



FOR IMMEDIATE RELEASE:

HEY CHICA! POP UP LEADERSHIP EXPERIENCE LAUNCHES IN DALLAS OCTOBER 20TH

Hey Chica! Pop Up Experience is a movement aimed at giving Latina Leaders a platform to inspire and influence the next generation of community leaders, advocates, and influencers.

DALLAS (October 1, 2018) - The first annual Hey Chica! Pop Up Experience will launch in Dallas on October 20th, 2018 and will be hosted at James M. Collins Executive Education Center at 3150 Binkley Ave., Dallas, TX 75205 at Southern Methodist University from 8am-5pm. Hey Chica! will bring together some of the most successful and influential Latina Leaders in North Texas and beyond, who will share their knowledge and experience with the next generation of community leaders, advocates, and influencers. The conference will host more than 35 distinguished panelists and speakers, including business leaders, inventors, founders, investors, and more. Keynote speakers include Nina Vaca, Chairman and CEO of the Pinnacle Group, Arcilia Acosta, Owner/CEO of CARCON Industries and Construction and STL Engineers, and state Rep. Victoria Neave.

“We are excited to launch this unique movement in North Texas with 300 women who are looking to enjoy and engage in real conversations with community and business leaders about issues that the modern woman deals with every day,” said Veronica Torres, founder of Hey Chica! Pop Up Experience. “It’s more important now than ever that we come together to share knowledge and open doors for the next generation of leaders.”

Panel Topics Include:

- **The Power of Tu** - Harnessing your ideas and purpose to reclaim your #bossgoals
- **Roots Rising** - Connecting to culture in Dallas
- **Hermanas con Ganas** - Women who are slaying their industries (Corporate/Non-profit/Startups)
- **Classy and a little Bad-assy** - Building your personal brand with guts and ganas
- **Dollars and Sense** - The In’s and Out’s of raising money, self-funding and success for the entrepreneur in you.

- **Turn the Volume up on your Vibe** - Latina entrepreneurs talk about their workload and their side hustles.
- **Writing Your Story to Get Published**
- **Using Your Influence to Make a Difference**
- **Mixing It Up** - All the ingredients you need to collaborate with other communities of color
- **The New Guard** - How to pass the torch with grace and style

These experiences are designed to deliver in-depth, genuine conversations about sisterhood, hustles, and hurdles while building lifelong friendships and expanding opportunities. Hey Chica! panel discussions are built with intention and purpose and served up in a one-day, interactive program with spotlights on local artisans, eateries, specialty cocktails and other stimulating activations.

The mission of Hey Chica! is to facilitate meaningful, purposeful dialogue that encourages, inspires and guides tomorrow's business creatives, entrepreneurs and leading ladies. Guests are destined to meet other talented, like-minded women, while learning the challenges behind success from some of the most talented business and community leaders in North Texas and beyond.

We want to thank our generous sponsors: SMU, Pepsi Co. Frost Bank, Serena Simmons Connelly, Mercado369, Dallas Women's Foundation, Deloitte, ISP Productions, Factory Glam, Informato DFW, and more., Tickets are available at heychicasummit.com. Hey Chica! Is launching in Dallas and will take shape in Austin, Houston and San Antonio.

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About Hey Chica Summit: Hey Chica summit is a pop-up movement for women looking to collaborate with community leaders, advocates, and influencers to curate their goals with passion and ganas.

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