



## Member Spotlight: Alianza

Above: J. Barry Griswell, 2004 Partnership Chairman, signs the Affiliate Agreement with members of ALIANZA, the newly formed Latino business association, at a ceremony and reception on September 28.

*ALIANZA seeks to connect Latino-owned businesses with the rest of the Greater Des Moines business*

The Greater Des Moines Partnership and the Latino Business Association have come together to create “ALIANZA,” which has become the Latino business affiliate of the Partnership.

The new membership-driven business association will offer many benefits including education on business topics, promotion through directories and websites, networking opportunities, recruitment resources and a Latino business-support network. Specific benefits to member businesses include:

**Access to educational resources** offered in Spanish that can assist in the understanding of legal, financial and marketing aspects of the business;

**Inclusion in the printed and online directories** published by the Greater Des Moines Partnership;

**Exchanging links** with the Partnership’s website;

**Invitations to attend** social and networking business events;

**Referrals from other member organizations** directing prospects to the member business;

**A support network** where Latino business owners can exchange viewpoints and obtain one-on-one assistance on business management and problem solving;

**Resources to recruit** and retain employees; and

**Opportunities to participate** and promote the interests of the Latino business community in Greater Des Moines.

“This organization will add value and much-needed services for Latino business owners to compete and succeed in this market,” said Nannette Rodriguez, a member of the ALIANZA Board of Directors and owner of viva! communications.

“Our plan is for ALIANZA to ensure the success of Latino businesses in the Greater Des Moines area.”

ALIANZA was formed in response to a new movement which

seeks to more fully engage the Des Moines area Latino business community. The organization’s mission is to promote the success of Hispanic-owned businesses through education, networking opportunities and by serving as a link to and for the Hispanic market.

“This organization creates the opportunity for Latino businesses to market not only within the Latino population, but to the entire Greater Des Moines business community,” said Martha Willits, President & CEO of the Partnership.

“The development of a partnership between ALIANZA and our organization will provide long-lasting benefits for the entire community.”

For more information on ALIANZA, please contact Alba Perez by telephone at (515) 286-4937 or aperez@desmoinesmetro.com.