

*Mujeres Sin Barreras*

**LATINAS BREAKING BARRIERS,  
PAVING THE WAY TO THE  
NATIONAL STAGE**



**Las Vegas | Nevada | March 15-16, 2019**

# LULAC National Women's Conference

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LEAGUE of UNITED LATIN AMERICAN CITIZENS



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# ▼ Message from the National V.P. for Women



Dear Women of LULAC,

**W**elcome to Las Vegas and our 2019 National Women's Conference! We are extremely excited about this opportunity for us to come together, educate, inspire and empower each other.

As we look at today's climate and the significant gains women have made in our country, we must remember that this has required struggle, motivation, a constant presence and the continued promotion of issues that affect women, our families and our communities. Our gains have motivated women throughout the world – and we must continue the momentum.

The past few years have been extraordinary as we have seen historic numbers of women in leadership roles in all sectors of our society – from the community level, to executives in business, to the political arena – our presence is strong and will only continue to grow stronger. But this takes effort from all of us. We must continue the dialogue and continue to push forward on our agenda to improve the lives and influence of women today and for future generations.

Our 2019 Women's Conference is building off the accomplishments of Latinas over past years and particularly over recent monumental achievements. These achievements have generated excitement and energy, and we must continue striving to build upon where we are today and look forward to increasing our impact in the future.

Latinas of different ages and backgrounds are taking action through LULAC initiated programs and it is our hope that at this 2019 Women's Conference you too will be motivated and excited to work towards promoting yourself as well as other Mujeres. Our speakers and panelists will present information to encourage, educate and help you navigate issues in your own communities. We may live in different communities, cities, or states but our issues and our agenda are universal.

As I come to the end of my 4th year-long term as the National VP for Women, I pledge to continue to keep the women's agenda at the forefront of our organization. More than meeting once a year, we must continue to grow by educating women in different regions of our organization, so that together we can reach across America to strength our message. As a woman, I feel compelled and passionate to continue serving our women in all walks of life; and I know that together we will continue to grow along our paths and onto victories. I ask you to get or stay involved and help us by extending your hand to reach other women in your communities.

Our mission can only be accomplished with the great work of our LULAC staff and the leadership of the Women's Commission. I would like to personally thank each of them for a job well done.

It has been my honor to serve as National VP for Women and I am extremely proud of the accomplishments achieved during my tenure. My best wishes to you at our conference and in all your future endeavors. Adelante!

Sinceramente,

*Lourdes Galvan*

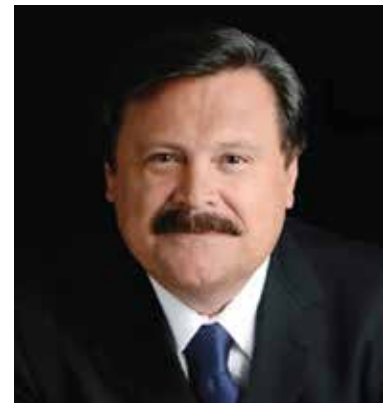
National Vice President for Women





March 15, 2019

Ms. Lourdes Galvan  
National Vice-President for Women  
League of United Latin American Citizens (LULAC)



Dear LULAC Woman's Commission,

Congratulations on behalf of all of LULAC's membership throughout the United States and Puerto Rico to you and the LULAC National Commission for Women for the 2019 National Women's Conference being held in Las Vegas Nevada.

Your work and dedication to highlighting the many challenges women are facing as well as seeking solutions that can address them is an invaluable opportunity for all attendees. This gathering is especially vital at this time when gender barriers are being seen in the areas of health, education, employment, housing and so many more that touch our lives daily.

The work of women in LULAC and those who join you in this forum helps to strengthen our collective voice in the creation of inclusive views, policies and laws that will ensure a more equitable future for every member of Latinx communities throughout our nation. Indeed, women have made history in LULAC for decades and served as our conscience often in some of the most important decisions in our 90-year history. As we move forward it's a united effort that will make the difference.

I am confident that the 2019 National Women's Conference will only add to that historic record as we witness again the leadership that women forge when working together to advance their vision for equity and social justice.

