

## LATINA HISTORY DAY 2017 RECAP

The 26th Annual Latina History Day Conference, a sold out event that drew in more than 800 Latinas to celebrate the achievements, tenacity, courage and perseverance of Latinas, was a resounding success. The diversity of conference attendees ranged from high school and college students to working professionals and 12 elected officials. The audience diversity extended to their income and education levels, age and backgrounds.

### KEYNOTE SPEAKERS



**Rebekah Del Rio**—The morning kicked off with the emotional story and song of this incredible woman, who shared her story of loss, faith and triumph.



**Geisha J. Williams**—The only Latina CEO of a Fortune 200 company, shared her experience rising as an immigrant and leader and left the room feeling empowered and ready to embrace their journey.



**Candice Campos**—Co-producer in the biggest movie franchise in cinematic history, Candice shared a familiar tale of a modern Latina walking the line between tradition and her aspirations.

### WORKSHOP SNAPSHOT



HOPE, in partnership with our generous sponsors, presented 8 compelling and highly regarded workshops including *Embarking on the Journey of Entrepreneurial Success* with Farmers Insurance, *Authentic Leaders: Discovering Why* with Northwestern Mutual, *Diet by the Decade* with Herbalife and *Developing the Latina Clean Air Agenda* with SoCal Gas.



## Conference Highlights

### Demographics Snapshot:

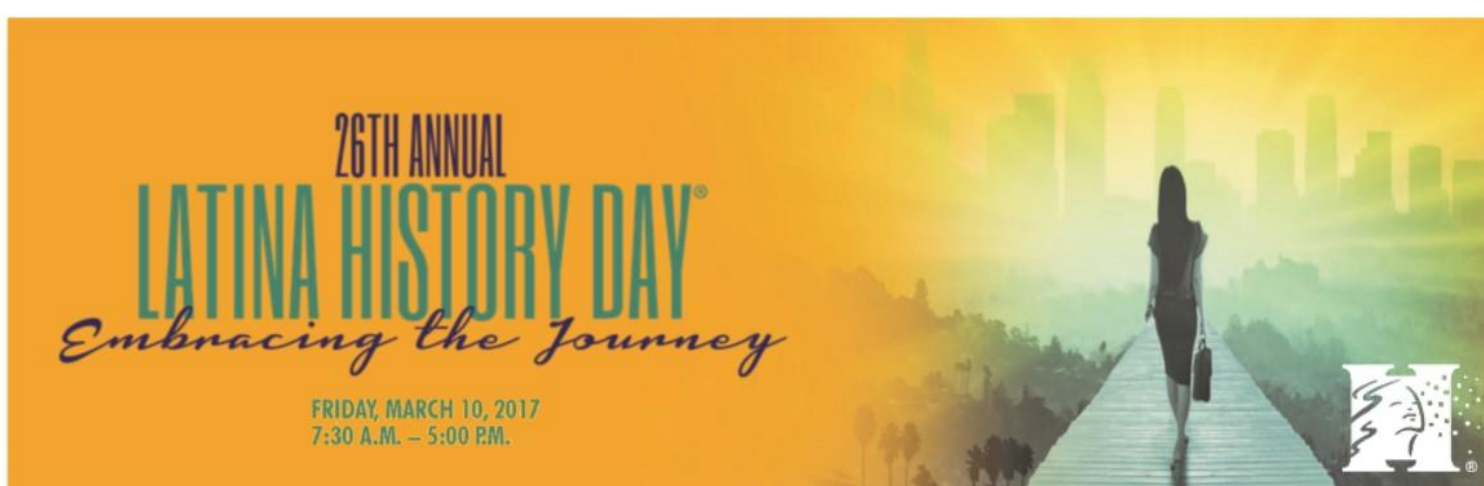
More than 800 people attended the 2017 Latina History Day Conference!

- ◆ 36% are 26-34 years old
- ◆ 40% earn \$50,000—\$99,999
- ◆ 64% possess a BA/BS degree or higher

### Media Presence:

With an audience reach of more than **11 million viewers**, the Latina History Day Conference was covered in numerous broadcast and online outlets notably Telemundo, Univision, KNBC, ABC 7, Azteca America, La Opinion, LA Weekly and Triunfo Latino, among others.

HOPE captured overwhelming support across social media including Twitter, Instagram and Facebook with #LatinaHistoryDay, #LHD2017 and #EmbracingTheJourney reaching an audience of over **168K**.



Left to right: Senator Ricardo Lara, Vice President, Public Affairs, Global Communications for The Estée Lauder Companies, Anna Klein, HOPE CEO and Executive Director Helen Iris Torres, Assemblymember Jose Medina



Left to right: Aime Vizcarra, Helen Iris Torres, Councilwoman Nury Martinez, Larisa Cespedes



Left to right: Geisha Williams, California Secretary of State Alex Padilla, Gina Orozco



Left to right: Anna Klein, 2017 Future History Makers and Jessica Morin

**Future History Makers**—Five promising, young Latinas were honored during the morning program for their success in maintaining a balance between their college education and having a positive impact in their communities.

