



2016 LULAC WOMEN'S CONFERENCE



Turning Political Strength into Action

Millennium Biltmore Hotel | Los Angeles, California | April 1-2, 2016



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▼ Message from the National V.P. for Women



On behalf of the Women's Commission, welcome to the 2016 National Women's Conference in Los Angeles, California.

The LULAC National Women's Conference provides informative workshops that include noteworthy speakers and critical information regarding the professional and personal advancement of women. This conference is also an opportunity to celebrate women's achievements and celebrate the generation of women who came before us and on whose shoulders we stand.

LULAC is proud that its work in civil rights, education, health and immigration has helped women from across the country experience a better way of life for themselves and their families. The LULAC National Women's Conference is important because it brings awareness to the issues that have the most impact on the lives of Latino women in the United States. A key component of the women's commission is the commitment to help ensure women become instruments of change in their community. In order for women to succeed we must use our political and electoral power to affect policy that will eradicate the disparities that limit our opportunities.



LULAC knows that investment in education and women's empowerment have a positive impact on our community. In that vein, LULAC has pioneered programs that are focused on providing young girls and women with the education, training, and resources they need to achieve and sustain productive livelihoods for themselves and their families.

I would like to thank our staff for their hard work and dedication to ensure that the Women's Commission hosts another successful LULAC National Women's Conference. Thank you to the participants and to our LULAC members for being part of the continuous effort to help women succeed.

Sincerely,

Lourdes Galvan
National Vice President for Women



National Women's Commission

www.LULAC.org/about/commissioners/



Margaret Moran
Immediate Past National President



Lourdes Galvan
*National V.P. for Women
& Chair for the
Women's Commission*



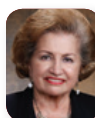
Elsie Valdés Ramos
*Immediate Past V.P. for
Women, Puerto Rico*



Rosa Rosales
*Past National President
Texas*



Roger Rocha
National President



Belen Robles
*Past National President
Texas*



Elia Mendoza
*Commissioner
Texas*



Edna E. Canino
*Commissioner
Florida*



Gina Sierra Nova
*Commissioner
Massachusetts*



Yvonne Duncan
*Commissioner
California*



Abigail Zapote
*Commissioner
Texas*



Patricia Royball Caballero
*Commissioner
New Mexico*



Brenda Estrada
*Commissioner
Arizona*



Linda Montellano
*Commissioner
Texas*



Marta Diaz
*Commissioner
Texas*



Angelina Guajardo
*Commissioner
Texas*



Elisa Tamez Rosales
*Commissioner
Texas*



Carolina Muñoz
Fiscal Officer



Rudy Beserra
*Corporate Honorary
The Coca-Cola Company*



Nora Venegas
*Corporate Honorary
Tyson Foods, Inc.*



Joe Avila
*Corporate Honorary
Ford Motor Fund*



Dineen Garcia
*Corporate Honorary
Macy's, Inc.*



League of United Latin American Citizens



Photo by Luis Nario Briones

Dear LULAC Friends,

We are proud to host the LULAC National Women's Conference in Los Angeles, California.

LULAC's work in civil rights, education and equal opportunity has helped Hispanic women from across the country ensure a better way of life for themselves and their families. The LULAC National Women's Conference brings awareness to the issues that have the most impact on the lives of Hispanic women in the United States.

LULAC knows the lasting returns on investment that education and women's empowerment have on our community. In that vein, LULAC has pioneered programs that are focused on providing young girls and women with the education, training, and resources they need to achieve and sustain productive and healthy livelihoods for themselves and their families.

This year we are happy to partner with SER Jobs for Progress and the Women's Global Leadership Initiative, among others, to highlight these important issues. The conference will include panel discussions which will cover how empowering women remains an important issue in the Latino community; and the importance for women of color to cast away certain cultural conditioning that only serves to hinder their professional and personal growth. This year's women's conference will cover whether Hispanic women are being aptly represented in the world of entertainment and media and how various barriers can prevent women from accessing critical professional opportunities.

