



LATINA HISTORY DAY

The Resilience of HOPE

30th ANNUAL CONFERENCE | MARCH 10-13, 2021

HOSTED VIRTUALLY

CO-TITLE SPONSORS



CONFERENCE AGENDA

MISTRESSES OF CEREMONIES



LESLIE LOPEZ

Meteorologist,
ABC 7 Eyewitness News
March 11 & 12



ANABEL MUÑOZ

Reporter,
ABC 7 Eyewitness News
March 10 & 13

AGENDA DAY 1 | WEDNESDAY, MARCH 10

INSPIRE THROUGH ART AND CULTURE

9AM - 10AM PST - MAIN STAGE PROGRAM

KEYNOTE SPEAKER



DENICE FROHMAN

Poet, Educator & Performer

SPECIAL REMARKS



LAURA ARCINIEGA

Conference Chair | Principal,
Raben Group | HLI '03



MARILU GALVEZ

Vice President of Community
Relations & Development,
WABC-TV



NATHALIE RAYES

President & CEO, Latino
Victory | Chair, HOPE
Binational Fellowship | HLI '01

10AM - 11AM PST - CONCURRENT BREAKOUT SESSIONS

CAREER RESILIENCE: LATINA CREATIVES LEVEL UP PRESENTED BY THE WALT DISNEY COMPANY

PANELISTS

Jessica Dominguez, Programming Producer, KABC

Marysol Garcia, Sr. Manager Licensing / Disney Animation & Pixar, Disney Consumer Products

Kathy Suarez, Senior D&I Manager - Multicultural Engagement, Walt Disney Studios

MODERATOR: Mariel Moscoso, Diversity & Community Engagement Specialist, ABC7

A CULTURE OF CARE: BUILDING CAREGIVER RESILIENCE PRESENTED BY AARP

PANELISTS

Dr. Luis Guzman, County of Los Angeles, Department of Mental Health

Liliana Perez, Director of Cultural Affairs, Los Angeles Chargers, NFL

Jenny Sanchez, Family Care Navigator, Family Care Giver Support Center

MODERATOR: Adriana Mendoza, Associate State Director, AARP California

11AM - 11:30AM PST - COMADRE NETWORK EXPO & NETWORKING

Toggle between exhibitor booths featuring Latina brands and special offers from our sponsors and partners, and one-on-one networking rooms!

AGENDA DAY 2 | THURSDAY, MARCH 11

BUILD WEALTH

9AM - 10AM PST - MAIN STAGE PROGRAM

KEYNOTE SPEAKER



BEATRIZ ACEVEDO

Cultural Strategist, Entrepreneur,
Thought Leader,
CEO & Co-Founder of Suma Wealth



ALEX PADILLA

United States Senator for California

SPECIAL REMARKS



MAX ESPINOZA

Senior Program Officer,
Bill & Melinda Gates Foundation



ALICE JUAREZ

Region Bank President, Wells Fargo

10AM - 11AM PST - CONCURRENT BREAKOUT SESSIONS

CREATIVE HOME BUYING STRATEGIES FOR BUILDING WEALTH PRESENTED BY WELLS FARGO

IN CONVERSATION:

Laura Barrera, Government & Public Relations Consultant, LB Consulting
Sheila Berger, Private Mortgage Banker, Wells Fargo

POST-SECONDARY EDUCATION PATHWAYS TO AN ECONOMIC RECOVERY PRESENTED BY THE BILL & MELINDA GATES FOUNDATION

PANELISTS

Dr. Daisy Gonzales, Deputy Chancellor, California Community Colleges
Elizabeth González, PhD, Chief Program & Strategy Officer, College Futures Foundation
Deborah Santiago, Chief Executive Officer, Excelencia in Education

