# 2017 LULAC National Women’s Conference

## Agenda

### Thursday, March 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00 am to 12:00 pm</td>
<td><strong>Tyson Foods Donation to Atlanta Community Food Bank</strong></td>
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### Friday, March 31

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 am to 10:00 am</td>
<td><strong>Local Planning Committee Meeting</strong></td>
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<tr>
<td>6:00 pm to 9:00 pm</td>
<td><strong>Welcome Reception</strong> sponsored by The Coca-Cola Company Emcee: Mariela Romero, Community Empowerment Director, Univision Atlanta Featured Speakers: Kasim Reed, Mayor, City of Atlanta, Representative Brenda Lopez, Georgia House of Representatives, 99th District, Brent Wilkes, LULAC National Executive Director Sponsor Remarks: Lillian Rodriguez, Vice President of Stakeholder Relations and Customer PAC Support The Coca-Cola Company</td>
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### Saturday, April 1

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00 am to 10:00 am</td>
<td><strong>Registration</strong> Savannah Ballroom Foyer</td>
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<td>8:30 am to 10:00 am</td>
<td><strong>Inspiración Breakfast</strong> Savannah Ballroom Emcee: Sasha Rionda, Spokesperson, Host &amp; Actress Featured Speakers: Representative Pedro Marin, Georgia House of Representatives, 96th District, Domenika Lynch, President &amp; CEO, Congressional Hispanic Caucus Institute, Inc. Roger C. Rocha Jr., LULAC National President, Aníbal Torres, Executive Director, Latin American Association</td>
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<tr>
<td>10:00 am to 3:00 pm</td>
<td><strong>Latina Expo</strong> Chastain Foyer</td>
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<tr>
<td>10:15 am to 11:15 am</td>
<td><strong>Concurrent Workshops A-1 to A-3</strong></td>
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**Location/Room**

- 732 Joseph E. Lowery Blvd NW
  Atlanta, GA 30318
- The World of Coca-Cola
  121 Baker Street NW
  Atlanta, GA 30313
- Westin Peachtree Plaza
  210 Peachtree St. NW
  Atlanta, GA, 30303

**Atlanta, Georgia • March 31 – April 1, 2017**
Workshop A-1

**Latina Empowerment: Tools for Fueling Success in Business**  
**Chastain G**

*Sponsored by: Fueling U.S. Forward*

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

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

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

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

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Workshop A-2

**¡Escúchame! Engaging the Media Effectively (Español)**  
**Chastain D**

¡Escúchame! Cómo Trabajar Eficazmente con los Medios

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

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

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

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

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Workshop A-3

**Latinas Que Votan! Organizing & Mobilizing for our Values**  
**Chastain H**

Why does voting matter? How does casting an electoral ballot impact the issues that you most care about and your values? Panelists will discuss the important role that Latinos/Latinas play in our democracy and provide examples of campaigns and tactics.

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that have been impactful in creating change. This interactive workshop seeks to explore
the role that each person plays to create a society that reflects the values that we most
cherish through direct electoral engagement.

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

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

11:30 am-12:30 pm

Concurrent Workshops B-1 to B-3

Workshop B-1

Our Health & Wellbeing: Putting Ourselves First
Chastain G
Sponsored by: Pfizer RxPathways & Planned Parenthood
Federation of America

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

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

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

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

Workshop B-2

Rise Up, Unite, Defend Town Hall
Chastain E

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

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

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

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

Workshop B-3 Latinas in Public Office

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

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

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

Workshop B-4 LULAC 101: Understanding Our History

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

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

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

Women’s Líderes Luncheon

Emcee: Nefertiti Jáquez, Lead Reporter, WSB-TV

Featured Speakers:
Carmen Perez, Executive Director of The Gathering For Justice & National Co-Chair, Women's March on Washington
Lourdes Galvan, LULAC National Vice President for Women

Keynote Speaker:
Anna M. Chávez, Esq., Head of Inclusion Strategy, BRANDthropologie Media

Sponsor Remarks:
Lillian Rodriguez, Vice President of Stakeholder Relations and Customer PAC Support,

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The Coca-Cola Company
Kimberly Stohl, Director, Citizen Relations, P&G Orgullosa

*Mujer Con La Falda Bien Puesta Honoree:*
Mariana Zamora, LULAC Member Council #654

6:30 pm to 9:00 pm  Latina Sol Cocktail (By Invitation Only)
Sun Dial View
Westin Peachtree Plaza, 72nd Floor

Join us after dinner for the VIP Latina Sol Cocktail at the exclusive *Sun Dial View* on the 72nd Floor of the Westin as we close out an inspiring day of Latina empowerment with national Latina leaders and an unparalleled view of the sun setting over Atlanta. The Latina Sol Cocktail features our final networking opportunity and an open bar (sorry no food) with a breathtaking 360 degree panorama of the Atlanta skyline.