



Agenda

2014 LULAC NATIONAL WOMEN'S CONFERENCE

Thursday, March 27 - Sunday March 30, 2014

Thursday, March 27

- 11:00 am to 12:30 pm** **Press Conference** **Manager's Suite, 3rd floor**
Speakers:
Margaret Morán, LULAC National President
Brent Wilkes, Executive Director, LULAC National
Elsie Valdés Ramos, LULAC National Vice President for Women
Dr. Arturo Martinez, LULAC WI State Director
Darryl Morin, LULAC National Vice President for the Midwest
Special guests, corporate partners and elected officials
- 1:00 pm to 4:00 pm** **Committee Work Group Meeting** **Crystal Room**
- 4:15 pm to 5:30 pm** **Sherwin Williams Donation** (*Departing from Hotel Lobby at 4:00 pm*) **Latina Resource Center**
802 W Historic Mitchell St, Milwaukee, WI 53204
Speakers:
Margaret Morán, LULAC National President
Brent Wilkes, Executive Director, LULAC National
Elsie Valdés Ramos, LULAC National Vice President for Women
Darryl Morin, LULAC National Vice President for the Midwest
Jason Riveiro, Multicultural Marketing, The Sherwin-Williams Co.
Tina Koehn, UMOS, Vice President of Administration
- 5:30 pm to 7:00 pm** **Women's Commission Meeting** **Crystal Room**
- 7:00 pm to 9:00 pm** **VIP Reception** **Polaris**
National Board, Local Committee and Women's Commission, Local State reps and Alderman
Emcee: Alicia Ríos, LULAC National Commissioner Midwest Region

Friday, March 28

- 9:30 am to 11:00 am** **Tyson Foods Food Donation** (*Departing from Hotel Lobby at 9 am*) **UMOS Parking Lot**
UMOS Corporate Office, 2701 S. Chase Avenue, Milwaukee WI 53207
Emcee: Sara Clemente, Director of Federal Relations
Speakers:
Margaret Morán, LULAC National President
Elsie Valdés Ramos, LULAC National Vice President for Women
Nora Venegas, Director Federal Government Relations, Tyson Foods Inc.
Darryl Morin, LULAC National Vice President for the Midwest
Food Bank Representatives:
Bonnie Bellehumeur-President, Feeding America Eastern Wisconsin
Lupe Martinez, President & CEO UMOS Inc.
Dan Taivalkoski, Executive Director, Racine County Food Bank
Karen Tredwell, Waukesha Food Pantry
Barb Madrigano, Shalom Center
Elected Officials:
Chris Abele, County Executive
Michael Murphy, President Milwaukee Common Council (invited)
JoCasta Zamarripa, Wisconsin State Representative (invited)
- 12:00 pm to 1:00 pm** **Local Planning Committee meeting** **Crystal Room**

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Friday, March 28

1:00 pm to 4:00 pm	Early Registration	Regency Prefunction
1:00 pm to 4:00 pm	Exhibits Set-up	Atrium
7:00 pm to 9:00 pm	Welcome Reception Sponsors: Hyatt Regency Emcee: Sandra Torres, Reporter at CBS 58 and Telemundo Wisconsin Co-Anchor Welcome Remarks: Dr. Arturo Martinez, LULAC WI State Director Elsie Valdés Ramos, National Vice President for Women The Honorable Thomas “Tom” Barrett Mayor of Milwaukee Jessie Rodriguez, Wisconsin State Representative Sponsors: Priscilla Guasso, Specialist, Global Leadership/Diversity & Inclusion, Hyatt Hotels Corporation Speaker Remarks: Margaret Morán, LULAC National President Brent Wilkes, Executive Director, LULAC National Darryl Morin to invite local officials Performing group: Vieu Grade School Youth Dance Group	Regency Ballroom

