



PA LATINO
CONVENTION

6TH ANNUAL PENNSYLVANIA LATINO CONVENTION



SEPTEMBER 20-22, 2023

in the Capital City of Harrisburg
at the Hilton Hotel



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1MILLION+
STRONG

MESSAGE FROM THE CHAIRMAN



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Convention Chairman & Founder

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¡BIENVENIDOS a Harrisburg!, a historic city where our state government is located to serve 13 million fellow Pennsylvanians. It is with great gozo and orgullo that I extend our warmest greetings and welcome to the 6th Annual Pennsylvania Latino Convention. Let us come together to make history all under the symbol of democracy and freedom, in our prestigious Capitol city.

¡Aquí somos familia – here we are family!

In our **cultura**, it is important to share our gratitude with those building together with us a better, stronger community. Allow me to say gracias to our presenting sponsor Highmark/Highmark Wholecare; gold sponsor The Giant Company; silver sponsors Geisinger, Capital Blue Cross, AmericaVen; and all the sponsors and supporting partners for believing in our mission for the advancement of the social, educational, political and economic status of the state's 1.1 million Latino residents.

As the only statewide Latino conference, we take very seriously the intentional and strategic efforts to bring topics and issues for you to explore, learn and activate, such as health, education, DEI, business development, and much more. Furthermore, our speakers and presenters are experts in their fields connecting a message of **esperanza para el futuro**.

On behalf of the Planning Committee, welcome to the 2023 Pennsylvania Latino Convention & Expo. Enjoy your time and let us come together to celebrate **unidos** the countless contributions Latinos have made and continue making to our state and nation.

1 Million Strong – El poder de un millón,

Norman Bristol Colón
Convention Chairman & Founder



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AGENDA AT-A-GLANCE

6TH ANNUAL PENNSYLVANIA LATINO CONVENTION

WEDNESDAY, SEPTEMBER 20 | 12:00 P.M. – 8:00 P.M.

MULTI-AGENCY HISPANIC HERITAGE MONTH CEREMONY AT THE PA CAPITOL

• 12:00 p.m. - 1:00p.m.

Mistress of Ceremony

- SANDRA AGUILERA, Policy Director, PA Department of General Services

National Anthem of the United States by

- IVELIS RODRIGUEZ, Holy Guardian Angels

Opening Blessing

- BONNIE CAMARDA, Chair, GACLA

Governor's Hispanic Heritage Month Proclamation

- LUIS CAMPOS, Co-Chair, GACLA

Remarks

- OLGA NEGRON, Executive Director, Governor's Advisory Commission on Latino Affairs
- HONORABLE RICHARD NEGRIN, Secretary, PA Department of Environmental Protection
- KATHRYN L. ZERFUSS, Commissioner, PA Public Utility Commission
- IRVIN ROJO, Senior Education Major, College Assistance Migrant Program Student, Millersville University
- NORMAN BRISTOL COLON, Commonwealth Chief Diversity Officer

Closing

- WESLEY ALEXANDER, Multi-Agency Planning Committee Co-Chair

Cultural Expressions – Latino Jazz Lab PA Capitol Rotunda – 501 N. 3rd Street

• 1:00 p.m. - 2:00p.m.

- Latino Food Tasting Networking Reception and Celebration
- Latino Books and Authors by the State Library of Pennsylvania
Keystone Building – North Street & Commonwealth Avenue

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AGENDA AT-A-GLANCE

6TH ANNUAL PENNSYLVANIA LATINO CONVENTION

WEDNESDAY, SEPTEMBER 20 | 2:00 P.M. – 8:00 P.M. (CONTINUED)

