

LATINA Style, Inc. in Partnership with Nationwide Presents the 19th Anniversary Tour of the LATINA Style Business Series in Charlotte, NC on July 22, 2017

Media 2017-07-20 07:50:49

Washington, DC - LATINA *Style*, Inc., the premier company addressing the needs of professional Latinas in the United States, along with Nationwide, presents the 19th Annual LATINA *Style* Business Series Tour in Charlotte, NC, on Saturday, July 22, 2017, from 7:30 am to 3:00 pm, at the Hilton Charlotte Center City (222 East Third Street, Charlotte, NC 28202). The award- winning program for Latina entrepreneurs marks its 127th stop — where participants have the opportunity to network, learn about business ownership and attend career development seminars designed to benefit Latina professionals and entrepreneurs.

LATINA *Style* is delighted to count on Nationwide's continued support as the title sponsor of the LATINA *Style* Business Series. "Nationwide is proud to once again sponsor the LATINA *Style* Business Series," says Terrance Williams, Nationwide's Chief Marketing Officer. "It's important to us that we support the talented Latina entrepreneurs in the community by helping them protect and grow their businesses."

The business series workshops focus on solving the most critical business challenges faced by Latina entrepreneurs as they start their business or plan for expansion. Experts will address topics such as: *Accessing Capital: Building Strong Businesses* moderated by Laviña Chaves, President, ALPFA Charlotte; *Successful Marketing Strategies: Promote Your Business and Yourself* moderated by Iris Ramirez Reese, President & CEO, Fusion Multicultural Marketing & Communication; *Marketing Your Business for Success* conducted by Kimberly Profit, AVP, Supplier Facing Services; and the *Entrepreneur Spotlight: Learning Strategies for Success*, moderated by Rocio Gonzalez, Executive Director, Latin American Hispanic Chamber of Commerce.

During the luncheon ceremony, LATINA *Style* will honor Johanna Suarez with the LATINA *Style* "Entrepreneur of the Year" award. Johanna is the owner and co-founder of Reliable Solutions Construction, LLC, a fully Integrated Fire, Water, Smoke, Remediation and Restoration Company, established in 2009, in Charlotte, NC. The LATINA *Style* "Entrepreneur of the Year" award honors leading entrepreneurs of all fields. Award finalists are nominated by community partners and are selected based on their vision, leadership, financial success, community service, and visibility as a true role model for young women.

In addition, LATINA *Style* is delighted to recognize Rocio Gonzalez with the "Advocate of the Year" award. Gonzalez has been chosen because of her lifetime achievements and her distinguishability as a role model. This coveted award is presented to individuals who are champions of leadership and community service. Gonzalez is the Executive Director of the Charlotte Latin American Chamber of Commerce. In 1998 Gonzalez began a very successful Real Estate Career and became a multi-million dollar producer with one of the number one real estate companies in the area. Her involvement in the Charlotte Regional Realtor Association (CRRA) included 3 years of service to form the Latin American Diversity Sub-Council which was first introduced in 2004. In 2014, she received the "Hispanic Real Estate Agent Pioneer Award" from the National Association of Hispanic Real Estate Professionals (NAHREP), for her constant support to the industry and the Latin American community in the Charlotte Metro Area.

Fran Perez-Wilhite, MBA, SGE, U.S. Small Business Administration Appointee, Advisory Committee on Veterans Business Affairs, and Business Development of North Carolina Military Business Center, will deliver the keynote

message. Radio Personality, Dulce Robles will serve as the Mistress of Ceremonies.

To attend the Business Series, please register [here](#). For additional information, please visit www.bs.latinastyle.com.

Title sponsor: Nationwide. National sponsor: Parents Step Ahead.

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Community Partners: Latin American Hispanic Chamber of Commerce of Charlotte, ALPFA, NAWBO, WPO, SCORE, IRS, WBENC, Latin American Coalition, and Accion NC.

About LATINA Style Inc.

LATINA Style Inc., headquartered in Dallas, TX, is the publisher of LATINA Style Magazine, a lifestyle magazine for the professional Hispanic woman. The magazine has been published for 23 years and has a national circulation of 150,000 and a readership of nearly 600,000. LATINA Style Inc. is host of the LATINA Style Business Series, the LATINA Style 50 Report, the National LATINA Symposium, and the LATINA Style HERO Initiative. Follow **LATINA Style**: on Twitter @LATINASTyleMag, Facebook LATINASTyleMagazine, and Instagram <https://www.instagram.com/latinastylemag/>

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