

## Goya Foods, Inc. Joins the LATINA Style Business Series in Dallas, Texas on June 16th

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Washington, DC – LATINA Style, Inc., the premier company addressing the needs of professional Latinas in the United States, is delighted to count on the support and contribution of Goya Foods, Inc. and Clint Absher, Executive Chef at ARAMARK, for the 19th Annual LATINA Style Business Series Tour in Dallas, Texas, on Friday, June 16<sup>th</sup>, from 7:30 a.m. to 3:30 p.m., at the AT&T building located at 308 S. Akard Dallas, Texas 75202 (12<sup>th</sup> floor). The award-winning program for Latina entrepreneurs marks its 126<sup>th</sup> stop. Participants have the opportunity to network, learn about business ownership and partake in career development seminars designed to benefit Latina professionals and entrepreneurs.

The LATINA Style Business Series was created in 1998, in response to a lack of programs assisting Latina entrepreneurs. Since then, the Business Series has assisted thousands of Latina business owners seeking to grow or further develop their business, and has sparked interest for other LATINA professionals in starting a business. Goya Food and Chef Absher will prepare a special lunch for all the conference attendees.

"We are very happy and proud of our partnership with Goya Foods for the LATINA Style Business Series conference in Dallas," says Robert E. Bard, president & CEO, LATINA Style. "If it's Goya, it has to be good' is the credo of this global company founded by immigrants, and it conveys the messages of successful entrepreneurship. It also aligns with the principles of the LATINA Style Business Series. We thank Goya Foods for their contribution to the business series program and for their contribution to empowering Latinas."

"Goya Foods, Inc. is pleased to support the mission of LATINA Style Business Series and is honored to work alongside this incredible team in their efforts to reach out and impact our community," said Evelio Fernandez, Vice President Goya Foods of Texas.

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. 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), Diana Martinez at [Diana@latinastyle.com](mailto:Diana@latinastyle.com), or call 214-357-2184.

Title Sponsor: Nationwide. Host Sponsor: AT&T. City Sponsors: Comerica Bank, and Goya. Supporting sponsors: The PhD Project (KPMG), El Hispano News, La Subasta News, Parents Step Ahead, Aramark, and, CapitalWirePR. Community Partners: Greater Dallas Hispanic Chamber of Commerce, SHPE DFW, NAWBO, Grand Prairie Chamber of Commerce, Hispanic 100, Hispanic Women's Network of Texas (HWNT), MANA de North Texas, Women Presidents' Organization (WPO), Women's Business Council Southwest, the Southeast Dallas Hispanic Chamber of Commerce, Regional Hispanic Contractors Association, ALPFA Dallas, and Small Business Administration (SBA). Leadership committee members: Rosie Kitson, Vice President, Channel Marketing, AT&T, Linda Thompson, EVP of Administration & Diversity at DFW International Airport, and Jessica Narvaez, CDO, Pinnacle Group. The Business Series is designed to provide meaningful interaction among participants across the country. [www.latinastyle.com](http://www.latinastyle.com)

**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](https://twitter.com/LATINASTyleMag), Facebook [LATINASTyleMagazine](https://www.facebook.com/LATINASTyleMagazine), and Instagram <https://www.instagram.com/latinastylemag/>

**About GOYA:** Founded in 1936, Goya Foods, Inc. is America's largest Hispanic-owned food company, and has established itself as the leader in Latin American food and condiments. Goya manufactures, packages, and distributes over 2,500 high-quality food products from Spain, the Caribbean Islands, Mexico, Central and South America. Goya products have their roots in the culinary traditions of Hispanic communities around the world; the combination of authentic ingredients, robust seasonings and convenient preparation makes Goya products ideal for every taste and every table. For more information on Goya Foods, please visit [www.goya.com](http://www.goya.com)

**About Scholarship America:** Scholarship America mobilizes support for students getting into and graduating from college. Since 1958, Scholarship America has distributed \$3.1 billion in scholarship assistance to 2 million students, funding both entry-level and multi-year scholarships and emergency financial grants. More information is available at [scholarshipamerica.org](http://scholarshipamerica.org).

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**CONTACT:**

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