2017 LULAC National Women's Conference

March 31-April 1, 2017
Atlanta, Georgia

AGENDA

Thursday, March 30

Location/Room

732 Joseph E. Lowery Blvd NW
Atlanta, GA 30318

11:00 am to 12:00 pm **Tyson Foods Donation to Atlanta Community Food Bank**

Friday, March 31

9:00 am to 10:00 am Local Planning Committee Meeting

6:00 pm to 9:00 pm **Welcome Reception** The World of Coca-Cola
Sponsored by: The Coca-Cola Company 121 Baker Street NW
Emcee: Atlanta, GA 30313
Mariela Romero, Community Empowerment Director, Univision Atlanta
Featured Speakers:
Kasim Reed, Mayor, City of Atlanta
Representative Brenda Lopez, Georgia House of Representatives, 99th District
Brent Wilkes, LULAC National Executive Director
Sponsor Remarks:
Lillian Rodriguez, Vice President of Stakeholder Relations and Customer PAC Support
The Coca-Cola Company

Saturday, April 1

Location: Westin Peachtree Plaza
210 Peachtree St. NW
Atlanta, GA, 30303

7:00 am to 10:00 am **Registration** **Savannah Ballroom Foyer**

8:30 am to 10:00am **Inspiración Breakfast** **Savannah Ballroom**
Featured Speakers:
Representative Pedro Marin, Georgia House of Representatives, 96th District
Domenika Lynch, President & CEO, Congressional Hispanic Caucus Institute, Inc.
Roger C. Rocha Jr., LULAC National President

10:00 am to 3:00 pm **Latina Expo** **Chastain Foyer**

10:15 am to 11:15 am **Concurrent Workshops A-1 to A-3**

Workshop A-1 **Latina Empowerment: Tools for Fueling Success in Business** **Chastain G**

Sponsored by: Fueling U.S. Forward

How are abundant, reliable, low cost energy resources able to sustain, grow and expand our business community opportunities? During this panel we highlight interesting data on our current energy system to help our audience understand this infrastructure and why it creates an enormous stability in improving lives. It is worth noting that hundreds of thousands of Latinos/Latinas work in our traditional energy industry supporting activities in a wide range of operations.

Our panel of inspirational entrepreneurs will share their stories, focusing on sharing lessons learned from their own careers including resources, challenges and successes. Questions and debate are encouraged! **At the end of our session we are offering a surprise gift to one lucky audience participant.**

Moderator: Clara Del Villar, Founder, Hispanic Free Market Network

Speakers:
Cici Rojas, Partner and President, Tico Productions and Tico Sports LLC
Maria Priestly, Founder, Empress Elite Limousine
Monica Cucalon, Manager, Latinas Economic Empowerment Program, Latin American Association

Workshop A-2 **¡Escúchame! Engaging the Media Effectively *(Español)*** **Chastain D**
¡Escúchame! Cómo Trabajar Eficazmente con los Medios

¿Te sientes frustrado cuando ves o escuchas a los medios de comunicación y no cubren los asuntos que te impactan o que son relevantes para tu comunidad? Este taller resaltará la importancia que los medios de comunicación juegan en la sociedad estadounidense y te dará ejemplos de campañas, tácticas y las mejores formas de asegurar que tus puntos de vista y los asuntos que te son importantes sean expuesto con precisión usándolos canales de comunicación.

When you watch the media, do you get frustrated that they don't cover the issues that impact you or are relevant to what is happening in your community? This workshop will highlight the importance that the media plays in U.S. society and provide campaign examples, tactics, and best practices to ensure that your point of view and issues are being accurately portrayed through this medium. **This workshop is in Spanish.**

Moderator/Moderadora: Laura Moese, Women's Commissioner & Ohio State Director, LULAC

Speakers/Ponentes:
Irene Diaz-Bazan, Community Reporter, Telemundo Atlanta
Mariela Romero, Community Empowerment Director, Univision Atlanta
Maritza Huerta, Co-Founder, The Twins PR

Workshop A-3 **Latinas Que Votan! Organizing & Mobilizing for our Values** **Chastain H**

Why does voting matter? How does casting an electoral ballot impact the issues that you most care about and your values? Panelists will discuss the important role that

Latinos/Latinas play in our democracy and provide examples of campaigns and tactics that have been impactful in creating change. This interactive workshop seeks to explore the role that each person plays to create a society that reflects the values that we most cherish through direct electoral engagement.

