# Agenda

## 2014 LULAC National Women’s Conference

**Thursday, March 27 - Sunday March 30, 2014**

### Thursday, March 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:00 am to 12:30 pm</td>
<td>Press Conference</td>
<td>Manager’s Suite, 3rd floor</td>
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<td><strong>Speakers:</strong></td>
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<td></td>
<td>Margaret Morán, LULAC National President</td>
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<td>Brent Wilkes, Executive Director, LULAC National</td>
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<td>Elsie Valdés Ramos, LULAC National Vice President for Women</td>
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<td>Dr. Arturo Martinez, LULAC WI State Director</td>
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<td>Darryl Morin, LULAC National Vice President for the Midwest</td>
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<td>Special guests, corporate partners and elected officials</td>
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<td>1:00 pm to 4:00 pm</td>
<td><strong>Committee Work Group Meeting</strong></td>
<td>Crystal Room</td>
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<td>4:15 pm to 5:30 pm</td>
<td><strong>Sherwin Williams Donation</strong> (Departing from Hotel Lobby at 4:00 pm)</td>
<td>Latina Resource Center</td>
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<td><strong>Speakers:</strong></td>
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<td>Tina Koehn, UMOS, Vice President of Administration</td>
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<td>5:30 pm to 7:00 pm</td>
<td><strong>Women’s Commission Meeting</strong></td>
<td>Crystal Room</td>
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<td>7:00 pm to 9:00 pm</td>
<td><strong>VIP Reception</strong></td>
<td>Polaris</td>
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<td>National Board, Local Committee and Women’s Commission, Local State reps and Alderman</td>
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<td><strong>Emcee:</strong> Alicia Ríos, LULAC National Commissioner Midwest Region</td>
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### Friday, March 28

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

**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 (Welcome Remarks)
  - **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

**Saturday, March 29**

- **7:00 am to 10:00 am** Registration (Regency Prefunction)
  - **Community Registration (Free admission)** (Regency Prefunction)
- **8:00 am to 3:00 pm** Exhibits (Free admission) (Atrium)
- **8:00 am to 8:30 am** Ribbon Cutting (Regency Prefunction)
  - **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
- **9:00 am to 9:30 am** Community buses arrive (Front Lobby)
  - Ushers escort visitors to community registration
- **8:30 am to 10:00 am** Breakfast, Recognition of Community Leaders and Welcome (Ticketed event) (Regency A & B)
  - **Welcome:**
    - Angela Morin, Wife of LULAC V.P. for the Midwest and LULAC Council President
    - Elsie Váldes, 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
Agenda

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**

10:15 am to 12:30 pm  
**Concurrent Workshops**

**Education-Multicultural Awareness Training**  
**Youth Sessions**  
*Sponsored by:* McDonald's and Rockwell Foundation  
*Moderator:* Maggie Rivera, LULAC National Treasure

9:30 am to 12:30 pm  
**Regency C & D**

10:00 am to 10:15 am  
**Break**

10:15 am to 12:30 pm  
**Empowerment Sessions** (*45 minutes each*)

10:15 am to 11:00 am  
**Female Vote 2014 and Beyond**  
*Lake Shore*  
GOP WI, Sachin Chheda-Wisconsin DNC Rep., Charles Franklin, Director of Marquette University Law School Poll

11:00 am to 11:45 am  
**Importance of Women in Government**  
*Lake Shore*  
Melody Gonzales, NHLA, JoCasta Zamarripa, Camille Q. Solberg, Regional Director, Minority Outreach Coordinator Office of United State Senator Ron Johnson

11:45 am to 12:30 pm  
**Secrets of a Successful Executive**  
*Lake Shore*  
*Sponsored by:* Hyatt Hotels  
Priscilla Guasso, Specialist, Global Leadership/Diversity & Inclusion, Hyatt Hotels Corporation  
*Moderator:* Rosa Rosales, Past National President

10:15 am to 12:30 pm  
**Health Sessions** (*45 minutes each*)

10:15 am to 11:00 am  
**AARP’s Ready for Retirement, Financial Wellness**  
*Executive A & B*  
Mariann Muzzi, Associate State Director Community Outreach AARP Wisconsin

11:00 am to 11:45 am  
**The Affordable Care Act 101: Impact on Latinos & Medicare**  
*Executive A & B*  
Brenda Delgado is the Health Insurance Marketplace Outreach Lead for the Centers for Medicare & Medicaid Services, Chicago Regional Office

11:45 am to 12:30 pm  
**Secrets to a Long Healthy Life**  
*Executive A & B*  
Virginia Zerpa, Community Outreach Coordinator, Alzheimer’s Association  
*Moderator:* Belén Robles, Past National President

10:15 am to 12:30 pm  
**Women’s Issues** (*45 Minutes Each*)

10:15 am to 11:00 am  
**Identifying, Reporting & Surviving Domestic Abuse**  
*Executive C & D*  
Mariana Rodriguez, Latina Resource Center, Morgan Young, End Domestic Violence WI.

11:00 am to 11:45 am  
**Online Dangers Keeping Our Children Safe**  
*Executive C & D*  
Ana Cody, National Center for Missing and Exploited Children, local NCMEC rep.

11:45 am to 12:30 pm  
**Slavery and Sex Trafficking in the United States**  
*Executive C & D*  
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 Gonzaléz, Past V.P. for Women

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*)  
*Regency A & B*  
*Emcee:* Patricia Gomez, *(invited)*  
*National Anthem:* Ralina Cardona, LULAC National Vice President for the Northeast  
*Pledge:* Connie Martinez, National Women’s Commission Secretary  
*Reflection:* Luz Arce, Former Puerto Rico Senator  
*Welcome remarks:*  
Elsie Valdés Ramos, LULAC National Vice President for Women
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 Viano, 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