<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td>7:30am - 8:25am</td>
<td>REGISTRATION - Courtyard</td>
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| 8:30am - 9:15am | WELCOME PLENARY SESSION  
HONORABLE ANITA QUIÑONEZ GABRIELIAN  
Conference Chairwoman  
PLENARY KEYNOTE SPEAKER  
Tina Aldatz  
Entrepreneur       |
| 9:30am - 10:30am | WORKSHOP SESSION ONE                                                             |
| 10:45am - 11:45am | WORKSHOP SESSION TWO                                                            |
| 12:00pm - 1:30pm | WOMEN OF THE YEAR LUNCHEON - Ballroom                                           |
| 1:45pm - 2:15pm | MHI STUDIOS PRESENTS A FASHION SHOW BY RENOWNED HOLLYWOOD FASHION DESIGNER, NICHOLAS WALTERS. |
| 8:30am - 3:30pm | EXHIBIT AREA OPEN                                                                 |
A Special Message to Today’s Latina Conference Attendees

Welcome to the 37th National Latina Women’s Conference! Our staff and board of directors are delighted to bring you this conference with a full-day of workshops designed to increase your knowledge of available opportunities not only in education, but also in potential career opportunities.

Today’s luncheon will honor professional Latinas who have excelled in their chosen profession and serve as role models to today’s young Latinas. During their award presentation, you will hear their incredible journey to the top of their field, including obstacles and barriers they overcame. The awards luncheon is truly the inspirational part of this conference.

We hope that you will be motivated after today to pursue your goals and dreams and achieve the success our honorees have achieved. You see, Latinas today are achieving success in many professions in our society. As an example, Latina Entrepreneurs are the fastest growing segment of new business start-ups in the Country. In addition, Latinas are also pursuing careers in Science, Technology, Engineering and Math (STEM). Whatever your career or professional interest, your future success is totally up to you. We wish you the best as you graduate from high school or college and you begin a career that will lead to personal fulfillment and success!

Enjoy the Conference.

Martin Castro
President & CEO
Mexican American Opportunity Foundation
On behalf of the board of directors of the Mexican American Opportunity Foundation, I would like to welcome you to the 37th Annual Latina Women’s Conference. I especially wish to thank our board committee for their hard work in organizing this year’s event: Committee Chairwoman Anita Q. Gabrielian, Teresa Sanchez Gordon and Maria Amarillas. In addition, without our special events coordinator, Ms. Tatiana Villanueva, this conference would not be possible.

Our board of directors is very committed to hosting this special event every year. We believe it motivates and uplifts today’s young Latinas. If we are successful in turning around just a few of them through this conference, then it is all worth our effort. We have an amazing pool of local exemplary Latinas living and working in Southern California who are living testament that hard work and perseverance does pay off. More and more Latinas are graduating from universities with special skills that help our communities succeed economically. We believe Latinas are part of the solution to keeping our economy and our communities not only in Southern California, but throughout the Nation thriving.

I fully encourage all conference attendees to fully participate in all of today’s activities, including workshops, visiting our Exhibit booth area and of course participating at our Awards Luncheon. Enjoy the day!

Mike Roddy
Chairman of the Board
Mexican American Opportunity Foundation
Welcome to the 37th Biennial National Latina Women’s Conference. On behalf of the board of directors and the conference committee and with immense pleasure and pride, I welcome you to the longest running conference focused on advancing Latina empowerment.

Inspired by the values of MAOF – Education, Excellence, Innovation, Advocacy, Culture and Partnerships – the NLWC offers young professionals, college students and high school students a one day conference that focuses on professional development and networking. The conference has established an impressive following of corporate leaders, educators and students. For students, it is a great opportunity to interact with leaders and learn about career and educational resources and opportunities. For established leaders, it is an opportunity to re-energize as you share your experience and talents and demonstrate that the American Dream is possible.

The conference’s signature event, the Woman of the Year Awards Luncheon honors exemplary Latinas who have influenced their chosen industry and society as a whole. They serve as a true inspiration for our youth.