The National Women's Commission is proud to bring these critical workshops that will have a tremendous impact on women's lives. We hope that with education and awareness we can begin to break down the barriers that prevent women from achieving their full potential.

Get ready for a powerful Women's Conference in Los Angeles, California!

Sincerely,

Roger C. Rocha Jr.
LULAC National President



Dear LULAC Members,

Welcome to the 2016 LULAC National Women's Conference!

We are proud to bring you a conference that provides the kind of workshops and speakers that are vital to women and young girls who want an opportunity to live up to their potential and realize their dreams.

The mission of the LULAC National Women's Conference has always been to provide women from across the country with the opportunity to enhance their ability to become leaders. We are very proud of the success this conference has achieved due to the commitment of the Women's Commission and the generosity of our corporate sponsors.

I would like to thank all of the members of the Women's Commission, community partners as well as our corporate sponsors for your support in making this year's conference a success.

Get ready for an energized conference in Los Angeles.

Brent Wilkes

Brent Wilkes
LULAC National Executive Director,



Women's Conference Sponsors

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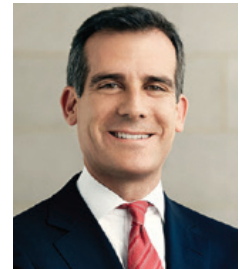
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WOMEN'S GLOBAL
LEADERSHIP INITIATIVE



ERIC GARCETTI
MAYOR



April 1, 2016

Dear Friends,

On behalf of the City of Los Angeles, welcome to the 2016 LULAC National Women's Conference presented by the League of United Latin American Citizens and the LULAC Women's Commission.

Since 1929, LULAC has helped Latinos gain access to economic parity, educational opportunities, and political advancement. Through its National Women's Conference, LULAC is investing in training Latina leaders to create a positive change, guide others toward public service, and become the decision makers of our nation. LULAC has ensured the advancement of culturally competent policy makers and diversity in the government workplace.

I send my best wishes for a memorable event and continued success.

Sincerely,

A handwritten signature in blue ink, appearing to read "E. Garcetti".

ERIC GARCETTI
Mayor

Keynote Speaker

Press Conference

Supervisor Hilda L. Solis was sworn in as Los Angeles County Supervisor for the First District of Los Angeles County on December 1, 2014.

Prior to becoming Supervisor she served as Secretary of Labor. Supervisor Solis was confirmed on February 24, 2009, becoming the first Latina to serve in the United States Cabinet. Before that, Supervisor Solis represented the 32nd Congressional District in California, a position she held from 2001 to 2009.



Supervisor Hilda L. Solis

In the Congress, Supervisor Solis' priorities included expanding access to affordable health care, protecting the environment, and improving the lives of working families. A recognized leader on clean energy jobs, she authored the Green Jobs Act which provided funding for "green" collar job training for veterans, displaced workers, at risk youth, and individuals in families under 200 percent of the federal poverty line.

In 2007, Supervisor Solis was appointed to the Commission on Security and Cooperation in Europe (the Helsinki Commission), as well as the Mexico — United States Interparliamentary Group. In June 2007, Solis was elected Vice Chair of the Helsinki Commission's General Committee on Democracy, Human Rights and Humanitarian Questions. She was the only U.S. elected official to serve on this Committee.

A nationally recognized leader on the environment, Supervisor Solis became the first woman to receive the John F. Kennedy Profile in Courage Award in 2000 for her pioneering work on environmental justice issues. Her California environmental justice legislation, enacted in 1999, was the first of its kind in the nation to become law.

Supervisor Solis graduated from California State Polytechnic University, Pomona, and earned a Master of Public Administration from the University of Southern California. A former federal employee, she worked in the Carter White House Office of Hispanic Affairs and was later appointed as a management analyst with the Office of Management and Budget in the Civil Rights Division.

