

# **NLBWA-LA Latinas in Business 2011 Award Winners Announced**

Exemplary Latina business women were honored at association's 8th annual ceremony

LOS ANGELES, June 30, 2011 — The Los Angeles Chapter of the National Latina Business Women Association is pleased to announce the NLBWA-LA Latinas in Business Award winners. This group of outstanding Latina businesswomen was selected by a judging panel that reviewed each applicant's personal challenges and triumphs. The winners were revealed at a special event on June 23 at the Academy of Television Arts and Sciences Leonard H. Goldenson Theatre in North Hollywood, CA.

The NLBWA-LA has used these awards to celebrate the success of Latinas in business for the past eight years. These extraordinary women have demonstrated financial success and a commitment to the Latino community. Ana Perez, President Los Angeles Chapter of the NLBWA, said "What an amazing group of women, I was so excited to share their stories. This is what NLBWA is all about – inspiring and motivating Latina professionals. The event was a true success thanks to the support from all our sponsors, partners, members and guests. I look forward to the year ahead!" Perez completed the first year of a two year term as President and has been instrumental in taking the organization to another level, prior years attendees confirmed that this year the Awards were the best they've ever been starting with the list of honorees. Cecilia Mota, National President of the NLBWA, said of tonight's guests, "What an impressive roster of nominees and honorees to showcase our growing power, smarts and influence in this country."

## **The NLBWA-LA Latinas in Business 2011 Award winners are:**

- Construction, Rita M. Vigil-Ferguson – G & F Concrete Cutting, Inc.
- Corporate Professional, Anita Gabrielian – AT&T
- Health & Beauty, Sara Sierra – Sara Sierra Hair Extensions
- Law, Alma Rosa Nieto – Law Offices of Alma Rosa Nieto
- Professional Services, Alice Cardenas – Alice Cardenas Consulting Company
- Public Relations, Sara Elena Loaiza – Latino Consultants
- Retail, Linda Solis-Perez and Denise Valenzuela-Pelino – My Sweet Cupcakes

## **The NLBWA-LA also chose to honor:**

- as Corporate Leader of the Year, Monica Gil – Senior Vice President of Government and Public Affairs, Nielsen
- as Business Woman of the Year, Tina Aldatz – Founder and CEO, Foot Petals
- as Mistress of Ceremonies, Ana Patricia – Anchor, Telemundo Los Angeles

This year, the Latinas in Business Award celebrates its 8th anniversary as the organization's primary annual signature event. As the nation's leading Latina Business Organization, the NLBWA-LA uses the Awards as an opportunity to commend the successes and contributions of Latina entrepreneurs, executives and professionals in the Los Angeles Metropolitan area who have demonstrated financial success and a commitment to the advancement of the Latino community. The nomination process is open to the public. Final nominees who meet the criteria go through a selection process judged by a panel that reviews each applicant's personal challenges and triumphs. The panel of judges selects the Honorees. Winners for each category are announced at the Awards. For more information on the NLBWA-LA Latinas in Business Awards or for our event photos, please visit <http://nlbwa-la.org/>.

By all accounts, the 2011 awards ceremony was an impressive and inspiring evening. "I truly enjoyed the awards event and was moved by the wonderful stories of success," said Lupe Retamosa, CFO of Memorial Healthcare IPA & Willow Urgent Care. Sandy Correa of Farmers Insurance enthused, "I think the annual awards get better every year and this year was PHENOMENAL!" Veronica Corona, President of CM Cleaning Solutions, Inc., agreed, saying, "Everyone I talked to had a great time and WOW, what great inspiring women!" The NLBWA-LA continues to grow its influence through events like this one, as evidenced by the praise of Jesse Mandujano of the Latino Marketing Network. "The Awards event was incredible. Even though I am a man, I have to get involved with your organization. I truly was inspired personally."

Photos of the event are now available on Facebook at:

<http://www.facebook.com/pages/National-Latina-Business-Women-Association-Los-Angeles-NLBWA-LA/113769258688781>

### **Sponsors**

Founded and produced by the Los Angeles Chapter of the National Latina Business Women Association, the Latinas in Business Awards are pleased to have the following event sponsors:

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Northwestern Mutual Financial Network  
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Famous Cupcakes  
Glacéau smartwater  
Barefoot Wine & Bubbly  
Izze  
Cabot Cheese  
Chef Aaron J. Cuisine

### **Partnerships**

In addition to celebrating the successes of Latina Business Women, the NLBWA-LA continues to provide vital support and resources to the community. It was announced at the awards ceremony that the NLBWA-LA has joined forces with The Women Negotiation Institute in a strategic partnership to develop Latina entrepreneurs in the skills and strategies of effective negotiating. The NLBWA-LA in association with The Women Negotiation Institute will provide Latina entrepreneurs the tools, strategies and techniques to grow their bottom line by developing versatile negotiating styles that will allow them to nurture business relationships while maximizing value. Dr. Yasmin Davidds, founder and president of the Women Negotiation Institute, states, "We are very excited of our partnership with the NLBWA-LA and admire their dedication to the business development of Latina entrepreneurs."

### **About the National Latina Business Women Association - Los Angeles**

National Latina Business Women Association, Los Angeles Chapter (NLBWA-LA), a 501(c) 3 non-profit, non-partisan organization was established in July of 2003 to meet the needs of the growing ranks of Latina entrepreneurs, executives and professionals from the greater Los Angeles area. The mission of NLBWA-LA is to encourage Latinas to develop their business and professional skills and to meet their career goals through education, business referrals and networking. Its vision is to create nationwide representation, visibility and business opportunities for Latinas in the business world and at the executive level. For more information about NLBWA-LA visit <http://www.nlbwa-la.org/>.