

Virtual LATINA Style Business Series in Los Angeles, CA a Success!

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Dallas, TX – LATINA Style, Inc., the premier company addressing the needs of professional Latinas in the United States held its virtual Los Angeles LATINA Style Business Series on Thursday, November 19, 2020. Marking its 140th stop, the award-winning conference for Latina entrepreneurs provided participants the opportunity to learn about business ownership and partake in career development seminars designed to benefit Latina professionals and entrepreneurs. In addition, participants partook in several workshops aimed to address the strains placed by the current pandemic.

“We would like to thank all the participants for joining us virtually,” states Robert Bard, CEO & President, LATINA Style, Inc. “Being an entrepreneur is hard, and being an entrepreneur during a pandemic is even more challenging. We hope the program helped you stay motivated and provided new ideas and services. We wish health and well-being to everyone.”

The Financial Survival Guide: Learn How Los Angeles is Facing COVID-19 was comprised of moderator Patty Juarez, National Diverse Segments Director, Wells Fargo. Panelists included Beatriz Devis, Economic Development Specialist, SBA Los Angeles District Office; Lisa Hamilton, Senior Stakeholder Liaison, IRS; Ruben Rodriguez, RSM Senior Manager – International Tax, ALPFA LA, and Nick Delgado, President, Black Pen White Board.

Following was the Preparing for Financial Success in 2021 presented by: Chase for Business session moderated by Vanessa Torres, Vice President, Sr. Business Consultant, JPMorgan Chase. Both Dr. Betty™ Uribe, Consumer Bank Divisional Director, JPMorgan Chase California and Rosa H. Penalzoza, Senior Project Coordinator, City of Los Angeles, Economic & Workforce Development Department served as panelists and discussed how you can assess your current state of financial health while preparing for 2021.

The Mental Health Impact of Covid-19: Signs, Symptoms & Strategies presented by Wellnest was provided by Charlene Dimas-Peinado, President & Chief Executive Officer, Wellnest. The Entrepreneurs Spotlight: Learning Strategies for Success was moderated by Brenda Cervantes, Assistant Vice President, Small Business Banker, Bank of America. Panelists included Ingrid Otero-Smart, President & CEO, Casanova McCann; Anna Saucedo, President & Owner, Associated Construction Services Group, and Michele Ruiz, Founder & CEO, Ruiz Strategies and Co-founder & CEO, BiasSync.

In addition, a 3-Minute Meditation Session presented by Nationwide was provided by Nick Delgado, President, Black Pen White Board. The mindfulness session provided participants an opportunity to seek clarity, resilience, and stability. The Big Legacies, Extraordinary Stories-presented by Nationwide included Lory Burgos, Sr. Consultant, Diverse Marketing, Nationwide and Valeria Aloe, Founder & Principal, AlphaQuest Consulting.

Mistress of Ceremonies Josefa Salinas, CEO, Salinas Media & Communications, On-Air Personality Old School 104.7 engaged the audience with authenticity and fun giveaways from Azucena Maldonado, Founder, Latina Golfers Association and CocoAndre Nationwide.

A big congratulations to President's awardee, the NLBWA-Los Angeles and their President Alyssa Rizzo; Entrepreneur of the Year awardee Ingrid Otero-Smart, President & CEO, Casanova McCann for their exemplary work, vision,

leadership, financial success, and community service.

The program could not be possible without the support of our Co-Chairs Dr. Betty™ Uribe, Consumer Bank Divisional Director, JPMorgan Chase California; Maria S. Salinas, President & CEO, Los Angeles Area Chamber of Commerce; Lupita Sanchez Cornejo, AT&T External & Legislative Affairs, Corporate External Affairs and the following sponsors and partners. Title Sponsor: Nationwide. City Sponsors: Chase for Business, American Airlines, Bank of America. VIP Virtual Happy Hour Reception Sponsor: Wells Fargo. Partners: Association of Latino Professionals for America (ALPFA)- Los Angeles; Bloggers of Health; Ceja Vineyards; Century City Chamber of Commerce; Hispanas Organized for Political Equality (HOPE); Hispanic Public Relations Association (HPRA); La Plaza De Cultura y Artes; Latina Golfers Association; LULAC LA; Los Angeles Area Chamber of Commerce; Los Angeles Latino Chamber of Commerce; Mexican American Opportunities Foundation; Mujeres Activas en el Comercio Hispano (M.A.C.H.)- Los Angeles; National Latina Business Women's Association, Los Angeles Chapter; OLD SCHOOL 104.7 FM; Prospanica-LA; Regional Hispanic Chamber of Commerce; Society of Hispanic Professional Engineers LA; Women's Business Enterprise Council (WBEC West) Wellnest.

To learn more about the next virtual LATINA Style Business Series in Orlando, FL, visit <http://bs.latinastyle.com/>

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WHERE :

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