



National Women's Conference

**NEW YORK
NOVEMBER
12TH-13TH / 2021**

**SHERATON NEW YORK
TIMES SQUARE HOTEL**
811 7TH AVENUE, W 53RD ST,
NEW YORK, NY

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STRONG**

**Ante La Adversidad,
Overcoming
Obstacles Through
Resilience
and Perseverance**

#MujeresRISE2021



LULAC.ORG/WOMEN



National Women's Commission

www.LULAC.org/about/Commissioners/



Margaret Moran
*First Vice-Chair
Past National President*



Elsie Valdes Ramos
*National V.P. for Women
& Chair for the
Women's Commission*



Lourdes Galvan
*Immediate Past V.P. for
Women, Texas*



Rosa Rosales
*Past National President
Texas*



Domingo Garcia
National President



Belen Robles
*Past National President
Texas*



Jessica Martinez
*Commissioner
New Mexico*



Magda Carrion
*Commissioner
Puerto Rico*



Sylvia Mata
*Commissioner
New York*



Maggie Rivera, PhD
*Commissioner
Illinois*



Lydia Guzman
*Commissioner
Arizona*



Jasmin Chavez
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Virginia*



Consuelo Martinez
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San Antonio, TX*



Mary Ramos
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Carmen Cruz
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Puerto Rico*



Alexa Rodriguez
*Commissioner
Maryland*



Elba Crespo
*Secretary
Non-Voting Member
Puerto Rico*



Maritza Bosques
*Women's Commission Liaison
Non-Voting Member
Maryland*



Joe Avila
*Corporate Honorary
Ford Motor Fund*



Nora Venegas
*Corporate Honorary
Tyson Foods, Inc.*



Erin Richards-Kunkel
*Corporate Honorary
Herbalife*



National Vice President for Women



November 12, 2021

LULAC National Women's Conference New York, NY

Dear LULAC Women's Commission Members and Friends,
What an honor and exciting privilege to welcome you to the 2021 LULAC Women's Conference, the first major in-person LULAC event in the past 20 months. We are making history together and inspiring women across the United States and Puerto Rico that, yes, we can and are leading the way forward!

Your presence and participation empower all Latinas to believe in themselves and embrace our collective strength in unity through the LULAC Women's Commission. This event is a celebration of the power of women in the vital roles we undertake daily at home, our workplace, in the public space, indeed everywhere. Today is our time to rise, be heard, and be accepted for all we are and do.

As importantly, the best tool to combat violence and abuse is education. Women must be informed and trusting of their innate worth, not feel inferior or unable to assert their right to be respected and valued. So too, men are welcome to join in this new paradigm established on a foundation of gender equality and equity. We no longer accept the contrived macho image as anything more than a pretext for suppressing the presence and contributions women are making in all facets of our society.

The solution requires that we each take an active part in being an agent of change. First, LULAC members are the cornerstone of this new design and must be present and engaged, not only in name. So too, every state administration and Puerto Rico needs to be fully involved and support nonprofits doing the work at the grassroots level, including with essential resources and tools. Equally important is the role that corporate partners have in providing the financial investment to tackle women's challenges. LULAC women members, government, and sponsors are the genuine three-way link for progress.

It is idealistic to believe that there will one day be an absolute final victory to the problems confronting women, but that is unlikely as governments and conditions change constantly. However, LULAC Women's Commission can make a difference by empowering the most significant number of women possible. Also, by urging them to ascend into the highest positions of influence in government, education, and business. Only then can we acquire the power to make positive transformations.

From the bottom, we can never effect change, just as a person trying to swim without knowing how to swim tires eventually and may drown. Yet, when we are empowered, we have hope to help still more women. This progress includes achieving leadership positions in business, government, and LULAC, where we make change happen. Without this, I will exert myself and may swim a great deal, but I will never reach the shore. I challenge you and every woman to aspire, excel and achieve positions from which we too can help make a difference and be a positive part of our movement for justice!

Sincerely,

Elsie Valdés-Ramos

Elsie Valdés-Ramos

LULAC National Board Member and Vice-President for Women



President's Message ▼



November 12, 2021

Dear LULAC Family and Friends,

Welcome to the 2021 LULAC Women's Conference. I wish you a very successful program together at this critical time in our country's recovery from one of the worst pandemics in modern times. You can be sure that LULAC is hard at work with you fighting to defend women's rights in their homes, where they work, and the communities where they live. Our organization is proud of the strong presence and leadership of LULAC women. They are highly committed and capable while working on education, immigration, voter rights, and other critical civil rights areas.

Be assured that your voices are being included and heard in the battles LULAC is waging daily in statehouses and Capitol Hill. This past year we have been very active on such issues as supporting mixed-status immigrant families dealing with the financial impact of COVID-19. Also, LULAC is speaking out strongly, demanding protection for women from the growing danger of physical and emotional abuse by their domestic partners. Plus, we have been advocating to help mothers and families whose children are learning from home and need daily care and instruction.



Throughout LULAC's history, we have been fortunate to have women's talents, skills, and experience. They have served as state directors, national board members, and LULAC presidents to guide us. Also, the establishment and service of the LULAC Women's Commission stand it apart as one of the outstanding voices for millions of Latinas across the United States and Puerto Rico. We are grateful that you have continued to keep all of us connected and informed virtually on significant legislative and policy developments impacting women during this pandemic.

LULAC pledges to continue advocating on behalf of Latinas in Puerto Rico and the United States for their safety, advancement, and inclusion as equal and valued partners in every aspect of our society. More than ever, we are committed to the strength of our unity and the importance of our shared goal, the future of our communities.

Hasta La Victoria,

Domingo Garcia
LULAC National President



National Vice President for the Northeast



As the LULAC National Vice President for the Northeast, I welcome you to the great State of New York for the 2021 Annual LULAC National Women's Conference.

