

# 2009 WOY Registration

Hilton Americas - Houston, Texas • Thursday, June 4, 2009

**4** Four  
Ways  
to  
Register

**Mail to:**

Hispanic Business Inc.  
Events Division  
425 Pine Avenue  
Santa Barbara, CA 93117

**Online • Phone • Fax:**

• [www.hispanicbusiness.com/events/woy/register](http://www.hispanicbusiness.com/events/woy/register)  
• (Phone) 800.205.9459  
• (Fax) 805.964.5539

Special group rates have been arranged for WOY attendees at the Hilton Americas - Houston, Texas. Please contact the hotel directly at 1 (800) HILTONS or (Local) (713) 739-8000.

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| Phone      |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Fax       |  |  |  |  |       |  |  |  |  |     |  |  |  |  |

**E-mail** (Required for automatic e-mail confirmation and to inform you of any changes to the program)

Your Evening Gala seat or table purchase includes guaranteed complimentary access to all daytime components:

Gala Table (10 Seats) \$1,900.00 x \_\_\_\_\_ = \$ \_\_\_\_\_       Gala Seats \$199.00 x \_\_\_\_\_ = \$ \_\_\_\_\_

**PAYMENT OPTION: Payment in full is required to process registration**

Method of payment:     Invoice     Credit Card     Check/Money Order  
For credit card payments:     Visa     MasterCard     American Express

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Cardholder signature \_\_\_\_\_ Date \_\_\_\_\_

**Cancellation Policy**

Any cancellation 90 days or more prior to the event will be eligible for a full refund. Cancellation 60-89 days prior to the event will incur charges amounting to 50 percent of the event price. All other cancellations will be ineligible for refunds. All refund requests must be received in writing. Refunds will be issued 60 days after the event. Refund requests may be mailed to Hispanic Business Inc. - Events Division, 425 Pine Avenue, Santa Barbara, CA 93117



WOMAN OF THE YEAR

**HispanicBusiness**<sup>®</sup>  
[magazine]

2009

# 2009 Woman of the Year Gala & Symposium

June 4, 2009  
Houston, Texas

Sponsored by

**Microsoft**<sup>®</sup>

**Comerica Bank**



HOUSTON HISPANIC CHAMBER OF COMMERCE  
*The Leader of Houston's New Majority*<sup>™</sup>

30<sup>TH</sup> ANNIVERSARY  
JOURNALISTIC  
EXCELLENCE



# 2009 Woman of the Year Gala & Symposium

Dear Friend,

More than ever before in our nation's history, Hispanic women in all walks of life are achieving success and being increasingly recognized for their accomplishments on the job and in America's leading professional institutions.

To once again honor these achievements, **Hispanic Business**® Magazine is proud to host its 7th annual Woman of the Year (WOY) Awards Gala on June 4th at the luxurious Hilton Americas in Houston, Texas. This year's celebration will run in conjunction with our annual Woman of the Year cover story in **Hispanic Business** Magazine's April issue.

This exciting, inspirational celebration pays tribute to Hispanic women in business, government, nonprofit and academia.

Attendees will hear a thought-provoking keynote address, network with their peers at an elegant pre-event reception, and enjoy delicious, top-notch cuisine at the gala awards dinner. In addition to the wonderful gala that you have come to expect, this year's event will offer an exciting daytime component, where attendees may participate in panel discussions focused on public issues of major importance to Hispanic women. We invite you to attend these informative sessions as part of our expanded celebration.

Our event offers you the opportunity to connect with your peers across all professional spectrums. I look forward to seeing you at another exciting **Hispanic Business** Woman of the Year celebration.

Saludos,



Jesús Chavarría  
CEO/Publisher  
Hispanic Business Inc.



## 2009 Woman of the Year

For the 7<sup>th</sup> consecutive year, **Hispanic Business**® Magazine is proud to host the Woman of the Year Gala. At this important event, we take time to recognize outstanding Hispanic women of merit in both private and public sectors who represent creativity, prosperity, and success not just in business but within their communities as well.

