

Press Releases

1st SOMOS LEADERSHIP CONFERENCE & AWARDS

-Over 3,500 Latinos expected to celebrate 1st Somos Leadership Conference & Awards at Hylton Performing Arts Center

A Hispanic Leadership Conference will kick off two-day celebration-

Manassas.VA, August 12, 2010 The Multicultural Community Foundation is hosting the 1st Somos Leadership Conference & Awards in Manassas, VA. on Sept. 10-11, 2010 at the Hylton Performing Arts Center(GMU). The two-day conference is the largest gathering of Latinos and will provide leadership and professional development to over 3,500 participants while raising money for the Hispanic Resource Center to benefit Hispanic Families, through the educational series program that will help them to improve their life style.

This year's special guest speakers at the women's business Seminar on Friday, September 10, are Carmen Larson; CEO of Aquas Inc.a company that helps clients fulfill their information technology and business process analysis solutions, Lorna Virgili; a Cuban journalist who in 2002 ran for congress and is a member of the Hispanic Chamber of Commerce in Montgomery County, she is the founder of the National Hispanic Communications Group, Myrka Dellanos; has been a T.V. journalist for over a decade who now has her own talk show called "Una Vida Mejor". These three Hispanic women are recognized as the most influential role model for today's Hispanic woman.

The Somos Awards will have the honor to have the nominees presented by two special individuals Myrka Dellanos and Daniel Garza. Ms. Dellanos has been the number one U.S.-born, bilingual broadcast journalist in Spanish television for over a decade. Mr. Garza a well-known journalist in the Hispanic community has received honors as high as President Bush Administration appointing him to serve as Deputy Director of External and Intergovernmental Affairs in the Office of the Secretary at the Department of the Interior.

"Time for change": Legacies in Leadership is this year's theme and celebrates our 1st SOMOS AWARDS recognizes Hispanic leaders and talents who have paved the way for all of us, we are extremely excited about hosting 16 awards categories," says Ellie Ramos, chairwoman of the conference. "This is the place to be for your source of inspiration, empowerment, and wealth building, both personally and professionally", she said. The conference will highlight influential Latinos who will share their stories of success, an exhibitor pavilion to promote products and services. There will also be a series of workshops and presenters on education, financial planning, parenting, arts, careers, literature and more.

The conference kicks off with a Small Business Seminar targeting 300 small business companies, participation packages has been distributed to every possible participant informing

and inviting them, "We have received an incredible response and are looking forward to providing our participants with the tools and resources they need to learn and to walk with them through the 12 months educational series, financial planning and marketing."

The Round table Community debate is bringing in the best panel of experts from the area to address "Our Hispanic Image" the largest gathering of leaders and organization. "Providing attendees with new strategies on how to maximize our resources join efforts to take action, show that we can make the difference and we are willing to compromise". The message we are trying to send to corporations, government and non-profits is that it is not enough to open the doors for Latinos. It is expected that political leaders and corporate CEO's mentor and create pathways toward personal and financial success if we are to escape being paid the lowest wages on the earning spectrum. Expanding entrepreneurial programs in the community is the beginning toward increasing earning and purchasing power for a new tomorrow.

The conference also will host a Latino Art Exhibit, Awards Show. Workshops content include: financial management, education, political empowerment, business, Internet technology, and leadership skills, goal setting, entrepreneurial opportunities, parenting, and time management.

Key sponsors for the conference include: Taca Airlines, JOK Services & Promotions, Salvadoran Embassy, Mexican Embassy, 90 Grados Restaurant, Gyros Limousine, Toyota, State Farm Insurance Co, Champion Mortgage Group Inc, la Nueva 87.7, Radio Fiesta, Todos Supermarket, Lorena Artist Creator, Motives, E.M.S Sales, Parra Consulting, Buena Gente Magazine,

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The multicultural Community Foundation is 501-c (3) non-profit corporation know for being a proactive leader in the development of Hispanic Families. MCF empowers Families through its commitment to the culture by promoting higher education, community involvement, professional advancement and leadership development for the improvement of Latinos' cultural quality of life. For more information on MCF or to register for the conference, please visit www.somosawards.com.