The women of LULAC gather annually to empower themselves, raise their voices, and as we say, "Recharge Our Batteries" by participating in workshops, sharing of stories, and best practices. We know and appreciate that this conference would not have been possible if not for the unwavering support of our sponsors. A personal thank you to each, and every, one of you.

I would also like to thank Elsie Valdes Ramos, National Vice President for Women, Sylvia Mata, our Northeast Women's Commissioner, and all of the LULAC National Women's Commissioners nationwide for their commitment to the mission and vision of LULAC.

In closing, I would like to mention that this event would not have come to fruition if it were not for the LULAC National staff and their dedication and devotion to the organization that we all hold so dear. A special thank you to all of them for making this event possible.

We look forward to a positive, safe, gratifying event...

We look forward to hearing YOUR voice...

We look forward to shaping our future...

And, of course, we look forward to welcoming you and enjoying New York City.

Yours truly,

Ralina Cardona

Ralina Cardona

(917) 327-9062

RCardona@LULAC.org

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www.LULAC.org

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DR. ELBA GARCIA
DALLAS COUNTY COMMISSIONER
DISTRICT 4



Dear LULAC Women,

¡Bienvenidas! Welcome to the 2021 LULAC National Women's Conference – Ante la Adversidad, Overcoming Obstacles Through Resilience and Perseverance! What a pleasure to join every one of you here in New York. I want to thank the LULAC Women's Commission for hosting this event and you for choosing to participate in this empowering conference.

This is an excellent opportunity for everyone attending to learn on the political and social challenges that affect women. You will hear about other Latinas' accomplishments in public service and personal stories of women who have overcome adversity through their lives, careers and during a pandemic. I hope that you all accomplish your goals and are able to take something new back to your families, communities, businesses and governmental agencies to further advance your social, economic and political relationships.

Latinas, Gracias! Thank you for being part of the 2021 LULAC National Women's Conference!

Adelante,

Dr. Elba Garcia
LULAC First Lady
Dallas County, Texas Commissioner for District 4

4403 W. ILLINOIS DALLAS, TEXAS 75211 214-339-8381 FAX: 214-337-9558
411 ELM STREET DALLAS, TEXAS 75202 214-653-6670 FAX: 214-653-7994





Message from the CEO



Dear LULAC Familia,

¡Bienvenidos to LULAC's National Women's Conference held this year in New York City!

This year's theme, *Overcoming Obstacles Through Resilience and Perseverance*, is timely given the difficult last 18 months we have all endured, especially women. For many Latinas, the pandemic has been one of loss: loss of loved ones, loss of learning, and the loss of jobs.

According to a report published today by the UCLA Latino Policy and Politics Initiative, since the COVID-19 pandemic began, Latinas have not only experienced disproportionately high unemployment rates, but they also are dropping out of the workforce at higher rates than any other group. To many of us, it feels like much of the progress we worked hard for has been erased in just under two years. Many of us are anxious, depressed and feel hopeless.

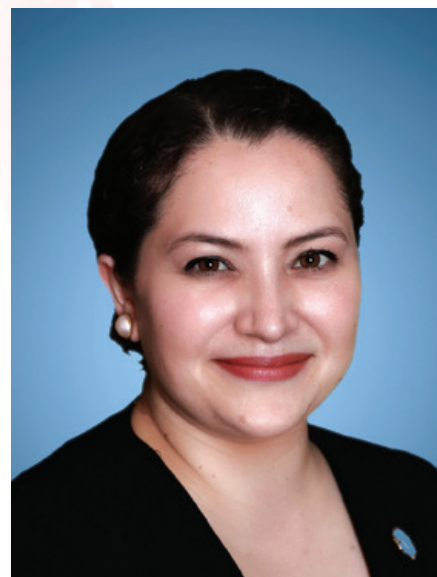
However, we Latinas have overcome adversity before and are more resilient than most. Just like in our families, the women of LULAC have always been both the anchor and the sail of the ship. When LULAC was founded in 1929, we suffered under state-sanctioned violence and segregation under Jim Crow only to fight back and desegregate hundreds of public places throughout Texas, such as the court room, pools, restrooms, drinking fountains, and restaurants.

In the 40s and 50s, we desegregated schools in California and Texas. The 1960s brought Headstart, started by LULAC, and the creation of SER - Jobs for Progress and MALDEF. We helped the United Farm Workers in their struggle for minimum wages and dignity and helped provide housing to thousands of low-income people. These accomplishments by LULAC, driven by the mothers, daughters and sisters of LULAC, were at a time when the law did not deem us to be equal, and our families were terrorized by lynching and vigilantes.

As people who have overcome adversity and challenges in our journeys, we know that even when we take two steps back, we will push forward in order to not only survive, but thrive! We hope that this year's conference, which focuses on health, women's rights and empowerment, diversity and inclusion in the workplace, and education and leadership, provides you with the tools you need to overcome adversity and help drive transformation in this country to create lasting impact for our community, even in a global pandemic. As mi mami always tells me: ¡Si se puede, porque no hay de otra! Hacia adelante siempre con fe en tu corazón y con la frente en alto.

Together We Rise,

Sindy M. Benavides
Chief Executive Officer
LULAC Institute





Agradecimientos / Thank you

Farouk Shami
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NY LULAC
Aureo Cardona
State Director

Juan Carlos Lizardi
Deputy State Director
Vice Chair LNESE

Sylvia Mata
Deputy Director for Elderly
Women's Commissioner Northeast Representative

Gail Cardona
Deputy Director for Women

Ramery De Luna
Deputy Director for Youth

Carlos Torres Machado
Council President

Nancy Rodríguez
NY Member

Anny Cordero
LULAC Connecticut State Director

Esmeralda Garzon
Council President CT

Sady Palma
Council President CT

Alba Grisales
CT Member

Mary Ramos
Women's Commissioner Southwest Region

Carmen I. Cruz
Deputy Director for Women Puerto Rico

Luis F. Ramos
Member LNESE

Carlos Fajardo
Deputy Director Puerto Rico

Mari N. Martínez
Young Adult Member Puerto Rico

Carmen Rodríguez
Puerto Rico Faith Based council President

Discover PR

And of course the LULAC National Staff

Thank you everyone for making this event possible and bringing it to fruition.