PA LATINA WOMEN CONFERENCE | State Museum of Pennsylvania – 300 North 3rd Street

- 2:00 p.m. - 2:30 p.m. Convener
 - DR. DAMARY BONILLA RODRIGUEZ, a National Leading Authority on Leadership DevelopmentOpening & Welcome Remarks
 - ANGELICA DOCOG, Director of the State Museum of PennsylvaniaLatinas in Tech Remarks
 - AMAYA CAPELLAN, Commonwealth Chief Information Officer
- 2:30 p.m. - 3:00 p.m. Women in Business: The Power of Mentorship
 - KATHLEEN MCKENZIE, VP Community and Civic Affairs, Highmark
 - WILMARIE GONZALEZ, President, PA Market CareBridge
- 3:00 p.m. - 3:30 p.m. Inmigrantes Latinas Echandle Ganas
 - EDNA BENAVIDES, Owner, GPL Magazine
 - ARIANNE BRACHO, Centro Integral de la Mujer Madre Tierra
 - MARIA ALEJANDRA HERNANDEZ, Constituent Advocate, Office of US Senator Bob Casey, Jr.
- 3:30 p.m. - 4:00 p.m. Women in Leadership
 - KATHRYN HARTZELL, Director of Technology and Innovation, PA Turnpike Commission
 - JAEL CONDE, Vice-President of Marketing and Communications, Esperanza
 - ANA R. AMARANTE-CRAIG, Partner, HGSK Lawyers
- 4:00 p.m. - 4:45 p.m. Fireside Chat “LAS COMADRES”
An open conversation about issues impacting Latina women and girls.
 - JOANNA OTERO-CRUZ, Executive Director and President Women Against Abuse
 - MARITZA PADUA, Vice President of Policy and Strategic Initiatives Women Against Abuse
- 4:45 p.m. - 5:00 p.m. A Call to Action & Closing Remarks
- 5:00 p.m. - 5:30 p.m. EARLY CONVENTION REGISTRATION
Expo Set-Up – Hilton Harrisburg Hotel – 1 North Second Street
- 5:00 p.m. - 5:30 p.m. Faith-based Ceremony
State Museum of Pennsylvania – 300 North 3rd Street
- 6:30 p.m. - 8:00 p.m. Sponsors VIP Reception
State Museum of Pennsylvania – 300 North 3rd Street

Healthy communities are built on strong organizations.

We salute the Pennsylvania State of the Union on Latino Health for making our state healthier.

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WORKSHOPS



AGING

- Neuroplasticity and older adults
- Pennsylvania's Master Plan for Older Adults



ARTS

- Murals and Margaritas Tour powered by Visit Hershey-Harrisburg
- Celebrating Our Culture and Exploring Our Identity through Art



BUSINESS

- Small Business Development Express – SESSION #1 of 2
- Small Business Development Express – SESSION #2 of 2
- New Day, New Way: Doing Business with the Commonwealth of Pennsylvania
- Cybersecurity Best Practices for Latino Businesses
- The Team of Consultants Every Small Business Needs: Presented by Fulton Bank
- Marketing to the Latino Market in the 222 Corridor
- Vehicle Electrification in PA: Where we are and what's next



COMMUNITY DEVELOPMENT

- The Office for Pennsylvania Latino Research
- Leading with Authenticity and Heart - The Latino Way
- Conducting a Latino Needs Assessment: How to Conduct, Fund and Use It to Better Serve the Community
- The Latino Narrative - What's Your Story?
- How to Take Advantage of Federal and State Services Without the Headache
- Internet For All: How the Pa Broadband Development Authority is Ensuring Connectivity and Equity in our Digital Economy



DIVERSITY, EQUITY, BELONGING, INCLUSION

- DEI Panel and Opening Breakfast
- DEI Opening Panel The Guillermo Lopez DEI Institute – SESSION #1 of 4
- DEI Opening Panel The Guillermo Lopez DEI Institute – SESSION #2 of 4
- DEI Opening Panel The Guillermo Lopez DEI Institute – SESSION #3 of 4
- DEI Opening Panel The Guillermo Lopez DEI Institute – SESSION #4 of 4
- A Call to Advance Latino Health Through DEI-focused Policy and Outcomes



