

## **LATINA Style, Inc. Announces Groundbreaking Speakers at the LATINA Style Business Series in Sacramento, CA on May 21st, 2015.**

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Washington, D.C. – LATINA Style, Inc. presents the 17th Annual of the LATINA Style Business Series Tour in Sacramento, CA, on **Thursday, May 21, 2015**, from 7:30 am to 4:00 pm at the **Doubletree by Hilton Sacramento** located at 2001 Point West Way Sacramento, CA 95815. Marking its 119th stop, the one-day program for Latina entrepreneurs in the nation includes a power-packed agenda where participants have the opportunity to network, attend an interactive expo, learn about business ownership, meet dynamic speakers from throughout the nation, and receive the most cutting-edge information and essentials tools from successful Latina leaders.

LATINA Style is delighted to announce **Isabell Flores** as the keynote speaker. Isabell is an inspiring motivational speaker in the field of personal development and self-improvement. An entertainer, entrepreneur, attorney, and counselor at law, Isabell is best known for passing the Bar Exam and becoming a lawyer without ever going to law school. "I have learned the power of inner strength to achieve my dreams," says Flores. "I hope my story will inspire and empower others to realize their potential." Isabell started the Law Offices of Isabell W. Flores ([FloresLaw.com](http://FloresLaw.com)), focusing in the areas of Criminal Defense, Personal Injury, and Attorney Special Appearances. Isabell also started Isabell Flores Speaks a personal development and professional speaking business where she provides seminars and presentations inspired by her story. She's been featured in periodicals such as *The New York Times*, among other publications.

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. Moderating the **Accessing Capital: Building Strong Businesses** panel is Brenda Quintana, Founder & Public Affairs, Quintana-Saragosa. Panelists include: Gilda Perez, Economic Development Specialist, SBA; Christella Sanchez, Communication and Stakeholder Outreach (CSO)- Stakeholder Liaison - Field (SLF), Internal Revenue Service; and Keith Jackson, Owner/CEO of Keith Jackson Insurance Agency, Nationwide; Free **Mentoring, Training, & Resources for Entrepreneurs** presentation will be conducted by Oscar Garcia, Counselor, SCORE.

The **Enhancing Women Empowerment through Technology & Social Media** panel discussion will be moderated by Hilda Ramirez, Director of PR, Communications & Education for the Santa Clara County Association of Realtors. Speakers include: Rosie "the Closer" Zepeda, Speaker, Author, Transformational Client Engagement and Communication Strategist; and Angela Rosas, President & CEO, Chicas Latinas de Sacramento, Marketing & PR professional; **Healthy Worker-Healthy Business: A Commitment for a Healthy Workforce** seminar will be moderated by Lucy Garcia Robles, Certified International Property Specialist, Coldwell Banker Residential Broker. Speakers include: Carmela R. Castellano-Garcia, Esq., President & CEO, California Primary Care Association and Dr. Jessica Núñez de Ybarra, President, Sacramento Latino Medical Association. The **LATINA Style Entrepreneurs Roundtable** will be presented by Mónica Nainszteín Rodríguez, Founder & CEO, SpanishOne Translations, among speakers are: Brenda Duran, President, BD Tax & Finance Group and Griselda Barajas, President & CEO, Griselda's Venture Inc., Griselda's Catering & Event Planning.

### **LATINA Style Entrepreneur Awards Luncheon**

Univision's Emmy® award-winning journalist, **Viviana Paez**, will serve as Mistress of Ceremonies during the awards

luncheon. Viviana is the co-anchor of the 6 p.m. and 11 p.m. Univision 19 newscasts Viviana earned her journalism degree with honors from Florida Atlantic University in Boca Raton, Florida. She also holds a master's degree in broadcast journalism from the University of Miami. Viviana has proved to be a versatile journalist covering all types of events such as the hurricane season and news worthy items of interest to the community.

During the luncheon, *LATINA Style* will present two coveted awards. The "Advocate of the Year" award will be presented to the **Honorable Diana Rodriguez**. Hon. Rodriguez represents families in the Sacramento region as an elected trustee of the Sacramento City Unified School District. The "Entrepreneur of the Year" award for Sacramento will be presented to **Brenda Duran**, president of BD Tax & Finance Group, Inc.

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