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hispanidad

Putting the accent on response

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THE SOCIAL MEDIA REVOLUTION

If you think that social media is a fad, you're mistaken. And you may be missing an enormous opportunity to build your brand and sell your product. In fact, 25 percent of search results for the world's top 20 brands are links to user-generated content!



Did you know...

- 48% of Facebook users are over 35?
- The fastest growing group of users is 45+?
- 57% of users are women?
- If Facebook were a country, it would be the third largest behind China and India?

Did you know...

- 72.5% of all Twitter users joined during the first five months of 2009?
- 5% of Twitter users account for 75% of all activity?
- There are more women on Twitter (53%) than men (47%)?
- Ashton Kutcher and Ellen Degeneres (combined) have more Twitter followers than the population of Ireland, Norway or Panama?
- During the day, the most Twitter activity occurs between 11 a.m. and 3 p.m.?
- The top Twitter countries are the U.S., U.K., Canada and Australia?

Simply put, 78 percent of consumers trust what their peers say about brands, products and services. Only 14 percent trust advertisements. That is the social media revolution!





¿qué pasa?



FÚTBOL: ONE POWERFUL TOOL

By Drew Wilson

Walt Disney World® is one of those places where you spend hours upon hours waiting in the heat for a ride or attraction, reminding yourself how much you paid to spend your vacation in line. On my recent visit there, I was dreading having to spend my vacation staring at someone's back for 30 minutes at a time. I

did find myself staring at people's backs, but they were wearing famous soccer player names and numbers. You see, Walt Disney World is also a pretty international scene, and one week prior to the World Cup, soccer jerseys were everywhere. It gave me the perfect subject to open conversation and pass the time.

"Did you see that Guille Franco made the Mexican World Cup team?" I asked the little boy in the English Premier League West Ham jersey waiting in line behind me for the a 3-D *Finding Nemo* show. He turned and told me, "Well, they must be a good team then," in his adorable, eight-year-old British accent. After all, Franco is the starting forward for the boy's favorite team. Since I follow Mexican soccer, right down to the players' weights and heights, surely we'd find something in common. The comment started a 10-minute conversation, and I made a new friend from Upton Park, London.

The same thing happened while I was in line for a race car ride. "Papá, ¿ves? él le va a Madrid también, como yo!" A Mexican boy anxiously told his dad that he wasn't the only one who appreciated Real Madrid, after the Spanish-speaking gringo behind them in line congratulated him on his Ronaldo jersey. A discussion about coaches, Spain and the weather in León, Mexico ensued, and just like that, I made instant amigos again, this time with a family from Guanajuato.

I repeated similar social maneuvers multiple times, batting 1,000 on conversation starters using soccer. Where was this ability when I was a fumbling adolescent in high school, trying to pick up girls? I was reminded how powerful sincere, shared interests can be when interacting with different cultures and nationalities. In my experience, it is perhaps the most effective way to overcome cultural barriers. Soccer may not be all that big in the U.S., but it is everywhere else, and it is an easy way to connect with the rest of the world.

An oil and gas engineer at a conference I attended several months ago spoke of how she finally learned to do business in Brazil after she started following Formula One and could talk about Ayrton Senna and Felipe Massa. "We all watch NASCAR in the U.S., but open-wheel Ferraris and MacLarens are followed in other countries. When you take a sincere and genuine interest in what they like, you'll find yourself making connections you never would have before." I find soccer serves the same purpose wonderfully.

For me, this lesson applies directly to marketing to U.S. Hispanic consumers. As advertisers in the U.S. seek to tap into the Hispanic market, they often make the mistake of simply translating or pushing their brand characteristics on consumers with a Hispanic twist in hopes they'll adopt it. However, understanding your consumers' lifestyle, and placement of relevant brand messages within it, achieves a deeper connection by demonstrating that same sincere interest the oil and gas engineer spoke of.

From making friends waiting in line to using "own goals" to relate long-distance minutes to consumers, soccer is indeed an important bridge for cultures and markets. It unites businesses with consumers just like it does two people from different hemispheres in line at Walt Disney World. Indeed, fútbol can be one powerful tool.

HISPANIC INCOME GROWING AT A FASTER PACE

The average income of Hispanics grew at a 2.79 percent annual rate from 2007 to 2008, according to the latest data released by the Bureau of Labor Statistics.