Elsie Valdes Ramos
Lulac National VP for women



To: Elsie Valdés Ramos
LULAC National Board as
Vice-President for Women



Dear Elsie;

I am so honored to be part of
the LULAC National Women's Commission for
the North East.

This year, women's stepped up, with our
community, passing over a global pandemic
and now, showing how strong, powerful and
courageous we are.

In business they are drivers of economic growth,
overpassing many factors that challenge our
daily life - including lack of finance, training,
and social or gender norms. That is why
LULAC women's works to meet these needs
with action and empowerment programs.


Women show it's nature during this special
celebration, presenting eight outstanding Latin-
American visual artist from Argentina, Costa
Rica, Dominican Republic, Ecuador Colombia
and Cuba, bringing together our culture, with a
manifestation of love and creation.

Hope all enjoy the "Diverse Women in action"
art exhibit by ArteLatAm. Let's take a moment
and rejoice .

Sincerely

Sylvia R. Mata
Nacional Commissioner for Women at NE.
President of LULAC Council 23055
SylviaLULAC@gmail.com
1347-570-3314

The LULAC Women's Conference Program Layout and Printing
by Luis Nuno Briones @LUNUBRI



La diversidad y la inclusión
son las bases de nuestra
innovación y nos impulsan
a seguir hacia adelante.

They also inspire a deep connection to the Latino community,
and to all the communities we serve.

Comcast NBCUniversal and Telemundo are proud to support
the 2020 LULAC Mujeres Virtual Summit.



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Welcome to the 2021 LULAC National Women's conference. We are thrilled to see you all face to face or shall we say mask to mask for an enjoyable, educational and networking conference.

Thank you for coming to New York, where we were one of the hardest hit states early on in this pandemic. Now, through discipline, committed leadership and community support we are now one of the safest states. As we look back on the last two years we have all experienced, learned and supported each other as we managed through a Worldwide pandemic.



As Latinas many of us are raised to take care of others. We are caregivers in multigenerational families. Some of us are the sole breadwinners and others are what we have come to appreciate as essential workers.

We are mothers, daughters, sisters, aunts and the list goes on and on. But through it all we remain committed to our families and communities.

While the world has to come together to support each other, to some a new way of life they are still trying to learn and manage, Latinas have been doing this for years. We understand the importance of nurturing your family, community and beyond.

My hope for this conference is that as community leaders we will continue to bring educational programs back to our constituents. That in the immediate future we continue to follow the science when it comes to this pandemic and share information with all. That we coach and educate our family and friends on steps needed to eradicate this virus and other perils that we face as a community, nation and worldwide citizens.

Enjoy, learn and network during this conference. Safe travels as you head back home.
Sincerely,

Gail Z. Cardona

LULAC New York, Deputy Director For Women





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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 **2021 Women's Conference**. We're continuously inspired by LULAC's hard work and dedication on behalf of the Latino community.

Learn how Herbalife Nutrition is supporting Latino communities at iamHerbalifeNutrition.com



Agenda

2021 LULAC NATIONAL WOMEN'S CONFERENCE

Ante La Adversidad, Overcoming Obstacles Through Resilience and Perseverance

*Please note: Vaccination card and ID MUST be verified at registration to obtain credentials.

Friday, November 12 (Room TBD)

10:00 am

Press Conference

Speakers: Domingo Garcia, LULAC National President
Elsie Valdes, LULAC National Vice President for Women
Ralina Cardona, LULAC National Vice President for the Northeast
Sindy Benavides, LULAC Chief Executive Officer
Andrea Meza, Miss Universe 2021- Special Invited Guest (invited)
Elizabeth Nieto, Global Head of Equity and Impact at Spotify (invited)

7:00 pm - 9:00 pm

Bienvenida - Welcome Reception (Beer & Wine) Empire East Room (2nd floor)

Sponsored by: Discover Puerto Rico, Patricia Villali, Destination Experience Manager

Entertainment: El Trio Ideal

Speakers: Elsie Valdes, LULAC National Vice President for Women
Sindy M. Benavides, LULAC National Chief Executive Officer
Domingo Garcia, LULAC National President
Gail Cardona, LULAC New York State Director for Women
Lourdes Galvan, LULAC Immediate Past Vice President for Women
Sylvia Mata, LULAC National Women's Commissioner, Northeast Region Representative
Special Guest: Carmen Ana Gonzalez-Magaz, Secretary of Puerto Rico Department of Family Affairs
Andrea Meza, Miss Universe 2021 (invited)
LULAC Trailblazer Recognition
Maria Vega, Mayor, Vega Baja, Puerto Rico

Saturday, November 13

9:00 am - 3:00 pm

Times Square Sheraton, NY

7:00 am - 9:00 am

Registration

*Please note: Vaccination card and ID MUST be verified at registration to obtain credentials.