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UPMC HEALTH PLAN

WORKSHOPS



EDUCATION

- Developing the Latino Educator Pipeline - A Nationwide Collaborative Effort
- ¡Pertenezco!: Building Great Schools that Kids Want to Attend
- Pushout, Obstacles to Success and Broken Promises in America's Education System
- Bilingual Education - An Equity Endeavor - Why Every District Should Embrace It



IMMIGRATION & LAW

- Protections for Immigrant Minors
- Social Security Law



WOMEN

- Latinas in Tech
- Women in Business: The Power of Mentorship
- Inmigrantes Latinas Echándole Ganas
- Women in Leadership
- Fireside Chat "LAS COMADRES"



HEALTH

- A Call to Advance Latino Health Through DEI-focused Policy and Outcomes
- Policies to Improve Health Equity through Cancer Patient Navigation in Pennsylvania
- Pennsylvania State Health Improvement Plan (SHIP) 2023-2028
- Reach and Impact of Hispanic/Latino Cancer Community Advisory Board
- Identifying and Addressing Health Disparities and Chronic Disease in the Latino Population
- Bridging the Gap: Understanding and Addressing the Impact of Dementia in the Latino Community
- Culturally and Linguistically Appropriate Services (CLAS): Essential in Reducing Social Determinants of Health (SDOH) for the Latino Community in PA
- The Relevancy of Social Determinants of Health in Building Health Equity



YOUTH DEVELOPMENT

- Tools for Youth Engagement and Empowerment
- Introduction to Higher Education, College Admissions Process and Requirements
- Financial Aid 101: How to Pay for College?
- College Life / Experience
- Student Services and College Resources

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PROGRAM

THURSDAY, SEPTEMBER 21 | 7:00 A.M. – 9:00 P.M.

REGISTRATION OPENS

- 7:00 a.m.
 - PA HISPANIC COLLEGE FAIR
 - EXPO: Health & Wellness, Business, Community
- 8:00 a.m. - 9:00 a.m.

DEI OPENING BREAKFAST presented by The Giant Company

 - Opening Ceremony: "Prosperity, Power, and Progress"
 - Presentation of Colors
 - US National Anthem
 - OLGA NEGRON, Convention Vice-Chair and Executive Director of the Governor's Advisory Commission on Latino Affairs
 - HONORABLE WANDA R.D. WILLIAMS, Mayor, City of Harrisburg
 - HONORABLE REGGIE MCNEIL, Secretary, PA Department of General Services
 - HONORABLE KHALID N. MUMIN, PA Secretary of Education
 - AAYSHA NOOR, Head of Diversity for the Giant Company
 - CATHERINE CLEMENTS-JENKINS, Director of Diversity and Inclusion, PA Turnpike Commission
 - NIKOLE TYLER, PennDOT
 - Fulton Bank Representative
- 9:00 a.m. - 9:50 a.m.

LATINO HEALTH SUMMIT

 - HEALTH EQUITY PLENARY

MODERATOR:

 - DR. RAFFY R. LUQUIS, Interim Director, School of Behavioral Sciences and Education; Director of JEDI-B, Penn State Clinical and Translational Science Institute; Professor of Biobehavioral Health
 - A CALL TO ADVANCE LATINO HEALTH THROUGH DEI-FOCUSED POLICY AND OUTCOMES

PANELISTS:

 - DR. JOHANNA, VIDAL-PHELAN, DR. JOSE SERRANO, DR. ORALIA DOMINIC, MR. FRANK FERNANDEZ
- 10:00 a.m. - 10:50 a.m.

ADELANTE YOUTH LEADERSHIP INSTITUTE

BREAKOUT WORKSHOPS SESSION #1 (See attached for details)
- 10:50 a.m. - 11:00 a.m.

EXPO BREAK

 - Ribbon Cutting Ceremony by Highmark & Highmark Wholecare
- 11:00 a.m. - 11:50 a.m.