A successful NLWC could not be possible without the support of our sponsors. MAOF recognizes and values your commitment to improving our communities and appreciates the support of our civic and corporate leaders.

I offer my sincere gratitude to MAOF for the confidence and the honor of serving as NLWC chairwoman. Recognition and a heartfelt thank you go to the entire committee for their experience and support. A very special thank you to Tatiana Villanueva, our event coordinator, for the excellent work and dedication she gives to all that is MAOF.
Ellen Leyva recently celebrated 20 years with ABC7. She is the co-anchor for ABC7 Eyewitness News at 4 p.m. and 6 p.m. She and her co-anchor and dear friend, David Ono, are now the longest running anchor team in Los Angeles. Since joining ABC7 in 1995, Ellen has served as a health reporter and has anchored several other newscasts, including morning and midday.

Ellen grew up in Tucson, Arizona in a bilingual household. She spent much of her time in Mexico with her Mother’s family. She says being bilingual has helped her tremendously on the job in the large Hispanic communities of Phoenix and Los Angeles. She graduated from Arizona State University with a degree in broadcast journalism and is proud to have been inducted into the Walter Cronkite School of Broadcast Journalism’s Hall of Fame in 2006. She has received an Impact Award for Excellence in Television from the National Hispanic Media Coalition.

Her years working in broadcast journalism have blessed her with many wonderful opportunities, such as Flying with the Blue Angels, co-hosting the Oscars red carpet arrivals with Roger Ebert, and standing in the O.R. with Dr. Oz as he performed a double-bypass. Her passions include supporting many non-profit organizations. A couple causes dear to her are serving as ABC7 Team leader for AIDS Walk Los Angeles and advocating for mental health services for underserved communities, giving her time to Pacific Clinics as often as needed.

Ellen’s number one passion is her two lovely daughters, Emma and Audrey, both in college now. She’s not an empty nester though, having recently adopted a rescue dog named Charli. Charli has brought her so much joy, she now champions with “Wags and Walks” to help rescue other dogs and find them forever homes.
TINA ALDATZ is an entrepreneur, a philanthropist, an author, and film producer. She made her mark on the world as a self-starting entrepreneur and founder of Foot Petals, the revolutionary line of designer insole cushions for women’s high heels. As a child, Tina severely burned her feet after accidently stepping on buried hot coals at the beach. From her foot injury, Tina created Foot Petals to help fill a gap in the market for women’s high-heeled foot support. Through her strength and tenacity, Foot Petals became a successful multi-million dollar company recognized by Inc. 500 as one of the “500 fastest growing companies in America.” Tina continues to be featured in media such as Entrepreneur Magazine, and Forbes named her an “entrepreneur to watch.”

After growing up in a volatile home, Tina overcame life’s obstacles by grasping onto opportunity and not letting life’s circumstances define her future. Tina shares how she took a personal tragedy and turned it into her destiny in her Autobiography From Stilettos To The Stock Exchange: Inside The Life of a Serial Entrepreneur. In the book, Tina shares her core business values and practices that have led to her success.

Currently, Tina is the CEO of Savvy Travelers, alongside her best friend, Co-Founder and president, Margarita Floris. Savvy Travelers provides high performance cosmetic wipes that are individually packed in a disposable sheet form that make life easier and healthier for any on-the-go woman. For more information on the new buzzing brand visit SavvyTravelers.com.
Jeannie Hilger is the vice president for Northrop Grumman’s Communications business unit within the Airborne C4ISR Systems division. Jeannie leads the company’s network communications strategy and business with a focus on advanced military communications, network architectures and support systems that enable network-centric operations for defense and homeland security customers around the world.

Over the course of her 30-year career, Jeannie has demonstrated exceptional leadership and innovative resourcefulness to solve the toughest problems. An area she finds most rewarding is developing systems and technologies that benefit our warfighters and help keep them safe.

