

# Prospera's Third Summit for Latina Entrepreneurs Health, Wellbeing and Entrepreneurship

## Highlights & Final Report 2019



*"Wealth, realizing the power of the group,  
unity, solidarity, corroborating dreams fulfilled,  
dynamism, action, enthusiasm, joy to continue surpassing  
our dreams... admiration for this super triumphant  
community of women that is Prospera.  
Long live the Summit. We want more..."  
Anonymous*

**Prospera**  
CO-OPS: THE BUSINESS  
OF EMPOWERMENT



# TOGETHER WE DREAM, GROW AND PROSPER

BY MARIA ROGERS PASCUAL &  
CLAUDIA ARROYO  
PROSPERA CO-EXECUTIVE DIRECTORS

Dear Prospera Friends, Sponsors and Partners,

**Once again, thanks to all of you, Prospera's Third Annual Summit for Latina Entrepreneurs was a great success!**

Prospera's Annual Summit is the kind of magical experience that is only possible when a powerful community of Latina entrepreneurs is in the lead from start to finish. **Every single workshop, panel, activity - and even the food - was organized by a committee of volunteers.**

This year was also about **venturing into new territory connecting health, wealth, cooperation and entrepreneurship** and creating community is an essential part of that. As one of the participants said: **"I learned how important it is to care for ourselves and to care for each other. When we have our health and we have each other we can do so much."**

Learning to create greater balance between caring for ourselves and launching a business is absolutely key to our success. This kind of wisdom does not come easy. It comes with the many challenging experiences lived by Prospera's entrepreneurs in the daily struggle to create cooperative businesses that impact our whole community.

Indeed this Summit confirms that we are on the right track. Participants asked for more, so we plan to add a new component community education programs - stay tuned for health & wellness clinics!



**At this Summit we also announced an important shift we are making in our leadership model that will contribute to greater sustainability and deeper connections to our immigrant community. Claudia Arroyo and Maria Rogers Pascual are delighted to join together to lead the next chapter of Prospera as Co-Executive Directors.**

For Claudia, an immigrant, mother and community educator, **this is an opportunity to inspire Latina immigrant women to step into leadership positions owning their experience and bringing their whole selves.** For Maria, who has been in the Executive Director role for almost 5 years at Prospera, this collaboration with Claudia will open new opportunities to innovate and help the organization grow.

In these challenging times, what we need most is to join forces and Claudia and Maria are ready for the challenge.

As one of the Summit participants reminds us: **"we don't need to be afraid when women are together supporting one another."**

# OPENING CEREMONY



- **Welcoming the Four Directions by Mayra Hernández**

- **Welcome message by Remedios Gómez Arnau Consul General of México in San Francisco**

- **Keynote: Jacqueline Martinez Garcel, CEO Latino Community Foundation**





# INSPIRATIONAL PANELS

## Health, Well-being and Entrepreneurship

**María Lemus**

Executive Director, Visión y Compromiso

**Concha Saucedo Martínez**

Founder Instituto Familiar de La Raza

**Juana Flores**

Executive Director, Mujeres Unidas y Activas

*Moderated by: María Rogers Pascual*

*Co-Executive Director, Prospera*



## The Power of a Dream The Power of your own story

**Nancy Rosales**

Founder Pepitos Paletas,  
Prospera Fellow & Prospera Board Member

**Lupita Vidals**

Founding member of Producciones Arcoiris cooperative  
Prospera participant

**Anahi Rojas**

Founder Professional Eco-cleaning  
Prospera Fellow

**Guadalupe Pérez**

Founder member De Colores Collective  
Prospera participant



*Moderated by: Claudia Arroyo*

*Co-executive Director, Prospera*

# WORKSHOPS



● **Drum Circle**  
**Concha Saucedo Martínez, Founder**  
**Instituto Familiar de La Raza & Juan**  
**Cuba, Health Educator**

● **Financial Health**  
**Viridiana Ponce and Susana Gama**  
**from Amigas Empresarias**

● **Metamorphosis: How a woman can**  
**transform into her inner light, Dr. Dulce**  
**López, Psychologist.**

● **Women's Health**  
**Dr. Sonia Ordoñez (OBGYN) from**  
**Kaiser Permanente**

● **Self-care practices in solidarity**  
**Mayerling Castillo, Personal Fitness Coach**  
**Ximena Orozco, Leadership Coach and**  
**Prospera staff member.**



# COMMUNITY RESOURCES

156

People attended the event, 74 were Latina entrepreneurs from across the Bay Area

14

## Information tables

- Alameda County Family Justice Center
- Amigas Empresarias
- Centro Community Partners
- Consulate General of Mexico in SF
- Kaiser Permanente
- La Casa de las Madres
- La Clinica/ "Cultura y Bienestar"
- Mujeres Unidas y Activas
- My Insurance Solutions
- Renaissance Entrepreneurship Center
- U.S. Census Bureau
- Vision y Compromiso
- Wells Fargo
- Working Solutions

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## Mercadito Prospera

Latina entrepreneurs offered their products and services



**Free Health Services** by Street Level Health Project

**Healthy and Fun activities** by JUMPLE USA - Vicky Ávila & Angie Zumba! Guadalupe Pérez

**Community Building & Networking "Inlakesh"**. Activities connecting Latina entrepreneurs with each other, allies, supporters and Latino professionals

Celebration with music by **Gala band**.



# WHAT PARTICIPANTS HAVE TO SAY ABOUT THE SUMMIT

"I'm walking away with a lot of motivation, creativity and clarity about what's possible for Latina women. We can all be entrepreneurs and support each other."

Susana Cardenas

Summit participant and volunteer



"I appreciate the resources and the initiative to bring women together who are launching themselves as entrepreneurs.

For many of us under this administration we have no other option. I learned a ton about what it takes to grow.

From the bottom of my heart, thank you!

Anonymous



"For me the Summit is an opportunity for women entrepreneurs to share our stories, to connect, motivate and inspire one another."

Nancy Mordan

Summit participant



# MEDIA COVERAGE

## TELEVISION

Telemundo - Comunidad del Valle by Damian Trujillo. [Link](#)

Azteca 50 by Helder Rodríguez. [Link](#)



## RADIO

Hecho en California by Marcos Gutierrez

La Z by Paco Quiroz

En contacto con la Raza by Enlil Garcia

Radio Bilingüe - Linea Abierta by Samuel Orozco. [Link](#)

Radio Bilingüe - Special Program from the Summit  
by Chelis Lopez

El Pajaro Latinoamericano by Jorge Bustamante

KBBF - Voces de Mujeres by Amalia Contardi. [Link](#)



## NEWSPAPER

Visión Hispana by Elena Miramar. [Link](#)





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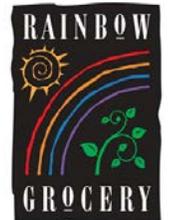
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# Thank you



From the Prospera Team:

Claudia Arroyo, Maria Rogers Pascual, Claudia Delgado, Maite Gascó, Ximena Orozco

*Thank you to all of our volunteers for making this Summit a reality: Danielle Ancin, Verónica Añorve, Maricarmen Arjona, Gaby Arvizu, Susana Cardenas, Angelica Flores, Ana Galvis, Omar Garcia, Maria Garcia, Héctor Garza, Myriam Gonzalez, Oscar Grande, Ana Paula Jimenez, Jared Medina, Saday Osorio, Matilde Pineda, Lorena Rodriguez, Javier Salinas, Hugo Vargas, Raúl Vargas, Lina Vera, Maria Zapata, panelists, Prospera ambassadors, Fellows and Board members.*