Keynote Speaker

Welcome Reception

Marta Segura, M.P.H., is a dedicated civic leader and community health advocate who has committed her life and career to serving others, revitalizing communities, and building coalitions for improving quality of life, economic vitality, and creating opportunity across the board. She is the daughter of hard working, immigrant, union card carrying parents. Her parents also had to be



Marta Segura
LA City Planning
Commission Member

entrepreneurial to make ends meet and she learned the value of small business from them and family, who owned a local market in her neighborhood. Above all, she was taught the value of advocating for progressive values, building unity, and never taking success for granted. Marta has worked for both Labor and Nonprofit most of her career, until she was hired by then Councilmember Garcetti as his District Director, then later appointed to the LA City Planning Commission when he was elected as Mayor. As a mother, her passion has been strengthened for creating a government that is responsive

to people not to corporations, and in building a sustainable future for our children.

As a member of the Los Angeles City Planning Commission, Marta voted for and supported innovative policy for amending the General Plan such as, transit-oriented communities, health policy, affordable-housing, green infrastructure, and ground breaking policy for regulating oil refineries and other polluting sources, all of which in their sum create lasting jobs, economic revitalization and sustainable communities. She has also spearheaded Community Relations Curriculum for LAPD as part of the Captain's Round Table for the Newton Division in an effort to bring criminal justice reform and safer streets to South LA. Marta is also a successful small business owner. Her consulting practice serves non-profits, philanthropy and government agencies on public outreach campaigns, strategic planning, consensus building, governance, capacity building, and organizational development.

Marta is a proud resident of South LA and has lived there for 14 years. Ms. Segura earned her B.A. in Environmental Studies from the University of California, Santa Barbara, and her Master's degree in Public Health from UCLA.

Featured Speaker

Inspiración Breakfast

Assemblymember Cristina Garcia was elected to the state Assembly in November 2012 and re-elected in 2014, representing California's 58th Assembly District, which includes the cities of Artesia, Bellflower, Bell Gardens, Cerritos, Commerce, Downey, Montebello, Pico Rivera and Norwalk.

In 2014, she became a vital part of Assembly Speaker Toni Atkins new leadership team when she was named Assistant Majority Floor Leader. She was also elected Vice Chair of the Legislative Women's Caucus. In addition, Assemblymember Garcia currently serves on the following legislative committees: Government Organization, Judiciary, Ethics, Water Parks and Wildlife, Natural Resources and Utilities and Commerce.

In addition to being a legislator, Assemblymember Garcia is also a Commissioner on the Commission on the Status of Women and Girls, working at the forefront of making impressive change for California's women and girls.

Before being elected to public office, Cristina Garcia had already staked her claim as a warrior for ethical conduct in local and state government. When the City of Bell corruption scandal broke, gaining national attention, Bell residents turned to Cristina to take action. She worked with concerned citizens to form the Bell Association to Stop the Abuse (BASTA), a local advocacy organization that forced Bell's corrupt officials out of office and ushered in accountability and transparency for the first time in the city's history.

As a legislator, under a black cloud of corruption that hung over the state Capitol, Assemblymember Garcia introduced a wide ranging ethics and transparency package of bills, the "Political Conduct, Ethics and Public Trust Acts of 2014," written to reform our political structure and help to restore the public's trust in their government. Through the political turmoil, she succeeded in her legislative efforts and was rewarded when Governor Jerry Brown signed five of her reform measures into law.

AB 1673 Eliminating Influence Peddling: prevent lobbyists from hosting political fundraisers at their homes and offices.

Assemblymember Garcia continues her efforts to protect and educate our state's children and is dedicated to empowering women on all levels. This includes being a mentor to encourage more women to run and hold positions in public office.

Assemblymember Garcia launched her Young Legislator's program in 2014 to mentor high school students in her district to become the leaders of tomorrow. The Young Legislators are given hands-on experience, working within their communities, as they participate in local events hosted by Assemblymember Garcia's district office. Young Legislators who successfully complete the program travel to the State Capitol in Sacramento where they participate in bill development, mock committee hearings and a floor session in the State Assembly chambers.

A math teacher for thirteen years prior to joining the Assembly, Cristina taught statistics at the University of Southern California, mathematics at Los Angeles City Community College and taught middle school and high school mathematics through the Jaime Escalante Program at East Los Angeles Community College and at Huntington Park High School.