Jeannie instills her passion for igniting student interest in science, technology, engineering and math (STEM) by serving as the executive sponsor for Northrop Grumman San Diego Adelante. Through her support, Adelante members have reached out to more than 2,000 students, from elementary school to college, educating them about the benefits of pursuing a degree in STEM.

To build a strong pipeline for Latinas in STEM, Jeannie established the Adelante Engineering Academy, where students visit Northrop Grumman’s San Diego site to gain insight into what the company does, and to participate in hands-on activities designed to inspire them to pursue a career in STEM.

Jeannie has a bachelor’s degree in business management with a leadership specialization from Capella University. She is the recipient of the Northrop Grumman Project Technologist of the Year Award and the Chairman’s Award for Innovation. She also served for nine years as a Technical Fellow.
Award Recipient

RENEÉ D. MARTINEZ

Reneé D. Martinez has worked in the community college field of education for over 40 years. Martinez states that she feels a responsibility to set an example as a leader to students, especially female students. She also supports her staff and encourages them to be independent in their work environment, further their education and provide good customer service.

In Renee’s spare time, she enjoys walking with friends, reading for pleasure and most importantly, spending time with her family which includes her daughter, step-son, son-in-law and her four grandchildren.

President Martinez began her college career in education in 1975. She was a professor in the Child Development Department at East Los Angeles Community College (ELAC) followed by her election as department chair until 1995. In 1995 President Martinez educational career advanced to Director/Associate Dean of Student Services at ELAC until 1996 when she promoted to Dean of Workforce Education/Economic Development and then to Vice President of Workforce Education/Economic Development until 2012.

In August of 2012, Ms. Martinez was appointed Interim President at LA City College by the Chancellor of Los Angeles Community College District. In July 2013, Reneé D. Martinez became LACC’s 16th permanent president and the first Hispanic female president at LACC. Her responsibilities include managing all college departments, faculty, and staff as well as overseeing the college budget, student success, and student support services. Her principal responsibility is to provide the vision, leadership, and strategic direction to ensure that LACC achieves the goals set forth by Los Angeles Community College District.

President Martinez continues to put students and those in most need at the forefront. She has always been an advocate of student success and believes that everyone should thrive to achieve their goals. She enjoys the challenges of developing and sustaining programs and policies that will continue the more-than-80-year tradition of education excellence in the Los Angeles Community College District. Her career, at every level, has been a reflection of the college mission of an inclusive and effective learning and working environment for all.

Renee D. Martinez has received recognitions such as: Distinguished Alumna College of Health and Human Services 2015 at Cal State University Los Angeles; the Sacred Heart Mother Pia Backes Award, in honor of exemplary leadership in serving “the young, the poor, and the vulnerable; Executive Latino Leadership Award for her “actions to inspire others to dream more, learn more and do more”; the Educator of the Year Angel Award, from the East Los Angeles Community Youth Center. Among others.
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CSU Dominguez Hills

CARLOS VIRAMONTES  
Viramontes Marketing Communications, Inc.
Workshop Session #1
9:30AM TO 10:30AM

BUILDING BRIDGES OF UNDERSTANDING
Presenter: Lucia De Garcia, Writer
A personal Quest for Unity and Peace so much needed at these times of uncertainty. I will speak of the unity “building bridges, not walls” as Pope Francisco recently said. “We must respect the traditions of our ancestors to keep our roots and find better work for our next generations.

CREATING AND MANAGING YOUR OWN BRAND
Presenter: Vicky Santos & Claudia Rufino, MAOF
Your personal branding can be a key deciding factor when deciding your career path. To land that “dream job” you will need to stand out, you’ll need something that differentiates you from the rest. Learn how to showcase your interest, personality, skills, perspective and strengths... increase your visibility, and leveraging for your next step.

CAREER PATHS IN ENGINEERING
Presenter: Rudy Loera, Northrop Engineer (Retired)
Workshop will provide firsthand knowledge about careers in Science, Aerospace, Engineering and other upcoming technologies including entry level salaries, mid-level salaries, value of mentors, resume writing tips, next steps in acquiring internships and how to network to improve your odds of acquiring first major job opportunity.

