

Media/Press Kit

NATIONAL HISPANA LEADERSHIP INSTITUTE

25th Anniversary Kick-Off Reception

March 5, 2012

We are being hosted by:
National Education Association (NEA)
1201 16th Street, NW
Washington, D.C. 20036

www.nhli.org

1601 North Kent Street Suite 803 Arlington, Virginia 22209

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About NHLI

The National Hispana Leadership Institute (NHLI), a national organization based in Washington, DC. was established in 1987 to address the underrepresentation of Latinas in the corporate, nonprofit and political arenas. NHLI's mission is to develop Hispanas as ethical leaders through training, professional development, relationship building and community activism. NHLI seeks to transform the lives of Latinas and their communities by:

- Enhancing and developing leadership abilities among Latinas
- Ensuring that Latinas are in leadership positions and have the access and power to influence public policy
- Providing visible role models and mentors for Latinas
- Improving services to Hispanics across the country through its extensive alumnae network

For more information visit: www.nhli.org

About the 25th Anniversary Kick-Off Reception

In commemoration of Women's History Month, the National Hispana Leadership Institute (NHLI) will convene hundreds at its 25th Anniversary Kick-Off Reception to celebrate and kick-off 25 years of effective and in-demand Latina leadership programs.

The NHLI, the nation's premier leadership organization for Hispanic women, has graduated over 800 alumnae from its award-winning leadership programs and subsequently impacted over 60,000 community members through its mentorship and community service initiatives. NHLI graduates have become a veritable "who's who" in many local communities.

The impact of their collective leadership is felt throughout the country and creates a formidable cadre of bright, energetic, committed and highly-skilled Latinas. From public service, to non-profit and Fortune 500 companies, NHLI graduates are at the forefront and confirm that they are more effective, confident and skillful thanks to the leadership training and ongoing affiliation with NHLI and its alumnae network.

People attending this event will gain insight into Latina leadership in the public sector and corporate America. The panel discussion will partake in a dialogue on issues important to Latinas with an emphasis in the rich Latina identity engrained in the core of NHLI's programs. This is a great opportunity to network with Latino(a) professionals working across the nation in the private and public sectors.



MEDIA ADVISORY*

WHAT:

In commemoration of Women's History Month, the National Hispana Leadership Institute (NHLI) will convene hundreds at its 25th Anniversary Kick-Off Reception to celebrate and kick-off 25 years of effective and in-demand Latina leadership programs. The NHLI, the nation's premier leadership organization for Hispanic women, has graduated over 800 alumnae from its award-winning leadership programs and subsequently impacted over 60,000 community members through its mentorship and community service initiatives. NHLI graduates have become a veritable "who's who" in many local communities. The impact of their collective leadership is felt throughout the country and creates a formidable cadre of bright, energetic, committed and highly-skilled Latinas. From public service, to non-profit and Fortune 500 companies, NHLI graduates are at the forefront and confirm that they are more effective, confident and skillful thanks to the leadership training and ongoing affiliation with NHLI and its alumnae network. People attending this event will gain insights into Latina leadership in public sector and corporate America. The panel discussion will partake in a dialogue on issues important to Latinas with an emphasis in the rich Latina identity engrained in the core of NHLI's programs. This is a great opportunity to network with Latino(a) professionals working across the nation in the private and public sectors.

WHO: Guests attending this event include NHLI alumnae and current fellows as well as current and prospective supporters of NHLI.

Featured Panelists include:

- **Nicole Quiroga**, General Manager, Telemundo, WZDC, NHLI Class of 2004
- **The Honorable Carmen Lomellin**, US Permanent OAS and Ambassador, US Department of State, NHLI Class of 1989
- **Ingrid Duran**, Co-Founder and Principal, D&P Creative Strategies, NHLI Class of 2002
- **Catherine Pino**, Co-Founder and Principal, D&P Creative Strategies, NHLI Class of 2006
- **María Rita Jaramillo**, Senior Liaison, External Partnerships and Advocacy, National Education Association (NEA), NHLI Class of 1988

WHEN: Monday, March 5, 2012

5:00pm | Panel: "Taking Latina Leadership to the Next Level"

6:00pm | Kick-Off Reception, NEA Atrium

WHERE: National Education Association (NEA), 1201 16th Street, NW, Washington, D.C. 20036

COST: This event is **FREE** and open to the public. Monetary donations will be accepted at the event.

