



# 2012 LULAC National Women's Conference

*Honoring  
our Past*

*Celebrating  
our Present*

*Envisioning  
our Future*

Hilton Post Oak | Houston, Texas | April-13-14, 2012



# Agenda

## Thursday, April 12

2:00 pm - 5:00 pm

6:00 pm - 8:00 pm

Conference Committee Work Group Meeting

Reception at Macy's

## Friday, April 13

12:00 pm - 4:00 pm

12:00 pm - 4:00 pm

4:00 pm

7:00 pm - 9:00 pm

Silent Auction

Early Registration

Exhibits Set-up

Honoring our Past, Celebrating our Present and Envisioning our Future Reception



## Saturday, April 14

7:00 am - 8:30 am

Recognition Breakfast

**Flag Ceremony:** Girl Scout Cadet Troop #20126

*Composed of 6-8th grade girls, Grady Middle School*

**Pledge of allegiance:** Girl Scout Daisy Troop # 20371

*Composed of Kindergarten and 1st grade girls, Briargrove Elementary School*

Exhibits and Silent Charity Auction

Registration

Conference Launching and Official Welcome

Workshops

- In the Texas State House, Latinas are Leaders

- Latinas Living Healthy

- Federal Resources for Women in Business

Break

Workshops

- Latina Entrepreneurs in Action

- Education/Special Children

Silent Charity Auction

Women's Recognition Luncheon and Salute to Corporate Sponsors

Workshops

- A View at Human Trafficking

- Two LULAC institutions (legacies) and their impact in our

Local Communities

- Building Our Future Together: This is our Story

Break

Workshops

- Latinas Technology and Social Media

- Federal Training Institute

Taste of Houston Reception

Wellness Presentation: Salsa y Salud

Dancing with the LULAC Stars

7:00 am - 4:00 pm

7:30 am - 8:30 am

8:30 am - 8:45 am

8:50 am - 10:15 am

10:15 am - 10:30 am

10:30 am - 12:10 pm

12:10 pm - 12:30 pm

12:30 pm - 2:00 pm

2:10 pm - 3:15 pm

3:15 pm - 3:30 pm

3:30 pm - 4:30 pm

7:00 pm - midnight



## The Women's Commission Thanks the Following Conference Exhibitors

■ Iraima Franco Jewelry

■ Soy Expressions

■ Grant – Art

■ Enterate

■ Talento Bilingue De Houston

■ SER

■ VA

■ Springfield College

■ LULAC Women's Commission

■ Planned Parenthood Federation of America

■ UTMDA Cancer Center

■ LNES



## Office of the National Vice-President for Women



Welcome to Houston. This year, we are proud to present our LULAC National Women's Conference "Honoring our Past, Our Present and Envisioning our Future" at the beautiful Hilton Post Oak in Houston, TX. Our conference features both national and grassroots leaders from around the country, including key speakers and lecturers such as LULAC National President Margaret Moran, The Honorable Eva Guzman Supreme Court of Texas, Honorable Sylvia R. Garcia President NALEO Texas, Hon. Jessica Farrar State Representative, Hon. Carol Alvarado State Representative, Hon. Ana Hernandez-Luna State Representative, Dra. Laura Murillo President and CEO Houston Hispanic Chamber of Commerce; and many other outstanding Latina trailblazers.

Our 2012 Conference re energizes Latinas of all ages with the strength and resources to continue fighting for change in our communities. In these hard economic times, women are contributing resourceful and creative solutions to the nation's toughest challenges in the areas of business, education, technology, media and political empowerment. Our 2012 Community Leader award recipients include: Yolanda Navarro Black, Chris Garza, Maria Jimenez, Yolanda Garcia Olivarez, Mary Jane Zapata Parilla, Nelly Quijano, Judge Josefina Rendon and Justice Nelda Vidauri Rodriquez.

We are proud to recognize the achievements of these Latina leaders as prime examples of how women are indeed agents of change who are making a difference in our world today.

In addition to our awardees and keynote speakers, this year's workshops gather top experts to discuss critical areas of importance to Latinas, including: Health and Latinos Living Healthy, Human Trafficking, Federal Resources for Latina Women in Business, Latinas Entrepreneurs, Education, Youth, Special Children Thriving and Creating their Future, Latinas in Technology and Social Media. Honest and open discussions around these issues are necessary as we advocate for the needs of Latinas across the United States. As these are free and open to the public, we invite you to take advantage of these excellent panels, and we encourage you to share your experiences at our conference with your family and friends.

Last, but certainly not least, I would like to thank all of the members of the LULAC National Women's Commission for their time and dedication during these past four years, as well as all of our corporate sponsors for their financial support. This conference could not exist without your demonstrated commitment to women.

As I finish the term of my position, I am filled with pride to have started the initial investment in locally based community action programs for Latina women. The LULAC Women's Education Initiatives were designed and delivered by local LULAC women. The array of strategies to reach and discuss women's issues ranged from traditional to innovative. Most pleasing to me, is the maximization of resources secured by the National Women's Commission: to promote Empowerment, Education, Wellness, Civil Rights, Human Traffic prevention/education and a continued voice for women's rights. I congratulate you all for your initiative and for intently working on behalf of Latinas in the United States and Puerto Rico.

We look forward to seeing all of you at our LULAC National Convention from June 25 – June 30, 2012 at the Disney Coronado Springs Resort in Orlando, Fla.

Sincerely,

Regla Gonzalez  
LULAC National Vice President for Women



# Leadership Awards

- Yolanda Navarro Black
  - Chris Garza
  - Maria Jimenez
- Yolanda Garcia Olivarez
- Mary Jane Zapata Parilla
  - Nelly Quijano
- Judge Josefina Rendon
- Justice Nelda Vidauri Rodriguez



## THANK YOU

### The LULAC Women's Commission Thanks the Following Houston Host Committee Members and Organizations:

Special thanks: Ana Valenzuela Estrada - for her 4 years as National Silent Auction Coordinator.

- Helga Mattei ■ Sylvia Gonzales ■ Mary Helen Cavazos
- Agnes Rivera Garza ■ Sylvia Garcia ■ Gracie Saenz ■ Elia Chino
- Dr. Dorothy Caram ■ Lolita Guerrero ■ Yolanda Navarro Black
- Benny Guterrez ■ Bertha Urteaga ■ Mamie Garcia ■ Elma Barrera
- Jeanine Aleman ■ Marta E. Diaz ■ Ana Olivares ■ Teresa Morales
- Jeanie Aleman ■ Belinda Postman Kaylani ■ Julie Coy ■ Patricia Gras
- Sandra Fernandez ■ Herlinda Garcia ■ Dr. Nora Olvera
- Raul O. Edwards ■ Dongi Stelzig ■ Chad Muska ■ Metro Transit
- Goya Foods ■ Molina Restaurant ■ Irima Franco
- Ivette Mayo-Yo Soy Expressions\* ■ Grant Manier ■ Lileann Lopez
- Carlos Mencia Maggie Ritas\* ■ A&B Salon and Spa\* ■ Misty Sharf
- West Upscale Boutique\* ■ Bella Fiori\* ■ Intrestate Battery\*
- Union Pacific\* ■ M#C & Associates ■ Sombrero's Coffee Shop
- McDonalds (Houston) ■ Rita Lopez ■ Mamie Garcia ■ Carreño Group
- Miller Out Door Theater ■ Gail Quintero Calligraphy ■ Pressuois
- Edward Sanchez-Make Up Artist of the Stars ■ Danmar Dance Studios
- LPBNET-Latino Professional Network ■ Eduardo De Casas-Lopez
- Hispanic Chamber of Northeast Houston
- NHPO-LI National Hispanic Professional Network Organization - Leadership Institute ■ Law Office of Baldomero Garza

\*Auction Item Donor

Layout/design & printing of the LULAC Women's conference program  
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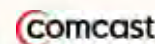
### Conference Sponsors



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## LEAGUE OF UNITED LATIN AMERICANS CITIZENS



Photo by Luis Nuño Briones

Greetings!

