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# 2016 LULAC National Women's Conference

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## 2016 LULAC NATIONAL WOMEN'S CONFERENCE

April 1-2, 2016

Millennium Biltmore

506 South Grand Avenue, Los Angeles, CA 90071

### AGENDA

#### Friday, April 1

10:00 am to 10:30 am **Press Conference** ..... Corinthian  
*Speaker: Supervisor Hilda Solis, Los Angeles County, 1<sup>st</sup> District*  
*Sponsor Remarks: Nora Venegas, Director Federal Government Relations, Corporate Affairs, Tyson Foods*

1:00 pm to 4:00 pm Women's Conference Registration ..... Galeria Foyer

7:00 pm to 9:00 pm **Opening Reception** ..... Emerald  
*Speakers: Marta Segura, Planning Commissioner, City of Los Angeles;*  
*Nanette Barragán, Children's Advocate/Attorney*

#### Saturday, April 2

7:00 am to 10:00 am Women's Conference Registration ..... Galeria Foyer

8:00 am to 8:30 am **Ribbon Cutting Ceremony & Latina Exposition Opening** ..... Tiffany

9:00 am to 3:00 pm Latina Expo Open ..... Tiffany

8:30 am to 10:00 am **Inspiración Breakfast** ..... Crystal Ballroom  
*Sponsored by: Walmart; Walgreens*

*Speaker: Assemblymember Cristina Garcia, California State Assembly, 58<sup>th</sup> District*

10:15 am to 11:15 am **Building America with Latina Entrepreneurship and Business Executives** ..... Athenian  
*Sponsored by SER Jobs for Progress*

As a critical workforce, Latinos have become the backbone to the success of our nation's economy. However, as invested contributors on the ground level, Latinas are underrepresented in higher-level positions among spaces and companies of vast influence. This presentation will focus on the importance of having diversity on all levels of the economy from community affairs, to small business ownership to corporate America, the representation of Latinas is essential to the advancement of Latinos as a whole.

**Moderator:** Elia Mendoza, LULAC Women's Commission & Texas State Director

**Presenters:** Theresa Martinez, CEO, Los Angeles Latino Chamber of Commerce (LALCC)  
Celeste Carrasco, Director of Public Affairs, AT&T  
Wendy Ramirez, Founder and Designer, Intimalena  
Maria S. Salinas, Chairwoman, ProAmerica Bank

10:15 am to 11:15 am **College Readiness Tool Box for Parents** ..... Cordoban  
The (5) Conversational Phrases to Build Retention in College-Ready Students  
To provide a toolbox of conversational phrases that can be used to aid parents/guardians to start the conversation that builds college readiness and retention in their student. The intent is to help parents gain insight as to how conversations or the lack of conversations can discourage college readiness. It is sure to be a thought provoking session that will empower attendees to become advocates for college readiness in Latino/Latina students.

