

# Prospera's Second Summit for Latina Entrepreneurs "Migration, Cooperation & Leadership"

## Highlights & Final Report 2018



# Prospera's Second Summit for Latina Entrepreneurs "Migration, Cooperation & Leadership"

SATURDAY, OCTOBER 27, 2018  
OAKLAND CITY HALL



CITY OF OAKLAND  
Office of Mayor Libby Schaaf



Prospera  
CO-OPS: THE BUSINESS  
OF EMPOWERMENT

Dear Prospera Friends, Sponsors and Partners,

As many of you witnessed at our **Second Summit for Latina Entrepreneurs**, the turnout and the energy that flowed throughout Oakland City Hall surpassed all of our expectations! For those of you who were not able to join us, we hope that this report will give you a taste of the essence through these wonderful visuals. And of course, we look forward to seeing you next year at our 3rd Annual Summit for Latina Entrepreneurs.

Indeed the event was magical. We could not have done it without all of our sponsors, funders, community partners, supporters and volunteers. And least of all, we could not have done this without the Latina leaders in Crece, Prospera's Incubation program.

It is not every day that **92 Latina entrepreneurs join forces with 69 staff, volunteers and supporters from diverse organizations to discover what's possible when women have true ownership of our economies**. For Prospera, a small and ambitious organization, the Summit is so much more than an event. At this current juncture in our development as an organization and in this critical political moment, the Summit is about creating a new kind of community. **This is a community that fully recognizes and sees the immense contributions that Latina immigrant women make to this country**. This is a community that dares to invest in, and take the lead from a new kind of social entrepreneur. Latina immigrant women!

As you can see from this report, on a very practical level, this event put Prospera and some of our key entrepreneurs on the map. The media presence leading up to the Summit was formidable. In fact, our small team is working around the clock to respond to the increased visibility - we had 62 women register for "Explora tu Cooperativa", our Cooperative business fundamentals course. The phones are ringing off the hook, we have invitations to panels, and much more. As we say here at Prospera, this is a good problem.

Please join us in celebrating this moment and appreciating everyone who made this possible. YOU!

With inspiration,

Maria Rogers Pascual  
Prospera Executive Director



*161 people attended the event,  
92 were Latina entrepreneurs from across the Bay Area*



*Aztec dance and welcoming the Four Directions.*



*Welcome message by Concha Saucedo,  
Founder of Instituto Familiar de la Raza &  
Drumming Circle by Juan Cuba.*



# WORKSHOPS

*Business and Legal Clinics  
The 7 Zapatista Principles for good cooperation.  
Social Entrepreneurship:  
A Path to Sustainable Economic Opportunities for all.*



# INSPIRATIONAL PANELS

*Migration, Cooperation and Leadership  
with successful Latina entrepreneurs*

*Anahi Rojas, Founder of Professional Eco Cleaning & Prospera Fellow  
Dilsa Lugo, Los Cilantros Restaurant (La Cocina entrepreneur)  
Carmen Julia Lopez, Fulton Street Coffee*



*Paths to Financing a Dream  
KIVA - Mission Economic Development Agency -  
Mission Asset Fund - Working Solutions.*



# MESSAGES

*Messages from Libby Schaaf, Mayor of Oakland  
and Dr. Gemi Jose Gonzalez Lopez, General Consul of the Mexican  
Consulate of San Francisco*

*Virtual messages from Alicia Villanueva, Founder of Alicia Tamales  
Los Mayas and Lorena Garcia Duran, Ashoka U.S Foundation.*



# PREMIER POWER OF A DREAM

*"The Power of a Dream" is an audiovisual project — led by Gabriela Arvizu, Prospera collaborator, entrepreneur, freelance and audiovisual artist — that was born with a dream of documenting and amplifying the voice of entrepreneurial Latinas.*

*First video about the story of Ana Castaño, Prospera Entrepreneur.*



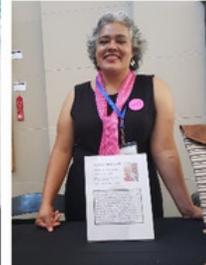
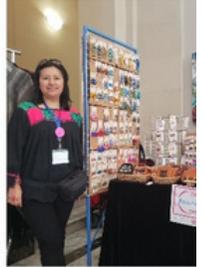
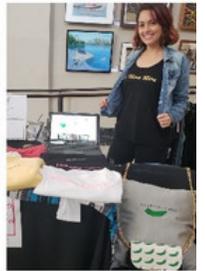
# INFORMATION TABLES

MEDA- Centro Community Partners - Working Solutions -La Casa de las Madres - Premier Financial Alliance - UC Berkeley Law Business Practicum - Mexican Consulate



# MERCADITO PROSPERA

Karany Arts, - Pepito's Paletas - Professional Eco-Cleaning - Nanny Collective, Utz Threads - Lil' Nopalito - Diana Gómez - Nipaki



*Networking activities connecting Latina entrepreneurs with each other, allies, supporters and Latino professionals*



*Celebration with music by Diana Gameros and Raúl Vargas, Bay Area social activists and musicians*



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“

I'M LEAVING WITH A FULL HEART BECAUSE EVERYTHING WAS SO BEAUTIFUL. AND NOW I HAVE THE CERTAINTY THAT THERE ARE PEOPLE IN THIS WORLD WHO THINK LIKE ME AND WHO WANT TO CREATE A BETTER SOCIETY, BY COLLABORATING WITH OTHERS, SO THAT EVERYONE CAN HAVE THE SAME OPPORTUNITIES.

