

## **LATINA Style announces Washington DC Business Series Workshops on July 26th**

**Business** 2018-07-16 12:34:31

Washington, DC – LATINA Style has announced their Washington DC Business Series Conference agenda and speakers. The conference will take place the Sheraton Pentagon Hotel, 900 S. Orme St., Arlington, VA on Thursday, July 26<sup>th</sup> from 7:30am to 4:00pm.

Registration & Networking Breakfast (7:00 a.m. – 8:15 a.m.)

Opening Ceremony (8:15 a.m. – 9:00 a.m.)

Mistress of Ceremonies: Victoria Sanchez, Emmy award-winning Journalist, ABC News (Invited) Introduction: Robert E. Bard, President & CEO, LATINA Style, Inc. Welcome Remarks: Nicole Quiroga, President & CEO, Greater Washington Hispanic Chamber of Commerce Official Remarks: Congressman Castro, U.S. Representative (Invited) Title Sponsor Remarks: Lory Burgos, Senior Consultant Diversity Marketing, Nationwide

### **WORKSHOPS**

(9:00 a.m. – 9:50 a.m.) The Essentials of a Successful Business

This panel combines a unique blend of professionals with extensive experience in the areas of business bank lending; private, venture & angel investments; and government lending for small business. Panelists include Internal Revenue Service, SBA, Latina Lawyer, and, Bank expert will present available sources and ways to build capacity to position a small business to secure capital for expansion. Moderator: Marla Bilonick, Executive Director, Latino Economic Development Center Speaker: Veronica Tubman, Stakeholder Liaison, Communication and Liaison, IRS Speaker: Catalina Martinez, District Counsel, SBA Speaker: Jose Antonio Tijerino, President & CEO, Hispanic Heritage Foundation Speaker: WBENC representative to be determined

(9:50 am. – 10:00 a.m.) Networking Break

(10:00 a.m. – 10:50 a.m.) Successful Marketing Strategies: Promote Your Business and Yourself

This workshop combines a unique blend of panelists with expertise on the areas Mainstream & Multicultural Marketing, Media, Social Media, and Supplier Diversity. This panel focuses primarily on the personal and professional marketing strategies each panelist has implemented within their respective professions to achieve maximum success. Moderator: Mariana Barrientos Roig, VP, ROIG Communications, LLC Speaker: Laura Ramirez-Drain, Founder & CEO, Random Words Marketing Group LLC Speaker: Steven Eiger, Lead Channel Manager, Business Marketing, EVP of Communications – HACEMOS, AT&T Speaker: Katina Rojas Joy, Founder & President, K Joy Global Consulting LLC

(10:50 a.m. – 11:30 a.m.) For Your Leadership Side presented by Nationwide

Description: Ready to elevate your performance as a professional or business owner, make the most of your strengths and develop your personal leadership side? In this interactive workshop brought to you by Nationwide, learn about five qualities of leadership that are essential for a successful career or business. Plus, build an action plan to strengthen your leader side. Presented by Lory Burgos, Senior Consultant Diversity Marketing, Nationwide

(11:30 a.m. – 11:40 a.m.) Networking Break

(11:40 a.m. - 12:20 p.m.) Cyber Fraud Threats of Today

Is your business prepared for a security breach? Learn first-hand how to develop solutions to help organizations build strong security programs. Moderator: Shayna Skolnik, Co-Founder & CEO, Navteca  
Speaker: Joel Quejada, Lead Product Marketing Manager, Product Marketing-Cybersecurity, AT&T Speaker: Angela Bell, FBI (working on it) Speaker: Alesia Rose, CIA (working on it)

(12:20 p.m. – 1:00 p.m.) Entrepreneurs Spotlight: Learning Strategies for Success

Leading Successful Latina entrepreneurs at different stages of business maturity discuss lessons learned, insight gained through their experiences, challenges encountered, and ways to overcome these. Learn how some of our most successful leaders have managed their success and how to apply that to your own career path. Moderator: Susana Marino, Founder & President, Northern Virginia Hispanic Chamber of Commerce  
Speaker: Estefania Arregui-Gómez, PMP, CSM, CPP, ITILv3, President and CEO, Abaco Strategy, LLC.  
Speaker: Elaine Coronado, President & Owner, Argus Events & Marketing Speaker: Karina Garcia Neff, Owner & Financial Executive, MaxiMaids, Inc.

(1:00 p.m. – 1:15 p.m.) Networking Break

(1:15 p.m. – 3:30 p.m.) LATINA Style Entrepreneur Awards Luncheon

Mistress of Ceremonies: Silvana Quiroz, Emmy Award Winner, Journalist, Producer, Zoom Latino, Telemundo 44 Introduction: Robert E. Bard, President & CEO, LATINA Style, Inc. Guest Speaker: Pati Jinich, Latina Author, and Host PBS show Pati's Mexican Table Sponsors Remarks: Lory Burgos, Senior Consultant Diversity Marketing, Nationwide Keynote Speaker: Honorable Linda McMahon, Administrator, U.S. Small Business Administration (Invited) LATINA Style Entrepreneur of the Year: To be determined

(3:30 p.m. – 4:00 p.m.) Closing Raffle\*

*\*must be present to win*

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