9:00 am - 10:00 am

Opening: Mujeres Líderes Breakfast New York Ballroom (3rd floor)

Sponsored By: Amazon, The Coca-Cola Company, and Comcast NBCUniversal Telemundo

Emcee: Doris Bardales, On-Air Reporter, NY1 Noticias

National Anthem: Ralina Cardona, LULAC VP Northeast

Pledge Allegiance: Agnes Garza, LULAC Past Women's Commissioner

Reflection: Hon. Marissa Jimenez, Senator-District of Carolina, Puerto Rico

Featured Speakers:

Sindy Benavides, LULAC Chief Executive Officer
Elsie Valdes Ramos, LULAC National Vice President for Women
Dr. Elba Garcia, Dallas County Commissioner, District 4; First Lady of LULAC



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and the 2020 National Women's Conference**





Agenda

2021 LULAC NATIONAL WOMEN'S CONFERENCE

Saturday, November 13

Christian F. Nunes, President of NOW, National Organization of Women

Guest Speakers:

Noelia Garcia Bardales, Chief of Staff to the Governor of Puerto Rico

Isabel Guzman, Administrator, Small Business Administration (invited)

Special Guest Speaker:

Governor Kathy Hochul, (D-NY) (invited)

10:00 am - 10:15 am

15 minute Break

10:15 am - 1:00 pm

Workshops

Each group will be assigned a room and remain in the room until the end of the workshops. Speakers will move from room to room.

Track A

Red Badge Riverside Ballroom (3rd Floor)

10:15 am - 11:10 am

Working Towards Financial Freedom: Advancing Financial Literacy for Latinas

When Latinas thrive financially, so does the U.S. Economy. With a \$2.6 Trillion GDP and a robust labor supply, we want Latinas, especially Latinas, to own their financial future by putting their income to work and outlining a plan towards financial independence. Improving your financial literacy can be within reach; learn best practices on increasing your earning potential through investing and building wealth, establishing a safety net of an emergency fund, and the importance of good credit health and your retirement plan.

Welcome: Hon. Nitza Moran, Senator - District of San Juan, Puerto Rico

Moderator: Dr. Rene Rodriguez, Professor, University of Puerto Rico Bayamon Campus

Panelist: Ruben Barrales, Senior Vice President, External Engagement, Wells Fargo & Co.

Eva Porter, Financial Representative - Independence Planning Group

11:10 am - 11:15 am

5 minute Break

11:15 am - 12:10 pm

Warrior Women and Self-Care: The State of Latinas and Mental Health

Latinas play a vital role in the physical, spiritual, and mental well-being of their families. That role was put to the test when the COVID-19 pandemic required us to quarantine, forcing us to shift life as we know it almost overnight. While Latinas continue to work hard at lifting their family and loved ones during these challenging times, many have allowed themselves to play a backdrop when in actuality, by putting themselves first, they benefit everyone they care for most. This panel will take a deep dive into the importance of self-care and prioritizing your mental health so that you show up strong and ready to continue being that bright light for others. What can you do in as little as 10 mins that will help your light shine bright and continue illuminating and elevating? What lifestyle shifts need to take place to make investing in your mental health a priority?

Welcome: Consuelo Vargas, LULAC Women's Commission, Elderly Representative

Moderator: Anny Codero, LULAC Connecticut State Director

Panelists:

Dr. Dinorah Nieves, Celebrity Life Coach, Behavioral Scientist

Rebecca Gitana, Transformational Guide, Home Healer & Designer, and Content Creator.

Dena Quinones, MPH, 420hrRYT, Managing Partner, Stronger Tomorrow LLC

12:10 pm - 12:15 pm

5 minute Break

12:15 pm - 1:10 pm

Con la Salud en Mente: Continuing the Care of Women

As we continue to navigate through the COVID-19 pandemic, we have seen an increase in women who



Welcome to the Mujeres LULAC Virtual Summit.

Toyota is proud to be a steadfast supporter of LULAC and its mission to empower Latinas making a difference in their community through education, economic, and leadership development.

Stay connected: @ToyotaLatino and #VayamosJuntos

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Agenda

2021 LULAC NATIONAL WOMEN'S CONFERENCE

Saturday, November 13

are without healthcare and who have had worsening health conditions due to economic challenges and past health conditions. As caregivers for our families, we must continue to amplify the importance of our women's health and wellness. This conversation will offer a glimpse into resources, options, and solutions on ways women can take control of their health today and advocate for access to equitable health care.

Welcome Speaker: Alexa Rodriguez, LULAC Women's Commission, Youth Representative

Moderator: Mary Ramos, LULAC Women's Commission, Southwest Region Representative

Panelist:

Rocio Diaz, Healthcare Director, Genentech

Javier Cuebas, Chairman & Founder Grupo 21

Norma Jimenez, Sr. Specialist, Latino Leadership and Engagement, Planned Parenthood

Lucia Ortiz -President & CEO Yonkers Family YMCA

Helen Arteaga, MPH, CEO New York City Health & Hospitals Elmhurst

Track B

Blue Badge Bowery Room (Lower Level)

10:15 am - 11:10 am

Women of the 21st Century; Entrepreneurship, Technology and Leadership During the Pandemic

Statistics have shown women have been disproportionately affected by burnout and job loss through the COVID-19 pandemic but *ante la adversidad*, we have continued moving forward. This panel is designed to inspire Latinas to learn more about entrepreneurship and leadership to empower them to identify new opportunities and enhance their existing ones! Panelists will share lessons learned from their own careers, resources, challenges, and successes while exploring the intersection of Latinas in entrepreneurship, leadership positions, and opportunities available to them.

Welcome Speaker: Jasmin Chavez, LULAC Women's Commission, Young Adults Representative

Moderator: Linda Chavez, LULAC National Vice President of the Southwest

Panelist:

Dr. Maria "Mayita" Melendez, Former Mayor of Ponce, Puerto Rico

Maria I. Cuba Santiago, Director, Community Partnership, Airbnb

Celeste Carrasco, Director of Public Affairs, AT&T and LULAC Corporate Alliance Chair

11:10 am - 11:15 am

5 minute Break

11:15 am - 12:10 pm

It's Time to Represent: Getting Women Elected into Office

As all *Mujeres* of the United States continue to fight for equal and equitable rights, it is imperative that we make our voices heard by having representation at the decision table. Whether it be at a local, state, or national level, it is essential to remain determined and bring about change. This panel will discuss the different ways and techniques women can use to run for office to bring into account the lack of representation of the Latino community in positions of power. Panelists will provide their own journeys and advice as we continue to uplift Latinas in assuming public service leadership positions.