Sincerely,

*Domingo Garcia*  
National President, LULAC



TASTE THE FEELING®

The Coca-Cola Company  
is proud to support  
the 2019 LULAC National  
Women's Conference



Congress of the United States  
House of Representatives  
Washington, DC 20515-3605

March 15, 2019

Dear Friends:

Welcome to the 2019 League of United Latin American Citizens (LULAC) National Women's Conference!

Founded in 1929, LULAC is one of the oldest and most widely respected Hispanic civil rights organization in the US. Today, I join with you in celebrating the inspiring efforts and accomplishments of every LULAC honoree. Their dedication advances the economic condition, educational attainment, political influence, housing, health and civil rights of Hispanic Americans, is making our country a better place.

On behalf of Nevada's 3<sup>rd</sup> Congressional District, I would like to extend my sincere gratitude to LULAC for all their efforts on behalf of America's communities.

Best wishes for an enjoyable program!

Sincerely,

A handwritten signature in black ink that reads "Susie Lee".

Susie Lee  
Member of Congress





Caesars Entertainment proudly supports the  
**League of United Latin American Citizens.**

Together, lets promote the political,  
economic, and social advancement  
of our Hispanic communities.





# Agenda

2019 LULAC NATIONAL WOMEN'S CONFERENCE

## LATINAS BREAKING BARRIERS, PAVING THE WAY TO THE NATIONAL STAGE

### Thursday, March 14

Early Afternoon Arrival      Day on the Town  
6:00 PM to 8:00 PM      Local Planning Committee Meeting

### Friday, March 15

9:00 AM to 12:00 PM      Three Square Food Bank Volunteer Service  
*Location:* 4190 N. Pecos Rd., Las Vegas, NV 89115  
2:00 PM to 5:30 PM      Executive Committee Meeting (Silver Room)  
6:00 PM to 8:00 PM      Meet and Greet Reception: LULAC 101  
*Location:* Park MGM- Convention Center  
2nd Level- Griffith Room 1  
3770 S. Las Vegas Blvd, Las Vegas, NV 89109

### Saturday, March 16      All Workshops in the Nevada Ballroom, Lake Tahoe

9:00 AM      Registration  
9:00 AM to 10:00 AM      Cafecito: Networking Mixer  
10:00 AM to 11:00 AM      Mi Cuerpo, Mi Salud: A Discussion on Latinas and Health  
*Description:* This discussion seeks to increase awareness about key issues, such as domestic violence, healthcare accessibility, and physical/mental well-being that affect women in the Latino community. It will provide insight on vital resources about ways individuals can be advocates for women's health.  
*Moderator:*  
Commissioner Shelby Herrera, LULAC, Organizer, Office and Professional Employees International Union, OPEIU  
*Panelists:*  
Rosie Hidalgo, JD, Senior Director of Public Policy Casa de Esperanza: National Latin@ Network for Healthy Families and Communities  
Raquel Cruz-Juarez, Public Affairs Manager in Las Vegas for Planned Parenthood of the Rocky Mountains.







2019 LULAC NATIONAL WOMEN'S CONFERENCE

**Saturday, March 16**

11:00 AM to 11:45 AM

**Policy Spotlight: A Journey Through Education**

**Description:** This discussion seeks to elaborate on the implications of current affairs that continue to impact the education within the Latino community. From reentry into the field of academia to disparities within the education system, this policy spotlight will provide an in-depth look into various educational challenges.

**Moderator:**

Noemi Cue, MA, ED, San Antonio LULAC Council 2  
Commissioner ACCD Parent/Child Scholarship Coordinator

**Panelists:**

Melody Gonzales, Senior Policy & Program Specialist, National Education Association  
Isabelle Rodriguez Wilson, President and CEO of the Nevada Women's Fund  
Cindi Rivera, Associate Executive Director, Futuro Academy Charter School  
Selena Torres, Assemblywoman

12:00 PM to 1:45 PM

**Women's Lideres Luncheon: Entrepreneurship and Technology.....Nevada Ballroom - Reno**

**Description:** This luncheon panel is designed to inspire Latinas to learn more about how technology can assist in building their own businesses or enhance their existing ones. Panelists will share lessons learned from their own careers, including resources, challenges, and successes. Panelists will explore the intersection of where Latinas fall in the area of technology, entrepreneurship, and business development.

