

2019

Latina & African American Women in Business Brunch

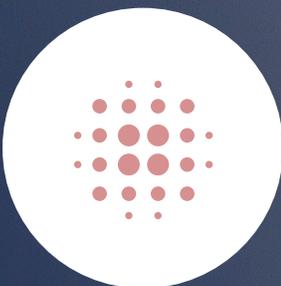


Empower Your Brand

SUNDAY, OCTOBER 13TH, 2019
10:00AM - 3:00PM

MAYAHUEL INSIDE THE COA ROOM
1200 K STREET, SACRAMENTO, CALIFORNIA

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2019

LATINA & AFRICAN AMERICAN WOMEN IN BUSINESS BRUNCH

Schedule

9:00a-10:00a

Arrival, Personal Portraits,
Coffee & Registration



10:00a-10:45a

Opening Welcome
by Ms. Ramona Landeros



10:45a-11:30a

Setting Yourself Up For Success!
by Ms. Vihil H. Vigil, MBA, CHHC

11:30a

MAYAHUEL Brunch is served



11:30-12:15a

Understanding your Financial Foundation
& How to Improve It
by Ms. Shayne Corriea-Fernandez

12:15-12:30p

Coffee Break



12:30-1:15p

SEO & 5 Principles of an Effective
Social Media Channel for your Business
by Ms. Mari Shuler



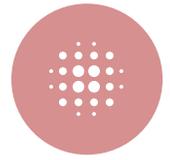
1:15p-2:00p

I Choose Me Health Project, Self-Discovery,
& Setting Attainable Goals
by Ms. Sherena Edinboro, MS, RN

2:00p-3:00p

Closing Appreciations
Swag Bags
Cake, Coffee & Conversations!

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SPEAKER
SPOTLIGHT

Twin Rivers School Board Trustee Ramona Landeros
<https://votelanderos2020.com>



**TWIN RIVERS SCHOOL BOARD TRUSTEE &
CANDIDATE FOR SACRAMENTO CITY COUNCIL D2**

Trustee, Ramona Landeros has 4 children and now with her grandchildren, who are currently attending Twin Rivers schools. As a farm worker child, Trustee Landeros attended over 10 different schools prior to studying at California State University, Sacramento and the University of California, Davis. Most recently, Trustee Landeros worked as a legal advocate for students with disabilities, that included developing individualized education programs (IEPs) and meeting with parents, teachers, counselors, administrators and school psychologists. Trustee Landeros worked closely with Castori Elementary to organize reading and art programs through First Five and she has mentored many high school students. Trustee Landeros represented the Del Paso Heights area on the Coalition for Regional Equity (CORE), which studied the effects of poverty in the community. Trustee Landeros is co-founder of the Multi-Cultural Center, CSUS; and she has managed a local cultural festival for 11 years.

Lifelong community activist, Multicultural Center, In 1992 helped to create Indigenous People's Day Benito Juarez Neighborhood Association

Ramona Landeros has lived in the Del Paso Heights community for over 35 years — first with her children and now with her grandchildren, who are currently attending Twin Rivers schools. As a farm worker's child, Trustee Landeros attended over 10 different schools prior to studying at California State University, Sacramento and the University of California, Davis. Most recently, Trustee Landeros worked as a legal advocate for students with disabilities, that included developing individualized education programs (IEPs) and meeting with parents, teachers, counselors, administrators and school psychologists. Trustee Landeros worked closely with Castori Elementary to organize reading and art programs through First Five and she has mentored many high school students. Trustee Landeros represented the Del Paso Heights area on the Coalition for Regional Equity (CORE), which studied the effects of poverty in the community. Trustee Landeros is co-founder of the Multi-Cultural Center, CSUS; and she has managed a local cultural festival for 10 years.



SPEAKER
SPOTLIGHT

Ms. Vihil Heather L. Vigil, MBA, PMP, CHHC
www.womensempowermentcoach.us



WOMEN'S EMPOWERMENT COACH

Therapeutic Empowerment

Ms. Vihil Heather L. Vigil has over 20 years of experience in business, finance, executive development, mentoring and coaching from the Sacramento Valley to the San Francisco Bay Area. Ms. Vigil's specialized line of work focuses on the empowerment of women ranging from new graduates, to mid-career professionals, business executives and women veterans, to survivors of sexual assault, those struggling with addiction, anxiety, depression and post traumatic stress disorder.

Ms. Vihil H. Vigil brings her plethora of experience to coach and uplift her clients through educational workshops, online and live uplifting group goal planning sessions, one-to-one coaching programs and more by way of Therapeutic Empowerment, a coaching based therapeutic practice focused on working with women to unleash their true potential by recognizing the past, successfully managing the current and planning for the future!

