

TAPPING INTO YOUR POWER

LATINAS AND POWER SYMPOSIUM

20th
ANNIVERSARY
2003-2023



THURSDAY, JUNE 1, 2023



For nearly 200 years, **Liberty Bank** has improved the lives of our customers, teammates and the communities we serve.

We are proud to partner with the **Latinas and Power Corporation** and delighted to spread kindness as a **Presenting Sponsor** for its **20th Anniversary Symposium**. We deeply share in their mission to motivate, encourage and enable Latinas to succeed and become leaders. Thank you for the inspiration and collaboration as we work together to impact our communities for generations to come!



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MEET THE CREATOR & FOUNDER

MARILYN ALVERIO

FOUNDER & CEO, LATINAS & POWER CORP.



Welcome/Bienvenidos!

Today, you are a part of our journey. The Latinas & Power Symposium celebrates its 20th anniversary, and it is because of your support, encouragement, and belief that this platform has helped so many women and students throughout the past two decades.

Our accomplishments over the years include spotlighting Latina success, motivating women to take the next step that will help them succeed, providing positive role models for our youth, and promoting our contributions to society.

Our sponsors over the years have helped us build a strong brand that not only gives us a sense of Latina *orgullo* (pride), but also acknowledges our talents and skills in the workplace and business sector.

As a result of the pandemic, we enjoyed somewhat of a silver lining; we expanded our social media platforms to include Lunch & Learns, webinars, live interviews, and now a new programmatic initiative that will begin in the fall.

Today, we will officially launch the Latinas in Leadership Institute (LiLi) as our new program addressing the Latina leadership gap. LiLi will offer a 12-week virtual leadership and advocacy certification experience. For more details visit us at latinasinleadershipinstitute.com.

To further our journey, today's keynote speakers and panels will speak to – and provide – the techniques they use to help you move the needle and obtain more clarity on what you need to do to move forward in your career or business.

I encourage you to squeeze every bit out of the information you will walk away with today. From my personal experience, symposium attendance is one of the ways I have been able to develop my own strategies for success and gain access to those who can open doors. Network, introduce yourself to those you do not know, be bold, be brave, take risks, and have the courage to expand your comfort zones today.

A special thank you to our Board of Directors and team who are making time to ensure you are succeeding.

Con mucho cariño,

—Marilyn



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ABOUT LATINAS & POWER

Latinas & Power Corp. is a global network created to inspire, motivate and enable Latinas to succeed as influential leaders and advocates. It reaches Latinas through multiple platforms: an in-person annual conference, virtual webinars, and social media platforms. The programming it offers includes inspirational speakers, skills-based workshops, a vendor showcase, and strategic social media outreach promoting the numerous accomplishments of Latinas in today's world. Latinas & Power was founded in 2004 by Marilyn Alverio, a corporate marketing strategist and community advocate who has spent decades dedicated to empowering women. Over the course of the past 20 years, the network has reached upwards of 10,000 women throughout the United States and in several countries around the world.



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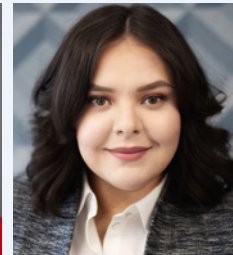
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MORNING AGENDA AT A GLANCE

7:30	Registration Opens Exhibitors Networking Coffee & Tea Marriott Ballroom Foyer 3rd floor
8:30	Ballroom Doors Open Continental Breakfast
9:00	Welcome by Yvette Peña , AARP VP, Latino Audience Strategy
9:15	Morning Panel: <i>The Power of Advocacy</i> Yvette Peña • Moderator Maria Harlow • Executive Director, United Way of Meriden/Wallingford, CT Mony Ruiz-Velasco • Human Rights Advocate, Attorney, & Deputy Director; Equality Illinois Caprice Taylor Mendez • President, Universal Health Care Foundation, CT
10:10	LIVESTREAM BEGINS
10:15	Welcome by Latinas & Power CEO & Founder Marilyn Alverio
10:45	Morning Keynote Deborah Rosado Shaw <i>Access To Expanding Your Power Impact and Fulfillment</i>
11:30	Exhibitors Networking



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AFTERNOON AGENDA AT A GLANCE

12:30 pm	Lunch
1:00	Welcome Back Company/Organization of the Year Award Entrepreneur of the Year Award Ribbon Cutting Ceremony
1:45	Afternoon Panel: <i>Why So Few Latinas Make it to the Top</i> Lena Rodriguez • President and CEO, CRT Rose Velez-Smith • Global Chief HRO, DoubleVerify Patricia Murillo • Chief Learning Officer, How Women Lead Dinora Lopez • SVP & General Counsel, Liberty Bank
3:00	Exhibitors Networking
3:30	Afternoon Keynote Speaker Andrea Navedo <i>Our Otherness is Our Strength</i>
4:15	Latina Champion Awards
4:30	Andrea Navedo Book signing
5:00 – 7:30 p.m.	Closing Reception Happy Hour Networking Free Community Event Live Salsa Music with the <i>Orquesta Sensacional</i>

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EVERSOURCE

MORNING KEYNOTE SPEAKER



DEBORAH ROSADO SHAW

BUSINESS LEADER, AUTHOR

Deborah Rosado Shaw is a trusted advisor, strategist, and coach to some of the world's best companies and organizations seeking to win against the ever-growing complexity of culture, talent engagement, diversity, and leadership.