**Featured Speakers:**

Lourdes Galvan, VP of Women's Commission, LULAC  
Susie Lee, U.S. House House of Representative, Nevada  
Kate Marshall, Lt. Governor for the State of Nevada  
Laura V. Farber, President - Tournament of Roses

**Sponsor Speakers:**

Courtney R. Snowden, the Senior Director for Strategic Partnerships, JUUL Labs  
Herbalife  
Martha Morales, General Manager, Nobu Hotel at Caesars Palace

**Panelists:**

Claudia Arévalo, Attorney, Arevalo Law Firm, LLC  
Maria Cuba, Global Experiences Diversity Lead, Airbnb  
Candice Morales, Strategy + Prosperity Coach, Co-Founder of The Directory LV





# Agenda

2019 LULAC NATIONAL WOMEN'S CONFERENCE

**Saturday, March 16**

2:00 PM to 3:00 PM

### Starting the #LatinaWave: Running for Elected Positions

**Description:** The conversation will amplify beneficial techniques for women interested in running for elected positions, bringing into account the lack of representation of the Latina community in positions of power. Panelists will provide their own journeys and advice as we continue the trend of Latinas assuming public service leadership positions.

**Moderator:** Queta L. Rodriguez, Bexar County Veterans Service Officer Captain, U.S. Marine Corps (*Retired*)

Dr. Elba Garcia, Dallas County, Texas - Commissioner, District 4

Consuelo Hernandez, SU School District

Vanessa Cardenas, Senior Director of National Outreach, Emily's List

Representative Alma Hernandez, Arizona House of Representatives, District 3

Delia Garcia, Kansas State Department of Labor, Former Kansas House of Representatives (*Invited*)

3:00 PM to 4:00 PM

### A Dive into Policy Issues Affecting Latinas Today

**Description:** As we continue to fight for immigration reform, it is imperative that we consistently remind our policymakers we are human and we have a voice. With the current political climate that has continued to negatively impact our communities, it is essential to remain determined to resist and demand change for the betterment for our families. This panel will discuss immigration policy and reform, as well as how the upcoming 2020 Census affects our nation.

**Discussion:** Immigration and Separation of Families

**Moderator:** Commissioner Dr. Magdalena "Maggie" Rivera, Ed.D, Illinois Migrant Council President and CEO

Ebru Cetin, an attorney with the Immigration Advocacy Group from the Legal Aid Center of Southern Nevada

Maria Vianey Valdez-Cardenas, LULAC Arizona Immigration Chair

Holly Welborn, Policy Director, ACLU Nevada (*Invited*)

4:00 PM to 5:30 PM

### Closing Plenary: How to Organize and Harness Power in Our Communities

**Description:** This workshop will serve as a safe space for speakers to express how "Every moment is an organizing opportunity," and share their experiences. This includes the idea that "Every person a potential activist" in how they are empowered to speak up and speak out. They will provide resources and tips on how you can support women in our community and globally. In this political climate "every minute [is] a chance to change the world." *Quoted sections by Dolores Huerta.*

**Discussion:** #MeToo Movement, 2020 Census, Civil Rights and Grassroots Movements Prizes and Giveaway

**Moderator:** Lourdes Galvan, VP of Women's Commission

Lydia Guzman, Director of Community Advocacy, Chicanos Por La Causa, Inc.

Sindy M. Benavides, CEO LULAC

Queta L. Rodriguez, Bexar County Veterans Service Officer Captain, U.S. Marine Corps (*Retired*)

Elizabeth Zepeda Gonzalez, Outreach Coordinator, United Farm Workers Foundation

Dolores Huerta (*Invited*)





Planned Parenthood Federation  
of America proudly supports

# 2019 LULAC National Women's Conference

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**Thank you for all that you do to empower  
Latino communities across the country.**

Planned Parenthood serves more than **500,000 Latino patients each year** and is proud to see patients regardless of income, insurance, gender identity, sexual orientation, disability, or immigration status. We are committed to protecting and expanding access to sexual and reproductive health care and education for all.