Welcome to Houston, Texas. We are proud to host the LULAC National Women's Conference in "The Energy Capital of the World" and the fourth largest city in the United States.

LULAC's work in civil rights, education and equal opportunity has helped Hispanic women from across the country ensure a better way of life for themselves and their families. The LULAC National Women's Conference is important because it brings awareness to the issues that have the most impact on the lives of Latino women in the United States. It is vital to the success of our population that, with our political and electoral power, we affect policy that will eradicate the disparities in education, labor force, and poverty.

Like many of you, I come from a hard-working background that included parents who instilled in me a love for education and the knowledge that as a woman, I could overcome any barriers that stood between me and my goals. I have lived in Texas all of my life and have witnessed the many social changes that have taken place firsthand. The political and economic power of immigrants and Latina women is growing. Although we have contributed to the economy and electorate, we have yet to gain the leadership positions in either the public or private sectors that our numbers dictate. Undeterred, we continue to fight for representation of our own choosing and against the discriminatory policies that dilute our voting power.

LULAC has pioneered programs that are focused on providing girls and women with the education, training, and resources they need to achieve and sustain productive and healthy livelihoods for themselves and their families. Women and girls reinvest 90 percent of their income into their families, with lasting returns.

The LULAC Women's Conference provides workshops and speakers that are vital to Latinas who want an opportunity to live up to their potential and realize every dream. Aside from being an opportunity for growth and development, this conference is also a time to recognize women's achievements from every sector; and also celebrate the generation of women who came before us and on whose shoulders we stand.

Get ready for an energized conference in Houston!

Margaret Moran  
LULAC National President



**STATE OF TEXAS  
OFFICE OF THE GOVERNOR**

**Greetings:**

As Governor of Texas, I am happy to welcome you all to Houston for the LULAC National Women's Conference.

I am pleased that you are holding your conference in Houston, one of the greatest cities in the world. I trust you will find a warm welcome here. This large, diverse metropolis is filled with a variety of attractions, including world-class shopping, fine dining and professional sports. No matter your interests, Houston has something to offer.

First Lady Anita Perry joins me in sending best wishes for an informative and uplifting conference.

Sincerely,

*Rick Perry*

Rick Perry  
Governor







## CITY OF HOUSTON

Office of the Mayor

**Annise D. Parker**

Mayor

P.O. Box 1562  
Houston, Texas 77251-1562

April 13, 2012

Greetings!

As Mayor of Houston, I extend a special welcome to all attending the **2012 League of United Latin American Citizens (LULAC) National Women's Conference** themed, *Honoring our Past, Celebrating our Present and Envisioning our Future*. This conference engages women across the country to become leaders in their community and offers tools to enhance their abilities.

The **Houston LULAC chapter** provides our city with an extensive social advocacy services for Latinos in the areas of health, educational attainment, political influence, economic condition and civil rights. Through its programs, the organization has helped countless Houstonians in the Latino community succeed at reaching their personal, political and professional goals.

I commend the League of **United Latin American Citizens National Women's Commission** for its commitment to the community and extend best wishes on a successful conference.

Sincerely,

Annise D. Parker  
Mayor





## Southwest Vice President



As the LULAC National Vice President for the Southwest and a resident of the Greater Houston area, it is a privilege and an honor for me to welcome you to the Beautiful City of Houston, Texas for the 2012 LULAC National Women's Conference.

We are gathered to celebrate how as women together, we are truly "Honoring our Past, Celebrating our Present and Envisioning our Future". On behalf of the LULAC Women's National Commission, our gratitude goes out to everyone who has worked so hard in bringing this conference together, without your time, talent and commitment this conference could not have taken place.

As history has demonstrated, LULAC has for many years been empowering women in building a unique foundation of upper mobility for women, through teamwork, hard work and determination. Those efforts have helped us make great strides in all areas of importance to our communities across the nation and Puerto Rico. We have strategically designed our workshops to reflect the struggles we are facing as Latina women today, and have brought you presenters that have a wealth of experience that will not only be treasured by our conference participants but increase our knowledge and ability to easily apply and improve our own day-to-day lives thus bringing us success.

I would be remiss if I did not take this opportunity to thank all of the speakers, workshop presenters, exhibitors and health fair providers, whom we know have been working very hard to share their experience in their own fields of expertise. We are grateful to our National President Margaret Moran, for her exemplary leadership. To our National Vice President for Women, Regla Gonzalez for her guidance during the planning of this and the past three conferences. To our Southwest women commissioners Agnes Rivera-Garza and Sylvia Gonzales for assisting in bringing this conference to Houston. A special thanks to our State Director Linda Chavez, for embracing this challenge and keeping us focused on the Mission of LULAC.

Lastly, but equally important, to our sponsors. We truly could have not done this without your generous contributions. From the bottom of our hearts, Thank You! I hope that everyone from Texas and those from other states will find this year's conference one that they will never forget. Enjoy your time in Houston.

"All for One and One for All"

Baldomero Garza III  
LULAC National Vice President for the Southwest





## Texas State Director



April 2012

On behalf of Texas LULAC, I want to extend a warm welcome to all the Women of LULAC, the Women's Commission and friends of LULAC to the great State of Texas and the beautiful City of Houston.

This year's theme focuses on the past, present and the future. The topics of the workshops offered are educational and will allow you an opportunity to network and form relationships for the future.

We in Texas are excited that our great State was chosen to host this conference. Texas is the founding state of this great organization where we just celebrated eighty-three (83) years of existence fighting for equality in education and justice in civil rights in our Latino communities. Texas LULAC is well respected in this state and especially here in Houston.

I know you will enjoy your stay and have a successful conference!

Sinceramente,

Linda Chavez  
Texas LULAC State Director

## Texas Deputy Director for Women



LULAC MEMBERS AND  
FRIENDS

Welcome to the LULAC National Women's Conference. As The Texas Deputy Director for Women I want to extend A Big Texas Greeting to our beautiful State. Bienvenidos.

Please take time to discover our State, enjoy our culture and heritage and our great food.

LULAC Latinas have dedicated themselves to encourage and inspire Latinas to be more involved in education, civil rights, politics, economic development, immigration and family.

Our Texas Women's Conference this year Theme was

"La Mujer, El Corazon De La Familia".

I strongly believe that the women are the Heart of the Family. Again, welcome and have a great conference.