CONTACT: For photos or interviews please email communications@nhli.org.

Offsite pre-event: Itzel Castillo, Media & Communications Coordinator (703) 527-6007 x 018

Onsite at event: Itzel Castillo, Media & Communications Coordinator (214) 431-6876

Thank you for your interest in covering this exciting event.

About NHLI

The National Hispana Leadership Institute (NHLI) is a national leadership development organization for Latina leaders. Founded in 1987 to address the disparity of representation of Latinas in leadership, NHLI's mission is to develop Hispanas as ethical leaders through training, professional development, relationship building, and community activism.



[English version above]

Comunicado de Prensa*

QUE: En conmemoración del Mes Nacional de la Historia de la Mujer, el Instituto Nacional de la Mujer Hispana reunirá a cientos en la apertura de la celebración de su 25° aniversario y para recalcar los logros de sus efectivos programas de liderazgo. El Instituto Nacional de la Mujer Hispana (NHLI por sus siglas en inglés), la principal organización nacional de liderazgo para la mujer hispana, ha graduado a más de 800 mujeres de sus prestigiosos programas de liderazgo que subsecuentemente han impactado a más de 60.000 miembros de la comunidad a través de sus iniciativas de tutoría y servicio comunitario. Las ex alumnas de los programas de NHLI se han convertido en verdaderas expertas en comunidades a nivel nacional. Su impacto colectivo ahora se siente en todo el país; ellas conforman un formidable grupo de mujeres hispanas: brillantes, energías, comprometidos con la comunidad y altamente cualificadas. Del sector público, a organizaciones sin fines de lucro, a empresas del Fortune 500, las graduadas de NHLI están a la vanguardia y han confirmado que son más eficaces, seguras de si mismo y más preparadas gracias a la capacitación y la afiliación permanente con NHLI y su ex-alumnas. Las personas que asistan a este evento van a aprender sobre el rol del liderazgo de la mujer hispana en el sector público y corporativo de Estados Unidos. Las panelistas presentes participarán en un diálogo sobre temas importantes para las latinas, con énfasis en la rica identidad latina arraigada en el núcleo de los programas de NHLI. Esta es una gran oportunidad para establecer contactos con latinos (as) profesionales que trabajan a nivel nacional en los sectores público y privado.

QUIEN: Los invitados de este evento incluyen a las ex alumnas y participantes actuales del NHLI; así como los actuales patrocinadores del NHLI.

Panelistas destacados incluye:

- **Nicole Quiroga**, Gerente General, Telemundo, WZDC, NHLI Clase de 2004.
- **La Honorable Carmen Lomellin**, Embajadora ante la OEA, Departamento de Estado de los Estados Unidos, NHLI, 1989.
- **Ingrid Duran**, Co-Fundadora y Directora, D&P Creative Strategies, NHLI Clase de 2002.
- **Catherine Pino**, Co-Fundadora y Directora, D&P Creative Strategies, NHLI Clase de 2006.
- **María Rita Jaramillo**, Asociaciones Externas y Abogacía, National Education Association (NEA), NHLI 1988.

CUANDO: Lunes 5 de marzo de 2012

5:00pm | Panel: "Empujando el Liderazgo de la Mujer Latina hacia el siguiente nivel"

6:00pm | Recepción de apertura del 25° Aniversario, NEA

DONDE: National Education Association (NEA), 1201 16th Street, NW, Washington, D.C. 20036

COSTO: Este evento es gratuito pero requiere de confirmación de su asistencia. Se aceptaran donaciones durante el evento.

CONTACTO: Para fotos o entrevistas favor de mandar email a communications@nhli.org.

