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FOR IMMEDIATE RELEASE

15th Annual Latinas & Power® Symposium
Building the Pipeline of Talent

2018 Keynote Speaker
Political Commentator and Strategist
Ana Navarro

Hartford, CT, February 7, 2018—The **2018 Latinas & Power Symposium** (latinasantpower.com) will be held on **Thursday, May 17, 2018**, at the **Hilton Hotel in Hartford, CT**. Since 2004, the one-day event has grown to be the premier New England gathering of Latinas on the move. Latinas & Power inspires women with a full day of empowering workshops, motivational speakers, a career expo, a business tradeshow, and a treasure trove of networking activities.

“Fifteen years! It’s our *quinceañera*.” declared **Marilyn Alverio**, event founder and producer.

In the morning, the event’s **Latina View Panel** features keynote speaker, **Stacie M. De Armas**, VP Strategic Initiatives & Consumer Engagement at Nielsen; **Patricia Russo**, Executive Director, Women’s Campaign School/Yale University; **Belen Mendoza**, VP for Campaigns, AARP National & State Public Advocacy Campaigns; **Bárbara Serrano**, author and TV financial commentator specializing in financial wellness and empowerment; **Glenda Ciampa**, IT Quality Assurance Manager, MassMutual; and **Marilyn Alverio**, who is a corporate marketing professional at

MassMutual. The panel will focus on Nielsen's Latinas 2.0 report, *Latinas 2.0*, released in September 2017.

Ana Navarro, a leading Latino political voice, pulling no punches on the air and in social media, has been confirmed as the afternoon keynote on the main stage. The highly accomplished Navarro is a popular political commentator currently appearing on CNN, ABC, MSNBC, and Telemundo. She is a frequent recurring guest panelist on ABC's *The View*.

Morning and afternoon breakout session speakers and presenters include **Barbara Serrano**, author of *Rica*; **Anna Giraldo-Kerr**, CEO, Shades of Success, Inc.; **Yai Vargas**, CEO *The Latinista*; **Karla Medina**, owner of Sudor Taino and master trainer; and **Luz Ramos**, actor, restaurateur, and entrepreneur.

Latinas & Power always attracts high-profile celebrities and accomplished Latinas who come with a powerful and culturally relevant story to share. In past years, **Rita Moreno**, **Andrea Navedo**, **Vikki Carr**, and **Rosie Perez** provided role models to Symposium participants, and this year will be equally exciting.

Latinas & Power is supported by the region's largest and most-respected companies, including **MassMutual**, **Prudential Financial**, **CHET**, **Buzz Engine**, **AARP**, **Farmington Bank**, **CIGNA**, **Eversource**, **The Hartford**, **Space Craft**, **Webster Bank**, **CT Housing & Finance Authority**, **Carmelo Communications**, and **El Show de Analeh**.

"Through our corporate sponsorships, we've been fortunate to present a well-organized event that attracts talent from across the country," Alverio said. "Our corporate-driven event brings together more than 400 women and 100 high-school students to share strategies for success, encourage continued professional development, and to promote our many accomplishments. This year, the Symposium focuses on being fiscally conscious and how to secure financial wellness and independence."

Anne Thibeault, vice president, Financial Wellness Strategies, Prudential Workplace Solutions Group said, "At Prudential, we believe financial security should be within

reach for everyone. As a presenting sponsor at the Latinas & Power Symposium, we look forward to empowering women to take control of their financial health and rediscover their power and worth.”

Lorie Valle-Yañez, MassMutual’s Chief Diversity & Inclusion Officer, added, “The Latinas & Power Symposium’s goal of developing Latina talent aligns with MassMutual’s belief that our diversity is what makes us strong and successful. Through this partnership, we can provide our Latina employees and our community with opportunities for growth and development, while furthering the importance of financial education in creating a secure future for all Americans.”

Latinas & Power 2018 Highlights

- Nationally known inspirational speakers
- Exhibitor marketplace
- Networking
- Strategies for Success—Latina professionals sharing ideas, experience, wisdom
- Exceptional Panel Discussions & Workshops
- The Latina View Panel
- Youth Track –Workshops designed for high-school students
- Awards Ceremony, recognizing the Corporation of the Year, Entrepreneur of the Year, and community advocates

Attendees will leave the Symposium equipped with empowerment tools, training, and opportunities to become effective competitors in the marketplace, better positioned to obtain well-deserved financial wellness.

The cost to attend Latinas & Power is \$150.00 with early bird pricing through March 1st of \$100.00

For more information and registration, visit latinasandpower.com

About Latinas & Power Symposium

Founded in 2004, the Latinas & Power Symposium has reached thousands of Latina professionals from across the country to focus on skills building, strategies for success, entrepreneurship and personal growth. In addition, part of our mission is to inspire and encourage the establishment of Latina groups such as Latinas Think Big and Proud to Be Latina, who both establish events and programs in their respected geographic area. Sharing strategies for success is a global effort.

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