Sincerely,

Mary Lou Canales,  
Texas LULAC Deputy Director for Women



## ▼ Message from the Conference Co-Chairs ▼



### 2012 Conference Co-Chair



Photo by Luis Nuño Briones

Dear LULAC Members & Friends:

On behalf of the great State of Texas, I am pleased to welcome you to Houston, for our LULAC National Women's Conference for 2012. As we honor the accomplishments of so many brave and courageous women of our Past, we will celebrate our present and together, envision the future we desire

for ourselves, our families and our country. In doing so, we will keep with this year's theme of "Honoring our Past, Celebrating our Present and Envisioning our Future."

It is the strength in number that difference is made. It is together that our one voice is heard throughout the land. We engage, educate and mentor our younger generations about civic engagement, civil rights, the importance of education, use of technology and healthy living, among the many issues that affect our communities. Eventually, it will be their voices that we will hear; it will be their voices along with their actions that will be heard and measured by others, and their achievements celebrated by all.

I want to thank our Conference Host Committee and all the volunteers and sponsors that have made this conference possible.

Sylvia L. Gonzales  
2012 Conference Co-Chair

### 2012 Conference Co-Chair



It is an honor and a privilege to welcome all LULAC Members, Friends and Supporters to the 2012 LULAC National Women's Conference, as we "Honor our Past, Celebrate our Present and Envision Our Future." It is quite fitting that this conference is held in Houston, Texas, as the fourth largest and most diverse city in the country.

This is a great opportunity to engage in

spirited and meaningful discussions and develop strategies to address issues of critical importance to Latinos and another opportunity to provide a broader understanding of the value Latinas bring to our communities.

As in business and in conferences of this type, you will take out as much as you put in so I encourage all of you to participate and take full advantage of this conference. Challenge your self to listen and learn from others, speak up and find your unique voice and use it to positively impact others.

Congratulations to all the honorees and a sincere thank you to the organizers of this conference. It takes a dedicated team to come together for the successful execution of this important event.

Mil gracias!

M. Helen Cavazos  
2012 Conference Co-Chair





## Special Assistant to the Vice President for Women Regla Gonzalez



Dear LULAC Women's Conference Participants:

I began my amazing experience working on the LULAC National Women's Conference in Boston, Massachusetts assisting LULAC VP for Women Regla Gonzalez. I was inspired by the incredible Latina leaders that I met during the event. The Macy's reception brought Latin flair to the center of Boston and we hosted Dr. Ana Maria Polo, TV court Judge from Telemundo who stole the show and signed autographs for hours.

The following year it was my great privilege to work with the Puerto Rico LULAC Women's conference planning team. The Women's Conference in Puerto Rico featured Norma Pantojas, Noemi Luz and Julie Stav. The conference included a wellness exhibit, women of faith workshop and a "golden age" delegation that energized the conference.

I have been fortunate to have been mentored by several strong and determined women, especially Regla Gonzalez who has taught me about vision and determination. Regla is a driven Latina who is dedicated to the protection of human rights and focused on creating an impact for women in our communities.

Because of Regla's inspiration, I have focused on developing relationships and building outreach for LULAC this past year. Together, we have implemented the LULAC Women's Commission Human Trafficking education initiative, the National Donate Life educational campaign, and we have developed a partnership with the National Latina Institute for Reproductive Health.

As a result of Regla Gonzalez allowing me to be an integral part of supporting her efforts, I have deepened my conviction to wellness and women's causes. I look forward to welcoming all of you to the 2012 LULAC National Women's Conference in my new home town of Houston, Texas.

I want to thank Regla Gonzalez, LULAC National President Margaret Moran, LULAC Immediate Past National President Rosa Rosales and the 22 Commissioners for believing in me and giving me a chance to make a difference.

Agnes E. Rivera-Garza  
Special Assistant to the Vice President for Women Regla Gonzalez

*"I can promise you that women working together - linked, informed and educated - can bring peace and prosperity to this forsaken planet."*  
—Isabel Allende quotes

# Hon. Eva Guzman

Supreme Court Justice of Texas

Justice Eva Guzman currently serves on the Supreme Court of Texas. Justice Guzman has served on three levels of the Texas judiciary. A three-time gubernatorial appointee, Justice Guzman brings to the Texas Supreme Court ten years of experience presiding over some of the most complex appellate matters in the State.

Justice Guzman counts many “firsts” among her professional accomplishments—the first Latina appointed and then elected to a Harris County Family District Court, the first Latina appointed, then elected to the Houston-based Fourteenth Court of Appeals, and ultimately, the first Latina appointed and elected to the Supreme Court of Texas.

Justice Guzman has been recognized by many law and community organizations for her service on and off the bench. She has been selected as the LULAC Council 402 “2010 Woman of the Year.” She has twice been named one of the “101 Most Influential Latino Leaders” by Latino Leaders magazine, a national publication. Hispanic Business Magazine also recognized Justice Guzman’s contributions and professional accomplishments by naming her in 2010 as one of its “Top 100 Influentials in Government.” Justice Guzman has also been honored by the Hispanic National Bar Association as the 2009 “Latina Judge of the Year.” In addition, the Mexican American Bar Association of Texas Foundation has recognized Justice Guzman for her many contributions and awarded her its “2009 Judge of the Year” award. Two Houston law-enforcement organizations, P.O.L.I.C.E., Inc. and the Houston Police Officers Union, selected Justice Guzman as “Appellate Judge of the Year” in prior years. She is also very proud to have been recognized in 2006 by Texas Executive Women as a Woman on the Move.



An active member of the legal community, Justice Guzman holds memberships in a number of professional organizations. She is an elected member of the American Law Institute and a former board member of the Garland Walker American Inns of Court. Justice Guzman has twice received the “Houston Bar Association President’s Award for Outstanding Committee Service.” She previously served by appointment to the Supreme Court of Texas Advisory Committee. Justice Guzman also served as an adjunct faculty member of the University of Houston Law Center and the prestigious American Bar Association Family Law Trial Advocacy Institute. She has also served

as faculty at the Texas Center for the Judiciary.

A Senior Fellow of the American Leadership Forum, Justice Guzman has devoted many volunteer hours to organizations committed to children. Since 2010, Justice Guzman has chaired the Supreme Court of Texas Permanent Commission on Children, Youth and Families. In that capacity, she has worked with stakeholders around the State to develop, coordinate and effectively implement comprehensive efforts to improve the outcomes for children in child protection courts.

Before taking the bench, Justice Guzman enjoyed a successful 10-year career in private law practice litigating civil and matrimonial law matters. She holds a BBA from the University of Houston and a law degree from South Texas College of Law.

Justice Guzman grew up in Houston, where she has resided for more than 35 years. She and her husband, Houston Police Sergeant Tony Guzman, have one daughter, Melanie Alexis.



# Ivette Mayo

President, Yo Soy Enterprises



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## MISTRESS OF CEREMONIES



# Rubi Guzman

Telemundo Houston

Born in El Salvador, came to the United States ten years ago. I graduated from Willowridge high school, then I transfer to Houston Community College in where I received a Associates Degree. However, I continued my higher education at the University of Houston.

Telemundo Houston has been a great opportunity and a blessing to my life.

I thank God every single day, because I know that he opened the doors of this amazing career; journalism.

Writing, editing and shooting the stories that our viewers are waiting to see, its just an honor.

Being able to inform to the community in subjects like: immigration, health, economic, and many more; its the motivation that makes me do everything with excellence, our viewers deserved the best.