The growth rate of Hispanic after-tax income was the largest of the three groups mentioned in the report.

The average income of the Hispanic consumer unit was \$48,955 in 2008 compared with an average income of \$66,590 for non-Hispanic white consumers and \$43,600 for African American consumers.

	2008	2007	% Change
Non-Hispanic White	\$66,590	\$65,588	1.53%
African American	\$43,600	\$43,582	0.04%
Hispanic	\$48,955	\$47,628	2.79%

Source: *Hispanic Business*



¿qué pasa?



LESS IS NOT MORE FOR LATINAS

By Jennifer Lucero-Alvarez

The other day, I was reminded by the summer heat that I need to make my seasonal trek to the salon to chemically “sun kiss” my hair. I, like millions of other Latinas, wasn’t about to think twice

before plunking down hundreds of dollars to ensure I stay up on the latest hair trends.

I picked up the phone to make an appointment at my favorite spot and was met on the other line by a woman who sweetly told me weekend appointments were out of the question for the next two months. I should have known better than to call this late in the season, but a busy work schedule of meetings and my son’s baseball games had kept me from my upkeep. I was way behind the schedules of most of my Latina counterparts. I enthusiastically took whatever the salon had left, even if it meant having to reschedule my entire week!

Daisy Fuentes, model, TV personality and author, said it best during a recent breakfast panel on beauty, “[Latinas are] not big fans of the natural look. Sometimes, we think less is just, well, less.” Many Latinas, like me, who tend to over-index in every beauty category, share this attitude. We spend an obscene amount of money on hair and skin care products, and although we’re usually brand loyal, we’re less so when it comes to beauty products. We aren’t averse to trying the latest “thing.” We wear more color during the weekdays and reapply makeup even for the commute home.

Patricia Kelpie, director for strategic development — fashion and beauty, quoted recent findings in “Packaged Facts” that “This population consists of voracious beauty consumers.” According to the article, Kelpie

highlighted the fact that emphasis on beauty in the Hispanic market is generational, and beauty rituals are instilled at an early age, from ear piercing, to makeup, dressing up and the continual parental pride made manifest in their children’s fashionable finery.

With the latest annual sales of these products totaling \$2.7 billion a year, most beauty advertisers are keeping a close eye on the Latina market.

Continuing to create fresh ad campaigns is the key to keeping this audience’s attention. *Siempre Mujer* beauty editor, Ursula Carranza, said, “Beauty is an ongoing conversation for Latinas. It’s something we discuss with our friends and our mothers.” She also said, “The key to effectively reaching a Latina is understanding her heritage, language and personal investment in beauty; recognize what motivates her; show her reflection in your ads and build her self esteem.”

As one of the 23 million Latinas contributing to the total buying power of \$479 billion in this country, you can bet advertisers are keeping an eye on me. They’re counting on me not being a big fan of the “natural look” either!



¿qué pasa?

HISPANICS, HIGH SCHOOL DROPOUTS AND THE GED

Only one in ten Hispanic high school dropouts has a General Educational Development (GED) credential, widely regarded as the best "second chance" pathway to college, vocational training and military service for adults who do not graduate from high school.

By contrast, two in ten high school dropouts and three in ten white high school dropouts have a GED, according to a Pew Hispanic Center analysis of newly available educational attainment data from the U.S. Census Bureau's 2008 American Community Survey.

The relatively low level of GED credentialing among Hispanic high school dropouts is especially notable because Hispanics have a much higher high school dropout rate than do blacks or whites. Some 41 percent of Hispanic adults age 20 and older in the United States do not have a regular high school diploma, compared with 23 percent of black adults and 14 percent of white adults.

Among Hispanics, there are significant differences between foreign born and the native born in high school diploma attainment rates and GED credentialing rates. Some 52 percent of foreign-born Latino adults are high school dropouts, compared with 25 percent of the native born. Among Hispanic dropouts, some 21 percent of the native born have a GED, compared with just 5% of the foreign born.

This Pew Hispanic Center report also analyzes labor market outcomes of Hispanic adults based on whether they dropped out of high school and lack a GED, have a GED or obtained at least a regular high school diploma. Among its key findings:

- As of 2008, Hispanic adults with a GED had a higher unemployment rate than Hispanic adults with a high school diploma — 9 percent versus 7 percent.
- However, Hispanic full-time, full-year workers with a GED had about the same mean annual earnings (\$33,504) as Hispanics full-time, full-year workers with a high school diploma (\$32,972).