Welcome Speaker: Maggie Rivera, LULAC Women's Commission, Midwest Region Representative

Moderator: Jessica Martinez, LULAC Women's Commission New Mexico

Panelist:

Carmen Feliciano, Director, Puerto Rico Federal Affairs Administration

Senator Catherine Cortez Masto, D-NV (invited)

Nellie Gorbea, Rhode Island Secretary of State

Gloria I. Escudero, Speaker of the San Juan City Council

Catalina Cruz- Assemblywoman - New York State 39th District



COVID-19 Emergency Hotline

If you have any COVID-19 related questions or you need a ride to and from your COVID-19 vaccination appointment please call

1-877-MI-LULAC
(1-877-645-8522)

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HOY!**
PROTEGE TU SALUD



Agenda

2021 LULAC NATIONAL WOMEN'S CONFERENCE

Saturday, November 13

12:10 pm - 12:15 pm 5 Minute Break

12:15 pm - 1:10 pm **Shattering the Glass Ceiling: Paving the way for Women in Corporate America**

With women leading change in many sectors of our communities, it's time to focus on those working in Corporate America. Without women in the workforce, the amazing work for gender diversity will decrease to become obsolete, and NOW is the time for a change. This panel will offer various different insights from some of LULAC's national partners to amplify the different ways to continue leading in Corporate America through the investment in women in the workforce.

Welcome Speaker: Lourdes Galvan, Immediate Past Vice President for Women

Moderator: Valeria Miller, Associate Manager Customer Planning & Development Commercial Chain Accounts, Tyson Foods

Panelist: Tania Castellanos, Senior Demand Planner, S&OP Branded Team, Tyson Foods
Donishea Martinez, Healthcare Executive Director, Genentech
Keira Lombardo, Chief Administrative Officer, Smithfield Foods, Inc.

Track C

Federal Training Institute Track Green Badge Gramercy Room (Lower Level)

10:15 am - 11:10 pm **A Career in the Federal Government; Why and Where?**

This workshop will provide attendees with information on why and where to pursue a career in the federal government. Participants will also have the opportunity to chat with representatives of various federal agencies. The presenters will share information on the following:

Importance of Latino Representation in the Federal Government Federal Benefits

How to Navigate the Employment Sites

Welcome Remarks: U.S. Army

Welcome Speaker:

Magda Carrion, LULAC Women's Commission, Southeast Region Representative

Moderator:

Ivonne Quinones, LULAC National Vice President of the Southeast

Panelist:

Sara E. Clemente, Director of Federal Affairs, LULAC

Laura E. Colón-Marrero M.P.A., Federal Training Institute Committee Community Collaborator

Migdalia Gonzalez, Federal Training Institute Committee Community Collaborator

Michelle Pacheco, Assistant Secretary, National Council of Hispanic Employment Program Managers (NCHEPM); Federal Training Institute Committee Community Collaborator

Charmaine McDaniel, Second Vice-Chairperson, National Council of Hispanic Employment Program Managers (NCHEPM); Federal Training Institute Committee Community Collaborator

11:10 am - 11:15 am 5 Minute Break

11:15 am - 12:10 pm **A Career in the Federal Government; Why, Where, and How (Continued)**

This workshop will provide attendees with information on how to pursue a career in the federal government. Participants will also have the opportunity to chat with representatives of various federal agencies. The presenters will share information on the following:

Tips on how to Build your Resume

Action Words for your Resume

Accomplishment Statements

Welcome Speaker:

Lucy Arce, LULAC Council President, Former Senator of Puerto Rico

Moderator: Elizabeth Quinones, Attorney, Legal Advisor, LULAC Puerto Rico



2021 LULAC NATIONAL WOMEN'S CONFERENCE

Saturday, November 13

Panelist:

Sara E. Clemente, Director of Federal Affairs, LULAC
Laura E. Colón-Marrero M.P.A., Federal Training Institute Committee Community Collaborator
Migdalia Gonzalez, Founder and CEO, JMN Rise Foundation
Michelle Pacheco, Assistant Secretary, National Council of Hispanic Employment Program Managers (NCHEPM); Federal Training Institute Committee Community Collaborator
Charmaine McDaniel, Second Vice-Chairperson, National Council of Hispanic Employment Program Managers (NCHEPM); Federal Training Institute Committee Community Collaborator

12:10 pm - 12:15 pm

5 Minute Break

12:15 pm - 1:10 pm

Workshop C - Women's Empowerment:

The Effects of the Pandemic on Women Leaders and How LULAC Trailblazers Overcame It

The COVID-19 pandemic exacerbated many inequities within communities of color while also pushing women of color to the frontlines at home and in the workforce. We have seen the effects of racial, ethnic, gender, and other forms of bias, and now, more than ever, it is imperative that we consistently uplift and remind *Mujeres* it is essential to remain determined to create change for the betterment of our families and communities. This conversation will focus on the different ways LULAC women trailblazers were affected by the pandemic and the various resources, steps, and personal growth that came with overcoming many of these obstacles.