My goals for the future are many, however my desired its to see the new generation of youths graduating from high school and pursuing a career.

## Maria Cardona

Principal, Dewey Square Group



Maria Cardona, a frequent political commentator on CNN, MSNBC, Fox, Univision, Telemundo, and CNN en Español, has served as political strategist, public affairs and communications professional for a number of government offices and acted as representative and spokesperson for a number of elected officials. She is currently a Principal at the Dewey Square Group where she heads the firm's Public Affairs Practice and has founded "Latinovations" to guide clients on how to best develop strategic partnerships at the national, state and local level as well as how to build support for their positions, products and brands within the Hispanic community.

Maria was named one of the top 100 most influential Latinos by Hispanic Business Magazine. She was also awarded the Department of Commerce's Silver Medal Award for Meritorious Federal Service after leading the communications strategies that led to the passage of the North American Free Trade Agreement (NAFTA).

As a communications expert she is active in the Democratic Party, helping it to reach the Hispanic population. She has served as a Senior Advisor and spokesperson for Secretary of State, Hillary Clinton, during her presidential campaign, as well as President Obama's election campaign. Maria has also addressed the complex issue of immigration as the Director of Communications for the Department of Justice's Immigration and Naturalization Service.

She serves on the boards of many organizations involved in the effort of empowering the Latino community, including New America Media, the largest coalition of ethnic media in the US, and the National Hispana Leadership Institute which focuses on leadership development among Latinas in all fields, from all backgrounds and from every state.

Maria graduated from Duke University, is a native of Bogotá, Colombia and lives in Washington DC with her husband Bryan Weaver, 4 year-old son Sebastian and 2 year old daughter Maya Luna.

# Cynthia Cisneros

Vice President, Community Affairs, ABC-13



As a native Houstonian, Cynthia Cisneros has witnessed much of the city's astounding growth firsthand. Growing up in the city of South Houston, Cynthia went to school there and later attended the University of Houston, graduating with a degree in journalism. As a teen, she worked summer jobs at Foley's and Astro world.

Cynthia began her broadcasting career in 1982 in Jacksonville, Texas, at a local radio station where she hosted a morning talk show. She was later promoted to the position of News Director. While there, she received several local and regional awards for her spot news coverage and educational stories. She continued to work in radio in Longview, Marshall and Tyler.

In 1986, while still in radio, she became a television news reporter in Longview for KLMG-TV covering news in several east Texas cities.

A year later, she went to KBAK-TV in Bakersfield, California. While there, Cynthia's reporting duties

included extensive coverage of Caesar Chavez and the United Farm workers Union. She also won awards for her coverage on human rights issues among migrant workers.

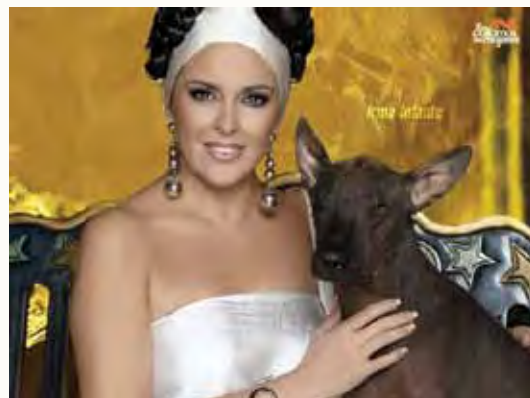
Cynthia joined Eyewitness News as a general assignment reporter in August 1989. She's covered hurricanes and other adverse weather stories, as well as breaking news. Over the years, she's won several awards for her coverage of spot news and human interest stories.

But Cynthia says her greatest accomplishment has been the birth of her two children. Working at Channel 13 while pregnant was a real adventure for her. She enjoys time with her husband and two children, a daughter and a son. Cynthia still likes to go to South Houston to catch up on neighborhood news and she enjoys running into old high school buddies while out on stories.



## Irma Infante

Irma Infante is the daughter of Pedro Infante and Mexican film actress and singer Irma Dorantes. Pedro Infante was the most famous actor and singer of the Golden Age of Mexican cinema and remains the idol of the Mexican public. On April 15, we will be observing the 55th year of his passing and his music still remains fresh and represents all that is good about Mexico. Following in the footsteps of her legendary parents, Irma Infante has enjoyed a career as an actress, singer and recording artist. In 1995 she received a Best Actress award from the Mexican Association of Radio Journalists for her work on the telenovela "Tres Destinos", and in 2010 she was named Senora International by LULAC. Many of us here know her from her work on countless television programs like "Cada Quien su Santo", or "Lo que Callamos las Mujeres".



Irma  
Dorantes



Pedro  
Infante

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IN OUR COMMUNITIES,  
EVERYONE SOARS.**

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**In recognition of Regla Gonzalez for 4 Years of Service and Leadership to LULAC as National Vice President for Women's Issues**



All photos by Luis Nuño Briones



**Regla Gonzalez:  
Always working to  
further LULAC's  
Mission with  
Passion,  
Commitment  
and Unwavering  
Dedication.**

**LULAC Thanks You!**



All photos by Luis Nuño Briones





# Pictures from the 2011 Women's Conference in Chicago



All photos by Luis Nuño Briones



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Macy's is proud to  
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LULAC Women's  
Conference.



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# Workshop & Plenary Sessions Presenters

## In the Texas State House, Latinas are Leaders

### Moderator:

☛ **Hon. Sylvia R. Garcia** is serving her second term as President of the National Association of Latino Elected and Appointed Officials (NALEO), which makes her the first Texan and only second woman to serve as President. Additionally, Garcia serves as the Chair of the newly created Independent Police Oversight Board.



Sylvia R. Garcia represented Harris County Precinct 2 as Commissioner from January 2003 when she became the first Hispanic and the first woman in her own right to be elected to Harris County Commissioners Court until November 2010. As a County Commissioner, she was responsible for a combined precinct budget of approximately \$90 million and 400 employees. Precinct Two includes 416 square miles, a population of almost one million and 15 municipalities, including one quarter of the City of Houston.

Prior to her election as Commissioner, Garcia served as City Controller for the City of Houston for two terms where she was known as the taxpayers' watchdog.

### Panelists:

☛ **Hon. Jessica Farrar** is currently in her 9th term as State Representative of District 148. She was first elected to the Texas House of Representatives in 1994 at the age of 27. During the 82nd Legislative Session, Representative Farrar served as the Vice-Chair of the House Committee on Environmental Regulation and was a member of the



Border and Intergovernmental Affairs Committee. In addition, Representative Farrar served as Leader of the House Democratic Caucus. She is the longest serving Hispanic female from Harris County. Representative Farrar received a Bachelor of Architecture from the University of Houston and a Juris Doctorate from the University of Texas School of Law. She resides in Houston's Lindale Park neighborhood with her husband, Marco and their two dogs, Cricket and Possum.

☛ **Hon. Ana Hernandez-Luna** was elected in December, 2005 to represent District 143 in the Texas House of Representatives. District 143 covers part of Houston including areas of Magnolia Park, Manchester, Port Houston, Cimarron and Denver Harbor, the cities of Galena Park and Jacinto City, and portions of Pasadena and Channelview. She serves as Vice-Chair of the Committee on Elections and serves on the House Committee of Pensions, Investments and Financial Services.



