

## **LATINA Style Business Series Visits Atlanta, GA on October 20, 2016**

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Washington, DC - LATINA *Style*, Inc., the premier company addressing the needs of professional Latinas in the United States, will host the 18<sup>th</sup> Annual LATINA *Style* Business Series Tour on Thursday, October 20, 2016 in Atlanta, GA, at the Atlanta Marriott Marquis hotel located at 265 Peachtree Center Ave from 7:30 am to 3:30 pm.

The award-winning program is designed for Latina entrepreneurs across the nation. Participants will have the opportunity to network, learn about business ownership, and receive educational leadership empowerment seminars created to benefit Latina professionals and entrepreneurs.

Maria Brosnahan, Small Business Banker, Bank of America, will provide welcome remarks during the opening ceremony. As a Small Business Banker in the Medlock, Jones Bridge and Laurel Springs areas of Metro Atlanta, Brosnahan works to meet the unique financial needs of our small business clients by providing banking, credit and cash management solutions. Brosnahan has worked in the financial services industry since 1985, and has held many management positions during her tenure. Brosnahan is a member of the Hispanic/Latino Organization for Leadership and Advancement Network at Bank of America and supporter of the Big Brothers Big Sisters of America. Her parents raised her to be a proud Latina and to support her culture. Brosnahan has an MBA in Business Administration, resides in Georgia, and in her spare time enjoys cooking, gardening, hiking, and reading.

The business series workshops focus on solving some of the most critical business challenges faced by Latina entrepreneurs as they start their business or plan for expansion. Participating in the Accessing Capital: Building Strong Businesses panel sponsored by [Bank of America](#) are: Al Moreno, SVP, Market Sales Manager, Bank of America, as moderator. Panelists include: Terri Denison, District Director, Georgia, U.S. Small Business Administration; Dean Bird, SVP, Small Business Banking Manager, Bank of America; Liccette Shumake, Sr. Stakeholder Liaison, Communication Stakeholder Outreach, IRS SB/SE; and, Nakia Melecio, Chairman, SCORE Atlanta Chapter.

"Hispanic-owned business formation has grown at three times the rate of all other small business formation since 2007, with Latina-owned businesses leading the charge, said David Solis, Business Banking Executive, Bank of America." "We are honored to collaborate with LATINA *Style* to help build stronger economies by supporting the efforts of our Latina professionals, Latina-owned small businesses, and those Latinas whom have served in our armed forces."

The Enhancing Women Empowerment through Technology & Social Media panel discussion will be moderated by [Judith Martinez](#), Managing Partner, Co-Founder, YoSoyM, LLC / ExpoMujer. Speakers include: [Andrea Rivera](#), CEO & founder, H3Media; and, [Havi Goffan](#), President, Target Latino; and, [Carmen L. Coya](#), President, Effective Media. The Protecting Your Business and Planning for the Future panel will be conducted by Janrya Perez Blanco, Partner, Operations, Fulcro Insurance. Speakers include: Roland Wilson, Retirement Specialist, Nationwide; Claudia Rosales, Associate Agent, Gabriel Gomez Agency; and, Gabe Gomez, Principal Agent/Owner, Gabriel Gomez Agency. The LATINA *Style* Entrepreneurs Roundtable will be presented by [Yvette Mayo](#), President of Yo Soy I Am, LLC & Certified Speaker, and Trainer. Among speakers are [Mercedes Guzman](#), Owner, Expert Coach, Inner Child; and [Janrya Perez Blanco](#), Partner, Operations, Fulcro Insurance. Host, Actress and Entrepreneur, Thalia Contreras will introduce the workshops and featured speakers.

During the luncheon, LATINA *Style* is pleased to count on [Alba Colon](#), Chevrolet Racing Program Manager for the NASCAR Sprint Cup Series, as the keynote speaker. [Mariela Director](#), Community Empowerment, On Air Talent, Univision 34 Atlanta, will serve as the Mistress of Ceremonies.

Title Sponsor: Nationwide. Platinum Sponsors: Bank of America and UPS. National Partners: PSA, ALPFA, WIPP, NALEO, WBENC, WPO, NAWBO, Capital Wire PR, SHPE, SCORE, SBA, and IRS. Community Partners include: Georgia Chamber of Commerce, Georgia Hispanic Chamber of Commerce, Hispanic Corporate Council, ALPFA Atlanta Chapter, Atlanta Women's Network, Prospanica Atlanta Chapter, GMSDC, WPO Atlanta, GALEO, Georgia Mentor Protégé Connection, and ExpoMujer. The Business Series is designed to provide meaningful interaction among participants across the country. To attend the business series please register [here](#). Attendance is limited. To learn more about this program, please visit [www.bs.latinastyle.com](http://www.bs.latinastyle.com). For more information email Tania Davila at [Tania@latinastyle.com](mailto:Tania@latinastyle.com), or call 214-357-2186.

**About LATINA *Style* Inc.** LATINA *Style* Inc., headquartered in Dallas, TX, is the publisher of LATINA *Style* Magazine, a lifestyle magazine for the professional Hispanic woman. The magazine has been published for 22 years and has a national circulation of 150,000 and a readership of nearly 600,000. LATINA *Style* Inc. is host of the LATINA *Style* Business Series, the LATINA *Style* 50 Report, the National LATINA *Symposium*, and the LATINA *Style* HERO Initiative. Follow **LATINA *Style***: on Twitter [@LATINASTyleMag](#), Facebook [LATINASTyleMagazine](#), and Instagram <https://www.instagram.com/latinastylemag/>

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