BUSINESS ETIQUETTE & INTERNATIONAL PROTOCOL
Presenter: Mina Martinez, Business Etiquette and International Protocol Consultant & Trainer/Keynote.
Enjoy a first experience or a refresher and take away knowledge, skill and confidence in Business, Dining and Social Etiquette that can be utilized in the real world. Learn how to practice proper handshakes, social courtesies, Do's and Don'ts, utensil use, table manners, table navigation and American and Continental Styles of dining among several other business and dining etiquette topics.

BUSINESS RESUME AND COVER LETTER PREPARATION WORKSHOP
Starbucks
Starbucks will lead a workshop that teaches how to prepare an effective resume. We will teach how to summarize your education, employment history, and experiences in a way that is relevant to an employer and will support in your job search efforts.

MAKING POSITIVE FINANCIAL AND SOCIAL IMPACTS IN UNDERSERVED COMMUNITIES
Presenter: Laura Peralta, VP, Community Development, Citi
From advocating for immigrant communities in Los Angeles, to managing a nationwide internship program for the Obama Administration in Washington D.C., and supporting nonprofit organizations through financial institutions, Laura Peralta will provide a career framework and share how she has combined her experiences in government relations, community affairs and advocacy to advance opportunities for underserved communities.
REVOLUTION, POLITICS & FASHION: MY CRAZY LIFE
Presenter: Norma Vega

**Hard-Knock Lessons in Leadership and a Career with Purpose**
Strategist, Organizer, Advocate and Storyteller, has led a career filled with “full circle” opportunities, adventures and successes. Her life’s struggles growing up in one of the toughest neighborhoods in Los Angeles prepared her for a life and career dedicated to being a champion and a voice for “people like her.” Her evolution as a leader starting with MECHA, Zapatistas, MALDEF, and Mayor Antonio Villaraigosa taught her invaluable lessons on leveraging your life experience as a tool for success and authentic leadership.

CREATING AND MANAGING YOUR OWN BRAND
Presenter: Vicky Santos & Claudia Rufino, MAOF

Your personal branding can be a key deciding factor when deciding your career path. To land that “dream job” you will need to stand out, you’ll need something that differentiates you from the rest. Learn how to showcase your interest, personality, skills, perspective and strengths…increase your visibility, and leveraging for your next step.

EATING HEALTHY AND LIVING HEALTHY
Presenter: Aidee Bautista & Estella Morales

Learn easy tips to improve eating habits without strict diets, limitations and depriving yourself of food you eat. Learn how to increase the level of physical activity while having fun and without signing up for expensive gyms.

HOW TO ACHIEVE FINANCIAL SUCCESS
Presenter: Maha Darwish, District General Manager, H&R Block and Johana Hidalgo, Financial Advisor, Transamerica

We know our numbers: age, shoe size, how much we weigh. But what about our credit score? This number can have a big impact on how much we can pay for a car, a home, or even what kind of job we can get. Learn how to manage credit well to secure your financial success.

THE FACE OF VIOLENCE AND SURVIVAL
Presenter: Kandee Lewis, The Positive Results Corporation

How does Domestic Violence and Sexual Assault Impact our everyday lives.
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Maria Amarillas Degilliland, Dilbeck Real Estate
Fernando Del Rio, Program Producer/Writer
Teresa Samaniego, ABC7
Tatiana Villanueva, MAOF

ACKNOWLEDGEMENTS

X-Igent Printing, Inc.
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THANK YOU TO OUR DEDICATED STAFF

Tatiana Villanueva
Carolina Rodriguez
Janet Villarreal
Janet Michel
Eddie Somarriba
MAOF Staff Volunteers
OUR MISSION
The mission of the Mexican American Opportunity Foundation (MAOF) is to provide for the socioeconomic betterment of the greater Latino community of California, while preserving the pride, values and heritage of the Mexican American culture. This is accomplished through programs in early childhood education and family services, job training and senior lifestyle development throughout the multi-cultural communities served by MAOF.

