

Hector García: First-Generation Small-Business Owner

Hector García is the president of MBN Design Inc., a Hispanic-owned company located in Anaheim, California. His company has been in business for almost 15 years and specializes in branding and design of consumer packaged goods. The majority of his business focuses on food and beverages, in addition to cosmetics, healthcare, office supplies and a variety of other areas. MBN Design employs eight people, five of whom are minorities, according to García.

García was the first in his family to venture into business.

"This endeavor was like blazing a trail without having anyone to follow or guide me. I grew up in a rough part of Los Angeles and narrowly escaped being a statistic of the ghetto," he explained. "It humbles me greatly when I see where I came from and reflect on how truly blessed I am."

A New Idea: Supplier Diversity

García had not been familiar with the concept of supplier diversity until a colleague mentioned it to him. He then referred García to *Hispanic Network Magazine* Publisher Mona Lisa Faris. She, in turn, filled him in about supplier diversity, how it works and the many long-term business benefits of obtaining minority business certification.

García is now enthusiastic about getting that certification. He has done a lot of research about the process, including reading *HNM* articles that pertain to supplier diversity and minority business certification. He has recently submitted his initial application and is awaiting a response.

"I can see that there are avenues of assistance and exposure that can help grow my business so that I can broaden our offerings while employing more team members," he explained.

Once he has completed the application process and received his certification, he plans to add to his existing cadre of vendors (one of which is already certified) and will include both non-certified and certified minority-owned businesses.

"Over the years, I've forged strong relationships with several trusted vendors. I choose to do business with these vendors because they share the basic ethics, morals and values that keep MBN Design in the forefront of our industry. I'm a member of a local peer group, through which we continually work to improve our businesses and share our collective experiences and ideas."

Small Company, Big Results

As a result of all of García's planning, hard work and astute choice of employees and vendors, MBN Design has become one of Orange County's most-established and well-respected design firms. He's also been able to attract clients from the East Coast, as well as internationally.

"We're a small company with a team that's big on talent, big on core values and big on results. The brands and packaging that we've designed currently adorn the shelves at virtually every major chain of grocery, club, convenience, drug and office supply stores across the country. Some products are even being

sold in more than 90 countries around the world.

"At the foundation of our values is trust—that resonates with every team member, client and vendor. I've made a conscious decision to be very selective with each. As far as results are concerned, we've helped build brands that are number one in the world. We have the privilege of being a preferred vendor of a Fortune 100 company for over a decade. We've also successfully teamed up with NASCAR, the NFL, NBA and MLB.

"My greatest business achievement to date is having built the most creative and efficient team that I've ever worked with in my 30-year career. I'm constantly amazed at the talent and skills my employees possess. These wonderful co-workers are more impressive than just about anyone else I've worked with. My team is always at the ready with an arsenal of fresh ideas, followed by strong execution of them. This always ensures that our clients' brands remain solid and strong.

"In addition, the positive experiences and crucial knowledge acquired by being in business has proven priceless. I've met amazing people and shared many wonderful experiences along my journey."

García has been a member of Critical Mass for Business OC (Orange County) for several years. He has supported The City of Hope through annual donations, attendance of charity events and design services. He also plans to join the Orange County Hispanic Chamber of Commerce in the near future. One of his long-term goals is to share his certification experience, information about supplier diversity and the benefits of being a minority-owned business with other local business owners.

In the past, García has also enjoyed sharing his business knowledge, talents and expertise with students of all ages and particularly finds satisfaction and a sense of purpose when he speaks with high school students. He feels an especially strong connection with those students who most likely are not college bound, wanting to inspire them to follow dreams they may not have thought were possible.

García has also invited student interns to visit his business to see the inner workings of a professional design firm. At this point in his career, he is excited about the prospect of connecting and hopefully inspiring many more students.

García's achievements include being nominated twice for the Excellence in Entrepreneurship award by the *Orange County Business Journal*.

Hispanic Network Magazine is excited about, and in full support of, García's pursuit of certification for MBN as a minority-owned business. We know that his long-term goals for MBN that include increased opportunity through supplier diversity will only serve to enlarge the scope, success and quality of his business offerings. We certainly wish him well and know we will hear many good things from him and his company in the future.

Check out Hector García's blog of a radio show interview at <http://www.mbn-design.com/blog/category/mbn-design-news>

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—Hector García



García proudly displays some of his product packaging items.