Mujeres, Rise and Unite!

Remembering our Legacy,
Shaping the Present,
Transforming the Future
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*This is not health insurance. Terms and conditions apply.
July 18, 2018

Dear LULAC family,

Welcome to our 2018 LULAC National Women’s Conference! This year’s conference is in Phoenix, Arizona—home to beautiful mountain views, city lights, hot weather, and strong Latino families.

During a time of political and social turmoil, the LULAC National Women’s Conference will continue bringing awareness to the issues that have impacted—and continue to impact—the Latino community, and how the strength, intelligence, and resilience of the Latina woman have power in creating positive change not only for our community, but also for the world. Hence, this year’s theme, “Mujeres, Rise and Unite!” calls for woman to realize their power in fighting for justice and creating this change while standing in solidarity.

Our goal with this conference is to empower women to recognize their potential and capabilities in being leaders in their families, communities and workplaces. This is a place in which, through educational workshops and inspiring keynote speakers, women can see that they are equally capable of breaking barriers created by society.

This year’s conference will include workshops and panels that focus on a variety of issues that affect Latina women—and women, in general—as well as the accomplishments and progress that have been made. These workshops will include discussions that pertain to immigration, sexual and domestic violence, economic development, health, politics and women serving our country.

It is our hope that the education and resources provided at this Women’s Conference will brighten an existing light in women to create a future of equality, justice, peace, and prosperity.

Sincerely,

Lourdes Galvan
National Vice President for Women
Dear LULAC National Women’s Conference Attendees:

Thank you for joining us as we explore issues that are critically important to women, families, and America. Since 1934, when the League’s first women’s council was established, LULAC was among the first national organizations to place emphasis on the power of women.

LULAC is proudly led by Latinas from across the country who serve on the LULAC Women’s Commission and on our LULAC National Board. Our organizational leadership also includes Sindy Benavides who serves as Acting CEO and COO.

We are especially excited to be in Phoenix, Arizona kicking off our Women’s Conference with the Tyson Foods donation to St. Mary’s Food Bank Alliance on Tuesday followed by a full day of plenary sessions on Wednesday July 18th that explore key issues like economic empowerment, health, running for office, domestic violence, serving in our armed forces, immigration, and mentorship.

Through our year-round programming, LULAC along with its partners and councils provide women across the country with tools and resources to help them succeed. The Women’s Empowerment Initiative encompasses numerous campaigns focused on key issues affecting Latinas and training programs that prepare women to enter new spaces. The initiative highlights Latina trailblazers and shares their stories through the Mujeres Poderosas Campaign and brings awareness of human trafficking – particularly women and girls from Mexico, Latin America, and U.S. Latino communities, through the Join the Solution Campaign in partnership with the Polaris Project. Through the support of the Coca-Cola Foundation, LULAC is able to bring the Latina Entrepreneur Academy to local communities across the country in order to train, motivate, and inspire Latinas to build their own businesses or enhance their existing ones.

Across the state of Arizona, LULAC hosts the TECHNOLOchicas LiFT program, in partnership with Televisa Foundation and Intel Foundation. Through the LiFT program, middle school girls ages 11-14 are equipped with the technological skills they need to succeed in the technology-focused workforce of today and tomorrow. For more information on the Women’s Empowerment Initiative, please visit LULAC.org/WE.

It is our hope that each one of you will walk away with awareness, knowledge, practical tools, and inspiration. It is our aspiration that upon leaving today’s LULAC Women’s Conference, you count on a network of hermanas from across the country!

In Unity,

Roger C. Rocha Jr.
LULAC National President
The Coca-Cola Company is proud to support LULAC.
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.

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.

Planned Parenthood Federation of America proudly supports

LULAC’s 2018 National Convention

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

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2018 LULAC National Women’s Conference

Mujeres, Rise and Unite!

Remembering our Legacy,
Shaping the Present,
Transforming the Future

Monday, July 16

6:00 pm to 8:00 pm          Local Planning Committee Meeting

Tuesday, July 17

9:00 am to 11:00 am         Community Service Event
St. Mary’s Food Bank Alliance - 2831 N. 31st Avenue, Phoenix, AZ
Sponsored by: Tyson Foods

9:00 am to 9:30 am          Media Event

9:30 am to 11:00 am         Volunteering, wear close-toed shoes.