Fuera del sitio pre-evento: Itzel Castillo, Coordinadora Media & Comunicaciones (703) 527-6007 x 018

En el evento: Itzel Castillo, Coordinadora Media & Comunicaciones (214) 431-6876

Sobre NHLI: El Instituto Nacional de Liderazgo para Hispanas (NHLI) fue fundado en 1987 para luchar contra la disparidad de representación de Latinas en puestos de liderazgo. Su misión es de desarrollar hispanas como líderes éticas por medio de capacitación, desarrollo profesional y activismo. En las últimas dos décadas, NHLI ha fortalecido el liderazgo de más de 10,000 líderes Latinas de los sectores público y privado que luego han sido designadas para ocupar puestos claves en el gobierno, corporaciones, organizaciones sin fines de lucro o han formado sus propios negocios.



FOR IMMEDIATE RELEASE

March 5, 2012

CONTACT: ITZEL CASTILLO

Office: (703) 527- 6007 Ext. 018

Email: ITZEL@NHLI.ORG

Follow us on Twitter @NHLI, @ItzelCPR

Event Hashtag: #NHLI25

**The National Hispana Leadership Institute Convenes Hundreds at its
25th Anniversary Kick-Off Reception
in Commemoration of Women’s History Month**

Washington, DC. -- The National Hispana Leadership Institute (NHLI) convenes hundreds at its 25th Anniversary Kick-Off Reception on March 5, 2012 in commemoration of women’s history month in Washington, D.C.

Founded in 1987, NHLI is the premier executive leadership organization preparing Latinas for positions of national and international influence, public policy impact and to contribute to the advancement of the Hispanic community.

“It is hard to believe that it has been 25 years since the Coors Brewing Company sponsored our pilot year in 1987,” said Barbara J. DesMarteau, Acting President of the National Hispana Leadership Institute. “We hope to celebrate this wonderful milestone with many of you at the 25th Anniversary kick-off reception as well as at the **Executive Leadership Training Conference & Mujer Awards** to be held in Washington, D.C. on December 10-11.”

People attending this event will gain insights into Latina Leadership in public sector and corporate America. The panel discussion will partake in a dialogue on issues important to Latinas with an emphasis in the rich Latina identity engrained in the core of NHLI’s programs. This is a great opportunity to network with Latino(a) professionals working across the nation in the private and public sectors.

Featured Panelists include:

- **Nicole Quiroga**, General Manager, Telemundo, WZDC, NHLI Class of 2004
- **The Honorable Carmen Lomellin**, US Permanent OAS and Ambassador, US Department of State, NHLI Class of 1989
- **Ingrid Duran**, Co-Founder and Principal, D&P Creative Strategies, NHLI Class of 2002
- **Catherine Pino**, Co-Founder and Principal, D&P Creative Strategies, NHLI Class of 2006
- **María Rita Jaramillo**, Senior Liaison, External Partnerships and Advocacy, National Education Association (NEA), NHLI Class of 1988

For more info and to RSVP to this FREE and exciting event, please click [HERE](#) or email nhlievents@gmail.com.

The National Hispana Leadership Institute (NHLI) is a national leadership development organization for Latina leaders. Founded in 1987 to address the disparity of representation of Latinas in leadership, NHLI’s mission is to develop Hispanas as ethical leaders through training, professional development, relationship building, and community activism.

Meet the Panelists



Ingrid Duran

Co-Founder & Principal
D&P Creative Strategies
NHLI, ELP 2002

Ms. Ingrid M. Duran, NHLI, Class of 2002, is Co-Founder & Principal of D&P Creative Strategies, founded in 2004 to increase the role of corporate, legislative and philanthropic efforts in addressing Latinos, women, and gay, lesbian, bisexual and transgender (GLBT) communities. Former President/CEO of the Congressional Hispanic Caucus Institute, Ms. Duran was tapped by President Bill Clinton for the President's Advisory Committee on HIV/AIDS, and appointed to the Minority Veterans Advisory Board. In 2000, she became the first gay Latina to serve on the Human Rights Campaign Board of Directors, and served as Chairwoman of the National Hispana Leadership Institute (NHLI) and on The Gay & Lesbian Alliance Against Defamation (GLAAD) Board.