A native of the Sacramento Valley Vihil is a United States Navy Veteran, a previous non-profit program director, senior business analyst and project management professional for several campuses of the University of California. Vihil is a graduate of Humboldt State University in Northern California, received an MBA from Ashford University, gained holistic health coach training from the Health Coach Institute and continues to advance her knowledge and credentials by attending such courses as Certified Cognitive Behavioral Therapist credential from Achology Ltd. | The Academy of Modern Applied Psychology while she works towards her Doctorate in Clinical Psychology.

As CEO, Writer and Editor in Chief for Magistra Magazine whose focus resonates to Empower Women by Encouraging Expression through highlighting successful women in business and women entrepreneurs, telling their stories of success, and documenting their encouragement to others. Published author Ms. Vigil has two books "Not Without My Coffee" and "100 Affirmations Inspired by Women Empowerment Coaches." Books are available under the Empowerment Reading on the Therapeutic Empowerment website.

Ms. Vigil is currently working on a new book Improving Wellness in a Corporate Environment and has added Corporate Wellness Program Developer to her line of work. Ms. Vigil is a survivor.



SPEAKER SPOTLIGHT

Ms. Shayne Corriea-Fernandez
www.shaynecorriea-fernandez.nm.com



FINANCIAL ADVISOR | PRESIDENT S.W.A.G.

The Corriea Group

Shayne Corriea-Fernandez started her financial services practice in 2016 and joined Northwestern Mutual in 2017. Today, she runs a successful financial planning practice in Sacramento and specializes in providing strategic, comprehensive advice to help successful women, attorneys, lobbyists, business owners, and millennials meet their financial goals. Shayne is Founder|President of S.W.A.G. (Sacramento Women Achieving Greatness), where she collaborates with fellow nonprofits and women's organizations on educating women on how to create their financial story and have that story positively impact the community. Prior to joining Northwestern, Shayne spent over 16 years as a business development manager for a local ADR firm.

Shayne's areas of expertise are Financial Planning for personal and business needs, retirement planning, tax mitigation, risk management and employee and executive benefits planning.

Ms. Corriea-Fernandez maintains an impressive list of Professional Awards and Accomplishments:

- Northwestern Mutual Pacesetter First 40 Award
- Fast Track Academy, 2017 (only 1 of 6 women in a class of 56)
- Nominated for Sacramento Business Journal 2017 Small Business Award
- Nominated for NAWBO "Outstanding Women Leader" Award, 2017 and 2018
- Top Producer Award, 2018
- Top Ten Women Leaders in Western Region for Northwestern, 2018
- Participate of Women's Summit 2017, qualified in 2019
- Presenter of "Womonomics"; "Women's Buying Power", "Pink Profits"

SWAG launched in January, 2017 with a full Board of 10 Professional Women from various backgrounds and careers in Sacramento. SWAG's mission is to uplift, inspire, motivate and effect positive change for our community, especially for women of color. One voice at a time. The three pillars of SWAG are: personal/professional development, philanthropy and public policy.

Born in West Sacramento and raised by a single mother Shayne studied Psychology at San Diego State University and Sacramento State University. Shayne's business partner is her son Jesse who at 23 is also excelling at his financial planning business. They are the only mother/son duo in the company! Shayne enjoys reading, cooking, wine tasting, community giving events and sports.



SPEAKER
SPOTLIGHT

Mari Shuler
www.msbluelotusmedia.com



MEDIA MAVEN

Ms. Blue Lotus Media

Owner and operator of Ms Blue Lotus Media. Specializing in Web design, E-Commerce, Branding solutions and SEO. Owner and operator of Ms Blue Lotus Media. Specializing in Web design, E-Commerce, Branding solutions and SEO.

Mari Shuler is a digital marketing professional and owner and operator at Ms. Blue Lotus media, an inbound marketing and web design agency that helps business owners, attract visitors, convert leads and close customers through data-driven results and precise marketing.

Previously, Mari worked as a Content Associate at a multimillion-dollar lighting company, attended Sacramento State University where her focus was business administration and international marketing and is an Alum of the prestigious Presidential Scholars.

Outside of the digital marketing world, Mari is the mother of three and when she is not turning on the latest Bruno Mars record, helping defend the world against alien invaders or playing Pinky's Unicorn Playhouse, she is helping her clients learn the science behind what makes their businesses tick.

What inspired Mari to pursue going into business for herself? She wanted to learn what makes a business thrive and did so by diving in and creating several on her own. Mari is not only the owner and operator of Ms. Blue Lotus Media, she also owns a host of e-commerce stores: Lotus Glow Skin Collection, an all-natural skin care brand that focuses on providing skin products that are not only good for the skin but good for the environment. Mz Lotus, an apparel brand that focuses on plus sized women's fashion and in development; Sky Daddy Drones, Sharksport Watches and KAZ Kids all of which are launching in early 2020.

Mari foresees within the next year she will continue building her e-commerce brands and consulting with business owners on dynamic web design and strategic digital marketing campaigns. If you are a business owner looking for web design or have a need for a fresh marketing campaign for your business, contact Mari Shuler for your complementary consultation.



