

Latinas Leading  
"The Continuation of Our Legacy"

March 9<sup>th</sup> and 10<sup>th</sup>, 2018



**POWER<sup>on</sup>HEELS<sup>o</sup>**  
*Mujeres passing on the POWER!*

**T**hese extraordinary **two days** will be filled with the collective wisdom of some of the most powerful Latinas in Houston. Throughout the events, we will honor Latinas that have blazed trails for us, share and discuss key issues, turn ideas into action, and celebrate Latinas who are making differences in their communities

**Location:** Houston Community College – Southeast Campus  
6815 Rustic Ave.  
Houston, TX 77087

**Day 1** **March 9<sup>th</sup>, 2018**

**Time:** 6:00pm – 8:00pm

**Audience**

**Size: 250**

**Presenting: American Masters "The Women's List"**

During this documentary you will meet 15 women representing the ultimate in Girl POWER and who define contemporary American culture in Timothy Greenfield-Sanders's "The Women's List" film features Madeleine Albright, Margaret Cho, Edie Falco, Betsey Johnson, Alicia Keys, Nancy Pelosi, Rosie Perez, Wendy Williams and more. All trailblazers in their fields, these women share their experiences struggling against discrimination and overcoming challenges to make their voices heard.

**Keynote presentation:** "Latinas – Leading in the Spotlight"

**Special Guest Speaker: Sandra Guzman**

This award winning journalist and author conducted the interviews from behind the camera of "The Women's List". Sandra will lead a POWERFUL discussion afterwards and shares her insights on the POWER of OUR LEADERSHIP today. Sandra is the former Editor-in-Chief *Latina* magazine, served as the Associate Editor at the New York Post, and penned "The New Latina Bible". She has written for such publications and websites including CNN, UNIVISION, NBCLATINO.com and many others.



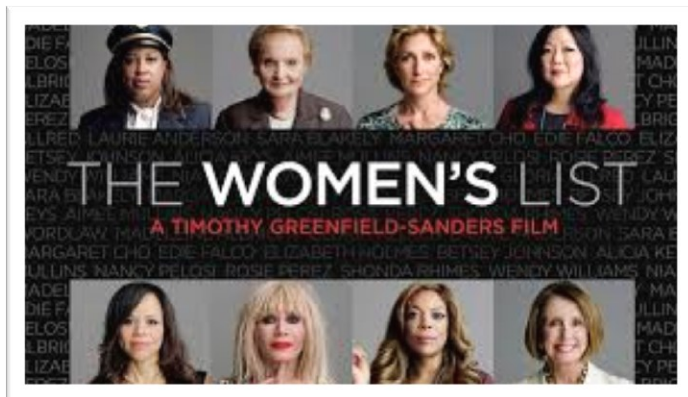
**Latina Leadership**

matters in our community, in the board room, C-Suites and in the Halls of Education. We continue to honor the legacies placed in our care.

**Sponsorship Opportunities**

**Available**

\*A portion of all proceeds earned during this 2 day event will be given to The Yolanda Black Navarro Foundation's Shoes for Kids, a 501-3C, a non-profit providing shoes to economically disadvantaged children throughout Houston.



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**T**he POWER On HEELS Convos will provide the opportunities for each conference participant to take part in uniquely POWERFUL dialogue in small intimate POWER Conversation Circles, along with a Legacy Mentor that will share their unique experiences, challenges and provide insightful advice to increase personal & professional growth!

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**Day 2** **March 10<sup>th</sup>, 2018**

**Time:** 8:00am – 4:00pm

**Audience  
Size:** 85

Seating limited to 85 professional women, which are from some of Houston's finest corporations, community leaders, professional associations and organizations. The audience size is perfect to achieve the intimate conversations and results we desire to accomplish.

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Available**



2016 Legacy Mentors

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Be part of the conversation! This event will be centered around building intimate dialogue around five (5) key core topics. Each conversation will be guided by one of our Legacy Mentors.



### **Personal Development**

Placing intent on continuous growth and development motivates you to take control of your business and career.



### **Education**

Making career investments that align with your ultimate career ambitions.



### **Corporate Growth**

Developing a strategic plan that inspires growth even in the most challenging situations and environment.



### **Financial Mastery**

Gaining financial competencies that will enrich your career potentials and secure your life dreams for success.



### **Life Balance**

Creating a place where you feel there is a healthy balance in all that they do.