Source: Pew Hispanic Center

HISPANIC AND LATINO GENETIC BACKGROUND DIVERSE, YET TELLING

Population geneticist Carlos Bustamante, Ph.D., doesn't have a time machine, but even without one, he's managed to peek into the genetic pasts of various ethnic and racial groups. Figuring out who came from whom, and in what proportions, is important not only in understanding human history, but also when calculating group-based disease risk and drug efficacy.

Now he's found that Hispanics and Latinos — a catchall name for a group whose members hail from nearly anywhere in Latin America — are a genetic amalgamation of Native Americans, Europeans and West Africans. But their specific proportions vary according to the country from which their ancestors hail.

"There is no one genetic fingerprint for members of the Hispanic/Latino group. They are extremely complex. But we've found that we can look at an individual's genome and predict which country they or their ancestors came from," says Bustamante.

Specifically, he and his colleagues at Cornell University and the New York University School of Medicine found that a person from Mexico or Ecuador primarily has genetic sequences indicative of a Native American and European past, while someone from Puerto Rico or the Dominican Republic has more West African sequences (most likely as a result of the area's proximity to old slave trade routes).

The researchers also found — not surprisingly — a gender bias in the regional contributions to Hispanics and Latinos. That is, the mixing occurred primarily between male Europeans and female Native Americans and West Africans.

And here's why we should care:

"Our ultimate goal is to enable medical genomics on a global scale. We've previously relied on analyses that associate specific traits or disease risks with certain genetic sequences. But we've begun to learn that this doesn't do a good job of explaining all the genetic variation among humans. Furthermore, it's been limited to a small corner of the human genomic population — all the sequences are from people from North America. We want to understand the full spectrum of variation across all genomic backgrounds."

Source: Stanford University



¿qué pasa?

IMMIGRANT LATINOS DISPLAY STRONG PARENTING PRACTICES

Immigrant Latinos display strong parenting practices and raise socially agile children, but these early gains are likely to be eroded by mediocre schools and peer pressure in poor neighborhoods, according to findings published by the American Psychological Association.

In a special section of the journal *Developmental Psychology*, a team of researchers examines how no-nonsense parenting practices — especially Latino traditions of strict discipline, respect for adults and strong family bonds — shape children's social and cognitive growth and their assimilation into mainstream culture.

"Immigrant kids begin school with surprisingly good social skills, eager to engage teachers and classroom tasks, even though many are raised in poor households," said Bruce Fuller, PhD, of the University of California at Berkeley, who co-edited the special section. "This stems from tight families and tough-headed parenting. Our findings shatter the myth that immigrant or low-income parents necessarily produce troubled children."

One study, based on 19,500 kindergartners nationwide, found that Latino children engaged in classroom activities and displayed cooperative skills at levels equal to those of white non-Latino children, despite vast differences in family income between the groups. In addition, Latino children's social skills contributed to their learning about numbers and mathematical concepts during this first year of school, the researchers found.

But children's social agility and classroom enthusiasm often wanes by middle school, according to the researchers. "These children benefit from a strong foundation against outside negative forces, which contributes to their early school achievement but fades over time, especially during adolescence," said Cynthia García Coll, Ph.D., of Brown University, co-editor of the special section. "Assimilation places many children at risk of losing tight bonds to family and [experiencing] school failure."

The national study of Latino kindergartners included teacher reports of five social competencies: engaged approaches to learning, self-control, interpersonal skills, internalized problem behaviors (anxiety, loneliness, low self-esteem) and externalized problem behaviors (propensity to argue, get angry, act impulsively). "Those Latino children who were the best at focusing on learning tasks showed the steepest learning curves in math," said Claudia Galindo, Ph.D., a University of Maryland professor who co-directed the study.

The scientists discovered wide Latino-white gaps in 5-year-olds' knowledge of numbers and mathematical concepts. But the children's social skills and eagerness to take on classroom tasks were just shy of being statistically equal to those of their white non-Latino peers. In the first year of school, children raised in bilingual homes displayed more concentrated learning, after taking into account a variety of family background factors.

Children from African-American homes did not show comparable levels of classroom engagement and social agility. "Poverty alone does not explain the strength of parenting or the social assets that children bring to school," Fuller said. "Culture and language growth play a huge role in boosting achievement, which we now see benefit many Latino children."

