

LATINA Style Business Series Returns San Francisco on August 28, 2014

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San Francisco, CA -LATINA *Style* Inc., the premier company addressing the needs of the Latina professional and business owner in the U.S., will honor Nancy Rosales, Abel 1950, with the "Latina Entrepreneur of the Year" award in recognition for her achievements in business and commitment to the Latino community. This year, LATINA *Style* is celebrating 16 years of the LATINA *Style* Business Series (LSBS), making its fifth stop in San Francisco on August 28, 2014 at the San Francisco Airport Marriott Waterfront located at 1800 Old Bayshore Hwy, Burlingame, CA 94010.

The LATINA *Style* Business Series is part of the largest and most successful business development program for Latina entrepreneurs in the nation. Since its launching in 1998, the program has visited over 110 cities across the nation with over 31,000 Latina entrepreneurs participating. The program's emphasis is on creating a solid business foundation for the Latina entrepreneur.

Maria Magdalena De La Cruz Cook-Garcia (Maggie) was born in Mexico in an orphanage. Her parents cared for over 200 children and through the years, legally adopted 60 children, and had 8 biological children of their own. Maggie graduated with an interior design degree, and in 2004, she started Maggie's Salsa when she entered a salsa contest in West Virginia and won by unanimous vote. In 2006 Maggie became Vice President of an interior design firm in West Virginia, and in 2007 she resigned her position to fully manage her business, Maggie's Salsa. Maggie's Salsa distribution has stretched as far as 30 US states and its products can be found in supermarkets like Walmart, and Sam's Club.

Nancy Rosales is a driven, passionate television host and broadcasting professional. Her enthusiasm led her to pursue a career within the world of professional broadcasting from the start. In order to be successful within this environment, a great personality is paramount, but it works even better when matched with an electric vision and with a creative and out-of-the-box mindset. Nancy is a voiceover artist and social personality, often performing motivational speaking to enlighten entrepreneurs and media professionals alike.

The Business Series will exhibit expert presenters to speak and interact with the audience on several topics such as: *The Essentials of a Successful Business*, moderated by Hannah Kelley-Bell, Economic Development Specialist, San Francisco District Office, U.S. Small Business Administration; *How to Bring Your Supplier Diversity to the Next Level*, moderated by Maria Bonilla-Giuriato, President of Bonilla-Giuriato & Associates; *Healthy Worker - Healthy Business*, moderated by Waynee Lucero, Program Manager, CHCC with the Covered California.; and *Latina Entrepreneurs Spotlight: Lessons Learned*, moderated by Graciela Tiscareño-Sato, Founder and Chief Creative Officer, Gracefully Global Group, LLC.

The Business Series is also honored to have Ms. Lucrecia Borchardt, News Weather Anchor, Telemundo 48. Born in San Jose, Costa Rica, Lucrecia is the oldest of three sisters. She has a Mass Communication Degree with a concentration in Journalism. Lucrecia started her career in Costa Rica working as Reporter, Host and Anchor in different radio and television stations. Before joining Telemundo 48 she worked as an Anchor and Traffic Reporter on the morning show at Univision's Channel 14 in San Francisco. Lucrecia currently is part of Noticiero Telemundo 48 Primera Edicion (5am-7am) and Noticiero Telemundo 48 (10am-1030am).

LATINA Style has partnered with the following organizations: Title Sponsor: *Nationwide Insurance*. Platinum Sponsor: *Walmart*. Official Airline Carrier: *Southwest Airlines*. National Sponsor: *Parents Step Ahead (PSA)*. Lead Media Sponsor: *Telemundo 48*; Community Partners: *Hispanic Chambers of Commerce of San Francisco, Central California Hispanic Chamber of Commerce, California Hispanic Chambers of Commerce, Certified Educator, Fresno Area Hispanic Foundation, everyCircle.com, Latino Community Foundation, NSHMBA, Renaissance Entrepreneurship Center, San Francisco Chamber of Commerce, Greater San Jose Hispanic Chamber of Commerce, San Mateo County Hispanic Chamber of Commerce, SBA - San Francisco, LAM Network, National Hispanic Organization of Real Estate Associates, Hispanic Chamber of Commerce Alameda County (HCCAC), Women in Public Policy (WIPP)*; Media Partners: *Capital Wire PR*.

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WHEN : 2014-08-28 09:30:08

WHERE :

CONTACT:

Contact:

Tania Davila

Phone: (703) 531-1424

Email: tania@latinastyle.com