

WELCOME to the 25th Anniversary Hispanic Women's Corporation Institutes!

Phoenix Convention Center SOUTH

33 South 3rd Street Phoenix, AZ

Jefferson & Third Streets

Valley Metro Light Rail Stops: Jefferson & 3rd Street OR Washington & 3rd Street

E-Executive Management Institute

M-Mis Negocios en Español

P-Professional Development & Leadership Institute

Wednesday 10.20.10

Registration: 11:00 a.m. - 7:00 p.m.

Exhibitor Setup: 1:00 p.m. – 7:00pm

Thursday 10.21.10

Registration: 7:00 a.m. Convention Center SOUTH Lobby

Youth Leadership Institute: 8:00 a.m. – 2:00 p.m. Rooms 150 +

8:00 am - 6:00 pm

Latina Power Expo Hall Grand Opening! 8:00 a.m. Sharp!

Health Fair, Job Fair, Family Resources, GOING GREEN Demos

8:45 am – 9:45 am

Plenary with Julie Stav

All E, M, and P Institutes: Rooms 160 +

10:00 am - 11:15 am

E- Unlock Your Potential

Lead your organization with a clear strategy and emphasis on performance excellence. What every leader must know for sustainable career success and effectiveness.

M- Planes de Negocio

La planificación es uno de los aspectos más importantes a la hora iniciar un negocio. Para tener éxito en los negocios y para todo en la vida, se requiere planificación.

P- Leadership Lanés

Create a leadership style based on respect, communication, values and selflessness. Build your knowledge about generational diversity and topics such as mentoring and networking in order to work effectively.

P- Positive Workplace Impact

In today's complex and rapidly changing business environment there is more pressure to deliver more with less. Take part in engaging discussions and learn from industry leaders on how to create a culture for success.

11:30 am - 12:45 pm

E-Latina Dynamos

A dynamic session where certified executive coaches will discuss how Latinas can develop an action plan to address career success, roadblocks and derailment issues.

M- Mercadeo Qué es una investigación de mercado y que le puede indicar? Cuáles son los beneficios?

P- Strong Financial Foundations

In this turbulent business environment you need to implement new changes. Focus on strategic aspects and goals to secure and maximize your financial future. Take action!

P- Align Personal Beliefs with Goals

What we believe determines our behavior and gives us our results. Change beliefs that get in the way of achieving your goals! Find out what's stopping you and how to get the results you want.

C- Political Leadership

Have an interest in politics and government? Running for office can be very challenging, yet exciting. Being successful requires attention to detail. Learn from experienced officials the do's & don'ts.

12:45 pm - 2:00 pm

Lunch on Your Own / Latina Power Expo/ Networking/ Open with Food Service!

2:15 pm - 3:30 pm

E- Mind Your Own Business

A critical 411...When the going gets tough, what happens? Putting all the pieces together from savings, 401k, retirement, and other investments. Build your knowledge-grow your wealth.

M- Financiamiento

Todos los negocios necesitan algún tipo de financiamiento. Aprenda cómo recaudar capital, pedir dinero, prestado y administrar las operaciones financieras de su negocio.

P-Chica Lit

A panel of Latina authors will discuss their inspirations and challenges from the initial idea to the actual publication of their works.

HWC 2010 INSTITUTES AGENDA – cont.

P- Pace Setter Positioning

Deepen your self-awareness build skills and make a valuable investment to increase your job stability. Build a strong foundation and develop practical knowledge to jumpstart your career.

C-Community Activism

Build your knowledge about the essential parts of community empowerment. Effectively participate in the civic process. Focus your efforts on leadership, advocacy and get out the vote strategies. Make your voice heard.

3:30 pm - 5:00 pm
4:30 pm – 5:30 pm
5:30 pm – 7:00 pm

Latina Authors Book Signing: LATINA POWER EXPO HALL
Fashion Show Reception
Fashion Show

Friday October 22, 2010

Registration: 7:00 a.m.

E-Executive Management Institute

M-Mis Negocios en Español

P-Professional Development & Leadership Institute

8:00 am - 4:00 pm

Latina Power Expo Hall Open

9:00 am - 10:15 am

E- Social Media Marketing

Social media has impacted the way organizations communicate with their customers. Understand the new high tech communication connecting business and people.

P- Experience = Opportunity

HWC works hard to expose you to as many learning and training opportunities as possible. Deepen your knowledge and tap into amazing potential to effectively develop an action plan for success.

P-Healthy Living

HWC's vision is to promote healthy living and disease prevention. Protect your well being by making simple changes in your daily routine and adding exercise to your life and become a healthier person overall.

10:15 am - 11:30 am

Ongoing Demonstrations & Silent Auction

11:45 am -1:30 pm

Scholarship Benefit Luncheon

1:30 pm - 4:00 pm

Reception - Conference Closes! Thank you! See you next year 2011...

MARK YOUR CALENDAR 2011!

2010 SPECIAL NOTICE! SPECIAL NOTICE!

***Hyatt Reservations for special rate- deadline is September 29, 2010**

***All institute participants who complete the 4 sessions with evaluations of their institutes will receive The HWC LUNCHEON EXPRESS TICKET into the Grand Ballroom for Luncheon!**

***The HWC Convention site has changed to the
PHOENIX CONVENTION CENTER SOUTH BUILDING!**

**Northeast Corner: Jefferson & 3rd Street
33 South 3rd Street Phoenix, AZ 85004**

***CLOSEST PARKING**

Jefferson Garage: South of Jefferson at 3rd STREET

OR

**Convention Parking EAST Garage: located between 5th and 7th Streets:
Entrance: westbound-Washington Street OR eastbound Jefferson Street**

***HWC PHOENIX CONVENTION CENTER SOUTH
METRO VALLEY LIGHT RAIL STOPS:**

Eastbound: Jefferson and 3rd Street Platform stop Westbound: Washington and 3rd Street Platform stop