



Hispanic Women's Corporation  
2016 Professional Development & Leadership Institute  
Phoenix Convention Center South  
33 South 3<sup>rd</sup> St. Phoenix, AZ 85004

Program Agenda

Coach and Michael Kors Raffle Items Each Session!

**Thursday, September 29, 2016**

Registration Opens 7:30 a.m.  
Exhibit Hall Opens 8:00 a.m.  
Raffles, Silent Auction,  
Demos and More!

**TIME**

**SESSIONS\***

8:45 a.m.

HWC 2016 Welcome!  
Deanna Salazar, Chair  
Hon. Laura Pastor

9:00 a.m. -10:15 a.m.

Power Drive!  
Amp Up Your Attitude!

Wake up, get going and move the clutter from your mind to run the obstacle course! Chasing career or business dreams need clarity, focus and persistence. Go for the Gold! Aliana Apodaca-CEO Positive Directions Company, Executive Coach, Motivational Speaker



10:30 a.m. – 11:45 a.m.                      Small Business Big Dreams  
The idea of creating or expanding your small business can be challenging. Jumpstart your financial knowledge on making every step count. Knowledge is Dollar Power! Wells Fargo Small Business Team

10:30 a.m. – 11:45 a.m.                      Make It Work!  
Workplace Conflict  
Resolution and Management  
Knocking heads at work with your director or co-worker? Workplace Bullying? There are always better ways to finding the path to a positive and productive work environment in order to avoid increased work tensions, resignation or termination. Presented by Dr. Isaura Gonzales-CEO Latina Mastermind, Licensed Psychologist and Executive Coach

10:30 a.m. – 11:45 a.m.                      Mary Rabago en Español  
El Poder de Nosotras!  
CEO Mary Rabago  
Productions

11:45 a.m. – 12:45 p.m.                      Lunch On Your Own  
Bistro Grill Expo Hall

11:45 a.m. – 12:45 p.m.                      Expo Demos and  
Latina Art Walk



12:15 p.m. - 12:45 p.m.

Take A Hike! Fitbit Walk  
Blue Cross Blue Shield Arizona

1:00 p.m. - 2:15 p.m.

Salud! To Your Health!  
Help yourself to a dose of healthy diet and exercise knowledge for disease prevention with some cultural do's and don'ts for added value. Dynamic questions and answers session. Presented by Goya Foods Dr. Rebeccah Rodriguez, D.O. Olympic Team Physician, CEO- Latina Strong Foundation

1:00 p.m. - 2:15 p.m.

Women and Wealth  
Create, build, manage and win with your investments! Learn the steps to align your goals with needs, wants, dreams and concerns with your investments. All ages welcome! Presented by Morgan Stanley Wealth Management Jane Larriva Rojas, Senior Vice-President- Wealth Management, Financial Advisor

2:30 p.m. - 3:45 p.m.

Camera! Lights! Action!  
The INTERVIEW  
Stage fight? Camera ready? Build your skills for the perfect television interview in giving thoughtful, precise interviews to on the spot questions. Presented by Univision Media Team



2:30 p.m. - 3:45 p.m. Rules of Civic Engagement  
Civic knowledge, voting behavior and civic engagement are the keys to educating and establishing a community who is present and represented. Are you ready for the next step in leadership?  
Daniel Ortega, J. D.-Ortega Law Firm, P.C., Petra Falcon-Promise Arizona.

2:30 p.m. - 3:45 p.m. Beatriz Cazares en Español  
El Amor de Tu Vida Eres Tú  
Product Specialist for Ford -  
United Talent Agency,  
Motivational Speaker

3:45 p.m. - 5:00 p.m. Speed Networking and  
Entertainment  
Bring your business cards and connect for business, career and contacts for a lifetime!

3:45 p.m. - 5:00 p.m. Raffle Items, Demos, More!

3:45 p.m. - 5:00 p.m. Dillard's Make Up Renewal

3:45 p.m. - 5:00 p.m. Mary Rabago  
Author Book Signing

3:45 p.m. - 5:00 p.m. Candyce Ramirez  
Queen Bee Baker



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**TIME**

**SESSIONS\***

Latina Entrepreneurs: Challenges and Successes

9:00 a.m. – 10:45 a.m.

Latina Entrepreneurs

Kathy Cano-Murillo, President CEO CraftyChica.com

Candyce Ramirez, President CEO Queen Bee Baker

Claudia Zanes, Co-Founder Zanes Law

Yolie Aleman-Rodriguez, President Owner State Farm Agency

11:00 a.m. Doors Open!

Silent Auction Raffles

Grand Ballroom South

11:30 a.m.

Seating Begins

12:00 p.m. – 1:45 p.m.

Scholarship Benefit

Luncheon

1:30 p.m. – 4:00 p.m.

Raffle & Silent Auction



## Prize Pickup

1:45 p.m. – 4:00 p.m.

Post Luncheon Celebration!

1:45 p.m. - 4:00 p.m.

Music! Raffles!

1:45 p.m. - 4:00 p.m.

Laura Lopez-Cano  
Poster Signing

1:45 p.m. - 4:00 p.m.

Nely Galan and Mary Rabago  
Book Signing  
Books for sale on site. Credit  
cards and checks accepted.

*Times and Sessions May Be Subject to Change.*

\*Raffle Drawings at each session!

Thank you for the support of the  
HWC Institutes and their Scholars! See you in 2017!

