



NATIONAL WOMEN'S CONFERENCE

EMPOWERING WOMEN

April 14-15, 2023 ♦ Los Angeles, CA



LEAGUE OF UNITED LATIN AMERICAN CITIZENS

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President's Message



To the Empowering Women Conference Attendees,

Welcome and *felicidades* for this tremendous achievement of bringing LULAC's most important annual event led by and for women to California, our nation's most populous Latino state! Your presence proves the power of your impact at every level of our society. Whether within la familia, in our communities, and yes, all the way to Corporate America, Latinas are making their voices, views, and ideas heard.

As I travel all across the country and Puerto Rico, I am proud to meet LULAC women leaders and members who are some of the most influential, experienced, and respected individuals in education, government, healthcare, technology, the military, and so many other areas. Throughout our 94-year journey as an organization, las mujeres de LULAC have led, not followed, and always stood shoulder-to-shoulder with their brothers.

You are making history by showing millions of other Latinos that women are empowered to seek and achieve any dream, goal, or office they may desire. Yes, a Latina who will run for President of the United States is already alive! You inspire her through your example, and Elba and I are as excited as you to see what else Latinas have in store for the future of America.

¡Hasta La Victoria!

Domingo Garcia
LULAC National President

National VP for Women



Bienvenidas to Los Angeles and LULAC's Empowering Women Conference!

The moment is here, and I want to welcome you personally to this history-making event. The LULAC Women's Commission is proud to present a powerful, information-packed, and relevant program which we have prepared just for you.

When I was asked to undertake this task last October in Dallas, Texas, this occasion was first and foremost in my mind. Working with a great group of other women in LULAC, we committed to shaping and delivering something fresh, timely, and, most of all --- linked to the issues Latinas are interested in today.

From policymaking to influencing social perspectives on top-of-the-mind topics and sharing best practices on how women are confronting the most significant challenges of our day, all of it and more is why we have come together. Network, share your experiences, uplift one another, and, best of all, thrive in unity. You, we, are the voice of millions of Latinas, and we are empowered to make a difference.

In solidarity,

Emma Lozano
LULAC National Vice-President for Women



Our diversity is our strength

Every day we go to work, attend school, and live our lives side by side. Our individual experiences come together to help us learn more about the world around us, and ourselves as well.

We're proud to be a part of the diverse communities where we live and work.

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LULAC
<TECH>
SUMMIT

June 15-16, 2023 Chicago, Illinois

The LatinoTech Summit is an engaging destination for Latino tech leaders, designers, innovators, corporate and government leaders, and scholars. It creates a unique space for Latino technologists to exchange ideas, share their professional journeys, and network with like-minded Latino professionals.

LULAC.org/TECHsummit23



LULAC National convention & exposition

July 31-Aug. 5, 2023
📍 Albuquerque, NM

The LULAC National Convention is an exciting and historic event. It convenes the national delegates of LULAC to discuss issues, set policies, and elect the organization's national leaders. This convention is one of the most prominent events in which attendees representing Latinos throughout the country gather to discuss the organization's positions and strategies.

LULAC.org/convention23

LULAC LGBTQ+ UNITY SUMMIT

The LGBTQ+ Unity summit will include workshops on the Equality Act and highlight youth and elder leaders involved in the LGBTQ+ community.

November 10-12, 2023 | Las Vegas, NV

LULAC.org/pridesummit23

California LULAC State Director



Welcome to California and the 2023 LULAC National Women's Conference, where we look forward to our time together. We are delighted to serve as the host state for this fantastic occasion on behalf of the California LULAC State Board, our LULAC councils statewide, and all of our partner stakeholders. The energy, excitement, and expectation have been building for weeks ahead of your arrival, and we are delighted you are present.

The city of LA and the state of California are witnessing historic progress in diversity, inclusion, and embracing all members of our vast communities. The Honorable Karen Bass is the first woman to occupy the highest elected office in America's second-largest city. As Mayor, she is bringing together the many voices and views of all residents, including Latinas, many of whom are respected visionaries in transformative change.