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Planned Parenthood is the nation's leading provider and advocate of high-quality, affordable health care for women, men, and young people, as well as the nation's largest provider of sex education. Millions of people rely on Planned Parenthood every year for essential services, including cancer screenings, birth control, STD testing and treatment, HIV prevention tools, annual exams, and other reproductive health care needs.

**Magaly Munoz** is the Senior Manager, National Diversity Relations for MGM Resorts International where



she is responsible for managing Company relationships with strategic Diversity and Inclusion partners at the local, state, and national levels. She joined the company in July 2010 as a guest service representative for Luxor Hotel & Casino, one of the company's 15 resorts. A

year later, she joined MGM Resorts' corporate diversity and community engagement department as an executive assistant. Ms. Munoz excelled in her role and quickly rose up through the ranks to management.

She served as secretary for the company's Hispanic Latino Employee Network Group. As the Chair of the planning committee for MGM Resorts Foundation's annual Women's Leadership Conference, Ms. Munoz plays a vital role in its success, helping to distinguish the women's conference as one of the most popular in the region.

As a woman who wholeheartedly believes in the benefits of giving back to the community, Ms. Munoz supports a variety of groups that promote diversity. She sits on the board of the National Partnership for Homeless Youth, and on the Latin Chamber of Commerce's Educational Alliance Committee. She is also active with the Hispanic Association on Corporate Responsibility (HACR), where she is one of 30 National Award recipients of HACR's Young Hispanic Corporate Achiever's Program in 2015.

A lifelong singer, Ms. Munoz performed a lead singing role in "Inspiring Our World: A Musical Journey," an in-house stage production that showcased MGM Resorts' commitment to diversity, philanthropy and sustainability.

Originally from Durango, Mexico, Ms. Munoz moved to Las Vegas in 1993 where she was raised. She earned her bachelor's degree in International Business from the University of Nevada, Las Vegas and her MBA from the University of Phoenix.

**Maria Cuba**, Global Experiences Diversity Lead, Airbnb.

Ms. Cuba is a Massachusetts native who was raised in Puerto Rico with a multicultural background. She



is one of Airbnb's earliest employees and the founder of their Latino Employee Group "Juntos". Her multiple passions have taken her from Law School to Interior Design School where she cultivated her love for words and the arts.

Maria works as a Global Diversity Lead for Airbnb's Experiences platform, focused on creating a diverse marketplace and bringing equitable opportunities and representation to all communities. Always a champion of Inclusion, she is committed to nurturing new pipelines for minorities in Tech and believes that Tech is key to social equality. Maria loves birds, puzzles, big trees and a story with a good plot. Her future paths lead to public and social service.

**Courtney R. Snowden** serves as the Senior Director for Strategic Partnerships at JUUL Labs, a company committed to improving the lives of world's one



billion smokers and their families by creating alternatives to combustible cigarettes. Most recently, she served as the Deputy Mayor for Greater Economic Opportunity in Washington, DC, appointed by Mayor Muriel Bowser in April 2015. A sixth-generation Washingtonian, Courtney

was charged with rebuilding and revitalizing overlooked and underserved communities, with a focus on building a world class workforce system and growing a vibrant small business ecosystem in the nation's capital.

Formerly a Principal at The Raben Group, a premiere progressive public policy firm, Courtney relied upon a wealth of grassroots organizing, electoral, and policy

# SPONSOR SPEAKERS

experience to work for her clients. An accomplished political strategist, Courtney lobbied for the firm's corporate and non-profit clients, including: Google, MasterCard, Airbnb, the National Urban League, the National Education Association, and Time Warner Cable.

Courtney has previously worked for then Congresswoman Tammy Baldwin (D-WI), the Human Rights Campaign, the Gay, Lesbian and Straight Education Network (GLSEN), as well as several local, state, congressional and presidential campaigns.

**Martha Morales** General Manager, Nobu Hotel at Caesars Palace.

Ms. Morales stands as one of the youngest general managers in Nobu Hotel's history. The Mexican native has quickly risen through the ranks of Caesars Entertainment, progressing from a



hotel manager to a director of hotel operations in just seven years. She hears and understands the needs of line level team members as well as the company's vision and revenue goals.