Saturday, March 29

7:00 am to 10:00 am	Registration	Regency Prefunction
	Community Registration (<i>Free admission</i>)	Regency Prefunction
8:00 am to 3:00 pm	Exhibits (<i>Free admission</i>)	Atrium
8:00 am to 8:30 am	Ribbon Cutting Emcee: Sobeida Cruz, LULAC National Women’s Commissioner Performance by: Mariachi group Welcome: Elsie Valdes Ramos, LULAC National Vice President for Women Speakers: Margaret Morán, LULAC National President Brent Wilkes, Executive Director, LULAC National JoCasta Zamarripa, Wisconsin State Representative	Regency Prefunction
9:00 am to 9:30 am	Community buses arrive Ushers escort visitors to community registration	Front Lobby
8:30 am to 10:00 am	Breakfast, Recognition of Community Leaders and Welcome (<i>*Ticketed event</i>) Welcome: Angela Morin, Wife of LULAC V.P. for the Midwest and LULAC Council President Elsie Valdés, LULAC National Vice President for Women Margaret Morán, LULAC National President Brent Wilkes, Executive Director, LULAC National National Anthem: Ralina Cardona, LULAC National Vice President for the Northeast Pledge: Belen Robles, former LULAC National President Reflection: Lupe Torres, LULAC National Chaplain and Sergeant-At-Arms Motivation: Women’s Health Program, Agnes Rivera, V.P. Women State, Texas Sponsor Remarks: Nora Venegas, Director Federal Government Relations, Tyson Foods Inc. Paul A. Gómez, Director Corporate Affairs, Constituent Relations Rafael Malpica, Walgreens Community Affairs, Walgreens Corporation Remarks: Gwen Moore, US Representative, D-4 Wisconsin John Dickert, Racine Mayor JoCasta Zamarripa, Wisconsin State Representative	Regency A & B

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Saturday, March 29

	Chris Able, Milwaukee County Executive Keynote Speaker: Julie Chavez Rodriguez, Deputy Director, White House Office of Public Engagement	
10:00 am to 10:15 am	Break	
	Concurrent Workshops	
9:30 am to 12:30 pm	Education-Multicultural Awareness Training Youth Sessions Sponsored by: McDonald's and Rockwell Foundation Moderator: Maggie Rivera, LULAC National Treasure	Regency C & D
10:15 am to 12:30 pm	Empowerment Sessions (45minutes each)	Lake Shore
10:15 am to 11:00 am	Female Vote 2014 and Beyond GOP WI, Sachin Chheda-Wisconsin DNC Rep., Charles Franklin, Director of Marquette University Law School Poll	Lake Shore
11:00 am to 11:45 am	Importance of Women in Government Melody Gonzales, NHLA, JoCasta Zamarripa, Camille Q. Solberg, Regional Director, Minority Outreach Coordinator Office of United State Senator Ron Johnson	Lake Shore
11:45 am to 12:30 pm	Secrets of a Successful Executive Sponsored by: Hyatt Hotels Priscilla Guasso, Specialist, Global Leadership/Diversity & Inclusion, Hyatt Hotels Corporation Moderator: Rosa Rosales, Past National President	Lake Shore
10:15 am to 12:30 pm	Health Sessions (45 minutes each)	Executive A & B
10:15 am to 11:00 am	AARP's Ready for Retirement, Financial Wellness Mariann Muzzi, Associate State Director Community Outreach AARP Wisconsin	Executive A & B
11:00 am to 11:45 am	The Affordable Care Act 101: Impact on Latinos & Medicare Brenda Delgado is the Health Insurance Marketplace Outreach Lead for the Centers for Medicare & Medicaid Services, Chicago Regional Office	Executive A & B
11:45 am to 12:30 pm	Secrets to a Long Healthy Life Virginia Zerpa, Community Outreach Coordinator, Alzheimer's Association Moderator: Belén Robles, Past National President	Executive A & B
10:15 am to 12:30 pm	Women's Issues (45 Minutes Each)	Executive C & D
10:15 am to 11:00 am	Identifying, Reporting & Surviving Domestic Abuse Mariana Rodriguez, Latina Resource Center, Morgan Young, End Domestic Violence WI.	Executive C & D
11:00 am to 11:45 am	Online Dangers Keeping Our Children Safe Ana Cody, National Center for Missing and Exploited Children, local NCMEC rep.	Executive C & D
11:45 am to 12:30 pm	Slavery and Sex Trafficking in the United States Ana Cody National Center for Missing and Exploited Children, Dana World Patterson, Chairwoman of the Milwaukee Human Trafficking Task Force, Lou de Vaca, Ambassador for Human Trafficking (invited) Moderator: Regla González, Past V.P. for Women	Executive C & D
12:30 pm to 12:45 pm	Break	
12:45 pm to 2:00 pm	Women's Recognition Luncheon and Salute to Sponsors (*Ticketed event) Emcee: Patricia Gomez, (invited) National Anthem: Ralina Cardona, LULAC National Vice President for the Northeast Pledge: Connie Martínez, National Women's Commission Secretary Reflection: Luz Arce, Former Puerto Rico Senator Welcome remarks: Elsie Valdés Ramos, LULAC National Vice President for Women	Regency A & B

