



## For Immediate Release

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## PENTUCKET BANK AND HAVERHILL CHAMBER PRESENT “SUCCEED IN THE HISPANIC/MULTICULTURAL MARKETS”

To celebrate Hispanic Heritage Month, which is nationally celebrated on 9/15 to 10/15, Pentucket Bank, in partnership with the Haverhill Chamber, invites business owners, corporate executives and the community at large to attend an interactive workshop led by Eduardo Crespo, CEO, Hispanic Market Solution, on Wednesday, 10/5 at 7:30-9:30 am., Pentucket Bank Plaza Board Room, 2 Merrimack St., 4<sup>th</sup> Floor, Haverhill. This is a free event and you must preregister\*.

### NEED

The change in demographics in Haverhill and the Merrimack Valley and unprecedented growth of the Latino/Multicultural communities is changing the marketplace and seriously impacting the *modus operandi* and bottom line of businesses and non-profits. Many enterprises are wondering how to do business or serve these important growing community segments. What about language and cultural issues in marketing and hiring?

### SOLUTION

Eduardo Crespo, an award winning speaker and leading Hispanic/Multicultural marketing expert, has deep roots in Lawrence/Haverhill. His interactive live dialogue serves as a sounding board and will provide valuable, proven advice in attracting and welcoming diverse customers or employees. He will present his proprietary Understand, Reach and Service (“URS”) methodology.

**Actionable takeaways** include best practices, new strategies and tactics that a business or non-profit can immediately implement to improve their Hispanic/Multicultural engagement:

1. Identify new market opportunities
2. Culturally sensitive and linguistically appropriate internal and external communications
3. Better understanding of your audience
4. Improving service experience
5. Marketing and communications strategies

6. Improved recruitment and "on-boarding" practices
7. More diverse and inclusive work and/or service delivery environment

Dougan Sherwood, president/CEO of the Haverhill Chamber stated, "As a new member of the Haverhill community, I'm relying a lot these days on local leaders for their direction. Representative Andy Vargas introduced me to Eduardo Crespo within my first month at the Chamber and I'm so glad he did. There is an amazing opportunity throughout our region to better connect the well performing businesses with the growing Latino community. Eduardo is an important bridge for many of us and we're honored to be able to learn from him. Let this be the beginning of a long partnership!"

Chuck Walker, President of Pentucket Bank stated, "It is an honor to be a partner on this valuable presentation by our friend and business associate, Eduardo Crespo to celebrate Hispanic Heritage month and the contributions of our Hispanic community. Eduardo's extensive knowledge and experience in Hispanic/Multi—cultural marketing will be very beneficial for organizations like Pentucket Bank that are serious about attracting customers and/or employees in the growing Latino Market."

\*Please register at <http://haverhillma.chambermaster.com/events/details/succeed-in-the-hispanic-multicultural-market-workshop-5138113>

### **About the Haverhill Chamber of Commerce**

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The Greater Haverhill Chamber of Commerce is a private, non-profit business organization composed of nearly 500 area businesses, and we are growing by the day. The Chamber creates and fosters a prosperous business environment and support the growth and profitability of their members, providing the resources, advocacy, information, networking and marketing opportunities for members' success.

### **About Pentucket Bank**

Pentucket Bank, with assets of approximately \$749 million, offers six full service community banking offices; three in Haverhill, MA, one in North Andover, MA and one in each Hampstead and Salem, New Hampshire. In 2017 Pentucket Bank expanded their Executive Offices to the fourth floor of the new Pentucket Bank Plaza building at Harbor Place in Downtown Haverhill. Pentucket Bank is a subsidiary of Pentucket Bank Holdings, MHC. For more information on Pentucket Bank, please visit [www.pentucketbank.com](http://www.pentucketbank.com).