

LATINA Style, Inc. Announces Groundbreaking Speakers at 20th Anniversary Tour of the LATINA Style Business Series in Washington D.C., on July 26, 2018

Business 2018-07-24 08:23:32

WASHINGTON, D.C. - : LATINA Style, Inc., the premier company addressing the needs of professional Latinas in the United States, in partnership with Parents Step Ahead and support from Nationwide, presents the 20th Annual LATINA Style Business Series four-city tour on Thursday, July 26, 2018, from 7:30 a.m. to 3:30 p.m., at the Sheraton Pentagon City Hotel (900 South Orme Street, Arlington, VA 22204). The award-winning program for Latina entrepreneurs marks its 131st stop for the Series — where participants have the opportunity to network, learn about business ownership and attend career development seminars designed to benefit Latina professionals and entrepreneurs.

The business series workshops center on business development designed to benefit Latina professionals focusing on solving the most critical business challenges faced by entrepreneurs as they start their business or plan for expansion. Participating as moderator in “The *Essentials of a Successful Business*,” is Marla Bilonick, Executive Director, Latino Economic Development Center. “The Successful Marketing Strategies: Promote Your Business and Yourself” will be moderated by Mariana Barrientos Roig, Co-Founder & VP of Strategy, ROIG Communications, LLC. “For Your Leadership Side” presented by Nationwide is conducted by Lory Burgos, Senior Consultant, Enterprise Diverse Marketing, Nationwide, and Jose Antonio Tijerino, President & CEO, Hispanic Heritage Foundation. “Cyber Fraud Threats of Today” will be moderated by Shayna Skolnik, Co-Founder & CEO, Navteca.

Participating in our flagship panel, the “Entrepreneurs Spotlight: Learning Strategies for Success” is Susana Marino, Founder & President, Northern Virginia Hispanic Chamber of Commerce, as moderator. Panelist include: Estefania Arregui-Gómez, PMP, CSM, CPP, ITILv3, President and CEO, Abaco Strategy, LLC; Elaine Coronado, President & Owner, Argus Events & Marketing; and, Karina Garcia Neff, Owner & Financial Executive, MaxiMaids, Inc.

Guest Speaker, Pati Jinich will provide remarks during the awards luncheon and Silvana Quiroz, Director, Editor in Chief, Host and Producer of Zoom Latino, LLC, will serve as the Mistress of Ceremonies. Born and raised in Mexico City, Pati Jinich is an Award winning host of the PBS Television series PATI'S MEXICAN TABLE, going on its seventh season nationwide. Pati is also resident chef at the Mexican Cultural Institute in Washington D.C. and author of two cookbooks, Pati's Mexican Table: The Secrets of Real Mexican Home Cooking and Mexican Today: New and Rediscovered Recipes for the Contemporary Kitchen. [Learn more.](#) Silvana has over 15 years of experience in broadcasting and communications. Born and raised in Bolivia, Silvana began her career at an early age in her native Bolivia and later emigrated to the United States where she worked for Telemundo and Univision. Today Silvana directs her own news organization, Zoom Latino, in the Washington D.C. area. In 2018, Zoom Latino became the first Spanish digital platform in the D.C. area to win an Emmy award. Silvana was recognized for "Silvana Quiroz Presenta" broadcasting in Telemundo 44. [Learn more.](#)

LATINA Style will honor [Geraldine and Mariana Barrientos Roig](#), Co-Owners and Co-Founders of Roig Communications, LLC, with the LATINA Style “Entrepreneur of the Year” award for Washington D.C. area. The LATINA Style “Entrepreneur of the Year” award honors leading entrepreneurs of all fields. Award finalists are nominated by community partners and are selected based on their vision, leadership, financial success, community service, and visibility as a true role model for young women. In addition, LATINA Style, will award the top two finalists, [Jacqueline Krick](#), President, EUC Communications, and Corina Morga, President, C.R. Services; in recognition of excellence in entrepreneurship, and remarkable dedication to working with the community. “We are deeply humbled and grateful for this recognition. This award validates our vision that we, as Latinas, are capable of much great success, striving and pursuing our dreams” said Geraldine Barrientos Roig. “Most importantly, we are empowered to pave our own paths and leave a mark along the way.”

To attend the [Business Series](#), please register online or click [here](#). For additional information, please visit www.bs.latinastyle.com

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Washington Hispanic Chamber of Commerce, Virginia Hispanic Chamber of Commerce, Northern Virginia Hispanic Chamber of Commerce, Maryland Hispanic Chamber of Commerce, Prospanica, Hispanic Heritage Foundation, ALPFA, United States Hispanic Chamber of Commerce, Women's President Organization (WPO), Latinas Leading Tomorrow, Women's Business Enterprise National Council (WBENC), National Association of Women Business Owners (NAWBO), Mujeres of HACE, Dialogue on Diversity, SBA, and IRS.

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 24 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. Follow **LATINA Style**: on Twitter [@LATINASTyleMag](#), Facebook [LATINASTyleMagazine](#), and Instagram

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