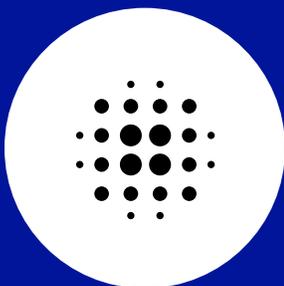


2019

LATINA & AFRICAN AMERICAN WOMEN IN BUSINESS BRUNCH SUMMER PROGRAM



EMPOWERING LIVES & STRENGTHENING BUSINESSES



SUNDAY, JULY 14TH, 2019 | 10:00AM - 3:00PM

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

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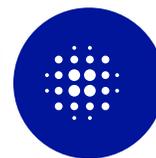
LATINA & AFRICAN AMERICAN WOMEN IN BUSINESS BRUNCH SCHEDULE

| | |
|---------------|--|
| 9:30-10:00a | Arrival, Coffee & Registration |
| 10:00a-10:45a | Opening Welcome Health & Wellness Check by Ms. Vihil H. Vigil, MBA, CHHC |
| 10:45a-11:30a | Understanding your Financial Foundation & How to Improve It by Ms. Shayne Corriea-Fernandez |
| 11:30-12:15a | Defining your Personal Core Values & Creating a Leadership Point of View by Dr. Felicia R. Heacker |
| 12:15-12:30p | Coffee Break |
| 12:30-1:15p | Online & Social Media Marketing Strategies, Management & Growth by Ms. Kiara Reed |
| 1:15p-2:00p | Getting Unstuck! Determining Personal Goals and Creating a Plan to Achieve Them! by Dr. Camelia Straughn |
| 2:00p-3:00p | Closing Appreciations Attendee Spotlights Certificates of Attendance & Gift Bags Cake & Coffee Mingling |

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**SPEAKER
SPOTLIGHT**

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



HEALTH & WELLNESS 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 new 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!

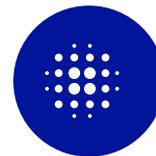
A native of the Sacramento Valley Vihil is a United States Navy Veteran, a previous non-profit program director, senior business analyst and project management professional for several campuses of the University of California. Vihil is a graduate of Humboldt State University in Northern California, received 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.

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**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. Shayne is licensed in: Life/Health/LTC/Annuities and Series 6 and 63 in 12 States.

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.

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**SPEAKER
SPOTLIGHT**

Dr. Felicia R. Haecker



FOUNDER | CEO | ADJUNCT PROFESSOR

DOG TAG DIVAS | Brandman University

Dr. Felicia Haecker is proud to be a female veteran who served in the U.S. Air Force for over 12 years and deployed three times in support of the wars in Afghanistan and Iraq. During her time on active duty she worked as a Still Photographer, Public Relations Specialist and an Air Force Education Instructor. Dr. Haecker earned several medals while serving her country including the National Defense Medal, Armed Forces Expeditionary Medal and Global War on Terrorism Service Medal.

Today she works as Founder/CEO of Dog Tag Divas, an online leadership academy supporting female veterans, and serves as Adjunct Professor at Brandman University, where she teaches Organizational Leadership. In both her consulting and CEO roles, Dr. Haecker teaches women how to not only identify their passions and life ambitions, but to gain clarity behind their intent, and craft strategies to reach their intended goals. Dr. Haecker believes that by empowering women, she is helping them take the necessary steps to live the lives they have envisioned and deserve.

Dr. Haecker has been featured in print and broadcast media including Good Day Sacramento, Fox 40, in Excelsior Life Magazine, Behind the Uniform podcast and Badassery Magazine as an upcoming leader to watch. Her dissertation, Female Student Veterans Postsecondary Education Experience, has been cited by several experts. In each appearance she shares her expertise on handling life transitions, reaching goals, and a variety of issues that impact the veteran community. (<https://youtu.be/ty2uzlctYRM>)

Dr. Haecker holds an Ed.D in Organizational Leadership from Brandman University, part of the Chapman system, A Master's Degree in Health and Human Services from the University of Oklahoma, and a Bachelor's Degree in Liberal Arts from Excelsior University. She and her husband, Dr. Vincent Haecker, live near Sacramento with their two children, Haydyn, 10, and Vinny, 7.

