

#NoMeanGirlMovement



2025 HEY CHICA LEADERSHIP SUMMIT

8:00 AM - 8:30 AM Registration Opens

8:30 AM - 8:55 AM Program Starts: Welcome Chicas! Check In with Veronica Torres Hazley, Founder and Melissa Alfaro, Hey Chica Board MC Reporter Alicia Baerrera NBC5 Telemundo 39

8:55 AM - 9:00 AM Room Transitions

9:00 AM - 9:40 AM Workshop Sessions

- Workshop 1 (Park Central Room) - Cultura, Confianza, and Communication: Cultural Lessons in Healing, Trust-Building, Conflict Resolution with Confidence.

Presenter: Myra Valle, Valle Con Migo

- Workshop 2 (University Park Room) - Building a Brand Beyond Transactions. explore what it truly means to build a purpose-driven brand and why value-based marketing is the key to sustainable growth.

Presenter: Natalie Gaitan, Luz Creative

- Workshop 3 (Beeman Ballroom) - Burnout to Balance – Setting Boundaries & Protecting Your Energy. Don't burn out Chicas!

Presenter: Veronica Torres Hazley, Hey Chica

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9:40 AM - 10:25 AM Brunch, *El Wiri Wiri* (Spanish for Networking), De Compras

10:25AM - 10:30 AM Room Transition

10:35AM - 11:25 AM Keynote

- The 4 Key Steps To Create A Flight Plan For Your Dreams! As one of the few Latina sports airplane pilots in the United States, Jacqueline understands first-hand what it takes to take off and to land a plane. Using her knowledge, anecdotes and practical tools from the world of aviation and marketing, she will share the four elements of creating a flight plan for your career:

Keynote Speaker Jacqueline Ruiz, FIG Media JJR Marketing Group

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10:25AM - 10:30 AM Room Transition

11:30AM - 12:10 PM Workshop Sessions

- Workshop 1: For Our Digital Chicas: Let's talk about defining your Digital Voice and Harnessing AI for Growth and Visibility. This workshop session will help Chicas develop digital skills, support thinking outside the box, and work effectively across industries—whether as entrepreneurs or corporate professionals – in a digital world.

Presenters: Megan Ames, Latinas In Tech & Veronica Valladarez, HWNT Dallas, Latinas in Tech

- Workshop 2: Networking with Intention – The Chica Power Play In today's fast-paced world. A transformative workshop designed to help you define your networking goals and harness the power of authentic relationships.

Presenters: Laura Altamirano, Dr. Catherine Oliveras, HWNT Dallas Chair and Chair Elect

- Workshop 3 - Asset Mapping for Collective Growth- Collective Mindset: How to build an ecosystem that builds your community, network and impact to progress forward. How to draw out an asset map and visualize clear lines to advancement at every opportunity.

Presenter: Veronica Torres Hazley, Founder Hey Chica!

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2025 HEY CHICA LEADERSHIP SUMMIT

12:10PM - 12:15 PM Room Transition

12:15PM - 1:00 PM Final Closing Session

- No More DEI y Ahora qué?

In this dynamic session, these DEI leading Chicas will share their personal journeys and professional insights on navigating the evolving DEI landscape. As the social climate shifts, we'll dive into innovative strategies they are creating that are not only shaping the way their organizations survive but thrive.

Moderator: AnaChrista Robles, Hey Chica Board

**Speakers: Latosha Herron Bruff, Dallas Regional Chamber
Maria Espinoza, Brinker International**

Hey Chica Closing Remarks and Tequila Toast along with Group Picture