**Moderator:** Elisa Tamez Rosales, LULAC Women's Commission

**Presenter:** Maria J. Fernandez, MA., CollegeVISTA, CEO & Founder

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- 10:15 am to 11:15 am    **Building a Strong Community of Support among Latina Women!** ..... Corinthian  
*Hosted by: Women's Global Leadership Initiative*  
The mandate for women's leadership in the 21st century will bring forth women who represent their communities, who are ready to mentor and create networks of women who support women. The leader of tomorrow is conscious of her responsibility to others. She knows there is value in sharing her story. She is compassionate, emotionally grounded, and proud to stand behind her truth. It is important for women to learn to support one another and recognize that by sharing knowledge through positive collaboration, we are able to develop common goals and create a culture of support that can foster necessary change. Building a sense of responsibility towards other women serves to inspire women to engage in building solid relationships that can seem intimidating. Learn how beliefs and inherent behaviors interfere with building healthy relationships with other women, and identify what interferes with building community. Recognize how we perceive ourselves in relationship to other women and how cultural influences often shape our behaviors and expectations. WGLI is dedicated to creating a global community that turns away from the competitive mindset that is counterproductive to finding solutions for our communities.  
**Moderator:** Yvonne Gonzalez Duncan, LULAC Women's Commission  
**Presenter:** Diana Ruiz, Founder, Women's Global Leadership Initiative
- 10:15 am to 11:15 am    **Ensuring Access to Medicines for All Latinos** ..... Moroccan  
*Sponsored by: Pfizer*  
Access to medicines is a cornerstone of Pfizer's commitment to health care. For more than 25 years, Pfizer has offered prescription assistance programs to help eligible patients get access to their Pfizer medicines. Today, this assistance is provided through Pfizer RxPathway®, which helps eligible patients get access to their Pfizer medicines by offering a range of support services, including insurance counseling, co-pay help, providing Pfizer medicines for free or at a savings, and more. During the past 5 years (2011-2015), Pfizer has helped more than 2 million patients receive over 25 million Pfizer prescriptions for free or at a savings. Despite making great gains in access to health care over the last two years, Latinos continue to have the highest rate of uninsured. The presentation will familiarize LULAC leaders with Pfizer RxPathways and other industry patient assistance programs so that they can help members of their Latino communities who may be uninsured or underinsured get access to medicines they may need.  
**Moderator:** Roy Cosme, President, Arcos Communications  
**Presenters:** Gary Pelletiers, Senior Director, Corporate Responsibility, Pfizer Pathways
- 11:30 am to 12:30 pm    **Improving the Path to Homeownership for Latinos** ..... Corinthian  
Latino spending power is said to be on the rise, however the rate of Latino homebuyers is virtually at a standstill. Many Latino families continue to face challenges as they make the transition from renters to first time homebuyers. Limited access to affordable housing and adequate housing education and counseling continue to be a roadblock for many Latinos in the path to homeownership. LULAC strives to make homeownership accessible for all Latinos. Guest speakers will discuss the efforts put forth by the represented government agencies and local community organizations to open the path for first time homebuyers. This workshop will examine the ongoing intervention efforts to help borrowers sustain homeownership and reinforce their financial security. Additionally, participants will receive information on local resources in the community to assist with making their dream of owning a home a reality.  
**Moderator:** Gina S. Nova, LULAC Women's Commission  
**Presenters:** Lourdes Castro Ramirez, Principal Deputy Assistant Secretary, HUD  
Beatriz Olvera Stotzer, CEO, NEWCapital
- 11:30 am to 12:30 pm    **The Basics of the Deferred Action for Childhood Arrivals (DACA)** ..... Athenian  
This session will provide attendees with a brief overview on DACA. Items to be discussed during the session include the following:  
• What is DACA?  
• Who is eligible?  
• What documents are needed?  
• What people can do to spread the word about the program?  
• Resources  
**Moderator:** Regla Gonzalez, LULAC Women's Commission

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- Presenter:** Martha Ruch, Equal Justice Works / Emerson Law Fellow  
Asian Americans Advancing Justice | Los Angeles
- 11:30 am to 12:30 pm **Empowering Latinas through Careers in Media** ..... Cordoban  
Media plays a major part in U.S. society and is hitting a cross-road with the rising Latino population and the growing influence of Spanish language networks in the U.S. While the U.S. Latino population grows and evolves, has the TV and media world evolved at a similar pace in its depiction of Latinos and inclusion of Latinos as decision makers in the media world? This discussion will explore the hardships of representation and opportunities women of color face when exploring careers in media. From journalism to acting we will discuss the process of starting careers in the field and breaking barriers in existence.  
**Moderator:** Inez Gonzalez, Director, Latino Communications Initiative, CSU Fullerton  
**Presenter:** Vannessa Vasquez, Actress, East Los High  
Danielle Vega, Actress, East Los High  
Rocio Prado-Kissling, President, ThinkLatino
- 11:30 am to 12:30 pm **Lideres Latinas: Promoting Latinas in Public Service** ..... Moroccan  
As the Latina/o population is growing and soon to be the majority population, it is imperative we become more organized and trained in leadership development and understanding the importance of influencing the decision making institutions and processes impacting the daily lives of our families. This can only be successful by organizing, training and mobilizing our communities to be ready to step up and assume leadership positions in public service. This workshop demonstrates organizing techniques and offer helpful ways in which to position Latinas in public service and leadership positions.  
**Moderator:** Linda Montellano, LULAC Women's Commission  
**Presenters:** Patricia Roybal, New Mexico House of Representatives, District 13,  
LULAC National Treasurer  
Teresa Acuña, Director of Policy and Leadership Programs, NHLA  
HOPE Representative
- 11:30 am to 12:30 pm **Reproductive Health Access, & Politics: What's At Stake**..... Grecian  
*Sponsored by: Planned Parenthood*  
This workshop will provide an overview of current issues and trends impacting reproductive health care access. We'll discuss what "defunding" Planned Parenthood really means, what TRAP laws are, and what's at stake right now at the US Supreme Court. This will also be an opportunity to learn more about the services Planned Parenthood provides, and how you can be an advocate for women's health.  
**Moderator:** Edna Canino, LULAC Women's Commission  
**Presenters:** Diana Stevens, Planned Parenthood  
Claudia Estrada, Planned Parenthood
- 12:45 pm to 2:00 pm **Women Lideres Luncheon**..... Crystal Ballroom  
*Sponsored by: The Coca Cola Company; Ford Motor Company Fund*  
*Featured Speaker: Councilwoman Nury Martinez, Los Angeles City Council, 6<sup>th</sup> District*  
*Keynote Speaker: Congresswoman Loretta Sanchez, U.S. House of Representatives, 46<sup>th</sup> District*