Welcome Speaker: Carmen Iris Cruz, LULAC Women's Commission & Deputy Director for Women Puerto Rico

Moderator: Lydia Guzman, LULAC Women's Commission, Farwest Region Representative

Panelist:

Caridad Pierluisi, Director of the Executive Office of the Governor of Puerto Rico
Belen Robles, LULAC Past National President
Rosa Rosales, LULAC Past National President

1:15 - 2:30 pm

Mujeres Poderosas Luncheon

Sponsored by: American Federation of Teachers, EVERYTOWN for Gun Safety, and Toyota Motor Corporation

Emcee: Audrey Puente, On-Air Reporter and Meteorologist, Fox5 News

Featured Speakers:

Sindy Benavides, LULAC Chief Executive Officer
Ralina Cardona, National Vice President for the Northeast
Elsie Valdes, LULAC National Vice President for Women
Eileen M. Velez, Puerto Rico Secretary of the Department of Transportation & Public Works

Special Guest Speaker:

Selenis Levy, Actress
Hon. Kathy Hochul, Governor, New York, (invited)

2:30 pm

Art Exhibit New York Ballroom



The Women of LULAC

LULAC was one of the first national organizations to place emphasis on the role of women. Its first council #9 was created on February 22, 1934, in El Paso, Texas. By 1938, the league had created the first women's national office in Mrs. Ester Machuca as Ladies Organizer General.

The growth of the role of women in LULAC has never stopped. In 1981, the league's first National Vice-President for Women was elected. Programs for women are carried out at the local level through the efforts of state coordinators for women. One of the league's most successful programs has been two-day conferences on education and employment held in various states, and a national conference.

Mujeres de LULAC: A History of Accomplishments

1929

LULAC was established in Texas. Membership was open to persons of Mexican origin but women were not encouraged to join.

1932

Women formed LULAC Ladies' Auxiliaries in Alice, El Paso, Kingsville, and San Antonio, Texas.

1933

Ladies LULAC was founded at the Texas State LULAC Convention in Del Rio, when the League permitted Latin American women to organize on the same basis as men. Joe Alamia and J. M. Canales, of Edinburg, submitted the resolution establishing Ladies LULAC. Jose Luz Saenz served as the first organizer of Ladies LULAC, the only man ever in this position. Alice, Texas, organized the first council by incorporating the existing ladies' auxiliary there. Ladies LULAC councils largely worked independently of one another and apart from men's councils. They were especially concerned with children, the poor, the elderly, women, scholarships, education and politics.

1934

Ester Machuca founded Ladies LULAC Council #9, in El Paso, Texas, by incorporating the existing ladies' auxiliary there, and served as first treasurer. Council #9 is the only Ladies Council founded in the 1930s that still exists today. Council #9 is currently led by Lila Gutierrez. LULAC established the position Ladies Organizer General, the official organizer of women's councils. This position existed until 1942. In Goliad, Ladies LULAC fought for admission of students of Mexican descent into public schools.



Mujeres de LULAC at 1951 LULAC National Convention in Laredo, Texas

1935

Maria Torres Reyna founded Ladies Council #22 in Houston and served as first Secretary. Council 322 collected poll taxes, registered voters, and bought eyeglasses for school children.

1937

Alice Dickerson Montemayor was elected Second National Vice President, the first woman to hold a national elected position. Ladies LULAC established Junior LULAC. The first charter was written by Alice Montemayor, who served as Director General from 1939-1940.

1938

With Filemon Martinez as National LULAC President, Ladies LULAC was recognized as a national entity and the position of Ladies Organizer General (later called National Vice President of Women) was created on the national board. Ester Machuca was named Ladies Organizer General and Ladies LULAC Councils were established in Arizona, California, Nevada, New Mexico and Texas.

Eva Carrillo founded Ladies LULAC in Austin. She and her council worked to desegregate movie theaters and swimming pools as well as schools. They also encouraged Hispanics to buy property, pay the poll tax, vote, and defend their rights.

1939

The May edition of LULAC NEWS, the official magazine of the League, was conceived, edited, and produced by Ester Machuca and dedicated to Antonietta Delgado de Martinez, Ladies LULAC member and deceased wife of LULAC National President Filemon Martinez. It is the only edition ever produced entirely by LULAC women and is one of only two issues about LULAC women. At 68 pages, it was also one of the thickest.

1940

Alice Dickerson Montemayor became associate editor of LULAC News. She wrote more articles for LULAC News than any other woman, including a 1937 article entitled "Women's Opportunity in LULAC" in which she defined a woman's place to be in that position where she can do the most for the furthering of her fellow woman and in 1938 editorial entitled "Son Muy Hombres?" in which she denounced notions of male superiority and argued for women's right to participate in LULAC.

1948

Ladies LULAC contributed funds for Delgado v Bastrop ISD lawsuit, which ended segregation of Hispanic American children in Texas schools.

1950

LULAC Councils began to integrate. In Houston, Ladies LULAC collected poll taxes, registered voters, and bought eyeglasses for school children.

The Women of LULAC

1961

Consuelo Herrera Mendez, President of Ladies LULAC Council #202 in Austin, and her council worked on political campaigns, getting voters to the polls, and fund-raising for scholarships.

service program for the elderly and adults with disabilities, originally funded by the Texas Department of Human Services and Community Development funds from the City of El Paso to combat abuse, neglect, and exploitation as well as to provide escort and transportation services primarily to and from

1989

Eva Carrillo Garcia's name and picture were included in a pictorial display at the Texas State Capitol to mark National Women's History Month.

1991

Rosa Rosales was elected the second woman Texas LULAC State Director. She has served as National Vice President for Women.

1994

Belen Robles was elected the first woman LULAC National President. She served 4 years in office.

1995

Angela Garcia was elected the third woman Texas LULAC State Director.

1998

Mujeres de LULAC Council, 34677, was founded in Dallas, Texas, the last Ladies council to incorporate in the 20TH Century.

2000

Today, only a handful of Ladies LULAC councils exist.

2006

Rosa Rosales, from San Antonio Texas, was elected LULAC National President LULAC National Convention in Wisconsin.