## Participate in this event and profit:

- Receive the focused direction that will take you to the next level at informative sessions
- Gain inspiration as you listen to motivational keynote speeches from honorees
- Align your company with the fastest-growing and most affluent Hispanic buying public anywhere
- Meet and network with the inner circle of high-profile Hispanic women
- Mingle and exchange ideas at a fabulous pre-gala cocktail reception
- Enjoy the black-tie celebration featuring both top-flight entertainment and cuisine

## Who attends:

- Presidents, CEOs and CFOs of the Hispanic Business 500® companies
- Top executives from leading Hispanic nonprofits
- Influential political and government leaders
- PR/Marketing/Sales Directors and VPs
- Strategic planners
- HR executives from Fortune 1000 companies
- Professionals from a wide range of industries





## Hilton Americas - Houston, Texas • Thursday, June 4, 2009

Hilton Americas-Houston is the largest convention hotel in the city of Houston. This 24-story, state-of-the-art facility includes world-class cuisine, a full-service spa and health club, as well as a 75-foot indoor infinity pool. In addition, Hilton Americas-Houston is only steps away from the city's major sports & entertainment venues.

## AGENDA

Thursday, June 4, 2009

- 9:00-9:45am** Registration/Continental Breakfast/Networking/Exhibits
- 9:45-10:00am** Event Begins/Welcome & Introduction by Jesús Chavarría, Hispanic Business Media
- 10:00-11:30am** Morning Panel Discussion, 2009 WOY Finalists  
*"The Early Years: From Childhood to College"*  
Discussion of early core experiences, key influences and critical choices made at an early age; experiences with early schooling, teachers, the educational environment through college; at what point did "commitment" to forging a professional identity begin to emerge?  
Moderator: Sandra Thompson, Law Professor, University of Houston  
Felicity Fowler, Partner, Haynes & Boone; Laurie Carrillo, Spacecraft Thermal Design Engineer, NASA Johnson Space Center; Dr. Amelie Ramirez, Professor of Epidemiology and Biostatistics and Director of the Institute for Health Promotion Research, University of Texas Health Science Center.
- 11:30am-12:00pm** Break/Networking/Exhibits
- 12:00-1:00pm** Lunch & Winner's Circle Scholarships awarded  
*Keynote address by: Lily Eskelsen, Vice President, National Education Association*
- 1:15-2:45pm** Afternoon Panel Discussion, 2009 WOY Finalists  
*"Building Up Your Personal Brand"*  
Discussion of changes in the workplace due to the current deep recession and other forces of change. What are the essential elements of developing a professional brand? How essential are mentors? Is a career plan vital to success and in what ways? With the economy in transition, corporate America and politics are changing. Learn from successful women ways to stand out and stay competitive and relevant in the rapidly shifting business world.  
Moderator: Ramona Romero, Corporate Counsel for Logistics and Energy, DuPont  
Yvonne Garcia, Managing Director, Affinity Marketing, Liberty Mutual Group; Marion Luna Brem, President & CEO, Love Chrysler; Dr. Monica Martinez-Canales, Principal Engineer, Intel; Wendy Lopez, Vice President, URS Corp.
- 2:45-3:00 pm** Closing Remarks; Ramona Romero, Corporate Counsel for Logistics and Energy, DuPont
- 5:00pm** Registration opens for gala
- 5:30pm-7:00pm** VIP & Speakers Reception: Mingle with honorees while enjoying cocktails and hors d'oeuvres.
- 7:00pm** Ballroom opens and guests take their seats
- 7:00-10:00pm** Seventh annual Woman of the Year Awards Gala
- 7:15pm** Mistress of Ceremonies: TBD
- 7:20pm** Awards Gala begins with opening remarks by Hispanic Business CEO/Publisher Jesús Chavarría.
- 8:00pm** Dinner and Three "Young Emerging" Hispanic Women Scholarships awarded, finalists and presentation of WOY winner.
- 9:45pm** Sponsor "giveaways"