LADY AGUILAR

PARTICIPANT -SUMMIT 2018 & 7 PRINCIPLES ZAPATISTA WORKSHOP

”

“

I WAS IMPACTED BY SEEING SO MANY WOMEN WITH START-UPS. IT WAS VERY INSPIRING TO HEAR FROM AND GET TO KNOW SO MANY WOMEN WHO HAVE SUCCEEDED.

SUMMIT 2018 PARTICIPANT

”



“

I CAN NOW LET GO OF THAT FEAR THAT MAKES ME SUPPRESS ALL OF MY DREAMS AND IDEAS JUST BECAUSE I AM LATINA. I TAKE WITH ME THAT PART OF ME THAT KNOWS I HAVE FIGHT AND FOLLOW MY DREAMS, IN THIS COUNTRY OR IN ANY COUNTRY EVEN WITHOUT THE PERFECT LANGUAGE...TO TRUST MYSELF TO FIGHT AND MOVE FORWARD.!

LAURA LODOÑO

PARTICIPANT - SUMMIT 2018 & 7 PRINCIPLES ZAPATISTA WORKSHOP

”

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## Media Coverage

### TELEVISION

10/23/2018 - Univision 14 – Despierta el Área de la Bahía by Flor Melara

10/24/2018 - Telemundo Área de la Bahía – T48 (NBC BAY AREA) by Damian Trujillo

[Link 1](#)

[Link 2](#)

10/25/2018 - Univision 14 – Noticiero by Luz Peña

### RADIO

09/27/2018 - KIQI 1010AM by Omar Gallego

10/13/2018 - KBLX Listen Up Bay Area hosted by Gerry Dove. [Link](#)

10/13/2018 - KIQI 1010 am Hecho en California by Marcos Gutierrez

10/18/2018 - KPOO 89.5 FM Pajaro Latinoamericano by Chelis Lopez

10/21/2018 KRZZ 93.3 FM La Raza – En Contacto con la Raza by Enil Garcia

10/23/2018 - KIQI 1010AM – Información es Poder – Michelle White

### OTHERS

El Tecolote. [Link](#)

Latinbayarea. [Link](#)



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## Social Media Impact

REACH MORE THAN 10.000 PEOPLE  
FACEBOOK / TWITTER / INSTAGRAM

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Published by Prospera Co-ops [?] · October 16 at 1:26 PM · 🌐

Un reconocimiento especial a nuestros patrocinadores y aliados hacer posible la Cumbre de Emprendedoras Latinas 2018. Const realidades juntos. Más información y registro aquí: <https://www.facebook.com/events/733438836991029/>  
#ProsperaCumbre2018 #somosprospera #emprendedoraslatina #latinascooperativas

Thanks to our brilliant Sponsors and Partners for being part of our Second Summit for Latina Entrepreneurs with your support we a much more. #ProsperaSummit2018 #wearereprospera #latinasentrepreneurs

Mission Economic Development Agency (MEDA) La Casa de las Nuestra Casa de East Palo Alto eBay Foundation Levi Strauss & Foundation Rainbow Grocery Cooperative East Bay Community Foundation Alicia's Tamales Los Mayas Veggie Grill

Reactions	Following	Followers	Likes	List
145	543	619	781	0

Prospera @ProsperaCoops · Oct 8  
Apúntate a la Cumbre de Emprendedoras! D video! Regístrate aquí: [bit.ly/2RwdX6X](http://bit.ly/2RwdX6X)  
#Prospera #Cumbre2018 #somosprospera #latinascooperativas

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**LEVI STRAUSS FOUNDATION**



**BANK OF THE WEST**  
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beneficial state bank  
Member FDIC Equal Housing Lender



**CENTRO**  
COMMUNITY PARTNERS



**PERU** Consulate General of Peru in San Francisco



Sustainable Economies Law Center



Trader Joe's, Uno de Tacos, Equator coffees, Fournée Bakery, Bakesale Betty, Philz Coffee, La Mediterranea and Fulton Street Coffee.

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9AM - 6:30PM  
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thank  
you



Claudia Arroyo, Brenda Santos, Maria Rogers Pascual & Maite Gascó  
Prospera staff