4:00 pm to 5:30 pm          Pinning Ceremony (By Invitation Only)
Arizona Latino Arts and Cultural Center (ALAC)
147 E. Adams St., Phoenix, AZ

Wednesday, July 18

*All panels will take place in Room 121A-C

7:00 am to 9:00 am          Registration

9:00 am to 5:00 pm          Latina Expo and Silent Auction

9:00 am to 9:45 am          Latinas Rising: Entrepreneurship & Business
This workshop is designed to inspire Latinas to build their own businesses or enhance their existing ones. Panelists will share lessons learned from their own careers, including resources, challenges, and successes.
Wednesday, July 18

**Moderator:** Julie Bazan – President, LULAC Veterans Council 777  
**Panelists:**  
Angela Arboleda – Vice President, Government and Community Affairs, Herbalife  
Alma Gallardo – CEO/Executive Director, AZ Bilingual Newspaper  
Monica Villalobos – Vice President, Arizona Hispanic Chamber of Commerce

**10:00 am to 10:45 am** Access to Healthcare and Well Being: Creating a Culture of Self-Care and Health Empowerment  
**Sponsored by:** Planned Parenthood Federation of America & Pfizer  
This workshop seeks to increase awareness around key health issues and programs available so that members of the Latinx community can gain access to and tips on how individuals can be advocates for women’s health.  
**Moderator:** Anabell Castro Thompson, MSN, APRN, ANP-C, FAAN – Senior Vice President of Equity, Diversity and Inclusion at Equality Health & President of the National Association of Hispanic Nurses  
**Panelists:**  
Roy Cosme – President, Arcos Communications & Representative, Pfizer RxPathways  
Norma Jimenez – Raíz Organizer, Planned Parenthood Arizona  
Trang Nguyen Wisard – Project Officer, Partnering and Communicating Together (PACT) to Act Against AIDS for CDC  
Dara Richardson-Heron, M.D. – Chief Engagement Officer, *All of Us* Research Program, National Institutes of Health

**11:00 am to 11:45 am** #METoo, Las Mujeres, & Latinidad: Sexual Assault and Domestic Violence  
This workshop will serve as a safe space for speakers to share their experiences and how they were empowered to speak up and speak out. They will provide resources and tips on how to heal from such an experience, and how you can support women in our community and globally. We must listen to the truth of sexual assault and domestic violence in the Latinx community.  
**Moderator:** Nancy Padilla – Small Business Owner, AZ Professional Services & Former Senior Crisis Advocate, Southern Arizona Center Against Sexual Assault (SACASA)  
**Panelists:**  
Patricia Castillo, L.M.S.W. – Executive Director, PEACE Initiative  
Lucia Cisneros – Case Manager, Chicanos Por La Causa, Inc.  
Victoria Riechers – Sexual Violence Response Coordinator, AZ Coalition to end Sexual and Domestic Violence

**12:00 pm to 1:45 pm** Women’s Líderes Luncheon .............................................................................................................North Ballroom A  
**Sponsored by:** Desert Diamond, MGM, Herbalife, Uber  
**Program Partner:** *All of Us* Research Program  
**Featured Speakers:** Dr. Dara Richardson-Heron, Chief Engagement Officer, *All of Us* Research Program  
Dr. Maria Harper-Marinick, Chancellor, Maricopa Community Colleges

**2:00 pm to 2:45 pm** Running for Office/Appointments: #LatinasRun  
Latinas are running for office or being appointed to higher political positions. We must continue this
Agenda

Wednesday, July 18

trend to increase representation of the Latinx community in public office. This workshop will offer helpful techniques for Latinas to take on public service leadership positions.

**Moderator:** Lydia A. Aranda, M.A. – Founder & Chairwoman of DiVeritas BBC Group

**Panelists:**
- Senator Andrea D’Alessandro – Arizona State Legislature Senator, District 2
- Councilwoman Kate Gallego – Phoenix City Council & Mayoral Candidate
- Alma Hernandez – Public Health Professional, Candidate for Arizona House of Representatives
- Consuelo Hernandez – SU School District Candidate

3:00 pm to 3:45 pm  **Be Counted! Immigrants under Attack**

As we continue to fight for immigration reform, it is imperative that we consistently remind our policy makers that we are human beings and that we have a voice. This panel will discuss immigration policy and reform, as well as how the upcoming 2020 Census affects citizens and immigrants.

