

## **LATINA Style Business Series Tour Kicks off in Miami, Florida, March 24, 2016**

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**WASHINGTON, D.C.-** LATINA *Style*, Inc., the premier company addressing the needs of professional Latinas in the United States, will host the 18<sup>th</sup> Annual LATINA *Style* Business Series Tour on Thursday, March 24, 2016 in Miami, FL. The one day program, sponsored by Nationwide, is designed for Latina entrepreneurs across the nation. Participants will have the opportunity to network, learn about business ownership, and receive educational leadership empowerment seminars created to benefit Latina professionals and entrepreneurs.

Event co-chairs for this year's Business Series include Carlos Orta, Elaine Vasquez and Liliam Lopez. Carlos joined Carnival Corporation & plc in March 2014 as Vice President of Corporate Affairs. In this role, Carlos has leadership and oversight of state, local and international affairs. He also works closely with corporate communications and community relations and leads the company's efforts in multicultural marketing and Diversity & Inclusion.

Elaine is the owner of Broward's first bilingual newspaper, El Heraldo de Broward, publishing since 1974 and now has expanded to include event production. She is a seasoned public relations and marketing executive who pioneered the cable television industry in Broward County from 1970 to 1985. She owned one of the first multicultural communications agency since 1992, Latin Power, Inc. and a special events company, We Do Events that has produced more than 50 events, including the Hispanic Women of Distinction charity luncheon the past 15 years.

Liliam is a co-founder of the South Florida Hispanic Chamber of Commerce (SFLHCC) in 1994 and the South Florida Hispanic Chamber of Commerce Foundation serving as President & CEO of both organizations. Through her leadership, the SFLHCC has become one of the most important and influential chambers of the U.S. with over 1,250 members. She plans, coordinates and implements over 20 chamber events annually for the membership of the organization.

### **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 over 21 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.

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**WHEN :** 2016-03-15 15:20:32  
**WHERE :**

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