Born in Reynosa, Mexico and raised in Pasadena, Texas, Ana comes from a very close-knit and hard working family, and is the younger of two daughters. She is married to Greg Luna, who is a practicing attorney.

Representative Hernandez-Luna graduated from Sam Rayburn High School in Pasadena, and received her Bachelor of Science in Political Science and Psychology from the University of Houston. Upon completion of her undergraduate studies, Ana attended the University of Texas School of Law. She received her Doctor of Jurisprudence in May of 2004.

She also practices law at Carrigan, McCloskey & Roberson, L.L.P.

☛ **Hon. Carol Alvarado** is a native Houstonian and a lifetime resident of Houston's East End. Before being elected to the State House she served on the Houston City Council from 2002 - 2008 and as Mayor Pro Tem from 2004-2006.



By tirelessly fighting for policies that focus on strengthening overall quality of life, Carol continues to fulfill her promise to improve her district. Carol meets regularly with neighborhood leaders, civic clubs, area clergy and business leaders to discuss community needs and initiatives.

Carol has passed or authored bills that would have eliminated artificial trans-fat from Texas restaurants, required more structured physical activity for students, and banned the known carcinogen BPA from plastics sold in the state. Carol also joint authored the Smoke-Free Texas bill that would have eliminated secondhand smoke in most public workplaces. While on Houston City Council, Carol sponsored a similar law that earned unanimous approval among her colleagues, Democrat and Republican.

## Latinos Living Healthy

### Moderator:

☛ **Magdalena (Maggie) Rivera** is the daughter of a former migrant farm worker, grew up in Woodstock/Chicago and has been an advocate for human rights since the age of 16. In 2009 she was elected LULAC (League of United Latin American Citizens) National VP for the Midwest. For the past 25 years she has been very involved with a number of community groups and is a strong believer and advocate of higher education.



Maggie obtained an associates degree from McHenry County College, a bachelors degree in behavioral Sciences and has completed all the curriculum requirements for a clinical psychology masters degree from the National Louis University, where she is working on her PhD in Community Psychology/Higher Education. Maggie also holds

a masters degree in Business Management.

In 2004, Maggie Rivera was recruited by Home State Bank to develop the Latinos Services. As the Latino manager at HSB, Maggie she developed a successful internal/external cultural approach in reaching out to the business and non-business Latino community. Prior to HSB, Maggie worked as a clinician for Family Services and Community Mental Health, predominantly with Spanish speaking clients with substance abuse and other mental health issues.

### Panelists:

☛ **Laura Frnka-Davis**, APR Director of Communications. Ms. Frnka-Davis has 12-15 plus years of experience in marketing, public relations and advertising. She joined LifeGift as Director of Communications in December of 2009 and oversees the organization's media relations, publications, event-planning and community relations in



Houston, Fort Worth, Lubbock and Amarillo.

Laura started her career at Brann Forbes, a print advertising agency based in Dallas, Texas. From there, she entered the field of public relations and worked for a PR agency, where she was exposed to media relations and strategic communications planning. In October of 2001, Laura joined Texas Children's Hospital as a PR coordinator and was later promoted to PR specialist.

☛ **Donna G. Stelzig** is a certified health education specialist by the National Commission for Health Education Credentialing (NCHEC) and a certified health community instructor by the State of Texas. She received her Master of Public Health from University of Texas Health Science Center Houston. Mrs. Stelzig is a full time employee at the University of Texas MD Anderson Cancer Center since 2003.

Prior to joining MD Anderson, Donaji worked in several research studies at The University of Texas School of Public Health- Center for Health Promotion and Prevention Research. During her work in this center, she gained a deeper love for doing work among underserved populations, such as promoting opportunities, and fostering team work with community members of diverse background.

Donaji is responsible for the Community Outreach program in the Public Education Office at MDAnderson Cancer Center.

She received the Medal of Achievement by the US Department of Defense.

☛ **Nancy Rodriguez** has been through the most horrible thing any parent can experience, the death of a child. She and her husband David had to say good bye to their beautiful daughter, Fernanda "Fergy" when she was only 15 months old. Nancy says that her faith is the only thing that gets her through,



*Continued on page on page 23*



## Latinos Living Healthy

and she knows that God had a purpose for Fergy. She made her family so happy for the short time she was on earth, and now she is an angel and a hero. Nancy and David made the generous decision to allow Fergy to become a tissue donor so that others would be blessed and given the gift of life. Nancy now dedicates her time volunteering with LifeGift to share the story of her daughter and encourage others to register as organ, eye and tissue donors.

➔ **Batenash Brihanu**, born in Addis, Ababa, Ethiopia got her first degree from Bahir Dar Polytechnic Institute in Metal Technology. After completing her studies, she worked at the Ministry of Labor Affairs. While working, she won a competitive nationwide scholarship to Russia pursuing a Master's Degree in Technology of Fermentation from Moscow Technological Institute of Food Industry. In 1997, Berhanu, together with her husband, established a farm located in Kamashi Zone Regional State of Benishangul Gumuze (400 km) from Addis, Ababa with the objective of developing social services to reduce poverty in the country. Currently, she is moving into a new community service sector by opening nutrition and health center for the elderly.



➔ **Jessica Gonzalez** is the Executive Director at the National Latina Institute for Reproductive Health, the only national reproductive justice organization that specifically works to advance reproductive health and rights for Latinas. Jessica spearheads the research, field organizing, and advocacy operations in the New York headquarters as well as the Washington DC policy office, and is a national spokesperson and leading national advocate for Latinas.



➔ **Damaris Nicholson** received a Bachelor of Arts from the University of Texas at San Antonio. As a college student, she interned for two summers in Washington, D.C. with advocacy and policy work surrounding social justice. While there, she provided assistance in facilitation with groups learning about social justice in collaboration with the White House and specifically Former First Lady, Hillary Rodham Clinton. Soon after graduation, Mrs. Nicholson moved to Austin to work for Austin Travis County MHMR advocating for mentally ill offenders on probation and parole. Her desire for advocacy allowed her to begin her work with Child Protective Services of Travis County and advocate for families in different roles. Currently, Mrs. Nicholson is a Disproportionality and



Disparities Specialist with the Center for Elimination of Disproportionately and Disparities.

## Federal Resources for Women in Business

➔ **Sara E. Clemente Sosa** is a retired Federal employee currently serving as the League of United Latin American Citizens' (LULAC) Director of Federal Affairs and CEO of the Herencia-Heritage LLC. As such, she coordinates the Federal Training Institute (FTI). The Federal Training Institute is an intensive and structured



career development program for government and public sector employees. In partnership with the Office of Personnel Management (OPM) and other Federal agencies, the Federal Training Institute offers workshops that enable government employees to enhance their leadership skills and develop the Executive Core Qualifications required for entry to the Senior Executive Service. She also assists and collaborates with Federal agencies in addressing their Diversity challenges in recruiting, retaining and developing Hispanics.

