



Friday, December 9, 2022
9:00 am – 2:30 pm
Jeffers Auditorium
One Nationwide Plaza
Columbus, OH. 43215

PROGRAM AGENDA

(9:00 am) Registration Opens

(9:30 am) Mistress of Ceremony: Claudia DeLeon, Chief Operating Officer at La Mega Media Inc., President at Columbus Hispanic Chamber of Commerce

Community Partners Welcome Message: Ramiro Cavazos; President, USHCC & Alice Rodriguez; Board Chairwoman, USHCC Board

Welcome Remarks: Robert E. Bard, President & CEO, LATINA Style, Inc.

Title Sponsor Remarks: Lu Yarbrough, Associate Vice President, Enterprise Diverse & Cause Marketing, Nationwide

(10:00 am) Session 1- Business resilience: Turning your optimism into confidence for the future (45min including Q&A)

Focus: Hispanic entrepreneurs are naturally optimistic, innovative, and comfortable taking risks. A recent study shows even coming out of the pandemic and into a looming recession that optimism remains strong. When faced with the worst – like a rocky economy, tight labor market, and limited access to capital – you can do more than hope for the best. In this session, engage with a panel of experts who understand the risks businesses face and discuss strategies to manage them. Create an action plan that assesses and addresses your exposure to risk so your business can confidently face whatever comes next.

Moderator: Juan Jose Perez, President, Nationwide Corporate Solutions

Speaker: Ryan Patton, Technical Director, Nationwide Advanced Consulting Group

Speaker: Vincent Mora, Associate, Dinsmore & Shohl LLP, Legal Counsel

Speaker: Valeria Aloe, Speaker, Author, and Founder of the Rising Together Movement

(10:45 am) Session 2- Financial Recovery & Maximizing your network and resources (45 min including Q&A)

Focus: This panel brings together a diverse group of professionals with extensive experience in business bank lending, private, venture, and angel investments, and government lending to small businesses. Panelists from the Internal Revenue Service, the Small Business Administration, and a financial institution will present available sources and ways to build capacity to position a small business to secure capital for expansion.

Moderator: Audrey McKinley, President, Auto Network Consulting

Speaker: LaTanya Bacon, Senior Stakeholder Liaison, Internal Revenue Service

Speaker: Thalia Amador Lastra, Economic Development Specialist, U.S. Small Business Administration

Speaker: Crucita Flecha, Senior Attorney, Member of the Ohio State Bar Association, Flecha Law

Speaker: Lilia Cabezas-Johnson, Head of Retail Investments Controls, JPMorgan Chase

(11:30 am) Lunch Break- Networking (45 min)

(12:15 pm) Session 3- The Power of Social Media (45 min including Q&A)

Focus: There are 3.5 billion social media users worldwide, spending an average of three hours per day engaging through social networks. Social media content that is strategically implemented has the potential to be the most powerful form of marketing and market analysis of our era. So, how do we leverage the power of social media in authentic and engaging ways? This panel discusses the personal and professional marketing strategies used by each panelist to achieve maximum success in their respective professions.

Moderator: Christian Cisneros, Enterprise Social Media Manager, Nationwide

Speaker: Dace De La Foret, Director of Enterprise Social Strategy and Engagement, Nationwide

Speaker: Andy Nelson, Senior Vice President, Social Media, Conill

Speaker: Natasha Pongonis, Co-Founder and CEO, O.Y.E. Business Intelligence and Co-Owner, Nativa, Inc.

(1:00 pm) Special Guest Remarks: Kirt Walker, Chief Executive Officer, Nationwide

(1:10 pm) Keynote Speaker Remarks: Pati Jinich, Award Winning Chef and TV Host, Cookbook Author **(15 min including Q&A)**

1:25 pm - 5 min Break

(1:30 pm) Session 4- Entrepreneurs Spotlight: Succeeding despite the obstacles (30min including Q&A)

Focus: Successful Latina entrepreneurs at various stages of business maturity to discuss the lessons they've learned, the insights they've gained from their experiences, the challenges they've faced, and how they've overcome them. Learn how some of our most successful leaders have managed their success and how to apply that to your own journey.

Moderator: Audrey McKinley- President, Auto Network Consulting

Speaker: Carolina Gutierrez, Owner, El Arepazo

Speaker: Kimberly Tapia, Founder & Managing Director, Polanko Consulting

Speaker: Yasmine Robles, Owner and Lead Creative, Robles Designs LLC.

(2:00 pm) LATINA Style Special Recognition Awards Presentation

2022 Trailblazer Award- Lourdes Barroso de Padilla, Columbus City Councilmember

2022 LATINA Entrepreneur of the Year Honoree – to be announced at the conference

(2:15 pm) CLOSING REMARKS

Title Sponsor Remarks – Lu Yarbrough, Associate Vice President, Enterprise Diverse & Cause Marketing, Nationwide

LATINA *Style*, Inc. President & CEO - Robert Bard

(2:30 pm) END OF PROGRAM