

## **LATINA Style, Inc. Announces Groundbreaking Presenters at the Los Angeles Business Series on November 16, 2016**

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Washington, DC – LATINA Style, Inc., the premier company addressing the needs of professional Latinas in the United States, will host the 18th Annual LATINA Style Business Series Tour, on Wednesday, November 16, 2016 in Los Angeles, at the Doubletree by Hilton Los Angeles Downtown (120 S. Los Angeles Street), from 7:30 am to 3:30 pm. Marking its 125th stop, the award-winning program, sponsored by Nationwide and Bank of America, is designed for Latina entrepreneurs across the nation. Participants will have the opportunity to network, learn about business ownership, and receive the most cutting-edge information and essentials tools from successful Latina leaders.

LATINA Style is delighted to announce Angelica Urquijo, as featured speaker. Angelica is a seasoned, bilingual marketing and public relations professional who has utilized her “Out of the Box” strategy for the last 10 years to lead public relations, social media, multicultural marketing and community and government affairs initiatives for major non-profits, financial institutions, healthcare providers, government entities, labor and professional organizations, universities, consumer goods companies and professional athletes. She is also the founder & principal of The Imagen Group, a consulting practice that specializes in developing integrated marketing and communications strategy for organizations to reach the Hispanic consumer. Michele Ruiz, president & CEO of [Ruiz Strategies](#) will follow by delivering the keynote message. Michele is a communication specialist, a bilingual entrepreneur, a best-selling author and recognized speaker whose passions are entrepreneurship, empowerment, communication, content marketing, social media and technology.

In addition, Rose Ann Djelmane, SVP, Business, Development Manager, Neighborhood Lending Enterprise HOLA Business Strategy, will provide welcome remarks; Claudia Bodan, Business Banking Group, Bank of America Merrill Lynch; and Veronica Kuyoth, Underwriting Territory Manager - Excess & Surplus, Nationwide, to provide luncheon remarks.

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. Participating in The Entrepreneurs Roundtable: Lessons Learned is: Josefa Salinas, CEO, Salinas Media & Communications, On Air Personality, Old School 104.7 and the Power of Voices, as moderator. Speakers include: Maria de la Torre, CEO & Founder, El Calsificado; Ana Caban, President, Ana Caban, Inc.; Veronica Corona, Owner & Managing Partner, CM Cleaning Solutions, Inc.; and, Patricia Pacheco, Owner, Patricia Pacheco Insurance Agency. Enhancing Women Empowerment through Technology & Social Media conducted by Angelica Urquijo, former News Anchor, Principal, Chief Strategist, The Imagen Group. Panelists includes: Yolanda Machado, Founder, Veracruz Media; Ginger Zumaeta, CEO, Zumaeta Group; and Lala Castro, Co-Founder & Social Media Consultant, LatinasGeek.

The Accessing Capital: Building Strong Businesses panel discussion will be moderated by: Ruth Zeronian Edwards, Senior Vice President, Credit Risk Executive, Global Commercial Banking, Bank of America. Panelists include: Anna Movsesyan Sonati, SVP, Credit Products Manager, Bank of America; Beatriz Devis, Economic Development Specialist, Los Angeles District Office U.S. Small Business Administration; and, Kristen K. Deazeley, Stakeholder Liaison, Internal Revenue Service. Nationwide experts will share how to insure your business and plan for retirement at the Protecting Your Business and Planning for the Future panel, conducted by: Ed Herrera, Principal, Ed Herrera Insurance Agency.

Speakers include: Loren Farfan, Senior Retirement Specialist, Nationwide; and Jack Aduna, Associate Agent, Aduna Insurance Agency.

Registration includes dynamic panels, high-power networking opportunities in the exhibit area, breakfast, lunch, a commemorative gift bag, and a one-year subscription to *LATINA Style* magazine. To attend the business series please register [here](#). *Attendance is limited*.

Title Sponsor: Nationwide. Platinum Sponsor: Bank of America. Community Partners include: Parents Step Ahead; Los Angeles Latino Chamber of Commerce; Latina Golfers Association ; HOPE; HPRA; NALEO; CONEXION; NALIP; MALDEF; SHPE; SCMSDC;NLWBA; NAWBO; ALPFA; WPO; PROSPANICA; LatinasGeek; El Clasificado; CapitalWirePR; Stay Connected; Up Latino & WiseLatinas; MiCoachmx; Old School 104.7; SBA, SCORE, and IRS.

The Business Series is designed to provide meaningful interaction among participants across the country. To learn more about this program, please visit [www.bs.latinastyle.com](http://www.bs.latinastyle.com). For more information email Tania Davila at [Tania@latinastyle.com](mailto:Tania@latinastyle.com), or call 214-357-2186.

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