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LATINA LEADERSHIP SUMMIT



3.2.24

BEEMAN HOTEL DALLAS

Hey Chica! All Access

GENERAL SESSION 9AM

Beeman Ballroom

Welcome to The #NoMeanGirlMovement | Let's talk Impact and The Hey Chica Promise!

The Start of a New Mindset: Official Welcome to the Summit. The Movement is NOW. How do we make progress and pursue a new sisterhood with ONE vision- UNITED!

SPEAKER: Veronica Torres Hazley - Founder, Hey Chica!

SPEAKER: Kendria Taylor M.S. - President and Principal Consultant TMCA Credentialed Mediator, TG8 Solutions Insight

CHECK-INS (BREAKOUTS) 9:45AM- 10:15AM

University Park

Miedo to Puedo: Taking the Shift to Moving into your True Alignment with Success. Navigating your purpose without fear. Connect to purpose and direction with a better understanding of how to get to the next level. Attendees will learn two powerful coaching techniques to help them self-coach and move ideas into action.

SPEAKER: Mayra Salinas-Godsey, M.Ed - CEO & Founder Mayra Salinas, LLC & Gran Via Realty, LLC

Park Central

Show Up to Build Community: Moving Past Influence to IMPACT. The new way of building community is with Impact. Our panelists will speak on the importance of leading with impact and planning. How do we build in community with a legacy mindset? Hear from local community builders.

SPEAKER: Rosa Salas - Founder, Rumor Events

SPEAKER: Mai Lynn Ngo - Founder, Fitness Ambassadors & Creator of FAME Fest

MODERATOR: Maria Mendez - VP Government and Education, CIGNA Health

Hillcrest Room

Founders Master Class How Leading Chicas Build Empires with Grit and Poder. Latina owned businesses are the backbone of America's flourishing economy, bridging cultural diversity with entrepreneurial spirit, and propelling our nation towards inclusive and sustainable prosperity. This session will highlight the stories of our local Chicas building businesses and paving a path for resilience.

SPEAKER: Cindy Pedraza Puente - Founder and Owner, Coco Andre

SPEAKER: Irma Vargas - Owner, Bella Med Spa

MODERATOR: Vicki OH! Medrano - Radio Personality, K104; Owner, Small Business Aguas Chicas DFW

Park Cities

Authentic Leadership: Holding Executive Space and Understanding the Cultural Chica in Charge. Navigating the natural conflict between our culture and corporate culture. Owning your power and presence in life and in the workspace.

SPEAKER: Susy Solis - Founder, Solis Media Strategies, Hey Chica, Founding Member

SPEAKER: Wendy Morales - Chief Operating Officer, Morales Law Office; Real Estate Agent, Compass; and TV Host, "The Connect" on the CW

GENERAL SESSION 10:25AM- 11:00AM

Beeman Ballroom

Unstoppable Latina Force. Empowered by collaboration, these fierce chicas unite their talents, ingenuity, and passion to uplift businesses and communities.

SPEAKER: Veronica Torres Hazley - Founder, Hey Chica

SPEAKER: Jessica Gonzalez. - Dallas President, ALPFA

SPEAKER: Laura Altamirano - President, HWNT Dallas

SPEAKER: Claudia Torrescano - Communications, Outreach & Marketing for Dallas City Manager, City of Dallas

CHECK-INS (BREAKOUTS) 11:15AM- 11:45 M

University Park

How to Identify and Leverage Mentors and Sponsors: Ascending with Support. Latinas harness the guidance and sponsorship of wise mentors, propelling their careers to new heights and unlocking extraordinary opportunities. Learn how to cultivate sponsors and mentors on your path to success at every opportunity.

SPEAKER: Theresa Flores - CEO, FACTS

SPEAKER: Melissa Alfaro - Chief of Staff, Congressman Marc Veasey

SPEAKER: Stacey Gullien Bridges - VP Client Solutions, CMP

Park Central

How to be Bold and Go After What you Want: Boldness Breeds Brilliance! Fearlessly Pursuing your Ambitions. Intimate Chat with Chicas! These trailblazers fear no limits in their quest for success in both career and business. Venture Out for your inner power; challenge yourself to achieve the impossible to leave impact; impact on others; using cultural influence to create your own bold mindset to make bold moves.

SPEAKER: Victoria Neave Criado - Representative D107, State of Texas

SPEAKER: Jake Tefoya - Founder and Owner, The Mod Labb

MODERATOR: AnaChrista Robles - Founding Member, Hey Chica!

Hillcrest Room

La Nueva - the Modern Working Chica. The new working chica making boss moves! Power plays that help you follow your path to success with Culture, Class and confidence

SPEAKER: Mayra Hurtado - HR Director, American Leather

SPEAKER: Jerika Holweger - Founding Member, Hey Chica!

MODERATOR: Dr. Lori E. Brakhage - Principal, APEX Collective Strategies, LLC

Park Cities

Own Your Reign, Reinas: Elevating Your Networking Strategies. Want to know a secret? Networking is community building. From network mapping to combatting imposter syndrome, we will collectively unlock the barriers to productive networking. We will meet those barriers with strategies that are sure to help you leverage your talents to build confidence on the path to your next promotion or career move. Let's replace fear with intention and expand our impact!

SPEAKER: Mayra Valle - Founder, Valle Conmigo

CLOSING SESSION/ LUNCH 11:55AM- 1:00PM

Beeman Ballroom

INCLUIDA: The New Comadre Framework. Hear how the Hey Chica Movement brings a new sisterhood of integration into each conversation with focused pillars of impact.

SPEAKER: Veronica Torres Hazley - Founder, Hey Chica!

SPEAKER: Cris Bradshaw - Dallas College - Goldman Sachs 10K Small Business

Mercadito/ Rhapsody Room

- Camila & Clay
- Cadena Collective
- Kelmari
- Zafiro Jewellers
- Pawlicious Cookies
- Culture USA
- Salutierra
- Pretty Fit Wear
- Artesanias Claudia
- My Silver Lining
- Jefa Things



Activations

- Complimentary Hey Chica Summit Lifestyle Shots with XG Photos (Lakewood Room)
- Official Hey Chica Group Photo Op with Lavish Photobooth (Common Area)
- INCLUIDA: Official International Women's Day Photo Opp with Lexi (Common Area)
- LASH Bar with Leeanne (Lakewood Room)



WiFi

Wi-fi in Conference Area
The Beeman Hotel_Conf
PW - Beeman2024



Wi-fi in Lobby/Hotel/Restaurant
The Beeman Hotel
PW - Beeman2024

Hashtags

#HeyChica
#HeyChicaSummit24
#NoMeanGirlMovement
#HeyChicaMovement
#WomensHistoryMonth
#VivaLaChica