In 2003, she was honored with the Premio Dignidad Award from LLEGO. Both Hispanic and Poder magazines named her among the Nation's 100 Most Influential and Powerful Hispanics. Her work has attracted coverage in The Washington Post, Latina Style Magazine, People en Espanol, and USA Today, C-Span, Univision and Telemundo, among others. In partnership with Catherine Pino, they founded PODER PAC, a political action committee by Latinas for Latinas with a national effort to increase numbers of Latinas elected at all levels of government.

They have two production companies, Brown Beauty Productions and Milagro Productions; and are Executive Producers on the film The Latino List. They were Associate Producers on the award-winning film The Harvest/La Cosecha, which reinforces the need for legislation to protect child migrant farmworkers in the US.



Ambassador Carmen Lomellin
U.S. Permanent Representative
Organization of American States (OAS)
NHLI ELP 1989

Ms. Carmen Lomellin was confirmed by the US Senate as Permanent Representative of the United States to the Organization of American States, as an Ambassador, on November 20, 2009. Ambassador Lomellin was appointed in May, 1998 to the position as Executive Secretary of the Inter-American Commission of Women (CIM) for the Organization of American States (OAS) by Secretary General Cesar Gaviria, until March, 2009.

She managed the OAS member states and Permanent Secretariat on hemispheric policy on women's issues, particularly human rights and gender equality. Leading the CIM Permanent Secretariat, she oversaw the Commission's delegates representing the 34 democracies of the Western Hemisphere and managed daily operations of the Permanent Secretariat. She recently served as Director for Outreach in the OAS Department of External Relations. During the Clinton Administration, Ambassador Lomellin was the White House Liaison for the U.S. Office of Personnel Management and Director of that agency's Office of International Affairs.

She was an Advisor on Hispanic Affairs to the White House Office for Women's Initiatives and Outreach, and Search Manager in the White House Office of Presidential Personnel in 1996, working on sub-cabinet appointments in international trade. Ambassador Lomellin has experience in local government working for Mayor Richard M. Daley as Director of the Private Industry Council of Chicago, and implemented one of the nation's most successful graffiti abatement programs. She worked for the Mexican American Legal Defense and Educational Fund as Director of Leadership Development, and for Chicago United as Director of Economic Development. Additionally, she experienced in the private sector, working for the Chicago-based Inland Steel Company. Ambassador Lomellin holds a Bachelor of Science Degree in Business Management from St. Joseph's Calumet College and a Master's in Business Administration in International Business from De Paul University, Chicago, Illinois.

She has spent much of her professional career and personal life working on women's issues in the United States Hispanic community.



Catherine Pino
Co-Founder & Principal
D&P Creative Strategies
NHLI, ELP 2006

Ms. Catherine M. Pino, NHLI, Class of 2006, is Co-Founder & Principal of D&P Creative Strategies. With two decades of experience in the philanthropic and nonprofit sectors, and expertise in designing programs targeting underserved populations, Ms. Pino advises nonprofit leaders on capacity building and effective program implementation, and works closely with Fortune 100 companies and private foundations.

She served as the Deputy Director of Urban School Reform for the Carnegie Corporation of New York, and at the National Council of La Raza, was a liaison to the organization's board and corporate advisors. At the Washington, DC-based Independent Sector, she represented nonprofit interests on Capitol Hill and was the liaison to the Congressional Hispanic Caucus. She served on the board of the Congressional Hispanic Caucus Institute and is currently on the board of the ARCUS Foundation, the Gay & Lesbian Alliance Against Defamation (GLAAD), and others. Ms. Pino was the first Latina Board co-chair of the Hetrick-Martin Institute in New York City.