As a teacher, Cristina understood the damage to students that bullying created, on both an emotional and physical level. This inspired her in 2012 to author AB 256,



Assemblymember Cristina Garcia

CyberBullying legislation

giving educators the authority to discipline students who engage in cyber bullying harassment by electronic means – on, or away, from the school campus. AB 256 was signed into law by Governor Brown in 2013.

Cristina lives in the in the Southeast Los Angeles community of Bell Gardens, where she was raised and attended local public schools. She went on to earn a Bachelor's Degree from Pomona College, a Master's Degree and a Secondary teaching credential from Claremont Graduate University and is presently a doctoral candidate at USC.

Keynote Speaker

Inspiración Breakfast

First elected to the U.S. House of Representatives in 1992, Representative Xavier Becerra serves as Chairman of the House Democratic Caucus, is a member of the powerful Committee on Ways And Means and is Ranking Member of the Ways and Means Subcommittee on Social Security.

His committee is responsible for formulating our nation's tax, Social Security, Medicare, trade and income security laws. As Chairman of the Democratic Caucus, Rep. Becerra wields a strong voice in House



Congressman Xavier Becerra

Democratic leadership, helping to set priorities and drive the legislative decision making process.

He has dedicated himself to promoting issues affecting industries critical to the economic vitality of the Southern California region such as health care, high technology, entertainment, and stimulating free, yet fair, trade.

The first Latino to serve on the Ways and Means Committee, Rep. Becerra has used his position to increase

opportunities for working families, to improve the Social Security program for women and minorities, to combat poverty among the working poor, and to strengthen Medicare and ensure its long-term viability. In 2010, Rep. Becerra served on the bipartisan National Commission on Fiscal Responsibility and Reform.

Rep. Becerra is a member of the Congressional Hispanic Caucus (CHC) where he served as Chair during the 105th Congress (1997-98). The Congressman is also a member of the Executive Committee of the Congressional Asian Pacific American Caucus.

Rep. Becerra also serves on the Smithsonian Board of Regents, a distinguished panel of 17 men and women who oversee the Smithsonian Institution's expansive collection. In 2011, he was appointed to serve on the Smithsonian's National Museum of African American History and Culture Council. Rep. Becerra has led a decade-long effort to establish the National Museum of the American Latino and ensure that we remember and celebrate the history of America's diverse communities.

Prior to his election to Congress, Rep. Becerra served one term in the California Legislature as the representative of the 59th Assembly District in Los Angeles County. He is a former Deputy Attorney General with the California Department of Justice. The congressman began his legal career in 1984 working in a legal services office representing the mentally ill.

Rep. Becerra is the son of working-class parents and was the first in his family to graduate from college. His mother was born in Jalisco, Mexico and immigrated to the United States after marrying his father. In 1980, Rep. Becerra earned his Bachelor of Arts in Economics from Stanford University. He was awarded his Juris Doctorate from Stanford Law School in 1984. Rep. Becerra is married to Dr. Carolina Reyes. They are the proud parents of three daughters: Clarisa, Olivia and Natalia.

Keynote Speakers

Women Lideres Luncheon

Congresswoman Loretta Sanchez is proud to represent California's 46th Congressional District, which includes the cities of Anaheim, Santa Ana, Orange and Garden Grove in Orange County.

Rep. Sanchez began her congressional career in January of 1997 and is currently serving her tenth term in the U.S. House of Representatives. She holds senior positions on the House Armed Services Committee



Congresswoman Loretta Sanchez

and the House Homeland Security Committee. She is a member of the Congressional Hispanic Caucus and serves as the co-chair of the Immigration Task Force.

As a senior member of the House Armed Services Committee (HASC), Rep. Sanchez is a recognized leader on military and national security issues. She currently serves as the Ranking Member of the Tactical Air and Land Forces Subcommittee, where she works to prepare our Armed Forces for a new generation of security

challenges. Rep. Sanchez is also a member of the Subcommittee on Strategic Forces, making sure our nation is appropriately prepared for any missile or nuclear attacks.

