



# LATINAS AND POWER A VIRTUAL SYMPOSIUM

Building Influential  
Leaders & Advocates

Created by  
Latinas for  
*EVERYONE*



THURSDAY, SEPTEMBER 24, 2020



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# STATE TREASURER SHAWN WOODEN



Dear Conference Attendees,

It is my pleasure to welcome you to the 17th Annual Latinas and Power Symposium. As Connecticut State Treasurer and Trustee of CHET, the state's 529 College Savings Plan, I am honored and excited to take part in this incredible event and to welcome attendees from throughout the region.

Major demographic shifts have been taking place in recent decades, and the future looks more Latina than ever. This event, as well as your participation in it, is an important part of empowering this growing community.

Equally important is our ability to prepare our next generation of leaders and to save for their college education. Studies show Latinos place the highest value on a college education, and I am committed to increasing the rate of Latinos who are saving for their children's higher education.

I invite you to visit our website and learn more about the benefits of a CHET College Savings Account.

I want to thank the sponsors for their support, because without them this event would not be possible. And I want to thank Marilyn for her vision and leadership in creating and sustaining this event. I applaud her vision and continued hard work.

Thank you and I wish you all a most successful day!

Sincerely,

A handwritten signature in black ink that reads "Shawn T. Wooden". The signature is fluid and cursive.

Shawn T. Wooden  
Connecticut State Treasurer





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At The Hartford, we're committed to supporting a culture where people are respected for who they are and recognized for how they contribute. It's for these reasons we're proud to support the Latinas & Power Symposium.

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# AGENDA AT A GLANCE

**11:30AM**  
EDT **Pre-Symposium  
Topic Discussions**

**Erika Porras**

*Finance Leadership Development  
Education Savings Plans for our Kids*

**Milly Arciniegas**

*Executive Director of Hartford Parent University  
Building a Parent-led Movement in Schools & Districts*

**Paula Parnagian**

*Manager of Diversity and Inclusion at Eversource Energy  
Establishing the Business Case for a Business Resource  
Group (BRG) at Your Company*

**SPANISH LANGUAGE TOPIC DISCUSSION:**

**Sonia Alvelo**

*President and CEO of Latin Financial  
Cómo las pequeñas empresas están afrontando y girando durante COVID-19 /  
How small businesses are coping and pivoting during COVID-19*

**12:00PM**  
EDT **Welcome**

**Marilyn Alverio**

*Founder & CEO, Latinas & Power Corp.*

**Recognition**

Latina Champions Awards

# AGENDA AT A GLANCE

**12:15PM**  
EDT **Keynote Speaker**

**Ivonne Coll**  
*Award-winning actor*  
The Latina Image in Film and Television

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**12:45PM**  
EDT **Panel Discussion:  
The Power of the  
Latino Vote in 2020**

**Brianna Carmen**  
*Director of Organizing and Partnerships, Voto Latino Foundation*

**Clarissa Martínez-de-Castro**  
*Deputy Vice President, Policy and Advocacy, UnidosUS*

**Wildaliz Bermúdez**  
*City Council Member, Hartford, CT*

**Eva Bermudez Zimmerman**  
*Director of Organizing, CSEA SEIU Local 2001*

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**1:45PM**  
EDT **Self-care |  
Faith | Healing**

**Andrea Navedo**  
*Award-winning actor*

**Lisa Vidal**  
*Award-winning actor*

A special gift to our audience: Two Latina celebrities will share their experience with Self-Care, Faith and Healing

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**2:25PM**  
EDT **Closing Remarks**

**Marilyn Alverio**  
*Founder & CEO, Latinas & Power Corp.*

# THE FUTURE OF OUR COMMUNITY DEPENDS ON AN EDUCATED YOUTH.

And, today the future is more Hispanic than ever.

With CHET, Connecticut's 529 College Savings Plan, saving for your child's higher education is possible and easy.

What's more, the entire family can contribute to your child's CHET account. That means their success is the success of the entire family.

**Begin saving for your children's future today. Open a CHET  
529 College Savings Plan and see the possibilities.**



Shawn T. Wooden  
Connecticut State  
Treasurer



The CHET direct-sold plan is administered by the Office of Connecticut State Treasurer Shawn T. Wooden. To learn more about the Connecticut Higher Education Trust, its benefits, investment objectives, risks and costs, read the Disclosure Book. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, SIPC, underwriter and distributor.

# PRE-SYMPOSIUM TOPIC DISCUSSIONS

## ERIKA PORRAS

Finance Leadership Development



### **Education Savings Plans for our Kids**

Whether it is for your child or a child you care about, an education savings plan can help with their continued education after high school. Erika will share an option called 529 Savings Plan that is designed to encourage saving for future education costs.

## MILLY ARCINIEGAS

Executive Director of Hartford Parent University



### **Building a Parent-Led Movement in Schools & Districts**

Encouraging and developing parents of children in urban schools to participate in educational decision-making is more important now than ever. This discussion explores how one parent took matters into her own hands by creating a parent engagement university.

## PAULA PARNAGIAN

Manager of Diversity and Inclusion at Eversource Energy



### **Establishing the Business Case for a Business Resource Group at Your Company**

Business Resource Groups (BRG's), have fast become a valuable resource for many companies with diverse employees. This session will share the experience of one company called Eversource, the largest utility company in the Northeast and their journey on a successful launch of BRG's.

## SONIA ALVELO

President and CEO of Latin Financial



### **SPANISH LANGUAGE TOPIC DISCUSSION:**

### **Cómo las pequeñas empresas están afrontando y girando durante COVID-19**

Las pequeñas empresas en los EE. UU. y Puerto Rico están sintiendo la crisis financiera de la pandemia. Escuche a la propietaria de una empresa cómo está sobreviviendo y cómo está encontrando nuevas formas de mantenerse en el negocio.