## **The Day's Agenda**

(Tentative)

**8:00am** Registration, "Power Shoe" Red Carpet and Lite Breakfast

**8:45am** Welcome – Introductions

**9:00am** Opening Presentation – "Quite the Noise"

**9:30am – 10:15am** First Round of Power Convos

**10:20am to 11:00am** Second Round Power Convos

**Break**

**11:15am to 12:00pm** Third Round Convos

**12:00pm to 1:30pm** Lunch – Award Program

**1:45am to 2:30pm** Fourth Round of Power Convos

**2:30pm to 3:15pm** Fifth Round of Power Convos

**3:30pm – 4:00pm** Power Convos Debrief and Closing

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**Education**

Dr. Irene Porcarello,  
President of the HCC  
Southeast College

**Life Balance**

Sandra Guzman  
Award Winning Author  
and Contributor



**Our 2018**  
*Legacy*  
*Mentors*



**Corporate Growth**

Imelda Ladorbe  
Global Director Human  
Resources – Alcoa Titanium  
and Engineered Products

**Financial Mastery**

Veronica Martinez  
VP-Multicultural Business  
Development  
On Q Financial



**Personal Development**

Ivette Mayo  
Founder Power On Heels Network  
President –Yo Soy I Am, LLC

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Convos

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## Yolanda Black Navarro Community Legacy Award

**Y**olanda Black Navarro was a community leader who modeled for us the ultimate expression of service and commitment to our community, including civic engagement, corporate responsibility, entrepreneurship, and non-profit organizations. This community and city icon through her civic and political leadership, left her edible mark on our hearts and community.

Power On Heels Network will honor and recognize the accomplishments of Yolanda Black Navarro, whose mission to empower Houston's Hispanic community is one of her truest legacies by awarding an individual who currently continues on the legacy of this beloved champion.

### Supporting Our Community

Giving back is part of what we do! We are super **PROUD** of our efforts in 2016 and we look forward to doing it again! During this event, a portion of every registration for Power On Heels Convos will be donated to Shoes for Kids, a 501-C3 nonprofit that provides brand new shoes to economically disadvantaged children throughout Houston. Plus, there will additional donations opportunities available during the event.



2016 Honoree  
Lenora Sorola-Pohlman



[www.houstonshoesforkids.org](http://www.houstonshoesforkids.org)



**Founder** Ivette Mayo 713-447-5404

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## Sponsorship Opportunities Available

### POWER Level \$7000

- Exclusive Title Sponsor
- Mentioned on all media & social media promotions
- Prominent logo placement on conference signage in all areas
- Ten **(10)** conference registrations for both days & VIP Reception
- Presentation of Brief Video Clip/Remarks during Friday night event
- Introduction of Guest Speaker
- Exhibit table Exhibit table for products/materials
- Speaking opportunity at Saturday's Luncheon
- Promotional material in Conference Bags

### Legacy Level \$5000

- Sponsor of POHC
- Mentioned on all media & social media promotions
- Prominent logo placement on conference signage in all areas
- Eight **(8)** conference registrations for both days & VIP Reception
- Exhibit table for products/materials
- Speaking opportunity at Breakfast on Saturday
- Promotional material in Conference Bags
- "POWER Shoes" Red Carpet Sponsor

### Influencer Level \$2000

- Sponsor of the **VIP** Reception on Friday evening
- Mentioned on all media & social media promotions
- Prominent logo placement on conference signage in all areas
- Six **(6)** conference registrations for both days & VIP Reception
- Exhibit table Exhibit table for products/materials
- Speaking opportunity at VIP Reception
- Promotional material in Conference Bags

### Surge Level \$1000

- Mentioned on social media promotions
- Logo placement on Conference Social Media & promotional materials
- Five **(5)** conference registrations for both days & VIP Reception
- Promotional material in Conference Bags
- Sponsor one of the POWER Circles (5)

### Mentor Level \$500

- Two **(2)** conference registrations for both days & VIP Reception
- Logo placement on Conference Social Media & promotional materials
- Promotional material in Conference Bags

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CONVOS

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### Sponsorship Application

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone No. Office: \_\_\_\_\_ Cell: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

### Credit Card Information

Credit Card Number: \_\_\_\_\_  
Expiration Date: \_\_/\_\_/\_\_ CVS Code: \_\_\_\_\_  
Mailing Address and Zip Code: \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

### Sponsorship Selection

*(Please indicate desired level)*

- Power Level - \$7000
- Legacy Level - \$5000
- Influencer Level - \$2000
- Surge Level - \$1000
- Mentor Level - \$500

Invoice provided upon request or mail this form & payment

14318 Ellis Springs Lane, Humble, Texas 77396

Make checks payable to

**Yo Soy I Am, LLC**

Yo Soy I Am, LLC is a for profit company EIN#20-5001838

If you have any questions, please contact Ivette Mayo at 713-447-5404 or email

[ivette.mayo@yosoyiam.com](mailto:ivette.mayo@yosoyiam.com)