Using a unique and reliable transformational approach to building high-performance teams and powering critical business objectives, Deborah has consistently produced game-changing outcomes in a career that has spanned being a successful entrepreneur, corporate leader, sales executive, civic activist, and author.

Declared a "leading and powerful voice" by iconic PepsiCo Chairman Indra Nooyi and described as "inspiring" by Oprah Winfrey, she was commended by President Bill Clinton for being "a testament to America's free enterprise system."

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AFTERNOON KEYNOTE SPEAKER



ANDREA NAVEDO

AWARD-WINNING ACTRESS, AUTHOR

Andrea Navedo starred in the CW's syndicated Golden Globe-nominated television series *Jane the Virgin*, receiving critical acclaim for her portrayal of Jane's loving and outgoing mother. She is recipient of the Imagen Award for Best Supporting TV Actress, as well as the Elizabeth Peña Breakthrough Artist Award. She can currently be seen recurring in the ABC series *A Million Little Things*. Navedo's recent film credits include Netflix's *Bright* opposite Will Smith, and the indie films *The Royal* and *God the Worm* (opposite Annabella Sciorra).

Navedo remains dedicated to various charities including as an advisory board member for A Place Called Home, a non-profit organization that provides safe haven, education and artistic development for at-risk youth in South Central LA.

Navedo has a passion for self-improvement, healing and growth. While she still considers herself a work in progress, she wants to share her lessons learned with anyone who sees themselves on the outside looking in. A Bronx native, Navedo divides time between her homes in Toronto and Connecticut, where she lives with her family.



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LATINAS IN LEADERSHIP INSTITUTE (LiLi)

Latinas & Power Corp. has created the Latinas in Leadership Institute (LiLi) which will offer a Women's Leadership & Advocacy Certificate program designed for early-career and mid-career Latinas in the workplace and in business with a desire to level-up in their organization/business and enhance their leadership or advocacy abilities.

Before embarking on this initiative, we conducted surveys and virtual focus groups to understand the current needs of Latinas and what obstacles they face today. We used the research findings to produce an industry-leading report, **"The Latina Pathway to Excellence in A Post-Pandemic World."**

We used the insights from our report to develop the curriculum for LiLi. Growth mindset, authenticity, leadership, and civic engagement are the four

learning pillars participants will engage with during the 12-week program.

Our new website latinasinleadershipinstitute.com provides more detail and information on how you can apply. This is a professional development platform ideal for companies and businesses who are interested in promoting talent within their organization. We look forward to the positive impact LiLi will have on our community.



LATINAS & POWER CORP.

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MORNING PANEL: **TAPPING INTO YOUR POWER** *THE POWER OF ADVOCACY*

MODERATOR



YVETTE PEÑA

Vice President, Audience
Strategy, Office of Diversity
Equity & Inclusion, AARP

PANELISTS



MARIA HARLOW

Executive Director,
United Way of
Meriden/Wallingford, CT



MONY RUIZ-VELASCO

Human Rights Advocate,
Attorney, and Deputy Director
of Equality Illinois



**CAPRICE TAYLOR
MENDEZ**

President, Universal Health
Care Foundation, CT



Soribel Martínez

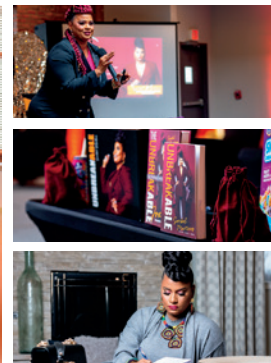
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AFTERNOON PANEL: **TAPPING INTO YOUR POWER** *WHY SO FEW LATINAS MAKE IT TO THE TOP*

MODERATOR



**MARILYN
ALVERIO**

Founder & CEO,
Latinas & Power Corp.

PANELISTS



**LENA
RODRIGUEZ**

President and CEO, CRT



**ROSE
VELEZ-SMITH**

Global Chief HRO,
DoubleVerify



**PATRICIA
MURILLO**

Chief Learning Officer,
How Women Lead



**DINORA
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