

LATINA Style Business Seriesâ€™™ Successful Return to Houston, Texas on June 18th !

Business 2014-06-23 12:22:16

WASHINGTON, D.C.- On Wednesday, June 18th, 2014, more than 200 attendees gathered at the J.W. Marriott Hotel in Houston, Texas to celebrate the 16th Annual LATINA *Style* Business Series. The LATINA *Style* Business Series is 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.

"It is important to have programs such as the Business Series because it is critical to supporting small businesses – especially Latina-owned business that form and grow each year," stated Dr. Laura G. Murillo, president & CEO of the Houston Hispanic Chamber of Commerce. "LATINA *Style* has been at the forefront of this initiative, which is why we, the largest Chamber of Commerce, decided to partner with LATINA *Style*."

Following a networking breakfast, the participants were officially welcomed with remarks made by Justice Eva Guzman from the Supreme Court of Texas. Justice Guzman was appointed to the Supreme Court of Texas on October 8, 2009, by Texas Gov. Rick Perry. As a hard-working judge on one of Texas' busiest courts, Justice Guzman consistently received high marks in judicial-evaluation polls. She has been recognized by many law and community organizations for her service on and off the bench.

Soon after, the aspiring entrepreneurs and professionals participated in numerous workshops that focused on the essentials of a successful business, how to maintain a healthy lifestyle under the pressures of a successful business, the advantages in the use of technology in today's business climate, and a panel of Latina entrepreneurs who shared their insights on the world of business. In particular, the workshop titled "How to Bring Your Supplier Diversity to the Next Level" focused on learning the ins and outs of qualifying to become a minority / small business supplier and secure contracts from corporate America. The panel included the Manager of Supplier Diversity of the Workforce Development and Diversity Outreach in the Diversity Office of Shell Oil Company, Debra Clark Stewart, and Chief Marketing Officer/Business Unit Manager of The Ideal Group, Linzie Venegas.

Milly B. Kammerdiener, broker/owner of Newhomeprograms.com, LLC, was awarded the LATINA *Style* Entrepreneur of the Year Award for Houston, TX. Kammerdiener started her company as a marketing website for first-time home buyers in the Houston Metropolitan area in 2005. After four years serving the needs of Houston area home buyers, Newhomeprograms.com LLC became a Real Estate Brokerage Corporation in Florida in 2009 and then in Texas in 2010.

LATINA *Style* partnered with the following organizations: Title Sponsor: Nationwide Insurance. Platinum Sponsor: Shell Oil Company. Official Airline Carrier: Southwest Airlines. Supporting Sponsor: Parents Step Ahead (PSA). Silver Sponsors: General Motors and Comerica Bank. Lead Media Sponsor: Telemundo; Community Partners: Houston Hispanic Chamber of Commerce (HHCC), National Association of Hispanic Real Estate Professionals (NAHREP) Houston, Hispanic Women's Network of Texas (HWNT), ACCION Texas, Association of Latino Professionals in Finance and Accounting (ALPFA), Hispanic Women in Leadership (HWIL), Dress for Success Houston, National Association of Women Business Owners (NAWBO), United States Department of Commerce Minority Business Development Agency (MBDA); Media Partner: CapitalWirePR.

About LATINA *Style* Inc.

LATINA Style broke new ground in 1994 by launching the first national magazine dedicated to the needs and concerns of the contemporary Latina professional workingwoman and the Latina business owner in the United States. With a national circulation of 150,000 and a readership of nearly 600,000, *LATINA Style* is unique in its ability to reach both the seasoned professional and the young Latina entering the workforce for the first time. The culturally sensitive editorial environment we provided showcases Latina achievements in all areas, including business, science, civic affairs, education, entertainment, sports, and the arts. LATINA hosts the *LATINA Style* Business Series, bringing resources to entrepreneurs and aspiring entrepreneurs in the local area. For additional information visit our website www.latinastyle.com

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WHEN : 2014-06-23 12:22:16
WHERE :

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Official Welcome Remarks by Justice Eva Guzman, Supreme Court of Texas.

How to Bring Your Supplier Diversity to the Next Level workshop. (L-R) Linzie Venegas, chief marketing officer, Business Unit manager, The Ideal Group, GM, and Debra Clark Stewart, manager of Supplier Diversity, Workforce Development and Diversity Outreach in the Diversity office, Shell Oil Company.

Latina Entrepreneurs Spotlight: Lessons Learned panel (L-R) Maria Rios, president & CEO, Nation Waste, Inc.; Sonia Clayton, president & CEO, Virtual Intelligence Providers, LLC; Milly B Kammerdiener, broker, owner, Newhomeprograms.com, and Michele Fraga, owner, Tejas Office Products.