Martha started her career in high school, where she worked full-time in the hotel industry while taking care of her daughter, eventually earning herself a full-ride scholarship to the University of Nevada, Las Vegas from the Epicurean Charitable Foundation. She graduated with a focus in hospitality administration and management. Years later, UNLV named her one of its 50 Most Intriguing Alumni. Martha is a proud recipient of the Caesars Palace Diversity Award, previously serving as a community chair for Vision in Action (VIA), the Caesars Entertainment business impact group for Latino/Hispanic employees and their allies. She now sits on the board for both Valley High School and the Epicurean Charitable Foundation, where she was once a young mentee. She was also honored as one of Las Vegas Inc's 40 Under 40 award. Eager to extend gratitude whenever possible, Martha never misses the opportunity to mentor students passionate about the hospitality industry.



**L NES C**  
LULAC National Educational Service Centers, Inc.

**L NES C is proud to support the LULAC National Women's Conference**

**Inspiring Academic Excellence & Empowering Latino Youth:**

*One Student at a Time*





# National Women's Commission

[www.LULAC.org/about/Commissioners/](http://www.LULAC.org/about/Commissioners/)



**Margaret Moran**  
*First Vice-Chair  
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*



**Domingo Garcia**  
*National President*



**Belen Robles**  
*Past National President  
Texas*



**Elisa Tamez Rosales**  
*Commissioner  
Texas*



**Marta Diaz**  
*Commissioner  
Texas*



**Brenda Estrada**  
*Commissioner  
Arizona*



**Maggie Rivera, PhD**  
*Commissioner  
Illinois*



**Queta Rodriguez**  
*Commissioner  
Texas*



**Shelby Herrera**  
*Commissioner  
New York*

**Sylvia Mata**  
*Commissioner  
New York*

**Alexa Rodriguez**  
*Commissioner  
Maryland*

**Magda Carrion**  
*Commissioner  
Puerto Rico*



**Joe Avila**  
*Corporate Honorary  
Ford Motor Fund*



**Nora Venegas**  
*Corporate Honorary  
Tyson Foods, Inc.*



**Janey Appia**  
*Corporate Honorary  
7-Eleven, Inc Corporation*



## National LULAC Convention July 10 - 13, 2019 • Milwaukee, WI





San Diego Community Artist April Mitchell, for All of Us

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**#JoinAllofUs**



# 90<sup>TH</sup> ANNUAL LULAC NATIONAL CONVENTION AND EXPOSITION



## JULY 10-13, 2019

90TH ANNUAL LULAC NATIONAL CONVENTION AND EXPOSITION

**MILWAUKEE, WISCONSIN**

**90  
YEARS  
STRONG**

Join us to celebrate LULAC's 90 years of service working to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Hispanic population of the United States.

**#LULAC19**

**[WWW.LULAC.ORG/CONVENTION19](http://WWW.LULAC.ORG/CONVENTION19)**



A photograph of three women in a professional setting, likely a meeting. They are looking at a laptop screen. The woman on the left is seen from the back, while the two women on the right are looking towards the screen with interest.

# WORKING TOGETHER WORKS WONDERS.

There is more that unites us than could ever divide us. Diversity strengthens a company by providing unique viewpoints and distinct voices. MGM Resorts is committed to enriching the workplace through our differences and we continue to support organizations with that same passion. MGM Resorts International is a proud supporter of the LULAC National Women's Conference.

**COMMUNITY ENGAGEMENT • DIVERSITY AND INCLUSION • ENVIRONMENTAL SUSTAINABILITY**

*mgmcares*.com



# JUUL LABS

## OUR MISSION

To improve the lives of the world's 1 billion smokers  
by eliminating cigarettes.

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# Women Power



Photos by Luis Nuño Briones



# Women Power



Photos by Luis Nuño Briones



# WE DON'T JUST WORK WITH OUR PARTNERS. WE'RE INSPIRED BY THEM.

Herbalife Nutrition is committed to helping people live healthy, active lives, and we recognize and honor success. That's why we're proud to support the [2019 LULAC Women's Conference](#). We're continuously inspired by LULAC's hard work and dedication on behalf of the Latino community.

Herbalife Nutrition is purpose driven to make the world healthier and happier. Learn about the many ways we do it by visiting [IAmHerbalife.com](http://IAmHerbalife.com).