## Latina Entrepreneurs in Action

### Moderator:

➔ **Dr. Laura Murillo** is President and CEO of the Houston Hispanic Chamber of Commerce. With the support of the Chamber Board and Staff, Dr. Murillo has set unprecedented records, including becoming the largest Hispanic Chamber in the country. Dr. Murillo also serves as President & CEO of the Chamber's Foundation, Host/Producer for the Chamber's television program on CBS Channel 11 and for the Chamber's radio program on Univision's La Tremenda. She served as an Executive at Memorial Hermann-Texas Medical Center. She holds a B.A., a Masters Degree, and a Ph.D from the University of Houston, where she served as an Executive. She has received many honors including being named among the "Most Powerful & Influential



Women in Texas" by the National Diversity Council, "Woman of the Year" by Success Magazine and the International Leadership Award by TWEF. She and her husband, Jose Luis, have two daughters, Marisa and Mia.

### Panelists:

➔ **Rosario Guzman**, originally from La Paz-Bolivia, started her career in Houston 28 years ago after graduating from The University of St. Thomas. Since then, she has worked in Banking, Insurance and International



Trade. Most notably, Rosario has served as a Corporate Officer and co-owner of many start-up businesses in the International Trade sector. She has held responsibilities in promoting business development, international public affairs, managing and collecting accounts receivables. She has 20 years of experience in the daily operating activities of a small business and consults with foreign investors wanting to do business in the United States. She has set up various loans through the Ex-Im Bank and is meticulous negotiating financial terms with banks. Today, Rosario along with her husband Fernando, own and operate Prime Eco Fluids, Inc., a manufacturer of fluid additives for the Drilling and Construction industries.

➔ **Maria Rios** is the proud President and CEO of Nation Waste, Inc., the first female Hispanic owned waste removal company in the United States. Maria's dedication to providing the highest caliber of customer service has allowed Nation Waste, Inc. to become one of Houston's largest minority owned waste removal companies.



Maria received a BA from the University of Houston in 1997. While attending university Maria worked for a large waste removal company. Maria saw an opportunity when she realized there will always be waste and it will need to be removed. She was inspired to remain in the waste removal industry after completing her degree.

➔ A native of Colombia, **Diva Herazo**, earned her B. S. in Communications from one of the top Journalism schools in her country. In 1990, she was offered her first position as Director of Media & Public Relations, for a distinct Television station in Bogotá.



By 1998, she was a well recognized executive and Ms. Herazo's career took a ten-fold leap when she launched her own event production company, H&H P company, managing and promoting international artists.

In 2005, she co-founded with her husband, Jose Habib, Biomedent, a medical and dental mobile management company that also provides identification x-ray services to major multi-national corporations for personnel that are sent on assignment to the Middle-East.

Her amazing ability to make connections between people, creating alliances and partnerships, have earned Ms. Herazo and Biomedent several award nominations and are certified by the Women Business Enterprise Alliance.

Continued on page 24





# Workshop & Plenary Sessions Presenters

## Education/Special Children

### Moderator:

➤ **Dr. Dorothy E.F. Caram, Ed.D.** is a fifth generation Texan, whose Mother, Elena Santander de Farrington, immigrated to Houston in 1924. Her Father, Curtis L. Farrington, was Chair of the Modern and Classical Department of Languages at the University of Houston. Dr. Caram married Pedro C. Caram, M.D., a neurosurgeon, and they were the parents of four sons. Dr. Dorothy Caram received degrees from Rice University (BA, Romance Languages and MA in Spanish Literature, and an ED.D. in Educational Leadership at the University of Houston Main Campus. As an educator, she taught for HISD, St. Mark's Episcopal School, and St. Vincent de Paul Parochial School and served as Assistant to the President of the University of Houston, Director of Affirmative Action. Dr. Caram has served on numerous Federal, State, County, City and School commissions, boards and committees. She believes that if God has given one talent, experience and information, one should be ready to share those gifts with others as a professional and as a dedicated volunteer.



### Panelists:

#### ➤ Gloria E. Gómez, Ed.D.

I have over 15 years in education. This is my fourth year in Deer Park ISD. I received a Bachelor's degree in Elementary Education and a Master's Degree in Bilingual Education and Curriculum and Development along with a certification in Bilingual Education from the U of H Main Campus. I acquired my Administration Certificate from the St. Thomas University. On May 13th, 2011, my lifelong dream was realized; I graduated with a Doctorate in Education from the U of H Main Campus. My education career of over 15 years has included a variety of roles and responsibilities in administration.



➤ **Julie Coy** -Advocate for Exceptional Special Needs Talents and Young Special Needs Entrepreneurs in Houston, Texas.



*"My son Grant was diagnosed with autism at age five (5). When I heard this, I did not panic nor freeze, I took a deep breath and I thought, 'Finally, an answer, now let's get to work'. Because of Grant, I began the incredible journey of researching, working, and understanding his and other children's autism abilities through their talents. The children have taught me that annoying repetitive behavior(s) that seems to be a disability can be an ability waiting to shine and amaze us! I advocate for turning extraordinary talents into busi-*

*nesses. Educating parents to seek out resources, education, mentors, or sponsors to help their love one find a place in this world."*

Julie and Grant have co-written a resource book titled: Dear Journal, I have autism, and each is recognized in the upcoming second edition book.

#### ➤ Grant Manier, Author-Speaker-Eco Impressionist.



"My Autism is an Art...I have become a voice for those you cannot hear and I lead by example for those you cannot understand. I am doing my part to teach environmental responsibility and raising the awareness of autism and extraordinary talents through my gift as an Eco-Impressionist. I recycle paper; cut it, tear it, glue it... and turn 1000's of pieces of paper into great Eco-friendly masterpieces."

Today's world is evolving into an Eco-friendly environment and Grant Manier, a 16-year old young and talented Houston artist, living with autism, has begun to incorporate conservationism into his work. "Reduce, Reuse and Recycle" is the foundation for Grant's art. Grant creates works of art using magazines, calendars, wallpaper, posters, food wrappers, puzzles and more. Each work of art contains thousands of cut or torn pieces of recycled paper. Grant calls his artwork, "COOLAGES"

Grant emerges as one of the most intriguing and captivating young artist today. His Eco-friendly artwork is capturing the attention of his community, gaining national media, and he is honored with awards for his eco-impressionism.

## Human Trafficking

### Moderator:

➤ **Annabelle Guerra** was born and raised in Boston, Massachusetts. She received a Bachelor of Science in Political Science (Cum Laude) with a concentration in Public Policy and Administration and Minor in Spanish from Northeastern University in 2005. Since graduating, Ms. Guerra has become a voice for victims of crime as a Victim Witness Advocate for the Suffolk County District Attorney's Office which encompasses not only the entire City of Boston but also the Cities of Chelsea, Revere, and Winthrop Massachusetts. She began her victim advocacy in West Roxbury and Roxbury District Court and currently works in the Family Protection, Sexual Assault, and Elders and Persons with Disability Units which are specialized units that deal with the most vulnerable of victims and help secure Superior Court prosecution. Ms. Guerra has been able to serve hundreds of victims of violence in their homes and communities with her advocacy and experience within the criminal system. She is involved in LULAC raising funds for scholarships for LULAC Youth. Ms. Guerra joined LULAC at the age of 13. Ms. Guerra is currently at



her last year at the Massachusetts School of Law.

### Panelists:

➤ Born and raised in Texas, **Erica Fletcher** graduated from the University of Houston with majors in anthropology, sociology, and psychology. Named one of Glamour Magazine's Top Ten College Women of 2010, Erica has been recognized for her efforts in international and local community development, nonprofit management, and anthropological research through filmmaking.