**Councilwoman Nury Martinez** presented HOPE with the Latina History Day Proclamation from the City of Los Angeles.

**Senator Ricardo Lara** presented a certificate of recognition on behalf of the Senate.

**California Secretary of State Alex Padilla** roused the crowd with his empowering statement that the future is Female – and Latina!

### Elected Officials in Attendance:

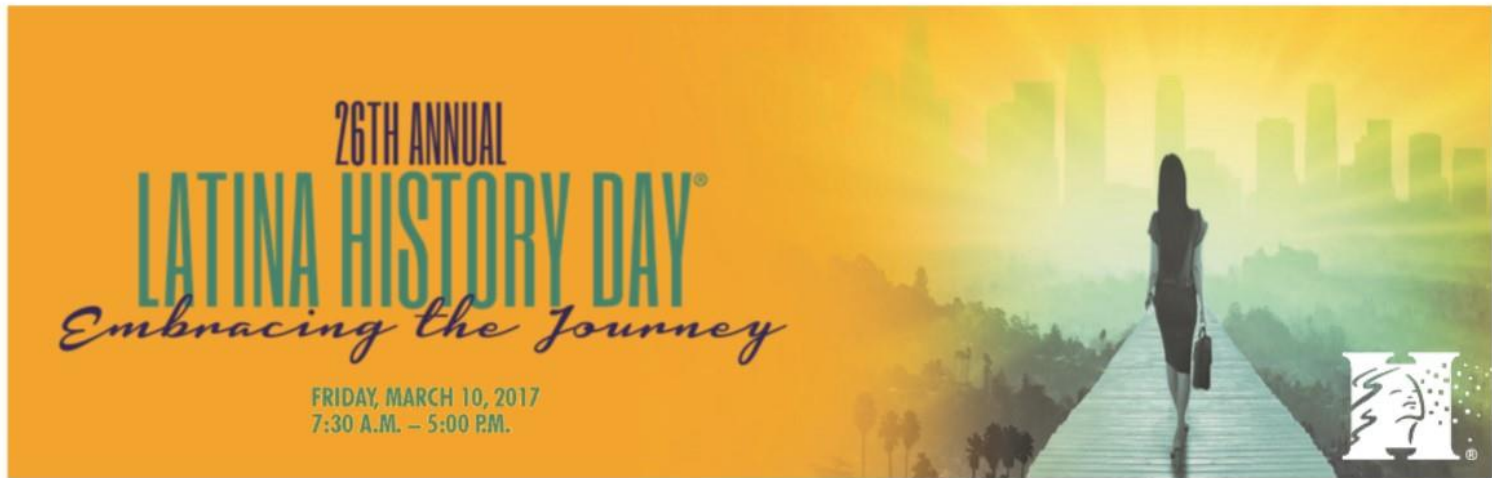
Senator Ricardo Lara , California Secretary of State Alex Padilla, State Controller Betty T. Yee, Assemblymember Jose Medina, Assemblymember Reginald Byron Jones-Sawyer Sr., Councilmember Ana Maria Quintana, Councilmember Marqueece Harris-Dawson, , Mayor Pro Tem Michele Martinez, Councilmember Mickie Solorio Luna, Councilmember Nury Martinez, Dr. Sandra Salazar, Nora Vargas, Southwestern Community College Board President, Sonia Lopez, Compton Community College Trustee

## COMADRE NETWORK

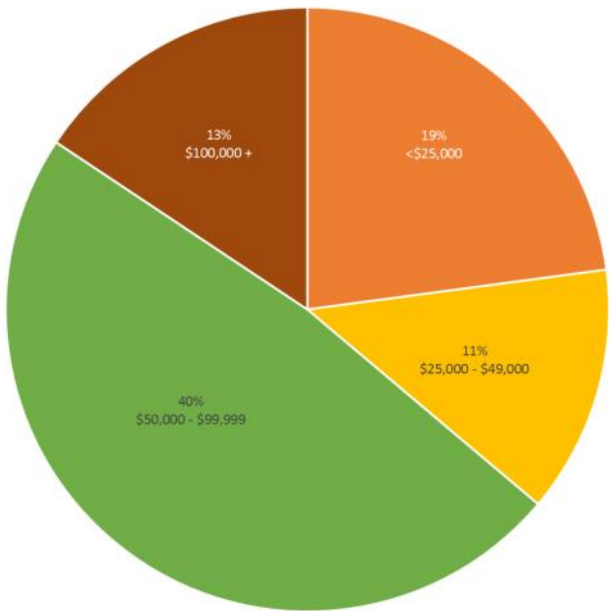
Not to be outdone by the morning program, the exciting conclusion of the event brought participants together as our sponsors and other local, Latin-owned businesses showcased their products at the Comadre Network. With over 30 vendors including CHIRLA, Lil Libros, Casita Del Pueblo, Sabio, Cha Cha Covers and more; our guests walked away with their hands and hearts full. This year, we premiered the Authors Corner, highlighting authors such as Tina Al-datz and Cassandra Moreno. Our generous sponsors, including Goya, Union Bank, Farmers Insurance, Thrivent and Coca Cola also participated and continued their outreach and generosity for our conference attendees.





