

## LATINA Style, Inc. Announces Groundbreaking Speakers at the Business Series in Raleigh, NC on July 17, 2015

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Raleigh, NC - LATINA *Style*, Inc., the premier company addressing the needs of professional Latinas in the United States, presents the 17th Annual LATINA *Style* Business Series Tour in Raleigh, NC, on Friday, July 17, 2015, from 7:30 am to 4:00 pm, at the Raleigh Marriott City Center hotel (500 Fayetteville St, Raleigh, NC 27601). Marking its 120<sup>th</sup> stop, the one-day program for Latina entrepreneurs in the nation includes a power-packed agenda where participants have the opportunity to network, learn about business ownership, meet dynamic speakers from throughout the nation, receive the most cutting-edge information and essential tools from successful Latina leaders, and an interactive expo.

LATINA *Style* is delighted to announce Raleigh Mayor Nancy McFarlane as the Featured Speaker during the opening ceremony. A small business owner, PTA mom, neighborhood advocate and environmental steward, Mayor McFarlane has a track record of listening to the people of Raleigh and understanding how the city must constantly strive to lead the nation as the best place to live and work in America. As a small business owner, Mayor McFarlane has a firsthand understanding of what it takes to make Raleigh a business-friendly city. Her business success and acumen have been important in shaping her leadership style as a competent and efficient consensus builder. In 2002, she launched MedPro Rx, Inc., an accredited specialty infusion pharmacy that provides medications and services to provide support for clients with chronic illness. MedPro Rx consistently ranks as one of the best places to work in the Triangle and recently ranked as the #1 small business in the Triangle, and # 2 in the South. Coupled with business experience, Mayor McFarlane has experience serving our city as an elected official. She was first elected to Raleigh City Council in 2007. During her 4 years, Mayor McFarlane maintained a strong focus on enhancing Raleigh's long-term planning goals.

In addition, Marisa Rivera will deliver the keynote message. Ms. Rivera is the president of Mpowerment Works; a consulting firm designed to impact global change by empowering people, especially focusing on empowering the majority — women. Mpowerment Works, LLC, provides unique domestic and international seminars, keynote presentations, and innovative programs; all designed to empower people to become agents of social change. Ms. Rivera is a social entrepreneur.

The business series workshops focus on solving some of the most critical business challenges faced by Latina entrepreneurs as they start their business or plan for expansion. LATINA *Style* is pleased to announce its groundbreaking listing of confirmed panelists. Participating in The Entrepreneurs Spotlight: Lessons Learned is: *Mary Cantando, Founder, Growth Expert, Women's Advantage as moderator. Speakers include: Claudia Casco, Owner, Teacher, Maracas Montessori and, Dr. G. Patricia Herrera, Owner, G Patricia Herrera PA: Herrera G Patricia MD.*

The Accessing Capital: Building Strong Businesses panel discussion will be moderated by: *Astrid Chirinos, Chief Development Executive, Latin American Economic Development Corporation (LAEDC). Panelists include: Patrick Rodriguez, Senior Area Manager, NC U.S. Small Business Administration, Larry Ross, Mentor, SCORE Chapel Hill, and, Nivia P. Hayes, MBA, Stakeholder Liaison, IRS/SBSE/CSO; Enhancing Women Empowerment through Technology & Social Media will be conducted by Leonor Clavijo, Executive Director, North Carolina Hispanic Chamber of Commerce. Speakers include: Bianca Montes Jones, CEO and President of Justotech, Tobi Bower, President of Instinctive Branding, and Patricia Martinez, President of Leadership in the Clouds™.*

Emmy® award-winning Leyla Santiago, anchor and reporter of WRAL, to emcee during opening ceremony. Leyla was born in Puerto Rico and resides in South Carolina. "As journalists, I believe it's our job to provide accurate and balanced information in context. Perspective can be one of the most important things we can provide our viewers," says Leyla. Also, Univision Anchor, Producer and Host of Prosperidad, Ginna Cardenas, will serve as Mistress of Ceremonies

during the luncheon program. Ginna is the national account coordinator for Atlanta, Raleigh and Philadelphia Markets. She produces and host weekly business news segment for *Noticias* 34 WUVG Atlanta and network affiliates such as: Raleigh *Noticias* 40 WUVC, Philadelphia *Noticias* 65 WUVP and Salt Lake City *Noticias* 32 KUTH. She is a native of Colombia.

LATINA *Style* will present two coveted awards. The "Advocate of the Year" award will be presented to the Dr. G. Patricia Herrera, during the Opening Ceremony. Dr. Herrera is a practicing internal medicine doctor in Raleigh, NC. She is well-known for her passion for serving the Latino community and promoting healthy lifestyles. The "Entrepreneur of the Year" award for Raleigh will be presented to Claudia Casco, during the awards luncheon. Mrs. Casco is the founder, owner and academic director of Maracas Montessori preschool and has more than 21 years of experience directing a Montessori preschool in Mexico and the United States.

To learn more about this program please visit [www.bs.latinastyle.com](http://www.bs.latinastyle.com). For more details email Tania Davila at [Tania@latinastyle.com](mailto:Tania@latinastyle.com)/ Reyna Sanchez at [Reyna.d@latinastyle.com](mailto:Reyna.d@latinastyle.com), or call 214-357-2184.

LATINA *Style* is thrilled to count on Nationwide's continued support as title sponsor of the series. Official Airline: Southwest Airlines. Media Sponsor: Fox 50/Hola NC, Univision/UniMas, and CapitalWirePR. Community partners include: ALPFA Charlotte, Business Link North Carolina, El Centro Hispano, El Pueblo, Inc. HCAC, HNBA, Greater Raleigh Convention & Visitors Bureau, NAWBO, North Carolina Association of Women Attorneys, NC Society of Hispanic Professionals, North Carolina Business & Professional Women's Clubs, North Carolina Hispanic Chamber of Commerce, SBA, Score, The Women's Business Center of North Carolina, The Woman's Advantage®, and Women President's Organization. Chairing the Business Series in Raleigh is Iris Ramirez Reese, CEO of Fusion Multicultural Marketing & Communication, and Elke Weil, claim specialist I- Diverse Market Team (Bilingual) of Nationwide.

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