

Women's Conference Agenda
November 12-13, 2021
Ante La Adversidad,
Overcoming Obstacles Through Resilience and Perseverance

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

Agenda
Last Updated 11/2/2021

Friday, November 12, 2021 (Bowery Room 3rd Floor)

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

7:00 pm-9:00 pm *Bienvenida* - Welcome Reception (Beer & Wine)

Location: Empire East Room (2nd floor)

Sponsored by: *Discover Puerto Rico*

Entertainment: *El Trio Ideal*

Speakers: Elsie Valdes, LULAC National Vice President for Women

Discover Puerto Rico Representative

Domingo Garcia, LULAC National President

Dr. Elba Garcia, Dallas County Commissioner, District 4; First Lady of LULAC

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

LULAC Women's Commission Honorees

Maria Vega, Mayor, Vega Baja, Puerto Rico

Saturday, November 13, 2021

9:00 am-3:00 pm Times Square Sheraton, NY

7:00 am-9:00 am Registration

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9:00 am- 10:00 am: Opening: Mujeres Líderes Breakfast

Location: 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

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)

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

Location: 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 Latinos, 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

Alexis Fernandez, Strategies for Wealth

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

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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 Cordero, 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 -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 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 Representative

Panelist:

Rocio Diaz, Healthcare Director, Genentech

Javier Cuebas, Chairman & Founder Grupo 21

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

Lucria 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

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

12:10pm -12:15pm - 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-12:10 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 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

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

12:10pm -12:15pm - 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

Location: New York Ballroom

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

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 Leyva, Actress

Hon. Kathy Hochul, Governor, New York, (invited)

2:30 pm

Art Exhibit

Location: Foyer outside New York Ballroom