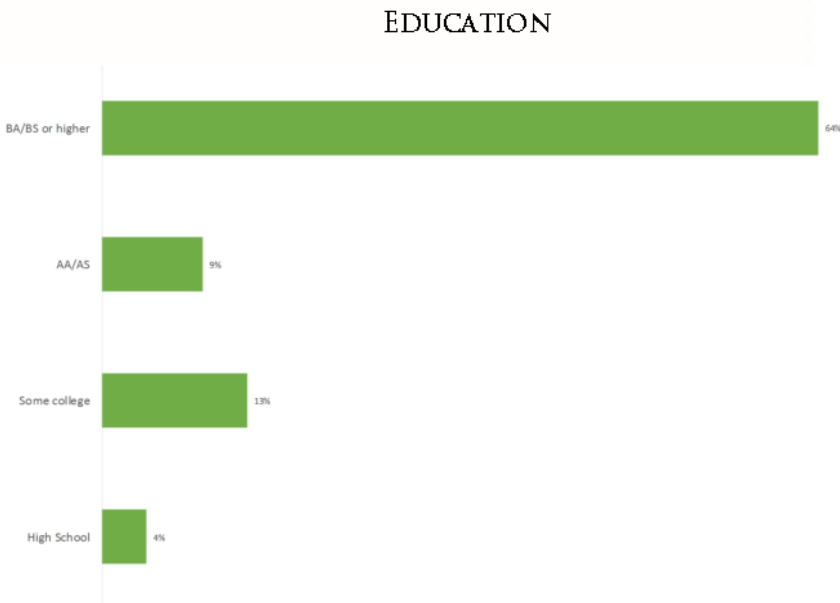


## AUDIENCE DEMOGRAPHICS

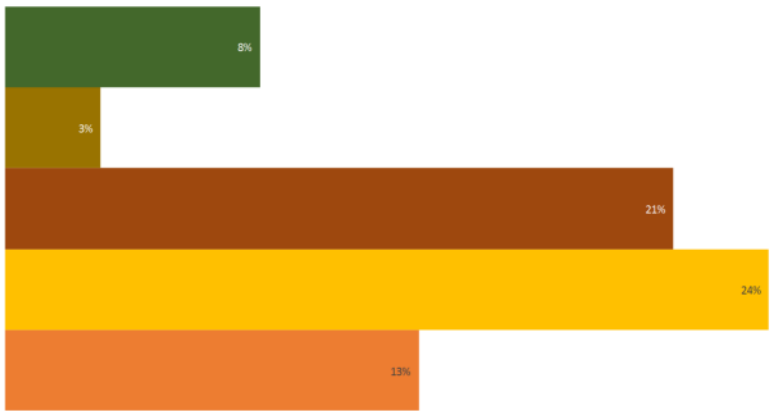


■ <\$25,000 
 ■ \$25,000-49,999 
 ■ \$50,000-\$99,999 
 ■ \$100,000 +

### INCOME

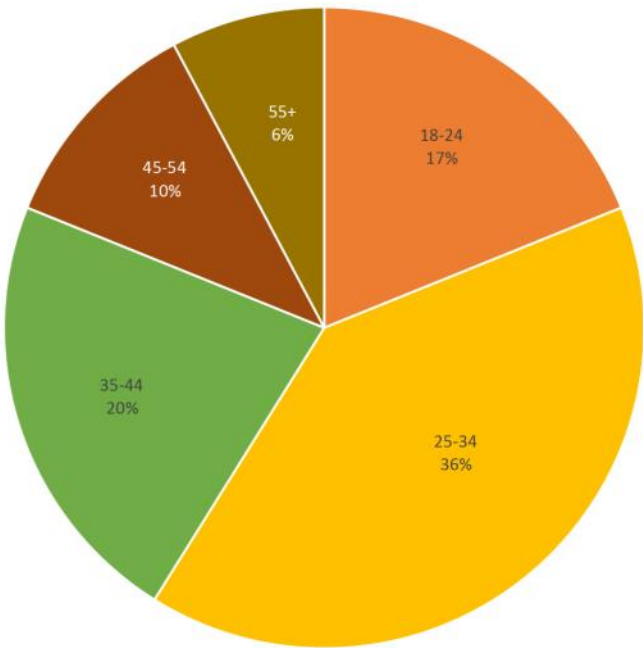


### EDUCATION



■ Other 
 ■ Small business owner 
 ■ Public 
 ■ Non-profit 
 ■ Corporate

### EMPLOYMENT



■ 18-24 
 ■ 25-34 
 ■ 35-44 
 ■ 45-54 
 ■ 55+

### AGE