2008

Regla Gonzalez, was elected LULAC National VP for Women at the LULAC National Convention in Washington, DC. (2008-2012).

2009

Ralina Cardona was elected as the first LULAC New York State Director.

2010

Margaret Moran, from San Antonio Texas, was elected LULAC National President at the LULAC National Convention in Albuquerque, NM.

2018

LULAC National Board appoints first Latina Chief Executive Officer, Sindy M. Benavides, in its 90 year history.

2019

Elsie Valdes Ramos from Puerto Rico, was Re-Elected Vice President for Women at the LULAC National Convention in Milwaukee, Wisconsin.



(L-R) Belen Robles, LULAC National President 1994-1998; Rosa Rosales, LULAC National President 2006-2010; Margaret Moran, LULAC National President 2010-2015

1963

Lucy Acosta was the first woman elected National Director for youth activities. She served as Second National Vice President in 1965.

1964

Belen Robles was appointed National Secretary. She served until 1970.

1970

Integrated LULAC Councils were typical and the majority of women joined them although Ladies LULAC councils continued to exist. Belen Robles became the first woman to run for the office of LULAC National Office.

1974

LULAC endorsed the Equal Rights Amendment. Belen Robles was elected the first woman to serve as National Vice President for the Southwest.

1976

Dolores Adame Guerrero was elected the first woman Texas LULAC State Director. Lucy Acosta organized Project Amistad, a social

medical appointments. She continues to serve as the Director of the project until her death in 2008.

El Paso to combat abuse, neglect, and exploitation as well as to provide escort and transportation services primarily to and from medical appointments. She continues to serve as the director of the project today.

1985

Dr. Anita Del Rio became the second woman to run for LULAC National President. Her platform was immigration and bilingual -education. Women comprised more than 50% of membership, yet held fewer than 2% of elected positions.

1987

Lucy Acosta was inducted into the Texas Women's Hall of Fame for her civic endeavors. In McAllen, Ladies LULAC opened the LULAC Information and Referral Center, which helped Hispanic immigrants establish resident and assisted other with job referrals and other needs.

Historical Chronology by Cynthia E. Orozco Ph.D.

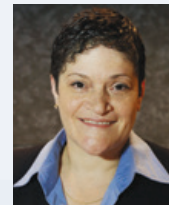
LULAC National Team



Cindy Benavides
CEO



Lisa Smith
CFO



Maritza Bosques
Office Operations
Manager /National
Board Liaison



Jorge Trasmonte
Director of
Technology



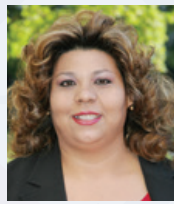
Roman Palomares
Chief of Staff



Sara E. Clemente Sosa
Director of Federal Affairs,
Federal Training Institute



Enid Jimenez
Executive Assistant
to CEO



Lupe Morales
Director of
Membership
Services



Sandra Caraveo
National Program
Manager



Dario J. Pantosin
Program Manager/
Media Marketing
and Production



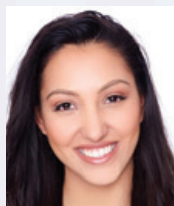
Myrna Rivera
Human Resource
Officer



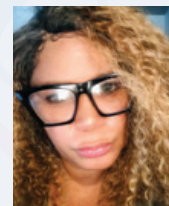
David Cruz
Communications
Director



Jennifer Reyes
Health Programs
Coordinator



Aileen Marquez
Director of
Corporate
Development



Necole Larue
Program Development
Coordinator



Melissa Cossio
Community
and Workforce
Development Program
Manager



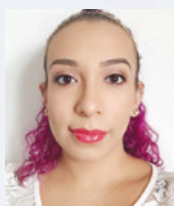
William Moreno
Director of Policy &
Legislation



Cintia Ortiz
Environmental Justice
Fellow



Viviana Calderon
Program Manager-
Communications
and Social Media



Priscilla Garcia
Empowerment
Programs Coordinator



Berta Villatoro
Accounting Clerk



Airbnb is of the people, by the people and for the people.

We are proud to partner with organizations like LULAC to support the fight for justice, expand equal opportunity, and connect people across the country with economic opportunities that help strengthen and empower communities.





How do I sign up for the *All of Us* Research Program?



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1. Create an Account

If you decide to join the *All of Us* Research Program, the first step is to create an account. You can do this by visiting JoinAllofUs.org or by going to one of our partner centers. You'll need to provide your name and email address or mobile phone number to enroll.

2. Give Your Consent

Once you've created your account, you will be asked to give your consent. This includes reviewing a series of videos, which will provide more detailed information about the program. These describe all the types of information you may be asked to give. Once you feel comfortable that you know what to expect, and if you are ready to give your consent, you'll electronically sign the consent form. You can do all of this from your computer, tablet, or smartphone, or at a partner center.

3. Agree to Share Your Electronic Health Record (EHR)

As part of the consent process, we will also ask you to agree to share your electronic health record (EHR). Sharing your EHR is your choice. If you decide not to share your EHR, you can still participate by answering health surveys. But you will not be asked to take part in some other aspects of the program.

4. Complete the Consent to Get DNA Results

Your DNA results could include information about your ancestry (which is where your family comes from), your genetic traits, whether you have an increased risk for getting certain health conditions, and how your body might react to certain medications. You may want to know this information or you may not.

5. Answer Health Surveys

You will be asked to answer several health surveys. These are available on the Participant Portal. You can answer the surveys at your convenience using your computer, tablet, or smartphone. Your name will never be on these. Your answers will help build the *All of Us* Research Program database. Approved researchers can access this database to conduct their studies.

6. Have Your Measurements Taken

You may be invited to visit one of our partner centers to have your physical measurements taken (height, weight, blood pressure, etc.) and provide blood and urine samples. You will be able to choose the partner location most convenient for you.