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Saturday, March 29

Margaret Morán, LULAC National President

Sponsor Remarks:

Ford Motor Fund, Video & Darryl Morin for Ford Driving Dreams

Kristin Stuker, Marketing Specialist, Sherwin Williams

Procter & Gamble

Walmart Corporation, Alma Lopez, Director Supplier Diversity Food and Consumables

Performance by: The Bruce Guadalupe School Youth Strings Orchestra

Speaker Remarks:

Honorable Tom Barrett, Mayor of Milwaukee

Rachel Campos-Duffy, TV Personality

Speaker: Caridad Pierluisi- Former Chief of State, Puerto Rico, First Lady Office

Keynote speaker: Nancy Negron, Chief of Staff, Strategic Partnerships, U.S. Department of Education

12:45 pm to 2:00 pm

Community Luncheon (*Free to registered community members only*)

Ballroom AB at the Wisconsin Center

Women Award Recipient Recognition by LULAC Women's National Commission

Sponsored by: McDonald's, Visit Milwaukee & Rockwell Automation, National Education Association

Emcee: Brent Wilkes, LULAC National Executive Director

Welcome remarks:

Elsie Valdés, LULAC National Vice President for Women

Darryl Morin, V.P. for the Midwest

Speaker:

Dr. Arturo Martinez, State Director, Wisconsin

Juan Carlos Lizardi, National Vice President for the Southeast

Manuel Rendon National Vice President for Young Adults

Sponsor Remarks:

Delia Garcia, Senior Liaison, Office of Minority Community Organizing & Partnerships, Natl. Education Association

Gustavo Viaño, Director of Diversity & Inclusion, McDonald's Corporation

2:30 pm to 3:00 pm

Community busses departing-Adults only

Hotel Lobby

Ushers will escort visitors to the buses

2:00 pm to 4:00 pm

Education-Multicultural Awareness Training

Regency C & D

4:00 pm to 4:30 pm

Community busses departing-Youth only

Hotel Lobby

2:30 pm

Depart to Boston Store

Meet at Atrium

3:00 pm to 5:00 pm

Boston Store Shopping Experience (**By invitation only*)

Shops of Grand Avenue Mall

Welcome:

Belén Robles, Past National President

Rosa Rosales, Past National President

Margaret Moran, National President

Emcee: Donna Rozen, Store Manager Boston Store and Katarzyna Ward, Lancôme Account Executive

Featuring: Lancôme cosmetics

Sponsor: Boston Store

7:00 pm to 9:00 pm

Wisconsin Reception, Talent Show & Dancing (**Ticketed event*)

Regency A & B

Performance: CACHE & DJ G-Man

Sunday, March 30

10:00 am to 11:00 am

Sunday Mass

St. Adalbert's at 1923 W. Beecher, Milwaukee, WI