

# 'Mucho Dinero' seminar helps businesses cross cultures

Andrea McMakin, PNNL

Cross-cultural marketing is more than knowing how to speak your customers' language, attendees learned at a business seminar in September. Mucho Dinero 2001, sponsored by Battelle and KONA Radio, was designed to help Hispanic and non-Hispanic business owners expand into each other's markets. Fifty-eight people from the Tri-Cities, Benton City, Walla Walla and Yakima heard from four business owners and consultants from the Portland and Seattle areas.

With \$546 million worth of buying power annually, the Tri-Cities Hispanic population creates tremendous business opportunities — both for reaching more Hispanics as customers and for starting new Hispanic-owned businesses.

Tom Nesby and Ermelindo Escobedo of the consulting firm Nesby & Associates spoke about how minority businesses can capitalize on their core competencies, partner with other firms to get larger contracts and adjust their personal communication style to the cultures of those they are trying to reach.

Irene Reyes, owner of Excel Gloves and Safety Supplies, gave advice about how to succeed as a minority business, based on personal experience. Mary Young of Larson Northwest Research and Consulting and owner of Latin Media Specialists, Inc., demonstrated a tool called an acculturation ladder, used to target various segments of the Hispanic market. A local restaurant, Casa Chapala, catered lunch for the event.

This is the second year Battelle has sponsored the business seminar with the participation of Pacific Northwest National Laboratory staff members. Mucho Dinero was part of the Fiesta de la Familia, a Mid-Columbia celebration of Hispanic culture. The seminar was held at the Columbia Basin Advanced Technology Center, a business incubator and high-tech training facility on the Columbia Basin College campus in Pasco. ♦



**Mary Young listens to a question from the audience at Mucho Dinero 2001, a business seminar held in September in Pasco. Battelle and KONA Radio sponsored the event to help Hispanic and non-Hispanic businesses increase profits by improving cross-cultural marketing.**