Equally crucial to California LULAC is the empowerment of its next generation of leaders who are taking the reins of responsibility and looking ahead to the challenges of today and the future. From climate change and the environment to continued access to education, inclusion of all, and equity and equality, we are committed to working with you and building upon the legacy of LULAC. We look forward to sharing in this historic event and wish you a wonderful stay.

Sincerely,

Jose Barrera
California LULAC State Director

NATIONAL WOMEN'S CONFERENCE

Friday, April 14, 2023

5:00 PM - 6:00 PM	Registration - Foyer Ballroom
6:00 PM - 9:00 PM Location Gold Ballroom	<p>La Bienvenida - Welcome Reception & Remarks - Ticketed Event Emma Lozano, LULAC National Vice President for Women Domingo Garcia, LULAC National President</p> <p>Keynote Speakers Karen Bass, Mayor of Los Angeles Caroline Menjivar, California State Senator</p> <p>Talent Rosalba "Rosie" Valdez DJ Daysha Destiny DelValle "Dee Dee Goat"</p>

Saturday, April 15, 2023

8:00 AM - 9:00 AM	Registration - Foyer Ballroom
9:00 AM - 9:45 AM Location Gold Ballroom	<p>Mujeres Líderes Breakfast - Ticketed Event Domingo Garcia, LULAC National President Emma Lozano LULAC National Vice President for Women</p> <p>Keynote Speaker Delia Ramirez, Illinois U.S. Representative</p>
10:00 AM - 10:45 AM Location Roman Room	<p>El Poder de Latinas: Business 101 Latino small businesses are the fastest-growing group of entrepreneurs in the United States. Join us in exploring loan programs, hearing from bank experts, and tips from Latina business owners, to begin your own path! This panel will focus on how to address the lack of financing and loans available, limited knowledge on managing business finances, and how having a business bank account can benefit small businesses.</p> <p>Moderator Lydia Guzman, LULAC Far West Commissioner</p> <p>Speakers Teresa Miranda, Vice President, Prestamos CDFI Amber Cordoba, Director of Business Education and Consulting Services, Prestamos CDFI Ruben Barrales, Senior Vice President External Engagement, Wells Fargo & Company</p>

Saturday, April 15, 2023 (Cont.'d)

<p>10:00 AM - 10:45 AM</p> <p>Location Corinthian Room</p>	<p>Latinas in Tech</p> <p>This panel will focus on ways in which Latina's can be empowered to enter the heavily male dominated space of tech. Specifically focusing on education programs that can provide a path into STEM and offer opportunities for Latina's to build a network with other women in the field.</p> <p>Moderator Caroline Crozier, LULAC National Technology Chair</p> <p>Speakers Dr. Erica Jacquez, Verizon Nidia Bandstra, Director, Geico Nina Valedon, PR, Senado-El Capitolio</p>
<p>11:00 AM - 11:45 AM</p> <p>Location Roman Room</p>	<p>Gender Disparities in Health and Healthcare</p> <p>Gender differences in health and the use of health services are a long-standing concern for the U.S. medical system. This conversation will offer a glimpse into resources, options, and solutions on ways women can take control of their health today and advocate for access to equitable health care. We will consider both the scientific bases of specific diseases affecting Latinas and the social, cultural, economic and environmental factors that increase risk and limit access to therapy. As well discuss the barriers that Latinos face when seeking mental health care, whether it be language barriers, stigma behind mental illness, one's legal status, etc.</p> <p>Moderator Lupe Torres, LULAC National VP for the Southwest</p> <p>Speakers Liz Mahar, Director of Advocacy and Strategic Alliances, PHARMA Dr. Silvia Ortiz, MSW, LCSW Tanya Jean Lozano, CEO, Healthy Hood Chicago CA Speaker</p>
<p>11:00 AM - 11:45 AM</p> <p>Location Corinthian Room</p>	<p>Women Belong Where Decisions are Made</p> <p>Join us to explore concepts of gender, politics, and power, and related concepts such as intersectionality, patriarchy, sexism, and stereotypes. We turn our attention to two arenas in which gender and politics interact in the US: social and political movements and women as political actors. Examine how women negotiate movements and how gender shapes structure, tactics, and outcomes for both women's movements (e.g., suffrage, feminist, conservative, #metoo) and other movements (such as the Progressive and civil rights movements).</p> <p>Moderator Lourdes Galvan, LULAC Immediate Past National VP for Women</p> <p>Speakers Marisa Bono, J.D. CEO, Every Texan (formerly Center for Public Policy Priorities) Honorable Rosie Speedlin Gonzalez, Judge Bexar County Tomas Duran, California President, Chicanos Por La Causa (CPLC)</p>
<p>12:00 PM - 1:30 PM</p> <p>Location Gold Ballroom</p>	<p>Mujeres Lideres Luncheon</p> <p>Emma Lozano, LULAC National VP for Women Gloria Leal, LULAC Legal Advisor</p> <p>Keynote Speakers Dr. Elba Garcia, LULAC First Lady, Dallas County Commissioner, District 4 Chiquis, American Singer and Television Personality Rafaela Schwan, LULAC Interim COO</p>
<p>3:00 PM</p>	<p>Silent Auction - Ticketed Event</p>
<p>7:00 PM</p>	<p>CA State Dinner - Ticketed Event</p>

