



**For Immediate Release**  
**Contact: Magda Gómez**  
**(216) 235-1578**

## **Emerging Latina Leaders Build Professional and Personal Presence**

**Cleveland, OH, September 24, 2008** - Hispanic women will discuss success, image and professionalism while maintaining their cultural identity at L.A.T.I.N.A.'s upcoming two-part forum.

The two 1 1/2-hour symposiums, called "*L.A.T.I.N.A., Promoting Professional and Personal Presence*" are set for 8 a.m. **October 24, 2008** at the Cleveland Clinic Foundation House and at noon on **November 5, 2008** at the Cleveland State University Fenn Ballroom. Food and refreshments will be provided at both events. Registration is required.

Participants will learn through the experiences and life stories of successful Latina women and what it means to have professional and personal presence.

Topics will include: effective communication, building a commanding presence, influencing others, branding and marketing your talents, maximizing your contact base, financial strategies, positive self-image, credibility/accountability, the art of negotiation, and exuding self-confidence. Successful completion of this two-part forum will result in a personal action plan for each participant complete with information and learning materials.

Susan Ruiz Patton, editor at the Plain Dealer, and Elisa Amigo, news reporter at WJW Fox 8 News, will each moderate an event. In addition, three successful Latina panelists representing different fields in the public and private sector will be sharing their expertise and experience at each session.

L.A.T.I.N.A., which stands for, "Leading and Advocating, Together in New Arenas," is a Northeast Ohio non-profit organization with the vision to foster leadership and facilitate development among Hispanic women.

To learn more about L.A.T.I.N.A., and how to register for the workshop visit the website at <http://www.esperanzainc.org/latina.html>.

##