

National Latina Business Women Association
Sacramento Chapter

2008 Annual Business Symposium & ¡Brava! Awards Luncheon

PROGRAM SCHEDULE

8:00 am - 9:00 am REGISTRATION | CONTINENTAL BREAKFAST | NETWORKING

9:00 am - 5:00 pm EXHIBITOR EXPO OPENS - OPEN ALL DAY
(in same room as luncheon)

9:00 am - 9:15am WELCOME FROM EMCEE & PROGRAM FACILITATORS

Katrina L. Salazar, CPA
PRESIDENT, NLBWA-SACRAMENTO CHAPTER

Valerie Reynoso Piotrowski
PRESIDENT-ELECT, NLBWA-SACRAMENTO CHAPTER

PROGRAM OVERVIEW

9:15 a.m. - 9:30 am THIRTY IDEAS TO SUCCESSFULLY MARKET YOUR BUSINESS

Amparo Perez Cook | BUSTOS MEDIA
Patricia Ortiz Wong | TELEMUNDO 33

9:30 am - 9:45 am **Mariscela Alvarez** | Relaxation Exercises

9:45 am - 10:45 am PANEL DISCUSSION - SENTIMENTS ON SUCCESS:
PROFESSIONAL WOMEN WHO HAVE ARRIVED
Mayor Heather Fargo | CITY OF SACRAMENTO
Megan Virga | VIRGA LAW OFFICES
Jodi King | ARTISTIC INTERIOR ReDESIGN

10:45 am - 11:00 am NETWORKING BREAK

11:00 am - 11:45 am PANEL DISCUSSION - HEALTHY MINDS, HEALTHY BODIES
Rhoda Santamaria | MARATHON RUNNER
Mimi Sato-Re, M.D. | FAMILY PRACTITIONER

11:45 am - Noon NETWORKING BREAK

Noon - 1:30 pm

¡Brava! Awards Luncheon
LUNCHEON OPENING REMARKS

Awards Presentation

KEYNOTE SPEAKER
Brigadier General Angela Salinas, USMC

INTRODUCTION OF 2008-2009 BOARD OF DIRECTORS

OATH OF OFFICERS
Judge Emily Vasquez
Superior Court for the County of Sacramento

CLOSING REMARKS, **Katrina L. Salazar, CPA**
President, NLBWA-Sacramento Chapter

1:30 pm -2:30 pm

PANEL DISCUSSION - RETAILERS AND FRANCHISES
POSSIBILITIES AND PITFALLS

Sandra Munguia | Mary Kay
Rhoda Santamaria | Casa Bella Galleria
Rosanna Ruiz | McDonalds Corporation

2:30 pm - 2:45 pm

BREAK

2:45 pm - 3:45 pm

PERSPECTIVES PANELS
THE POLITICAL ENVIRONMENT AND YOUR ORGANIZATION

Brenda Quintana
Office of Governor Arnold Schwarzenegger
Roger Salazar | Acosta | Salazar, LLC
Michelle Smira | MMS Strategies, Inc.

3:45 pm - 4:30 pm

For Love of Wine - Jon Affonso | Rail Bridge Cellars
SALSA DANCING DEMONSTRATION

4:15 pm

SILENT AUCTION CLOSES

4:30 pm

CLOSING REMARKS