**Moderator:** Edna Canino, Esq. – Attorney, LULAC Woman Commissioner

**Panelists:**
- Claudia Arevalo – Attorney, Arevalo Law Firm, LLC
- Lydia Guzman – Director of Community Advocacy, Chicanos Por La Causa, Inc.
- Merarys Ríos- Vargas – Chief, Ethnicity and Ancestry Branch, U.S. Census Bureau
- Karina Ruiz – Executive Director, Arizona Dream Act Coalition
- Maria Vianey Valdez-Cardenas – LULAC Arizona Immigration Chair

4:00 pm to 4:45 pm  **Courageous Latinas: A Spotlight on Women in the Military**

Latina involvement in defending our country is on the rise. This panel seeks to reveal the influence courageous Latina women have had in the military. This workshop will also highlight the services the military provides including career opportunities, leadership development, health care and the G.I. Bill.

**Moderator:** Patricia Roybal Caballero – LULAC National Treasurer, LULAC Women’s Commissioner, and New Mexico State Representative

**Panelists:**
- Queta Rodriguez – Veterans Service Officer, Bexar County Veterans Service Office
- Wanda Wright – Director, Arizona Department of Veterans’ Services

5:00 pm to 6:00 pm  **Mentorship: How to Cultivate the Next Generation of Leaders Forward Together**

**Sponsored by:** ACF Latina Giving Circle

Do you want to learn how you can be a mentor to help transform the future? This panel will help individuals learn and develop characteristics that lead to peak performance, and help them realize their full potential.

**Moderator:** Joyce Medina Harper – Executive Director, Dougherty Foundation

**Panelists:**
- Sindy Benavides – Chief Operations Officer & Acting CEO, LULAC
- Belen Gonzalez, M.S.W. – CEO & Change Agent, Gonzalez Consulting Group
- Carmen Cornejo – Chair of the Board of Directors, Chicanos Por La Causa, Inc.
INFLUENCE.
AFFLUENCE.
EMPOWERMENT.

Latina Giving Circle
Investing our Time, Talents, and Treasures in Arizona
azlatinagivingcircle.org
2018 LULAC Women’s Conference
Hall of Fame Inductees
Mujeres, Rise and Unite!

Ms. Noemi Cue
TEXAS

Ms. Elisa Tamez
TEXAS

Ms. Lydia Guzman
ARIZONA

Ms. Laura Espinoza
CALIFORNIA

Ms. Valerie Arellanes
NEW MEXICO

Ms. Jessica Martinez
NEW MEXICO

Ms. Amelia Contreras
TEXAS

Ms. Mary Lou Arce
TEXAS

Dr. Nazhat Parveen Sharma
CALIFORNIA

Dr. Jennifer Gomez Chavez
NEW MEXICO
Caesars Entertainment proudly supports the
League of United Latin American Citizens.

Together, lets promote the political,
economic, and social advancement
of our Hispanic communities.
El futuro de la salud comienza con usted

Mientras más sepan los investigadores sobre lo que nos hace únicos, más personalizado será su cuidado de salud.

Sea parte de una iniciativa de investigación con un millón o más de personas en todo el país para crear un futuro más saludable para todos nosotros.

JoinAllofUs.org/es
We’re calling on one million 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. If someone does get sick, precision medicine may help health care teams find the treatment that will work best.

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 three ways to join:

• Visit the All of Us website JoinAllofUs.org.
• Download the All of Us app.
• If you get health care at one of our affiliated health care provider organizations, you can join there.

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 the All of Us Research Program, 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.

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 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.
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.

#LULAC2019
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

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2017 Women’s Conference
2017 Women’s Conference

Photos by Luis Nuño Briones

July 17-18, 2018, Phoenix, Arizona

#LULAC18 #MujeresRise
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 89th LULAC National Convention. 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.