The Women of LULAC

LULAC was one of the first national organizations to place emphasis on the role of women. Its first council #9 was created on February 22, 1934, in El Paso, Texas. By 1938, the league had created the first women's national office in Mrs. Ester Machuca as Ladies Organizer General.

The growth of the role of women in LULAC has never stopped. In 1981, the league's first National Vice-President for Women was elected. Programs for women are carried out at the local level through the efforts of state coordinators for women. One of the league's most successful programs has been two-day conferences on education and employment held in various states, and a national conference.

Mujeres de LULAC: A History of Accomplishments

1929

LULAC was established in Texas. Membership was open to persons of Mexican origin but women were not encouraged to join.

1932

Women formed LULAC Ladies' Auxiliaries in Alice, El Paso, Kingsville, and San Antonio, Texas.

1933

Ladies LULAC was founded at the Texas State LULAC Convention in Del Rio, when the League permitted Latin American women to organize on the same basis as men. Joe Alamia and J. M. Canales, of Edinburg, submitted the resolution establishing Ladies LULAC. Jose Luz Saenz served as the first organizer of Ladies LULAC, the only man ever in this position. Alice, Texas, organized the first council by incorporating the existing ladies' auxiliary there. Ladies LULAC councils largely worked independently of one another and apart from men's councils. They were especially concerned with children, the poor, the elderly, women, scholarships, education and politics.

1934

Ester Machuca founded Ladies LULAC Council #9, in El Paso, Texas, by incorporating the existing ladies'



Mujeres de LULAC at 1951 LULAC National Convention in Laredo, Texas

auxiliary there, and served as first treasurer. Council #9 is the only Ladies Council founded in the 1930s that still exists today. Council #9 is currently lead by Lila Gutierrez. LULAC established the position Ladies Organizer General, the official organizer of women's councils. This position existed until 1942. In Goliad, Ladies LULAC fought for admission of students of Mexican descent into public schools.

1935

Maria Torres Reyna founded Ladies Council #22 in Houston and served as first Secretary. Council 322 collected poll taxes, registered voters, and bought eyeglasses for school children.

1937

Alice Dickerson Montemayor was elected Second National Vice President, the first woman to hold a national elected position. Ladies LULAC established Junior LULAC. The first charter was written by Alice Montemayor, who served as Director General from 1939-1940.

1938

With Filemon Martinez as National LULAC President, Ladies LULAC was recognized as a national entity and the position of Ladies Organizer General (later called National Vice President of Women) was created on the national board. Ester Machuca was named Ladies Organizer General and Ladies LULAC Councils were established in Arizona, California, Nevada, New Mexico and Texas. Eva Carrillo founded Ladies LULAC in Austin. She and her

council worked to desegregate movie theaters and swimming pools as well as schools. They also encouraged Hispanics to buy property, pay the poll tax, vote, and defend their rights.

1939

The May edition of LULAC NEWS, the official magazine of the League, was conceived, edited, and produced by Ester Machuca and dedicated to Antonietta Delgado de Martinez, Ladies LULAC member and deceased wife of LULAC National President Filemon Martinez. It is the only edition ever produced entirely by LULAC women and is one of only two issues about LULAC women. At 68 pages, it was also one of the thickest.