SPEAKER
SPOTLIGHT

Sherena Edinboro, MS, RN



FOUNDER | RN | WELLNESS COACH

I Choose Me Health Project

Sherena Edinboro

With a Master of Science in Leadership, Sherena Edinboro, the founder of The i choose me Health Project, is a Registered Nurse and a dynamic Wellness Coach that is passionate, diligent and compassionate in all she does. She is goal oriented and believes in getting results.

Sherena empowers women and individuals to create sustainable change in their lives through the process of self-discovery, choosing self-first, and setting attainable goals.

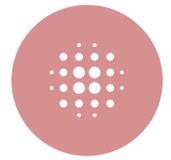
With a Master of Science in Leadership, Sherena Edinboro, the founder of The i choose me Health Project, is a Registered Nurse and a dynamic Wellness Coach that is passionate, diligent and compassionate in all she does. She is goal oriented and believes in getting results.

Sherena empowers women and individuals to create sustainable change in their lives through the process of self-discovery, choosing self-first, and setting attainable goals. With over 11 years as a Registered Nurse, her expertise at the bedside allows her to take the “whole” person into account when providing coaching and workshops.

As a world traveler, retreat host and yoga teacher – Sherena’s love for health and wellness allows for her to continue to inspire and empower others to live their best lives through healthy lifestyle choices both on and off the yoga mat.

IG: @ichoosemehealth @s.edenlove

FB: the i choose me health project and Sherena Edinboro



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ERNESTO DELGADO

Restaurateur Ernesto Delgado Restaurant Group

Señor Delgado is one of Sacramento's most innovative and creative entrepreneurs. His support of others to find their dream path by encouraging the unique ideas his compadres bring to him is to be commended!



LINDA WILKINS

Linda's Sweet Vegan Delights

Linda Wilkins is owner of Linda's Sweet Vegan Delights and is a master baker creating delectable treats that you would never know were completely free of animal products. Order your next set of cupcakes or artistry cakes directly!



AMBER VILLARREAL

Redhead Flowerbed

Flower farm in Rio Linda, CA specializing in seasonal fresh cut flowers and arrangements. Come visit me Saturdays at the Rio Linda Farmer's Market and Peddler'sFair. Also available for special order bouquets and arrangements, just message me or give us a call.



ROSE ZAHN

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President, Healthy Habits Fitness, Inc.
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2224 J Street Sacramento, CA 95816

916-444-7729.

www.HealthyHabitsStudio.com





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MS. VIHIL H. VIGIL

International Women in Business Mastermind Host

Join Ms. Vihil H. Vigil and special guests in a monthly live and online mastermind. The International Women in Business Mastermind leverages the insight & experience of PowerHouse Women with a Mastermind Workbook to dive deep into specific topics to personal and professional empowerment!

https://iwb_mastermind.eventbrite.com



SHAYNE CORRIEA-FERNANDEZ

Financial Advisor | President S.W.A.G.

Schedule your consultation with Shayne Corriea-Fernandez to review your personal financial readiness, establish your financial plan and put yourself on the road to financial security!



AZIZZA SALAAM EL

Extreme Dynamics Marketing, LLC

Azizza is owner of Extreme Dynamics Marketing, LLC. Her company offers innovative digital marketing services including photography, videography and Google marketing.

www.exdymarketing.com



ANNA WINNICKI

Heavenly Salt Therapy

Relax & Breathe, Heavenly Salt Therapy makes it easy for you to enjoy the natural healing power of Salt therapy.

www.heavenlysalttherapy.com



SWAG BAG
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JAYMEE GALVAN

Get Rooted

A healer is someone who has the gift of seeing the light in everyone else, seeing that divine spark that we all carry. As a healer it is my job to sit within my highest self to help you find access to yours.



SAMANTHA MENDONCA

Wicked Wick Craft

Beautifully made sacred smudge candles made with soy wax, essential oils, sage, flowers, cotton wicks, and topped with stones and crystals, body butters, tonics & sacred love potions.



ANITA KENDRICK

Learning the Ropes

Intervention & Prevention for Juveniles



CAROLINE WINATA

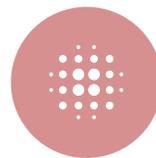
Boudoir By Olin

Boudoir By Olin is a Luxury Boudoir Photographer, capturing the power and beauty of women and propelling them on their self love journey.

www.boudoirbyolin.com (888) 518-6575

2019

LATINA & AFRICAN AMERICAN WOMEN IN
BUSINESS BRUNCH



THANK YOU!

SEE YOU NEXT YEAR!

MARK YOUR CALENDARS AND SAVE THE DATES FOR THE
NEWLY BRANDED
WOMEN OF DIVERSITY BUSINESS BRUNCH!

2020 WOMEN OF DIVERSITY BUSINESS BRUNCHES
NOW SCHEDULED FOR:

- SUNDAY, JANUARY 12, 2020
- SUNDAY, MARCH 15, 2020
- SUNDAY, JULY 12, 2020
- SUNDAY, OCTOBER 11, 2020