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# KEYNOTE SPEAKER



## **IVONNE COLL** AWARD-WINNING ACTOR

Latinas in the U.S. have reached a new level of success and position in today's world, but we still have a long way to go. Sadly, the Latina image is still impacted by stereotypical portrayals, especially on television and in film.

Listen to the powerful story of one Latina who has traveled the rocky road television and film to breaking through and claiming a seat in an award-winning hit show called, Jane The Virgin (CW). Ivonne is one Latina who has seen it all. Her recent success as Alba Villanueva, the funny and resourceful grandmother to Gina Rodriguez in the show, gives us a birds eye view into her pivotal role in reversing some of the negative stereotypes of Latinas in today's environment.



## Powering the possible.

Eversource is proud to be a presenting sponsor of the 17th Annual Latinas & Power Symposium.

We congratulate their long history of providing powerful strategies for success to women and high school students throughout New England.

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# PANEL: THE POWER OF THE LATINA VOTE IN 2020

**Brianna Carmen** is the Director of Organizing and Partnerships for Voto Latino Foundation (VLF). Born and raised in El Paso, Texas, she became acquainted with community issues and their connection to the ballot box. This interest led her at the age of 21 to become one of the youngest Latinas in the nation to manage a successful U.S. Congressional race. Brianna later worked on an historic Senate race in Texas, engaging tens of thousands in the Lone Star State.



**BRIANNA CARMEN**  
Director of Organizing & Partnerships,  
Voto Latino Foundation

Her current work at Voto Latino Foundation focuses on managing the Campaigns Team tasked with building up the organization's volunteer network all over the country. She is also a leader in Voto Latino Foundation's voter registration programs, working to engage grassroots, corporate, union and celebrity partners to support efforts to register 500,000 people and turnout 1 million voters for the 2020 General Election.

Clarissa Martínez-de-Castro is passionate about strengthening civil society. As Deputy Vice President at UnidosUS (formerly National Council of La Raza), she leads efforts to advance fair and effective immigration policies and to expand Latino civic engagement by helping immigrants become citizens.



**CLARISSA MARTINEZ-DE-CASTRO**  
Deputy Vice President,  
Policy and Advocacy, UnidosUS

Clarissa is a frequent media commentator on the Latino electorate and immigration issues. Martínez-de-Castro also designed and leads the Rise Above campaign, an initiative to build a positive, accurate narrative of our changing America in order to foster collaborative action. A U.S. Vote Foundation board member, a 2015 Presidential Leadership Scholar, and a Nantucket Project 2015 Catalyst Fellow, Martínez-de-Castro holds a master's degree from Harvard's Kennedy School of Government and a bachelor's degree from Occidental College.



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# PANEL: THE POWER OF THE LATINA VOTE IN 2020

Elected to the Hartford City Council in November of 2015, **Wildaliz Bermudez** is now on her second term as a Hartford Working Families Party City Councilor. She has fought around a variety of issues ranging from police accountability, housing, resources for immigrant communities, and refugee protections. In 2019 Trinity College honored her as one of “50 for the Next 50” and in 2018, she was named one of *Connecticut Magazine’s* “40 Under 40”, for her work in the community. She graduated with a Bachelor’s degree from Trinity College and a Masters in Environmental Science from Puerto Rico. She lives in Hartford’s Asylum Hill Neighborhood with her husband and baby.



**WILDALIZ BERMÚDEZ**  
City Council Member,  
City of Hartford, CT

The daughter of educators **Eva Bermúdez Zimmerman**, at an early age was resolute on marching to her own beat. At 12 years old the Hartford native volunteered for Presidential Candidate Al Gore’s campaign. Using her public speaking experience as the youngest plaintiff for the landmark school desegregation case *Sheff v. O’Neill*, where the Connecticut Supreme Court ruled; “the state had an affirmative obligation to provide equal educational opportunities to every student”. Eva remembers underfunded classrooms and her bilingual program being cut all while losing friends to gang and drug violence that plagued Hartford during the years of her youth. The court case framed what would become her career in Organizing & Activism.



**EVA BERMÚDEZ ZIMMERMAN**  
Director of Organizing,  
CSEA SEIU Local 2001

# Community.

**Together, we can lead the way.** At Webster, we're fostering inclusivity and diversity in our workplace, and our communities. We're proud to support the *Latinas & Power Symposium* – and all the leaders it will inspire.



# SELF-CARE | FAITH | HEALING

A special gift to our audience: Two Latina celebrities share their experience with Self-Care, Faith and Healing

**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.

Navedo's most 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.

A Bronx native, Navedo divides her time between her homes in Los Angeles and NY where she lives with her family.



**ANDREA NAVEDO**  
Award-winning Actor

Award-winning actress **Lisa Vidal** is most recognizable for the multi-dimensional roles she's played on television and in film for the past forty years, portraying characters that have reflected the diversity of the Latino community while also building it up.

Of Puerto Rican descent, the New York City native began acting in Repertory Theater at age 14. She was cast the following year in the PBS series *Oye Willie*, jump-starting a long and varied acting career.

In addition to acting, Vidal has a passion for music and enjoys singing and dancing. She currently lives in Los Angeles with her husband and three kids. A breast cancer survivor, Vidal is a vocal proponent of early detection and has worked alongside the American Cancer Society to help raise awareness.



**LISA VIDAL**  
Award-winning Actor



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relies on unique  
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