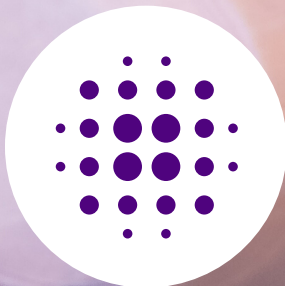


2020  
*Women of Diversity  
Business Brunch!*



**Magistra International Presents**

*Focused*



SUNDAY, JANUARY 12TH, 2020

10:00AM - 3:00PM

THE MAKERS PLACE

2618 X STREET, SACRAMENTO, CALIFORNIA

SPONSORED BY MAGISTRA INTERNATIONAL | [WWW.MAGISTRA.US](http://WWW.MAGISTRA.US)



# 2020 Schedule

9:00-10:00a

Arrival, Personal Portraits, Coffee & Registration

10:00-10:45a

Opening Welcome

by Ms. Ramona Landeros Candidate for Sacramento City Council District 2



10:45-11:30a

Understanding your Financial Foundation & How to Improve It

by Ms. Shayne Corriea-Fernandez



11:30a

Brunch is served

12:00-12:45p

SEO & 5 Principles of an Effective Social Media Channel for your Business

by Ms. Mari Shuler



12:45-1:30p

IMAGINE your conceptual life, IDENTIFY what you want, IMPLEMENT steps to make it happen

by Ms. Vihil H. Vigil, MBA, PMP, CHHC



1:30-3:00p

Attendee Spotlights

Cake, Coffee & Conversations!

# Women of Diversity

## Business Brunch - Sacramento



RAMONA  
LANDEROS

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



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

Trustee, Ramona Landeros is a matriarch, a trusted community leader, a caregiver to friends and family and so many of the community. Ramona Landeros has lived in the Del Paso Heights community for over 35 years — first with her 4 children and now with her 17 grandchildren, who are currently attending Twin Rivers schools. As a farm worker's child, Ramona attended over 10 different schools herself 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. Today, Ramona Landeros is your only real and true choice for the new Sacramento City Council Woman for Sacramento's District 2.

# Women of Diversity

## Business Brunch - Sacramento



**SHAYNE  
CORRIEA-FERNANDEZ**

*Business Owner & Financial Advisor*  
[www.shaynecorriea.nm.com](http://www.shaynecorriea.nm.com)



### **FINANCIAL ADVISOR** **SHAYNE FERNANDEZ FINANCIAL SERVICES**

Shayne was raised by a single mother in West Sacramento before moving to the Arden Arcade area during secondary school. She attended Christian Brothers College Preparatory School and then went on to focus on Psychology at San Diego State University and Sacramento State University. She is a divorced mother of two, son Jesse (24), a graduate of the University of Arizona with a degree in Finance and Business and daughter Maya (11), who attends St. Francis of Assisi Elementary School. Shayne and Jesse are the only mother/son duo and are also the only advisors of color in their agency. Like his mother, Jesse is also a Pacesetter recipient. In her free time, Shayne runs her nonprofit, SWAG (Sacramento Women Achieving Greatness), enjoys reading, cooking with her daughter Maya, wine tasting, community giving events, and sports. Go Giants and Niners!

Shayne started her financial planning practice in 2016 and joined Northwestern Mutual in 2017. Today, she runs a successful financial planning practice in Sacramento alongside her son, Jesse Corriea (Financial Advisor), Terra Kiser (Associate Financial Representative) and Ashlyn Nunes (Director of Marketing & Branding). Her group's mission is to inspire, coach and empower clients who are motivated to create their legacy and achieve financial well-being through integrated financial planning. Integrated Financial Planning encompasses all aspects of finance including budgeting, debt management, savings, risk management, retirement strategies and business planning. Today the group has over 200 clients and manage over \$4 million in investments.

Shayne hosts a variety of seminars and workshops to educate her community on proper financial practices. Topics Shayne has presented in the past are Three Financial Planning Strategies for Women, Womenomics, Financial Planning, Financial Planning for Business Owners, Retirement 101, and Back to Basics - Money Management.

Shayne is also the CEO and Founder of S.W.A.G, which consists of a group of extraordinary Sacramento Women destined to achieve greatness in their community through collaboration of their individual nonprofit groups, organizations, businesses by sharing resources, ideas, events and networks.