Since its inception, MAOF has provided services to the largest and fastest-growing segment of the population and has advocated for the advancement of the Latino community in California. While MAOF’s services are open to all eligible individuals, changing demographics clearly place our organization in a unique position to work with government entities and corporate America to respond to the specific service needs and challenges of the Latino community.

KEY PROGRAMS
MAOF operates 61 service locations in 7 California counties: Los Angeles, Orange, Monterey, San Diego, San Bernardino, Ventura and Kern. More than 95% of MAOF’s clients are of low to moderate income. MAOF also delivers programs in other states including Nevada and New Mexico. MAOF’s services include: Child Care & Early Education, Youth Education, Senior Services, Financial Literacy and Community Services.
SoCalGas® applauds the Mexican American Opportunity Foundation’s leadership and its 2016 Women’s Conference. SoCalGas is proud of community-based organizations dedicated to high-quality social services and programs. Congratulations to honorees:

- Renée D. Martinez – L.A. City College President
- Tina Aldatz – Entrepreneur
- Jeannie Hilger – Vice President of Airborne C4ISR Systems Division of Northrop Grumman’s Mission Systems Sector

AltaMed salutes the Mexican American Opportunity Foundation and is proud to support their 37th Annual National Latina Women’s Conference.
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Thank you for your commitment to improving our communities and providing the opportunity to interact with corporate leaders, educators, and students. Best wishes to all participants and guests.

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The Alternative Payment Program consists of several Federal & State Subsidized Block Grants funded by the California Department of Education and the Department of Public Social Services.

The following are the programs that we provide subsidized childcare services for:
- CalWORKs Stage 1 (DPSS GAIN)
- CalWORKs Stage 2 (CDE)
- CalWORKs Stage 3 (CDE)
- Alternative Payment Program (CDE)

All the subsidized Alternative Payment Programs are parental choice programs, the parent may choose any one of the following types of child care:
- Child Care Center
- Licensed before/after school program
- Licensed family day care home
- Exempt Child Care provider; Children’s relative, grandparent, aunt, uncle or even a friend or neighbor.

All or most of the Alternative Payment Programs have similar requirements such as:
- CalWORKs recipients who are on or off cash aid
- Low-income may be eligible for child care services for children under the age of 13
- Parent(s) are working and meet income eligibility requirements, seeking employment, attending school, or participating in a GAIN approved program.

Eligible families may have all or part of the cost paid for by a subsidized Federal & State Block Grant.
- CalWORKs recipients will normally start their child care services with Stage 1, once the parent(s) are deemed stable and the parent(s) income is at or below the state’s median level established by the State Department of Education, the family is transferred to the Stage 2 Department.
- The parent can remain in Stage 1 & Stage 2 for a maximum of 24 months of child care services, after being off cash aid. At that point the family is considered (timed out), and is transferred to Stage 3 if funding is available, otherwise, families are recommended to enroll in the APP waiting list.
- All low income recipients requesting subsidized child care assistance are required to enroll through the waiting list. Childcare services are not guaranteed and are based on available funding.

MAOF geographical service area consists of the following communities: Bell, Bell Gardens, Boyle Heights, City Terrace, Commerce, Cudahy, Downey, East Los Angeles, El Sereno, Huntington Park, Lincoln Heights, Maywood, Montebello, Monterey Park, Paramount, Pico Rivera, Santa Fe Springs and South Gate.

Operating hours are Monday through Friday from 7:30am to 5 p.m. and the Stage 1 Department is open M-F 7:00am to 5:30pm and on Monday & Wednesday’s the Stage 1 department is open until 7:00 pm.
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Reneé D. Martinez

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Alex Chaves
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Fernando del Rio
Alex Nogales
Moctesuma Esparza
A tip of the cap to you

The Coca-Cola Company is proud to support the MAOF 37th Annual National Latina Women’s Conference.