

LATINA Style, Inc. Presents the LATINA Style Business Series in Phoenix, AZ

Media 2018-09-27 12:24:36

WASHINGTON, D.C. - LATINA *Style*, Inc., the premier company addressing the needs of professional Latinas in the United States, presents the 20th Annual LATINA *Style* Business Series Tour in Phoenix, AZ, on Thursday, October 4, 2018, from 7:30 a.m. to 3:30 p.m., at the Sheraton GRAND PHOENIX (340 North 3rd Street, Phoenix, AZ 85004). The award-winning program for Latina entrepreneurs marks its 132nd stop. Participants have the opportunity to network, learn about business ownership and partake in career development seminars designed to benefit Latina professionals and entrepreneurs.

LATINA *Style* will honor Mary Rábago with the "Entrepreneur of the Year" award for Phoenix. 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.

With a career spanning over 25 years in various media companies nationally and internationally, multi-award winning journalist, Rábago, has become a very well-known and respected public figure. Born in Sonora, Mexico, Rábago was the main news anchor of Univision Arizona as well as Univision California. Serving as correspondent for national shows as "Noticiero Univision" and "Primer Impacto", she is one of the "Top 10" Hispanic women with more media presence on both the United States and Mexico border. With a long list of regional and national awards for her career, she displays versatility embracing every role from journalist, news anchor, reporter, producer and writer. For the last five years Rábago has taking on a new role, that of entrepreneur, with "Mary Rabago Productions", a multimedia company that has garnered national attention for their creative solutions. She has been recognized by Cox Communications as Entrepreneur of the Year and Outstanding Women in Business by the Phoenix Business Journal.

In addition, LATINA *Style* is delighted to recognize Erica Cardenas, Founder and Owner of Cardenas Marketing with the "Advocate of the Year" award. Cardenas has been chosen because of her lifetime achievements and her distinguishability as a role model. This coveted award is presented to individuals who are champions of leadership and community service. Phoenix native, Cardenas is an entrepreneur with passion and heart. In 2015, she founded inspireHER (inspireHERNow.com), – an inspirational apparel line and movement dedicated to reminding girls and women that their lives have value and worth. Today inspireHER has reached thousands far and wide, with the t-shirts serving as love reminders for all ages. Cardenas often partners with nonprofits and community organizations through inspireHER, and regularly speaks to girls and young women sharing her personal story and message of hope. She currently hosts two national television shows, "Your Health" and "Doing More" on the Cox YurView network and has also appeared in numerous national TV commercials as an actor and TV talent. Cardenas has more than 15 years of experience in the communications field and, alongside her husband, owns and operates their marketing and public relations consulting business, Cardenas Marketing. Cardenas adores spending quality time with her husband, JR, and their three children – Nick, Ali and Noah.. "Three years ago when I created inspireHER, it was with the purpose of sharing hope with others, one t-shirt at a time. It's incredible to see how this movement continues to encourage and inspire girls and women of all ages far and wide," says Erica Cardenas, Founder of inspireHER. "I am blessed and humbled to be honored with the LATINA *Style* "Advocate of the Year" award. May we continue to love fearlessly and believe outrageously - because we are truly better together."

LATINA *Style* delighted to announce Nick Delgado, President of Dana Rebecca Designs ("DRD"), as keynote speaker for the program. Delgado is a growth enthusiast and passionate promoter of people. He has invested millions of dollars on behalf of wealthy families, was a go-to capital and transaction advisor for founder and family-run businesses

and championed numerous civic causes, including aging and economic development. Today, at Dana Rebecca Designs (“DRD”), a consumer brand in fine jewelry, Delgado partners with a team of 18 women to elevate the brand through its wholesale and retail divisions and promote a message of women empowerment.

To learn more about this program please visit www.bs.latinastyle.com. For more details, email Tania Davila at Tania@latinastyle.com, or call 214-357-2184.

LATINA *Style* is thrilled to count on Nationwide's continued support as title sponsor of the business series. Platinum Sponsor: PepsiCo. National Sponsors and Partners: Parents Step Ahead, NALEO, and Capital Wire PR. Title sponsor: Nationwide. Platinum Sponsor: PepsiCo. Supporting sponsors: Parents Step Ahead, and, CapitalWirePR. Community Partners: Arizona Hispanic Chamber of Commerce, ALPFA