

# 14<sup>th</sup> NATIONAL LATINA Symposium

LATINA Style  
HERO Initiative

WASHINGTON, D.C. SEPTEMBER 14 & 15 2017

## Background

Latinas in the United States are an economically and socially powerful sector of the United States population. There are over seven million Hispanic women in the workforce and Latinas represent the fastest growing segment of the small business community today. Latinas are primarily responsible for nearly all major household purchases. Their unique lifestyle, concerns, and needs differentiate them from the general population. In addition, we can't forget that Latinas are continually excelling in non-traditional roles and industries.

## The Concept

LATINA Style, the premier publication addressing the needs of the US Latina workingwomen, is proud to present another component of unique services specifically geared towards Latina empowerment. The National LATINA Symposium is a one-day event that will take place on September 8, 2016 in Washington, DC. The purpose of the symposium is to ascertain, through round-table discussions, as well as in-depth surveys, the status of the Latina professional working woman in the United States.

## You are invited!

LATINA Style is proud to invite your company to participate in this unique opportunity to directly reach this demographic, specifically towards the empowerment of Hispanic women. As a sponsor of the 14th Annual National LATINA Symposium, you would be recognized as a valuable partner of the Hispanic community. The National LATINA Symposium brings together over 500 Hispanic professional women, business owners and community leaders from coast to coast.

## The Program

On September 15, 2017, we will host our 14th Annual National LATINA Symposium. The event will commence with a ceremonial breakfast following a series of workshops that will allow participants to learn about issues such as: advancing Latinas in the workplace, entrepreneurship & business, emerging technology trends, wealth creation & financial security, political leadership, professional development and balancing health, career & personal life. During the Awards Luncheon, LATINA Style, the premiere organization honoring Latina achievements, is proud to present the Distinguished Military Service Awards recognizing leadership, accomplishment, and commitment. This is followed by an afternoon of networking activities.