Children from Puerto Rican families, in contrast to those of Mexican heritage, showed disparities in social competence when compared to white non-Latino children. Children of Cuban or South American descent (whose parents had higher education levels, on average) showed equal competence when compared to white non-Latino children.

Another study shows how strong customs from one's native country can promote learning by teaching children to pay attention to what is going on in front of them. Researchers gave instructions to 38 6- to 11-year-old siblings in order to examine differences in learning processes between those raised under Mexican traditions and those raised by parents who practiced American customs. Children paid more attention to their siblings' activities and learned a novel task more readily when living in homes where Mexican customs were practiced. Children paid less attention to their siblings, and learned less, when living in homes where Western traditions and individualistic practices prevailed.

Source: 7th Space Interactive

¿qué pasa?

TEQUILA 101

The southwestern Mexican state of Jalisco is the tequila capital of the world, with endless fields of blue agave, and dozens of distilleries. The most important difference between fine tequila and ordinary tequila is that the good stuff is made from 100 percent blue agave — the desert succulent that is pressure-cooked, then fermented.

The majority of tequilas come from Jalisco. All are at least 51 percent blue agave; most bargain brands stop at that scant minimum. These are classified as mixtos. As for the premium tequilas, there are three kinds: plata, reposado and añejo. Platas — also called blancos or silvers — aren't aged, meaning the earthy, peppery flavor of agave is still intense. While they can be sipped, their relative harshness makes them more suitable for mixing. Reposados (or "rested" tequilas) are aged for up to 11 months, resulting in a mellower taste. Añejos, the most refined tequilas, are aged for at least a year; master blenders will often refine the flavor of añejos by adding small amounts of even older tequilas.

Source: *Food & Wine* magazine



10 TOP TEQUILAS ACCORDING TO *FOOD & WINE* MAGAZINE

1. **EL CHARRO REPOSADO** Earthy reposado with strong agave flavor and citrus and pepper nuances
2. **EL TESORO PLATINUM** Quintessential plata with fruity, peppery flavors and a touch of smoke
3. **CAZADORES REPOSADO** Pale reposado aged in new oak barrels with hints of spice and fruit
4. **SAUZA TRES GENERACIONES PLATA** Smooth, light plata from a mixto giant
5. **EL TESORO AÑEJO** Dark añejo with vanilla and caramel flavors
6. **HERRADURA REPOSADO** Oaky, balanced reposado from the company that invented the "rested" category
7. **SAN MATÍAS AÑEJO GRAN RESERVA** Lively añejo with elements of honey and spice
8. **GRAN CENTENARIO AÑEJO** Amber añejo with nutty, spicy flavors
9. **JOSE CUERVO RESERVA DE LA FAMILIA** Bourbon-colored añejo; each year, a different Mexican artist decorates the box
10. **DON JULIO REAL** Vanilla-flavored añejo, produced in limited quantities

BEST TEQUILA BARS IN THE U.S., ACCORDING TO *FOOD & WINE* MAGAZINE

- CHICAGO — **SALPICÓN** Priscila Satkoff cooks authentic Mexican food while her husband, Vince Satkoff, oversees the list of 100 premium tequilas (1252 N. Wells St.; 312-988-7811).
- DENVER — **LoLa** This Nuevo Latino newcomer is creating masses of tequila converts with its 97 bottles of 100 percent agave tequilas and frequent pairing dinners (1575 Boulder St.; 720-570-8686).
- LOS ANGELES — **EL CARMEN** The hot pink, cheetah-print bar stools and black velvet paintings may be Tijuana-esque, but the 350-tequila list is serious: Nearly all are 100 percent agave (8138 W. 3rd St.; 323-852-1552).
- NEW YORK CITY — **DOS CAMINOS** From the owners of Manhattan's Blue Fin and Fiamma, a high-end tequila showcase with 95 top-quality tequilas; many brands are unavailable anywhere else (373 Park Ave. S., 212-294-1000)
- SAN DIEGO — **EL AGAVE TEQUILERIA** This restaurant near the Mexican border serves an impressive 875 tequilas, and more than 500 are 100 percent agave. Chef-owner Juan Carlos Gomez's family runs Mexico City's 107-year-old La Puerta de Cartagena restaurant (2304 San Diego Ave.; 619-220-0692).

Source: *Food & Wine* magazine