Please email Felicia at dr.felicia@dogtagdivas.com or call (916) 477-7349.

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Kiara Reed

www.uptownstudios.net

**SPEAKER
SPOTLIGHT**



MEDIA MAVEN

Uptown Studios

Kiara is the resident media maven at Uptown Studios, specializing in digital strategy and social media optimization. Her strengths lie in those critical moments between deadlines, ensuring that every task has been completed, partnership secured, deliverable submitted, and connection made. A Nehemiah Emerging Leader Alum, Kiara has a strong leadership background and get-things-done attitude. Her commitment to the community is clearly visible through her work with Sacramento's historic Oak Park Neighborhood. Kiara serves on the board of Green Tech Education and Employment and

CleanStart

Uptown Studios is your Sacramento creative team specializing in graphic design, website design, hosting and management, video production, social media training and management, brand development, print management and marketing services. We fix complex problems for our clients through human-centered design processes.

In working with Kiara, you can expect her infectious laughter, detail oriented questions, and sassy comebacks. Always ready to get moving on a project, rest assured that if Kiara is handling it—she probably already finished it days ago. When Kiara isn't busy running virtual worlds, she is an avid gardener, farmers market junkie, and dog mom. You can probably spot her big smile on half of Instagram's #VisitHistoricOakPark photographs.

Since 1992, Uptown Studios has been a creative force in creating marketing strategies in the Greater Sacramento area across a wide variety of businesses, organizations and industries. We use Human-Centered Design techniques along with Social Marketing research to discover who your target audience is and what drives them to click that button, buy that item or read that article. Through our in-depth focus group and design thinking processes, we discover target audience issues and pain points and then create successful marketing solutions.

Marketing is the process where your goods and services are shown in a way that is enticing to the customer. The four P's of marketing:

Product - Identification, selection and development of a product

Price - Determination of its cost

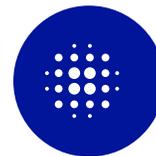
Place - Selection of a distribution channel to reach the customer

Promotion - Development and implementation of a strategy

We are here to help you create a marketing strategy that really works.

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**SPEAKER
SPOTLIGHT**

Dr. Camelia Straughn
www.risingstarlifecoach.com



TRANSFORMATIONAL COACH | SPEAKER

Rising Star Coaching

Dr. Camelia Straughn works with clients to achieve their dreams through coaching, custom self-help training, and consultation. Every situation is unique and Dr. Straughn works with clients to determine their best option for transformation and progression as a team.

Dr. Camelia Straughn is a 23-year Retired Army Veteran committed to assisting millions of women transform their lives and help them discover their purpose through empowering them to lean into the idea of living a life of BLISS (Belief, Love, Intimacy, Self, Success). Experiencing a difficult childhood at the age of 5 and then from ages 12-17 she experienced the personal horrors of rape and physical abuse to then finding herself married at 18 to an extremely abusive and violent husband. After military sexual trauma Dr. Straughn notes that for years she struggled with not being enough to deserve happiness and positive treatment. This way of thinking affected how she showed up in the world. She knew she did not want to continue to live her life in such depression and a life cycle of feast to famine. She knows first-hand the struggles that women face when they have not been protected, when they have low self-esteem, have faced race and gender discrimination, domestic violence and being sexually assaulted.

Her survival has created her passion and purpose for sexual assault/domestic violence victims/survivors and self-esteem building, and she has dedicated her life to teaching women how to move pass where they would normally stop, to learn to manage their negative self-talk, heal their relationships and become their own rescuer. She does this by sharing the tips and tools she used to pull herself from the darkness of self-hate, victimhood and the idea of not being enough. Dr. Straughn spent more than half of her military career working as a Sexual Assault Advocate where she trained and counseled Soldiers who had been sexually assaulted. She also certified trainer in the areas of Suicide Prevention, Sexual Assault Prevention and is a Master Resiliency Trainer.

