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

Highlights & Final Report 2018
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
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.
"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
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
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

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

OTHERS

El Tecolote. Link
Latinbayarea. Link
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SATURDAY, OCTOBER 27, 2018

OAKLAND CITY HALL

Social Media Impact
REACH MORE THAN 10,000 PEOPLE
FACEBOOK / TWITTER / INSTAGRAM
THANK YOU TO OUR SPONSORS AND PARTNERS

Trader Joe’s, Uno de Tacos, Equator coffees, Fournée Bakery, Bakesale Betty, Philz Coffee, La Mediterranea and Fulton Street Coffee.
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SATURDAY, OCTOBER 27, 2018
9AM - 6:30PM
OAKLAND CITY HALL

thank you

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