Marianismo, her first film, dealt with cultural factors surrounding the disproportionate spread of HIV/AIDS among Latinas living in Houston. As a part of an undergraduate thesis, her second film Pack and Deliver explored the roles and collaborative practices of local social service agencies aiding survivors of human trafficking. Now 21, Erica is a Presidential Scholar at University of Texas Medical Branch in Galveston. She is currently working on a film project, finishing her first year as a PhD student in Medical Humanities, and pursuing research interests in women's issues, public anthropology, and immigrant health, particularly among the Latino community.

➤ **Katherine Cabaniss** is a renowned leadership expert and specialist on the subjects of public safety, nonprofit organizations, legal issues, and more. She has been protecting and empowering citizens for more than two decades.



Ms. Cabaniss holds a Juris Doctor from Pepperdine University School of Law in California. She is licensed to practice law in both California and her native Texas.

Before becoming the Executive Director of Crime Stoppers of Houston, she was a prosecutor at the prestigious Office of the District Attorney in Harris County, Texas, for eleven years. She was promoted to Chief Prosecutor and assigned to the Special Crimes Bureau. She prosecuted crimes ranging from offenses against property to White Collar Crime to Capital Murder. Hundreds of jury trials resulted in justice for thousands of victims. In one Capital Murder case, the jury assessed the death penalty.

➤ Special Agent **Patricia Villafranca** has been with the FBI for 25 years, working in the New York, Boston, and Houston offices. She currently serves as the Community Outreach Coordinator for the Houston Field Office of the FBI. Prior to that assignment, she investigated a large variety of criminal violations, as well as espionage and terrorism cases. She has trained federal law enforcement



*Continued on page 25*





# Workshop & Plenary Sessions Presenters



officers in Mexico, El Salvador, Costa Rica, Paraguay, and Chile.

## Enhancing our Youth/Prepare for Future Leaders

➤ **Josefina Rendón** is Judge of the 165th District Court in Harris County, Texas. An attorney since 1977, Rendón is one of Harris County's first Hispanic Women Attorneys and the first woman Civil Service Commissioner for the City of Houston. From 1983 to 2008 she served as Municipal Judge. In 1993 she also became a mediator mediating over 1,200 legal disputes.



Rendón was editor of The Texas Mediator and past president of the Texas Association of Mediators. For 4 years, she mediated and taught negotiation for the U.S. Air Force, Army, and Navy until shortly before becoming Judge of the 165th District Court.

Josefina is a published author of over 100 articles and book reviews and frequent speaker in the areas of dispute resolution, negotiation, cultural diversity and law. She serves on the boards of the Dispute Resolution Center of Harris County and SER/Jobs for Progress.

➤ **Nory Angel** is the Executive Director/CEO for SER – Jobs for Progress of the Texas Gulf Coast, Inc. SER is a community-based, nonprofit organization whose mission is: to enhance the quality of life in the Hispanic Community and other communities in need by providing education, training, and employment services that fulfill the needs in individuals, businesses, and communities. SER has served Houston's diverse communities since 1965.



Ms. Angel was born in Los Angeles, California and she is a first generation American. Her parents are immigrants from Central and South America. At the age of 16, her family relocated to the Houston Area. She is a graduate of CY Fair High School and earned her undergraduate degree in French from the University of North Texas.

➤ **Rose Ann Blanco** directs the Houston LULAC National Educational Service Center, Inc., (LNEC). She is committed to changing the lives of youth by providing a place where students can learn in a healthy environment. She has been a LULAC member since she was a freshman at Texas A&M University in 1968 when her mother volunteered her to take minutes for a LULAC meeting. She continues to study and is enrolled at the University of Phoenix. An educator, mother, wife, and volunteer, she has been with LNEC for



38 years assisting inner-city youth continue with school. Presently, Houston LNEC works with target schools: Chavez and Milby High Schools with college admissions and financial aid funded by the U.S. Dept. of Education Talent Search Grant. She also directs the Shell Science Corps, an after school math and science program, funded by Shell Oil Company.

## Building our Future Together: This is our Story

### Moderator:

➤ **Enma Barrera** was Houston's first female Hispanic TV reporter. She covered local, national and international stories for KTRK-TV, Channel 13, for over 30 years. In addition, while hosting Viva Houston at KTRK, she also produced and anchored Houston's first television news program in Spanish at Houston's PBS TV station.



Ms. Barrera was the recent recipient of Women in Film and Television's first Jade Award for Excellence. She is also the recipient of the Sor Juana Inez de la Cruz Award given by the Museum of Fine Arts Houston for her work in the Community and as a pioneering journalist. Elma has been a major force supporting women, chosen by the White House as a local organizer of the First International Women's Conference. She also helped organize the first National Hispanic Women's Conference. Elma was a Founder of Houston's first Spanish-speaking TV station, Channel 45 and the Hispanic Chamber of Commerce in Houston.

### Panelists:

➤ **Belen B. Robles** is a member of the El Paso Community College Board of Trustees. She made history when she was elected as the first woman national president of the League of United Latin American Citizens (LULAC), the nation's oldest and largest civil rights organization. She is celebrating her 50th year in LULAC and is an active member of the LULAC National Board. Also, Mrs.



Robles continues to serve on numerous local and national positions and plays an active role in the corridors of power to ensure that the culture, history and economic conditions of El Paso are not overlooked.

Mrs. Robles is President and CEO of Belen Robles & Associates, a public/private consulting firm that offers services on Hispanic issues, public relations, image-enhancement, marketing & diversity training. She has extensive experience given her 41 years of work in the Immigration and Naturalization Service and U.S. Customs in New Mexico, West Texas and Colorado. She was responsible for a \$45-million budget, the procurement of contracts, equipment and personnel administration. Her

role spans various management positions including Chief Inspector for Cargo Operations, Chief Inspector for Enforcement, Assistant Deputy District Director for inspection and Control, Chief Inspector Bridge of the Americas and El Paso International Airport, and Foreign Trade Supervisor.

A graduate of Bowie High School in 1957, Mrs. Robles also attended a business college with further training on law enforcement and specialized enforcement techniques, human resources, budget, labor-management, and extensive equal opportunities education.

➤ **Rosa Salazar Rosales** is the Founder and Director of the National Association of Public Employees (NAPE). Mrs. Rosales involvement with LULAC goes back to 1978, when she became Council President, then District Director, State Director, National Vice President for Women, and National Vice President for the Southwest. In 2006 Mrs. Rosales was elected National LULAC President and served for four consecutive terms. Mrs. Rosales has been a Leader for the Hispanic community in areas such as education, civil rights, employment, housing, health, immigration, the elderly, and many other areas. Mrs. Rosales was born in San Antonio, Texas and graduated from the University of Michigan with high distinction.



➤ **Margaret Moran** was educated in the public school system in San Antonio, Texas. She has been a community activist since the 1970's and is retired from the University of Texas System at the University of Texas Health Science Center at San Antonio.



Margaret has served LULAC in elected and appointed positions since 1985 when she chartered Council #4421. She is the current National President, the Immediate Past National Vice-President for Women and serves on the LULAC National Educational Service Center Board as Co-Chair.