Moderator: Abigail Zapote, Women's Commissioner & National VP for Young Adults, LULAC

Speakers:
Monica Ramirez, Director of Gender Equality & Trabajadoras Empowerment, Labor Council for Latin American Advancement (LCLAA)
Maricela Huerta, Co-Founder, The Twins PR

11:30 am-12:30 pm **Concurrent Workshops B-1 to B-3**

Workshop B-1 **Our Health & Wellbeing: Putting Ourselves First** **Chastain G**
Sponsored by: Pfizer RxPathways & Planned Parenthood Federation of America

Despite making great gains in access to health care over the last few years, Latinos continue to be the most uninsured group nationally. This workshop seeks to increase awareness around key health issues and programs available so that members of the Latino community can gain access to services and prescriptions.

Attendees will also gain awareness around current issues and trends impacting reproductive health care access and how individuals can be advocates for women's health. Join us for this impactful conversation and a chance to enter a raffle to win a $200 gift card.

Moderator: Gina Sierra-Nova, Women's Commissioner, LULAC

Speakers:
Dr. Jose Delgado, Vice President of Patient Services, Planned Parenthood Southeast
Rosita Castillo, Program Manager Promotores de Salud/CUIDATE!, Planned Parenthood of Southern Nevada
Roy Cosme, President Arcos Communications representing Pfizer RxPathways
Shirley E. Borghi, Executive Director, Hispanic Health Coalition of Georgia
Trang Nguyen Wisard, MPH CHES, Project Officer, National Partnerships Team, Prevention Communication Branch, Division of HIV/AIDS Prevention, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention, Centers for Disease Control and Prevention

Workshop B-2 **Rise Up, Unite, Defend Town Hall** **Chastain E**

The town hall will engage participants to have a dialogue around key issues like education, immigration, economy/jobs, and civil rights. This town hall seeks to increase awareness among the audience so that individuals, families, and communities can make informed decisions on these key issue areas.

Panelists will issue a call to action and engage attendees and the community at large by promoting tactics that include contacting elected officials, and mobilizing at the local, state, and federal level to create positive change through coalition building and partnerships.

Moderator: Lourdes Galvan, National Vice President for Women, LULAC

Speakers: Brent Wilkes, National Executive Director, LULAC
Jason Esteves, Vice Chair Board of Directors, Georgia Association of Latino Elected Officials (GALEO)
Dr. Francys Johnson, President, NAACP-Georgia
Dov Wilker, Regional Director, American Jewish Committee (AJC) Atlanta
Maram Abdelhamid, President & CEO, Liberty & Access for All

Workshop B-3 **Latinas in Public Office** **Chastain H**

As the Latino community continues to grow, it's important to increase representation in public office. Workshop presenters will provide a general overview of the current data trends as it pertains to women and Latinas in appointed and elected office. Panelists will share insights on the role that Latinas play in influencing the decision-making process and institutions that impact Latino families every day. This workshop will offer helpful techniques for Latinas to assume public service leadership positions.

Moderator: Regla Gonzalez, Special Assistant to the LULAC National President & Past VP for Women, LULAC

Speakers:
Monica Ramirez, Director of Gender Equality & Trabajadoras Empowerment, Labor Council for Latin American Advancement (LCLAA)
Patricia Roybal Caballero, Legislator, New Mexico House of Representatives & Women's Commissioner, LULAC
Anna M. Chávez, Esq., Head of Inclusion Strategy, BRANDthropologie Media
Luisa Cardona, Deputy Director of Immigrant Affairs Office, Office of the Mayor, City of Atlanta

Workshop B-4 **LULAC 101: Understanding Our History** **Chastain D**

LULAC 101 is for participants and LULAC members who want to learn more about LULAC's rich history, organizational and legal structure, protocol, rules and responsibilities of members, strategic planning and more!

This workshop will provide background on the importance of the work that Councils do across the country and how to form a new Council in your community. The workshop will start by providing the background on why LULAC was started in 1929 and why it is more relevant than ever today.

Co-Presenters: Margaret Moran, Immediate Past National President, LULAC
Dr. Maria Elena Cruz, Women's Commissioner, LULAC

12:45 pm to 2:00 pm **Women's Líderes Luncheon** **Savannah Ballroom**
Emcee: Nefertiti Jáquez, Lead Reporter, WSB-TV
Featured Speakers:
Carmen Perez, Executive Director of The Gathering For Justice & National Co-Chair, Women's March on Washington
Lourdes Galvan, LULAC National Vice President for Women
Keynote Speaker:
Anna M. Chávez, Esq., Head of Inclusion Strategy, BRANDthropologie Media
Sponsor Remarks:
Lillian Rodriguez, Vice President of Stakeholder Relations and Customer PAC Support,

The Coca-Cola Company
Kimberly Stohl, Director, Citizen Relations, P&G Orgullosa
Mujer Con La Falda Bien Puesta Honoree:
Mariana Zamora, LULAC Member Council #654

7:00 pm to 9:00 pm	**Puesta del Sol Reception** *(By Invitation Only)*	**Sun Dial Restaurant, Bar & View** **Westin Peachtree Plaza**