For more information:

Visit: JoinAllofUs.org/TogetherNYC

Call: (844) 842-2855

Email: help@joinallofus.org

All of Us
RESEARCH PROGRAM



We're calling on **one million or more people to lead the way toward better health.**

What is precision medicine?

Precision medicine is health care that is based on you as an individual. It takes into account factors like where you live, what you do, and your family health history. The goal is to be able to tell people the best ways to stay healthy.

What is the *All of Us* Research Program?

The *All of Us* Research Program is a large research program. The goal is to help researchers understand more about why people get sick or stay healthy. People who join will give us information about their health, habits, and what it's like where they live. By looking for patterns, researchers may learn more about what affects people's health.

How do I join the *All of Us* Research Program?

There are two ways to join:

- Visit the *All of Us* website JoinAllofUs.org.
- Download the *All of Us* app.

Because *All of Us* is research, you will be asked to complete an informed consent process. This process tells more about what is involved, and the risks and benefits of joining.

What will you ask me to do?

If you decide to join *All of Us*, we will ask you to share different kinds of information. We will ask you basic information like your name and where you live, questions about your health, family, home, and work. If you have an electronic health record, we may ask for access. We might also ask you to give samples, like blood or urine. We also want to know if you will want information about your DNA.

How long will the *All of Us* Research Program last?

All of Us may last for at least 10 years. We hope you will stay involved over time. If you join, you can withdraw at any time for any reason without penalty.

Why should I join the *All of Us* Research Program?

You will be contributing to research that may improve health for everyone. Here are some examples of what researchers might be able to discover:

- Better tests to see if people are sick or are at risk of getting sick.
- Better mobile apps to encourage healthy habits.
- Better medicine or information about how much of a medicine is right for each person.

What will you do to protect my privacy?

We will take great care to protect your information. Here are a few of the steps we will take:

- Information we have about you will be stored on protected computers. We will limit and keep track of who sees the information.
- We will remove your name and other direct identifiers (like your Social Security number) from your information and replace them with a code.
- Researchers must promise not to try to find out who you are.
- We will tell you if there is a risk to your privacy because of a data breach.
- The *All of Us* Research Program has Certificates of Confidentiality from the U.S. government. This will help us fight legal demands (such as a court order) to give out information that could identify you.



LULAC National convention & exposition

— PUERTO RICO —



AT THE PUERTO RICO CONVENTION CENTER



The LULAC Convention is an exciting, history-making convention, because it convenes the national delegates of LULAC to discuss issues, set policies, and elect the organization's national leaders. For this reason, the LULAC Convention is covered by national and local media. It is the only convention in which participants representing Hispanic communities from across the country determine the positions and strategies of a national Latino organization.

AT THE PUERTO RICO
CONVENTION CENTER



SAVETHEDATE
▸ July 25–30 2022 ◀

LULAC.org/convention22

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Si por lo menos una persona en tu hogar participa en el programa de SNAP o recibe beneficios de SSI (solo en California), podrías reunir requisitos para obtener servicio de internet de hasta 10Mbps[†] por \$10/mes o menos.

- **Instalación gratis y Wi-Fi en el hogar**
- **Sin contrato anual**
- **Sin depósito**

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- **Está ampliando temporalmente los requisitos de elegibilidad para incluir a quienes participan en los programas de Almuerzos Escolares Nacionales y Head Start o cumplen requisitos de ingresos.***
- **No cobrará cargos por excedentes en el uso de datos de Internet en el hogar hasta el 31 de Diciembre de 2021. (No corresponde con DSL.)**

Sujeto a otros requisitos de elegibilidad.

Visita att.com/acceso o llama al 1-855-220-5225 para ver detalles completos y cómo suscribirte.

05/2021

*Solo está disponible en el área con cableado de AT&T. La oferta es válida hasta el 31 de Diciembre de 2021. Si por lo menos una persona en tu hogar participa en el Programa de Asistencia Nutricional Suplementaria (SNAP, por sus siglas en inglés), podrías reunir requisitos para obtener servicio de internet en el hogar de hasta 10Mbps a nuestro precio con descuento de \$10/mes. Por un tiempo limitado, los hogares que participan en el programa de Almuerzos Escolares Nacionales o Head Start o cumplen con el nivel de ingresos del hogar con base en el 135% o menos de las pautas de nivel federal de pobreza, también podrían calificar. Solo en California, los hogares que reciben beneficios de Seguridad de Ingreso Suplementario (SSI, por sus siglas en inglés) también podrían reunir requisitos. Niveles adicionales de velocidades elegibles: (3Mbps/1.5Mbps/768Kbps) disponibles por \$5/mes dependiendo de tu domicilio de servicio. Asignación de datos: Servicio incluye ya sea 150GB o 1TB en una asignación mensual de datos de internet según tu nivel de velocidad. Si excedes la asignación mensual de tu plan de datos, se te cobrarán automáticamente \$10 por cada 50GB de datos usados más allá de los datos de tu plan, aunque se usen menos de 50 gigabytes. Obtén más información en att.com/es-us/internet-usage. Cargos e impuestos adicionales: Podría estar sujeto a cargos transaccionales únicos de AT&T y cargos mensuales para recuperar costos, que no requiere el gobierno, e impuestos. Visita www.att.com/es-us/fees para ver detalles. †Afirmaciones sobre velocidades de internet representan velocidades máximas que el servicio en red es capaz de ofrecer. Las velocidades reales del cliente podrían variar según diversos factores, incluidos tráfico al sitio, capacidad del servidor del proveedor de contenido, factores de administración de la red interna y capacidad del dispositivo, y no se garantizan. Para obtener más información, visita www.att.com/es-us/speed101.

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