1940

Alice Dickerson Montemayor became associate editor of LULAC News. She wrote more articles for LULAC News than any other woman, including a 1937 article entitled "Women's Opportunity in LULAC" in which she defined a woman's place to be in that position where she can do the most for the furthering of her fellow woman and in 1938 editorial entitled "Son Muy Hombres?" in which she denounced notions of male superiority and argued for women's right to participate in LULAC.

1948

Ladies LULAC contributed funds for Delgado v Bastrop ISD lawsuit, which ended segregation of Hispanic American children in Texas schools.



(L-R) Belen Robles, LULAC National President 1994-1998; Rosa Rosales, LULAC National President 2006-2010; Margaret Moran, LULAC National President 2010- 2015

1950

LULAC Councils began to integrate. In Houston, Ladies LULAC collected poll taxes, registered voters, and bought eyeglasses for school children.

1961

Consuelo Herrera Mendez, President of Ladies LULAC Council #202 in Austin, and her council worked on political campaigns, getting voters to the polls, and fund-raising for scholarships.

1963

Lucy Acosta was the first woman elected National Director for youth activities. She served as Second National Vice President in 1965.

1964

Belen Robles was appointed National Secretary. She served until 1970.

1970

Integrated LULAC Councils were typical and the majority of women joined them although Ladies LULAC councils continued to exist. Belen Robles became the first woman to run for the office of LULAC National Office.

1974

LULAC endorsed the Equal Rights Amendment. Belen Robles was elected the first woman to serve as National Vice President for the Southwest.

1976

Dolores Adame Guerrero was elected the first woman Texas LULAC State Director. Lucy Acosta organized Project Amistad, a social service program for the elderly and adults with disabilities,

originally funded by the Texas Department of Human Services and Community Development funds from the City of El Paso to combat abuse, neglect, and exploitation as well as to provide escort and transportation services primarily to and from medical appointments. She continues to serve as the Director of the project until her death in 2008.

El Paso to combat abuse, neglect, and exploitation as well as to provide escort and transportation services primarily to and from medical appointments. She continues to serve as the director of the project today.

1985

Dr. Anita Del Rio became the second woman to run for LULAC National President. Her platform was immigration and bilingual-education. Women comprised more than 50% of membership, yet held fewer than 2% of elected positions.

1987

Lucy Acosta was inducted into the Texas Women's Hall of Fame for her civic endeavors. In McAllen, Ladies LULAC opened the LULAC Information and Referral Center, which helped Hispanic immigrants establish resident and assisted other with job referrals and other needs.

1989

Eva Carrillo Garcia's name and picture were included in a pictorial display at the Texas State Capitol to mark National Women's History Month.

1991

Rosa Rosales was elected the second woman Texas LULAC State Director. She has served as National VP for Women.

1994

Belen Robles was elected the first woman LULAC National President. She served 4 years in office.

1995

Angela Garcia was elected the third woman Texas LULAC State Director.

1998

Mujeres de LULAC Council, 34677, was founded in Dallas, Texas, the last Ladies council to incorporate in the 20th Century.

2000

Today, only a handful of Ladies LULAC councils exist.

2006

Rosa Rosales, from San Antonio Texas, was elected LULAC National President LULAC National Convention in Wisconsin.

2008

Regla Gonzalez, was elected National VP for Women at the LULAC National Convention in Washington, DC.

2009

Ralina Cardona was elected as the first LULAC New York State Director.

2010

Margaret Moran, from San Antonio Texas, was elected LULAC National President at the LULAC National Convention in Albuquerque, NM.

2018

LULAC National Board appoints first Latina Chief Executive Officer, Sindy M. Benavides, in its 90 year history.

2019

Elsie Valdes Ramos from Puerto Rico, was Re-Elected National VP for Women at the LULAC National Convention in Milwaukee, Wisconsin.

2022

Emma Lozano was appointed by the LULAC National President as National VP for Women.

Historical Chronology by Cynthia E. Orozco Ph.D.

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