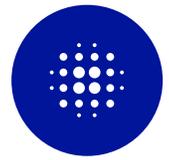
Dr. Camelia Straughn earned her doctorate in Organizational Leadership & Behavior, an MBA specializing in Human Resources, and a BS in Business. As a 23-year Retired Army veteran, where during her military career she earned her certifications as a Sexual Assault Advocate, a Suicide Prevention Specialist and a Master Resiliency Instructor. Dr. Straughn has been honored with numerous commendations and awards for outstanding leadership, general management and field operations.

Dr. Straughn's collection of authored books continue to expand and currently consist of:

- *The Life of the African-American Career Military Woman: An Autoethnographic Study*
- *Soul's Journey through Poetry*
- *Women, Intimacy and Religion (A Workbook)*
- *Finding Your Bliss in the Midst of Pain: 9 Keys to Trusting Yourself and Living an Extraordinary Life*
- *Free Thyself: Love, Pain and Victory*

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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's Fair. Also available for special order bouquets and arrangements, just message me or give us a call.



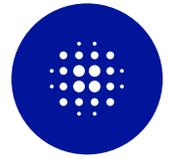
GINA LETT-SHREWSBERRY

Inspirations by Gina

Gina Lett-Shrewsberry an event stylist/floral designer and planner with Inspirations by Gina. She has been featured in national and local publications and blogs such as Munaluchi Bridal, Real Weddings Magazine as well as making numerous tv appearances on Good Day Sacramento and Channel 58. Gina also has been a key note speaker and hosted floral workshops at the San Francisco Flower and Garden Show.

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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!



DR. CAMELIA STRAUGHN

Transformational Coach & Speaker | Rising Star Coaching

Schedule your consultation with Dr. Camelia Straughn and transform your life! Become the person you are deep down inside and live your truth! With regular sessions you can get there!



HEATHER ROBINSON

HRO Photo - Personal Branding Photographer

Soul Aligned Branding Photography captures your unique essence so that you can put your message out there, attract soul mate clients, and have beautiful photos to represent your soul's mission. www.hrophoto.com



ANNA WINNICKI

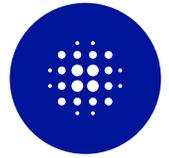
Heavenly Salt Therapy

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

www.heavenlysalttherapy.com

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LETICIA JIMENEZ

Healing Spirit Studio

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.



GABY SOLANO

Joy Pop

Joy Pop is a surprise breakfast delivery service based in Sacramento that offers a simple way to tell someone you're thinking of them. With Joy Pop you can send a little something to remind them you care about them.

www.joypop.co



VANESSA ALIKHAN

Elegant Homesteading, LLC

Elegant Homesteading uses natural products, many from our farm and forest, to handcraft quality items in small batches. What we provide is a taste of the homesteading movement, and a way to incorporate nostalgic ways of living to counter a hectic, throw-away culture.

www.eleganthomesteading.com



SUSETE PINTO

Certified Sleep Consultant - Night Night Baby Consulting

I work with loving parents, who dream of putting their child to sleep without a fuss. Helping families get the quality sleep they need by addressing each child's specific sleep issues and providing a plan to resolve them; All while being there each step of the way.

www.nightnightbabyconsulting.com



ANITA KENDRICK

Learning the Ropes

Intervention & Prevention for Juveniles

2019

LATINA & AFRICAN AMERICAN WOMEN IN
BUSINESS BRUNCH SUMMER PROGRAM



THANK YOU!

SEE YOU IN OCTOBER!

MARK YOUR CALENDARS AND SAVE THE DATE

SUNDAY, OCTOBER 13, 2019

SUPPORTING WOMEN ENTREPRENEURS!

2019 WOMEN IN BUSINESS BRUNCH

END OF YEAR WRAP-UP

PERFORM YOUR END OF YEAR BUSINESS WRAP UP AND

START PLANNING FOR THE NEW YEAR!

REVIEW YOUR PLAN OF ACTION FOR 2020 WHILE YOU

TAKE AN AUDIT OF YOUR 2019 SUCCESSES!

REGISTER EARLY!

RIGHT HERE:

[HTTPS://WIB-OCTOBER-ENDOFYEAR-BRUNCH.EVENTBRITE.COM](https://wib-october-endofyear-brunch.eventbrite.com)