# Women of Diversity

## Business Brunch - Sacramento



MARI  
SHULER

*Social Media Maven Ms. Mari Shuler*  
[www.msbluelotusmedia.com](http://www.msbluelotusmedia.com)



### **MS. BLUE LOTUS MEDIA SEO & 5 PRINCIPLES OF AN EFFECTIVE CAMPAIGN**

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.

# Women of Diversity Business Brunch - Sacramento



MS. VIHIL  
HEATHER L. VIGIL

Ms. Vihil Heather L. Vigil, MBA, PMP, CHHC  
[www.womensempowermentcoach.us](http://www.womensempowermentcoach.us)



**WOMEN'S EMPOWERMENT COACH - THERAPEUTIC EMPOWERMENT  
FOUNDER & CEO - MAGISTRA INTERNATIONAL  
WOMEN OF DIVERSITY BUSINESS BRUNCH BRUNCH  
INTERNATIONAL WOMEN IN BUSINESS MASTERMIND**

Ms. Vihil Heather L. Vigil has over 20 years of experience in business, executive development, program development, mentoring and coaching. Ms. Vigil's specialized line of work focuses on the empowerment of women through coaching, advising, creating precise actions plans, providing organizational development strategies and accountability. Clients range 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 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! In 2019 EMPOWERU!, Vihil's signature 6 week coaching course, launched along with the EMPOWERU! Masterclass, for women ready to make big changes in their lives.

A native of the Sacramento Valley Vihil is a United States Navy Veteran, a previous non-profit program director and project management professional for several campuses of the University of California. Vihil has a BA from Humboldt State University, 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 The Academy of Modern Applied Psychology while working towards her Doctorate in Clinical Psychology.

As Founder & CEO of Magistra International Vihil continues to create her vision to empower women globally with The International Women in Business Mastermind and The Women of Diversity Business Brunches! As Writer and Editor in Chief for Magistra Magazine, whose focus resonates to Empower Women by Encouraging Expression. The magazine features successful women in business and women entrepreneurs, by telling their stories and documenting their journey to encourage other women to pursue their dreams! Published author Ms. Vigil has two books "Not Without My Coffee" and "100 Fantastic Affirmations by Women Empowerment Coaches." Books are available at [www.womensempowermentcoach.us](http://www.womensempowermentcoach.us) under the tab Empowerment Reading.

# Women of Diversity

## Business Brunch - Sacramento



### SPONSORS



#### **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](https://iwb_mastermind.eventbrite.com)



#### **RAMONA LANDEROS**

*Ramona Landeros for Sacramento City Council District 2*

For the last 40 years Ramona Landeros has been on the front lines of change to improve the community with integrity, commitment & hard work! YOUR Action Oriented Candidate for Sacramento City Council Woman District 2.

<https://votelanderos2020.com>



#### **SHAYNE CORRIEA-FERNANDEZ**

*Financial Advisor*

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!

[www.shaynecorriea.nm.com](http://www.shaynecorriea.nm.com)



#### **MARI SHULER**

*Social Media Maven Ms. Mari Shuler*

Specializing in Web design, E-Commerce, Branding solutions and SEO contact Mari and book your consultation today!

[www.msbluelotusmedia.com](http://www.msbluelotusmedia.com)

# Women of Diversity

## Business Brunch - Sacramento



### SPONSORS



### **MAGISTRA INTERNATIONAL**

*Honoring Women to Inspire Women on a Global Scale*

The Magistra Mission

Honor Women Founders, Entrepreneurs, Designers, Artists, Businesswomen, & Women Professionals by highlighting our successes, telling our stories and encouraging other women to reach for their dreams & make them reality!

The Movement

As we strive for global progress women continue to take lead on developing businesses across industries. Magistra International is committed to spotlighting and celebrating women on a global scale. To encourage more women to continue the wave of progress we will ensure the momentum stays alive. By empowering our Sisters through Collective Collaboration & by supporting their goals with planning assistance, vocal and virtual support, business development assistance, and global campaign development we all rise.



### **LESLIE BOSSERMAN**

*The Makers Place, Lead With Intention*

The Makers Place™ is an intentionally-designed multipurpose space where working parents can create, connect, and collaborate while their young children are cared for onsite in our Mini Makers™ Studio.



# Women of Diversity

## Business Brunch - Sacramento



THANK YOU!

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SEE YOU NEXT TIME!  
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, MARCH 15, 2020
- SUNDAY, JULY 12, 2020
- SUNDAY, OCTOBER 11, 2020

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