.52 Trillion Dollar Purchasing Power

1 in 4 Hispanic Homes have Income over \$75k

17% Increase in Housing vs. 5% 2002-2017

15x more likely to be Entrepreneurs

86% of Purchasing Decisions are made by WOMEN

\$10.1 Billion US Hispanic Spend via Mobile Devices

65% Hispanics made mobile purchases vs 54%

Only 8% of Spanish speakers ONLY speak Spanish

40% of Fortune 500 Companies were founded by Immigrants

### BACKGROUND

The Hispanic population is experiencing explosive growth with 1 in 6 people being Latino, growing four times faster than the rest of the population of the USA, comprising 56% of the overall growth, with 57 Million Latinos or 17% of the population. Nationally, as of 2015, Hispanic Business Enterprises, HBEs are being established 15 times faster than non-Hispanic owned companies, employing over 3 million people and generating over \$330 Billion in revenues.

Make no mistake, the integration of generations and diverse countries of origin within the U.S. Hispanic market has created a complex culture that requires experience and research to understand. What is needed for a successful Hispanic Strategy is sensitivity to what is important to Hispanics- and senior leaders willing to invest in the Hispanic segment by allocating appropriate funding and resources within their strategic and marketing plans to reach the Hispanic population.



### DIFFERENTIATORS

To penetrate the rapidly growing Hispanic Segment, successful firms are engaging Cool & Associates LLC due to our strength, including

- Experienced team that is Bilingual and Bicultural
- Extensive Expertise in Coalition building & Community Outreach
- Translations and Interpretation
- Access to Hispanic & Ethnic community organizations and agencies
- Marketing Outreach expertise in Diverse Segment Strategy & Development
- Expertise in Diverse Recruiting & Professional Development to increase retention and engagement

### CERTIFICATIONS

Woman-Owned  
Hispanic Business Enterprise  
SBA-Small Business Enterprise  
MDOT MBE/MWB

### NAICS

54161- Management Consulting Services  
541613-Marketing Consulting Services  
541930- Translations & Interpretations  
561320- Recruiting & Staffing  
611430- Professional Development & Training

### PAST PERFORMANCE & CUSTOMERS

Veronica Cool, CEO of Cool & Associates is a recognized expert in the field of Hispanic Strategy with over 20 years of experience. Recent projects include:

- Montgomery County Cultural Competency & Effective Communication Training Series
- Diversity & Inclusion Training & Audit for Chesapeake
- Employers Insurance
- USAID Leadership Retreat
- Hispanic Outreach campaign for Southeast CDC Community School Project
- Spanish language spokesperson for national bank; exposure included TC, Radio, online media as well as live audience Q&A financial literary show.
- Recruiting of qualified candidates and staff for multiple positions within the region

### OTHER CLIENTS & PROJECTS INCLUDE:

MedStar Health, Alzheimer's Association, San Bernardino Audit School, Montgomery County, Prince George's County- Dept of Social Services, YMCA of Central Maryland, Wells Fargo, Medfast, University of Maryland Medical System, Saul Ewing and Exelon