Recognized for her professional and civic accomplishments as a 2004 Hispanic Magazine Latina of Excellence, she also received the New York State Special Civil Rights Award and the Robert F. Wagner Public Service Award. In partnership with Ingrid Duran, they founded PODER PAC, a political action committee by Latinas for Latinas. They have two production companies, Brown Beauty Productions and Milagro Productions and are Executive Producers for The Latino List. They were Associate Producers on The Harvest/La Cosecha, with Eva Longoria, as Executive Producer.



Nicole Quiroga
General Manager
Telemundo Washington DC
NHLI, ELP 2004

Ms. Nicole Quiroga, a Washington DC native and General Manager of Telemundo WZDC-25 and Telemundo WZTD-45, is a communications strategist with expertise in media sales, multi-cultural marketing, public relations, business development, and strategic planning. She is experienced in the design and implementation of fully integrated national and statewide marketing and grassroots efforts, and the planning, fundraising, promotion and execution of Business-to-Hispanic-Consumer trade shows.

She speaks frequently at local and national organizations on topics like sales, cross-cultural communications, selling to Latino communities, business development practices, personal and career growth, and the relevance of the Hispanic Market in the US. At Telemundo WZDC, Ms. Quiroga works closely with clients and her team creating and developing innovative, Hispanic-focused communication strategies. These strategies incorporate social, ethnic, and cultural nuances into branding, public relations, community outreach, and advertising, ultimately generating responses from Latino groups to clients' products and services. She works with her clients to build their business and ensure that they are well positioned for future growth.

Ms. Quiroga's sales training, including guidance on how to connect and market products and services to Hispanic consumers has been provided to clients such as Toyota, McDonald's, Nationwide Insurance and Bank of America, among others. Additionally, she has held leadership positions in local and national community and civic organizations, including the Greater Washington Hispanic Chamber of Commerce, Girl Scouts of the Nation Capital Area, Columbia Lighthouse for the Blind, Latino Student Fund, and the Hispanic College Fund.

Ms. Quiroga holds a bachelor's degree in Communications and Marketing from the University of Maryland. She is a graduate of the 2008 Leadership Greater Washington Executive Program, Harvard's Kennedy School of Government Executive Program, the National Hispana Leadership Institute, the Center for Creative Leadership Institute, the Gallup Leadership Institute, and the Emerging Leadership Institute.

To be moderated by:



María Rita Jaramillo
Senior Liaison, External Partnerships and Advocacy
National Education Association
NHLI, ELP 1988

Ms. Jaramillo has an impressive and diverse career in the public sector and an inspiring community service record. She currently serves with the National Education Association where she focuses on external partnerships and advocacy. In this capacity, Ms. Jaramillo assists NEA in developing new partnerships and joint activities on behalf of its 3.2 million members. Prior to joining the NEA, she served for five terms as Chief of Staff to Congressman Rubén Hinojosa (TX-15). In this capacity she served as the congressman's senior advisor on political and policy matters.

She was responsible for overseeing the congressman's committee assignments including Education and the Workforce, Financial Services and Banking, and Small Business and the Education Taskforce of the Congressional Hispanic Caucus. Ms. Jaramillo also served in the Clinton Administration, Office of Presidential Personnel, responsible for identifying and recommending Latinos for senior level appointments. She has held senior management positions in four federal agencies including the Departments of Interior, Agriculture, Treasury and the Corporation for National Service.

A member of several civic and Latino organizations, Ms. Jaramillo has held leadership positions in the following: Vice Chair, Congressional Hispanic Caucus Institute; President, MANA, A National Latina Organization; Chair, National Latino Children's Institute; Vice Chair, Hispanic Engineering Science Technology Initiative; Founding Class, National Hispana Leadership Institute; and Board Chair, Center for Women Policy Studies. She is the recipient of the National Council of La Raza/Harvard University Fellowship, is the recipient of the Cesar Chavez Community Service Award presented by the US Hispanic Leadership Institute, and the NHLI 2011 Alumna of the Year.