President Moran is a native of San Antonio and is married to Oscar Moran, former National President of LULAC during the mid 1980's. Her election marks the first time a husband and wife both served as LULAC national president. She is the third woman in the organization's 83-year history to hold the position. The Moran's are the parents of two children and three grandchildren.

### ➤ Dolores "Lolita" Guerrero

"Never take no for an answer" was a message engraved in her mind and heart. A message she grew up hearing her father say many times.

As busy, demanding and overwhelming a restaurant business can be, Lolita always found time to give of her time



*Continued on page 26*



# Workshop & Plenary Sessions Presenters

to those organizations that are very precious to her. She was elected the first woman State Director of LULAC and later on became the first woman to chair the Houston Hispanic Chamber of Commerce.

During her years as restaurateur and service to the community, Lolita has received numerous accolades, such as the Houston Post's Top Ten Women on the Move, Houston Business Magazine's Top Ten Women to Watch, and (named) TAMACC's State Hispanic Woman of the Year.

## Technology: Social Media

### Moderator:

➤ **Esther Degraives Aguinaga**, LULAC State Director in Massachusetts. Esther studied at AI



New England Institute of Arts and majored in Broadcast Television Communications. While in school she was involved in producing and directing Independent movies, music videos and Talk shows and directed various Organizations like the

Open Mic Club and student Government. She studied Vocalism for 6 years at Bristol Studios under the direction of Ric Poulin and Brent Barlow (vocal Coaches) across from the. In her Career she has worked with Salem Radio Group Boston, in Marina Bay Quincy broadcasting for WEZE 590 AM, WTTT 1150 AM and WROL 950 AM doing Voiceovers for various commercials for the Boston Red Sox Spanish Broadcast. She also worked for an Entertainment variety show called Luz, Camara, Accion produced by Higher Dreams Production Co. which was syndicated in the Dominican Republic. Esther recently worked for Clear channel Boston at RUMBA 1200 AM as a traffic reporter.

As a Teen Esther participated in various pageants starting from age 14. She was Queen of the Latin American Festival 2001 in Chelsea. MA LULAC Sweetheart 2003 and National LULAC Sweetheart at the National LULAC convention in Orlando, FL. Miss Massachusetts Belleza Latina 2004, and Miss Venezuela Belleza Latina 2005.

Esther feels strongly that Life is about fulfilling your dreams and reaching your goals. She believes in helping her community and as a Latina help those who need the most.

### Panelists:

➤ **Sandra Jurado** was raised in Queretaro, Mexico. She has been a member of LULAC for the past 4 years and has held several leadership positions within the league including, Council President, District Director, and National President for youth. She is now studying at SMU & majoring in advertising. (Her dedication to the community involves



on how to get the information out there fast and in an easy understandable way, that is, using technol-

ogy.) Sandra is a big enthusiastic on technology and how it can make your lives easier.

➤ **Sandra Fernandez** is a communications professional with more than 15 years of experience with higher education, government, and non-profit organizations.



She is currently the Manager of Public Relations for the Houston Public Library, where her role includes overseeing the planning and implementation of award-winning communications and promotional plans,

from brainstorming and writing to budgeting and tracking results. Her strategic use of social media and online services to communicate with Library customers has made Houston Public Library an industry leader in social media implementation.

Fernandez teaches government, small businesses and non-profits how to use social media successfully through conferences, workshops, panels and presentations.

➤ **Lizzette Diaz** has worked 20 years the field of communications, writings, television and radicals in Colombia, where she is originally from and also the last eight years in Houston. Her passion for journalism and desire to help the Hispanic community obtain access to information efficiently and objectively lead her and her husband also a journalist, Pedro Arevalo, to create the Company Penta Communications in 2006.



Through this business the newspaper Sucesos was created and its being on market for five years informing the community. Four years later the Sucesos News was created and its on live via 920 AM, Monday to Friday everyday at noon providing news and information of Central America, Mexico, United States and South America. Now Lizzette Diaz with her successful vision as an entrepreneur and dedicated women just released to the market a magazine named Solo Mujeres with topics for the Hispanic women community.



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**MAY 17-19 (ARGENTINA)**  
*¿Incognito? Tango Argentino: A Metaphor for Life*  
 Original Dance Theatre Concert  
**MAY 31 - JUNE 17 (ARGENTINA)**  
*Kiss of the Spider Woman* by M. Puig (in English/Spanish surtitles)

**VISUAL ARTS:**  
**MAY 3 - JUNE 2 (ARGENTINA)**  
*Meaning in Motion* - Photos & video art by Pablo Gimenez Zapiola  
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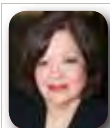


# National Women's Commission 2011-2012

[lulac.net/about/womenboard.html](http://lulac.net/about/womenboard.html)



**Regla Gonzalez**  
*National V.P. for Women – Mass.  
Chairwoman, Women's Commission*



**Margaret Moran,**  
*LULAC National President  
1st Vice-Chair*



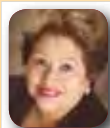
**Rosa Rosales,**  
*Immediate Past National  
LULAC President*



**Belen Robles**  
*Former National President  
Texas*



**Sylvia L Gonzales**  
*Commissioner  
Texas*



**Mickie Solorio Luna**  
*Natl. V.P. for the Farwest  
California*



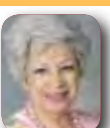
**Ralina Cardona**  
*Commissioner  
New York*



**Berta Urteaga**  
*National VP for the Elderly  
Texas*



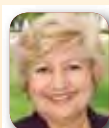
**Norma Hiraldo**  
*Commissioner  
Puerto Rico*



**Carolina Muñoz**  
*National Fiscal Officer  
Texas*



**Nereyda Garza**  
*Commissioner  
Texas*



**Yvonne Quiñones**  
*Commissioner  
Puerto Rico*



**Esther Degraives Aguiñaga**  
*Natl. V.P. for the Northeast  
Massachusetts*



**Cecilia Burciaga**  
*Commissioner  
California*



**Elsie Valdes**  
*Commissioner  
Puerto Rico*



**Laura Flores**  
*Commissioner  
Texas*



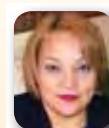
**Ana Valenzuela Estrada**  
*National VP for the Youth  
Arizona*



**Connie Martinez**  
*National Secretary  
Arizona*



**Maggie Rivera**  
*Natl. V.P. for the Midwest  
Illinois*



**Agnes Rivera**  
*Commissioner  
Texas*



**Adriana Comellas-Macretti**  
*Commissioner  
State Farm*



**Nora Venegas**  
*Commissioner  
Tyson Foods*



**Raquel Egusquiza**  
*Commissioner  
AARP*



**Estelle Michopoulos Martinez**  
*Commissioner  
Illinois*



**Sanjuanita Gonzalez**  
*Commissioner  
Texas*



**Toula Politis-Lugo**  
*Commissioner  
Massachusetts*





**Honoring  
*our Past***

**Celebrating  
*our Present***

**Envisioning  
*our Future***



# **LULAC NATIONAL WOMEN'S CONFERENCE**

Picture: Bridge at Bayou Bend  
This grand mansion, surrounded by 14 acres of landscaped gardens, is home to one of the country's finest decorative arts collections. This bridge leads visitors over Buffalo Bayou to the mansion and gardens.

## **2011-2012 LULAC Women Commissioners**



April 13-14, Houston, Texas



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