As the founder and co-chair of the Women in the Military Caucus, Rep. Sanchez advocates for female service members to serve in combat roles and fights to stamp out sexual assault in the armed forces. She passed a long-shot bill that updated sexual assault provisions in the Uniform Code of Military Justice, as well as a bill to create a sexual assault database.

Rep. Sanchez has also served on the House Homeland Security Committee (HSC) since its inception after the 9/11 attacks and is a senior member. She serves on the Subcommittee on Border and Maritime Security, focused on keeping our land and sea borders safe and secure as well as the Subcommittee on Cybersecurity, Infrastructure Protection, and Security Technologies. On the HSC, Rep. Sanchez addresses issues ranging from immigration reform to human trafficking to oversight of surveillance programs.

In addition to her committee work, Rep. Sanchez gives Orange County a strong voice in Congress. She stays connected by traveling back to California nearly every weekend, regularly visiting schools and businesses and meeting with residents. She is committed to facilitating job creation, reducing crime, supporting quality educational opportunities and increasing access to affordable health care for everyone.

A product of public schools and Head Start, Sanchez is a graduate of Chapman University and American University's MBA program. Prior to serving in Congress, Sanchez worked in the financial markets, with firms including Booz Allen Hamilton and Fieldman Rolapp.

A photograph of Gisel Ruiz, a woman with long dark hair, wearing a dark blazer over a white top and a gold necklace. She is standing at a podium, looking slightly to her right with a smile. The background is dark with some green and red elements.

*Gisel Ruiz, Executive Vice President
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Featured Speaker

Women Lideres Luncheon

On July 23, 2013, Nury Martinez became the second Latina in over 25 years and the only woman elected out of 18 Los Angeles city offices. A neighborhood watch captain, homeowner and mother, Nury is focused on getting to the basics and delivering resources to the Valley. From cleaning our streets and providing safe neighborhoods for our children to ensuring local, middle-class jobs, Nury is dedicated to fighting for the residents of the Sixth District.

Councilwoman Nury Martinez has dedicated her life to the San Fernando Valley where she was born and raised and was proud to serve her community on the L.A. Unified School Board from 2009-2013. The product of public schools and the first in her family to graduate from college, Nury led the School Board and was devoted to expanding access to quality education for all communities, raising standards for college and career readiness and ensuring safe and secure schools for all students.

As the Executive Director of Pacoima Beautiful, Nury brought together competing interests to create economic opportunity with an eye towards environmental sustainability. As a result, she was able to turn around the former Price Pfister toxic waste site and replace it with the Pacoima Plaza: a LEED certified facility that has brought hundreds of good paying jobs to the community.

The daughter of immigrant parents, Nury spent her childhood admiring her parents' hard work and learning from them the importance of community involvement. Her father was a dishwasher who took the bus everyday from Pacoima to Sherman Oaks while her mother worked on an assembly line at the Price Pfister factory in Pacoima. This stable, union job provided, for the first time ever, healthcare coverage for Nury's entire family. And when Price Pfister announced plans to relocate to Mexico, Nury organized to save local jobs that supported working families.

Today, the Councilwoman relies on her experience in community organizing and her family history to inspire her goals on the Los Angeles City Council. Nury has become a leader fighting against sex trafficking and the over concentration of illegal medical marijuana dispensaries in the Sixth District. She is focused on revitalizing key areas – like the Van Nuys Corridor and the old Montgomery Ward site in the heart of Panorama City – with smart economic development plans to attract and retain businesses that create solid middle class jobs.

Additionally, she is making the Sixth District beautiful and sustainable by working with our industrial businesses in Sun Valley to consider the local community in their operations and using her experience fighting for grant funds to finish park projects like the 40-acre Cesar Chavez park. And, to ensure our streets are safe and that residents can count on faster emergency response times and well-trained first responders, Nury is fighting to fully fund public safety.

In her unique role as the sole elected female member of the Los Angeles City Council, Nury is committed to encouraging and supporting girls and women to take leadership roles and be part of government. She firmly believes that diverse perspectives make good government. And while she is the only elected female voice in City Hall, she is committed to speaking for the women of Los Angeles and takes that responsibility seriously. Now she is asking all of her colleagues to join her in carrying that flag forward.