MODERATOR: Vanessa Delgado, Managing Partner, Azure Development

11AM - 11:30AM PST - COMADRE NETWORK EXPO & NETWORKING

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AGENDA DAY 3 | FRIDAY, MARCH 12 - LATINA HISTORY DAY

EMPOWER YOUR CAREER & COMMUNITY

9AM - 10AM PST - MAIN STAGE PROGRAM

KEYNOTE SPEAKER



ALICIA MENENDEZ

Journalist and Multimedia Storyteller



NURY MARTINEZ

Los Angeles City Council President
Proclamation Presentation

SPECIAL REMARKS



CLAUDIA BENSHIMOL

SVP, General Manager of
Estée Lauder & AERIN Beauty for North
America, The Estée Lauder Companies



ALBA CASTILLO BAYLIN

VP Stakeholder and Community
Management, The Coca-Cola
Company

Main Program closing by HOPE Board Chair Rosie Arroyo and Conference Chair Laura Arciniega

10AM - 11AM PST - CONCURRENT BREAKOUT SESSIONS

RECHARGING COMMUNITIES THROUGH INCLUSIVE LEADERSHIP

PRESENTED BY THE ESTÉE LAUDER COMPANIES

PANELISTS

Irma Olguin Jr., Co-Founder, Bitwise Industries

Carlos Pagoaga, Group Director Community Partnerships, Global Community Affairs, The Coca-Cola Company

Kimberly Villatoro, Vice President/General Manager, Smashbox and GLAMGLOW North America

Controller Betty Yee, State of California

MODERATOR: Dinorah Perez, News Reporter, Noticiero Telemundo 52

WORKPLACE RESILIENCE: RE-ENTERING POST PANDEMIC

PRESENTED BY BROWNE GEORGE ROSS O'BRIEN ANNAGUEY & ELLIS LLP

PANELISTS

Assemblywoman Eloise Gomez Reyes, State of California

Lydia Tavera, Firm Administrator, Browne George Ross LLC

Lisa Weinberger, Owner, Law Offices of Lisa Pierson Weinberger

MODERATOR: Azalea Iñiguez, Consumer Investigative Reporter, Telemundo 52 Responde

11AM - 11:30AM PST - COMADRE NETWORK EXPO & NETWORKING

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AGENDA DAY 4 | SATURDAY, MARCH 13

YOUTH DAY (AGES 15-21 ONLY)

9:30AM - 10:50AM PST - MAIN STAGE PROGRAM

KEYNOTE SPEAKER



ARIANNA DAVIS

Senior Director of Editorial & Strategy
at O, The Oprah Magazine, Author

SPECIAL REMARKS



LORENA HERNANDEZ

Director of Community Impact,
Comcast



ALICIA ROMERO

Executive Director, Local & Cultural
Relevancy, North America, The Estée
Lauder Companies

11AM - 12PM PST - CONCURRENT BREAKOUT SESSIONS

RESILIENT CAREERS: CAREERS IN THE STEM INDUSTRY

PRESENTED BY KAISER PERMANENTE
PANELISTS

Sandra Salazar, MD., Physician, Kaiser Permanente
Jasmine Mora, Communications Manager, TikTok
Monica Morales, Water Resources Engineer, Jacobs
Denise Zapata, Owner/CEO, Zapata Private
Wealth Group

MODERATOR: Sarina Morales, LA Rams Team
Reporter, LA Rams

RESILIENT FUTURES: BUILDING HEALTHY FINANCIAL HABITS

PRESENTED BY UNION BANK
FACILITATORS

Yessenia Delgado, College Bound Coordinator,
Girls Inc
Laura Chavez, Teen Program Facilitator, Girls Inc

RESILIENCY THROUGH IDENTITY

FACILITATOR: Stephani Page, ARC Network
Community Engagement Manager

12PM - 12:30PM PST - YOUTH DAY CLOSING

Closing and reflections from the Latina Future History Makers, Presented by The Estée Lauder Companies



KEREN HERRAN

Future Global Health Research Professor



ISABELLA MARTINEZ

Future Congresswoman
(HOPE Scholarship Recipient)



FRIDA MENDEZ

Future Public Servant



BIANCA MURRAY

Future Lawyer



MIRIAM TORRES

Future Activist and Policy Maker