Ms. Jaramillo holds a B. A. in Bilingual Education and Mass Communications from New Mexico Highlands University, a M. A. in Education from Washington State University, and a M. P. A. from the Kennedy School of Government at Harvard University.

2012 NHLI *Leadership*



Marieli Colon-Padilla, Chairwoman of the Board, Vice President, Fleishman Hillard

Ms. Marieli E. Colon-Padilla is currently Vice President of FH-Hispania(R) at Fleishman-Hillard International Communications, Inc, in Washington, DC. Over the course of her career, Ms. Colon-Padilla has provided expertise in reaching Latino consumers, marketing efforts for the nonprofit sector, bilingual and mono-lingual education for Latinos on social and welfare issues, and bilingual media relations and training.

Ms. Colon-Padilla has completed a Nonprofit Management Executive Certificate Program from the Center for Public & Nonprofit Leadership, Georgetown Public Policy Institute and a Leadership Development Program for Minority Managers Certificate at the School of Professional Studies in Business and Education of the Johns Hopkins University.

She obtained her bachelor's degree, Magna Cum Laude, in Business Administration and Marketing from the Turabo University of Puerto Rico. Ms. Colon-Padilla currently serves on numerous professional boards including The National Hispana Leadership Institute, Dialogue on Diversity, Girls Scouts of the Nation's Capital and the United States Hispanic Leadership Institute. Her awards include Corporate Governance and Leadership Fellow from the Hispanic Association on Corporate Responsibility and National Hispana Leadership Fellow from the National Hispana Leadership Institute.



Barbara J. DesMarteau, Acting President, National Hispana Leadership Institute

Barbara J. DesMarteau currently serves as the Acting President of the National Hispana Leadership Institute (NHLI) in Washington DC.

Barbara was appointed by President Barack Obama as Deputy Assistant Secretary for the Employment and Training Administration (ETA) at the U.S. Department of Labor in 2010. She was responsible for the overall management and administration of employment and training policies and programs. As the Deputy Assistant Secretary she exercised executive direction of ETA's programs supporting and directing the nation's workforce system.

Prior to the appointment, she served 11 years as the Director of the Adams County Community & Economic Opportunity Department that included the Workforce & Business Centers, Community Development, Head Start and Libraries. Adams County is located in the Denver, Colorado metro area and includes a population of over 430,000 residents. The Community & Economic Opportunity Department was one of 8 cabinet level departments directly reporting to the Board of County Commissioners.

Barbara also served as the Executive Director of the *Mi Casa* Resource Center for Women, a non-profit community based organization with several locations in Colorado. Additionally, Barbara managed human services programs for the Arizona Department of Economic Security, Community Services Administration in Phoenix, Arizona.

Barbara completed the Senior Executive Program for State and Local officials at Harvard University, John F. Kennedy School of Government. She also completed the International Career Advancement Program at the University of Denver and the Head Start – Johnson & Johnson Fellows Program at the Anderson School of Management at UCLA.

Barbara attended graduate school at the University of Kansas, and has a Bachelor of Arts degree in Sociology from Fort Hays State University in Hays, Kansas. Barbara is an alumnae member of the National Hispana Leadership Institute in Washington, D.C., a year-long leadership development program, which included training at Harvard University, John F. Kennedy School of Government, and the Center for Creative Leadership.

NATIONAL HISPANA LEADERSHIP INSTITUTE

25th Anniversary Kick-Off Reception

March 5, 2012

Connect at Today's Event

Use these social media tags and tools to share your experiences and make new on-line connections during and after the conference.



TWITTER hash tags: **#NHLI25 @NHLI**

When you tweet today, make sure you also add this hash tag – this helps group all conference tweets.



FLICKR tag **NHLMujeres**

If you take any photos today add them to Flickr and tag them with NHLMujeres.



FACEBOOK page **facebook.com/NationalHispanaLeadershipInstitute**

Make sure you are registered for this event via Facebook so you can find the people you meet at the conference. Also, don't forget to "like" NHLI and tag us in your Facebook photos.

Enjoy and happy tweeting!