Nury is a graduate of San Fernando High School and California State University at Northridge. She and her husband Gerry live in Sun Valley with their young daughter, Isabelle.



Councilwoman Nury Martinez

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FERNANDA CASAS
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ADRIANA ESLAVA
adrianae@sferafilms.com



Agenda

2016 LULAC NATIONAL WOMEN'S CONFERENCE

April 1-2, 2016

Millennium Biltmore

506 South Grand Avenue, Los Angeles, CA 90071

Friday, April 1

- 10:00 am to 10:30 am **Press Conference** Heinsbergen
Sponsor Remarks: Nora Venegas, Director Federal Government Relations, Corporate Affairs, Tyson Foods
Featured Speakers: Supervisor Hilda Solis, Los Angeles County, 1st District
Brent Wilkes, LULAC National Executive Director
Roger C. Roger, Jr., LULAC National President
Lourdes Galvan, National Vice President for Women, LULAC
Jeanna Kindle, PhD, Chief Product Acquisitions Officer, LA Regional Food Bank
- 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;
Diana Tellefson, Executive Director at United Farm Workers Foundation

Saturday, April 2

- 7:00 am to 10:00 am Women's Conference Registration Galeria Foyer
- 8:30 am to 10:00 am **Inspiración Breakfast** Crystal Ballroom
Sponsored by: Walmart and Walgreens
Featured Speaker: Assemblymember Cristina Garcia, California State Assembly, 58th District
Keynote Speaker: Congressman Xavier Becerra, U.S. House of Representatives, 34th District
- 10:00 am to 10:30 am Latina Exposition Hall Ribbon Cutting Ceremony Tiffany
- 10:00 am to 3:00 pm Latina Exposition Hall and Silent Auction Open Tiffany
- 10:15 am to 11:15 am **Building America with Latina Entrepreneurship and Business Executives** Athenian
Sponsored by SER Jobs for Progress, Inc. National
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



Saturday, April 2

- 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
- 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: **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 RxPathways
 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
Presenter: 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



Agenda

Saturday, April 2

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

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
Wendy Pineda, Founder, Supersonix Media Inc.

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 familias. 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



Agenda

Saturday, April 2

Teresa Acuña, Director of Policy and Leadership Programs, NHLA
Diana Amaya, Youth Program Manager, Hispanas Organized for Political Equality

11:30 am to 12:30 pm **Reproductive Health Access, & Politics: What's At Stake**..... Grecian

Sponsored by: Planned Parenthood of Los Angeles

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 and Ford Motor Company Fund

Mistress of Ceremonies: Hilda Gutiérrez, News Anchor/Reporter, KRCA-Estrella TV

National Anthem: Helen Ochoa, Singer

Featured Speaker: Councilwoman Nury Martinez, Los Angeles City Council, 6th District

Keynote Speaker: Congresswoman Loretta Sanchez, U.S. House of Representatives, 46th District



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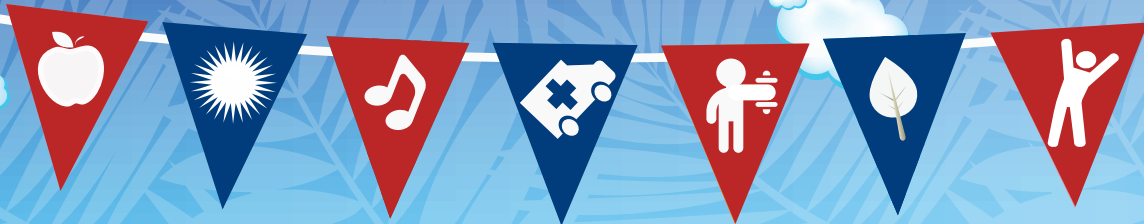
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Lourdes Galvan, National Vice President for Women and the Women's Commission would like to thank the National LULAC Staff for their collaboration in making the 2016 National LULAC Women's Conference a total success!



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