ADELANTE YOUTH LEADERSHIP INSTITUTE

BREAKOUT WORKSHOPS SESSION #2 (See attached for details)
- 11:50 a.m. - 12:10 a.m.

WALK TO THE CAPITOL

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PROGRAM

THURSDAY, SEPTEMBER 21 | 7:00 A.M. – 9:00 P.M. (CONTINUED)

• 12:10 p.m. - 1:00 p.m.

CAPITOL ROTUNDA LATINO LEGISLATIVE AGENDA

- Latino Education – DR. DAMARY M. BONILLA RODRIGUEZ
- Affordable Housing – MS. JOYCE SANTIAGO
- Latino Parents Advocacy – MARITZA GURIDY
- Latino Research – DR. ADAN STEVENS-DIAZ & DR. PHILIP SIRINIDES
- Women Issues – JOANNA OTERO-CRUZ
- Human Services – DAVID HEAYN-MENENDEZ

• 1:00 p.m. WALK BACK TO THE HILTON

• 1:15 p.m. - 2:30 p.m.

STATE LATINO LEADERSHIP LUNCHEON “1 MILLION STRONG”

presented by Highmark Wholecare

REMARKS

- NORMAN BRISTOL COLON, Convention Chair and Commonwealth Chief Diversity Officer
- ELLEN DUFFIELD, President & CEO Highmark Wholecare
- Fulton Bank Representative
- KELLY PRIMUS, Deputy Secretary, PA Department of Drug and Alcohol Programs

FIRESIDE CHAT POWERED BY WGAL

- CHAD D. LASSITER, Executive Director, PA Human Relations Commission
- CASSANDRA COLEMAN, Executive Director, America250PA
- EMILIO BUITRAGO, GACLA Commissioner
- MARIA QUINONES SANCHEZ, Philadelphia

• 2:30 p.m. - 3:00 p.m.

- SMALL BUSINESS DEVELOPMENT EXPRESS
- ADELANTE YOUTH LEADERSHIP INSTITUTE

• 3:00 p.m. - 3:50 p.m.

BREAKOUT WORKSHOPS SESSION #3 (See attached for details)

• 3:50 p.m. - 4:00 p.m.

EXPO BREAK

• 4:00 p.m. - 4:50 p.m.

- REGIONAL ROUNDTABLES
 - West Central East
- MURALS AND MARGARITAS POWERED BY VISIT HERSHEY-HARRISBURG

• 6:00 p.m. - 9:00 p.m.

WELCOME TO HARRISBURG RECEPTION

BIENVENIDOS A LA CIUDAD CAPITAL “NAVIDADES IN SEPTEMBER”

PRESENTED BY HGSK LAWYERS

- DEBRA MARTINEZ, Convention Project Manager
- 2023 Planning Committee
- HGSK Lawyers
- City, County, State Officials

SAWYER’S – 210 N. 2nd Street

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**We are proud to support the
2023 PA Latino Convention,
and the work to promote Latino
and Hispanic achievements,
excellence and equal access
to shared prosperity**

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PROGRAM

FRIDAY, SEPTEMBER 22 | 7:00 A.M. – 9:00 P.M.

REGISTRATION OPENS

- 7:00 a.m.
 - PA HISPANIC COLLEGE FAIR
 - EXPO: Health & Wellness, Business, Community
- 8:00 a.m. - 9:00 a.m.

LEGACY BREAKFAST: “VOICES OF YOUNG LATINOS” presented Capital Blue Cross

Opening Remarks

 - CAROLINA C. DIGIORGIO, Chief Legal Counsel, PA Department of Environmental Protection
 - Fulton Bank Representative

THE VOICES OF YOUNG LATINOS:

 - HENRY HERNANDEZ, Senior Community Relations Consultant Corporate Social Responsibility | CHIP, Capital Blue Cross
 - IRELYS OLIVO RIVERA, Public Health Program Administrators, PA Department of Health
 - LUIS PARTIDA, Government Affairs Representative, Duquesne Light

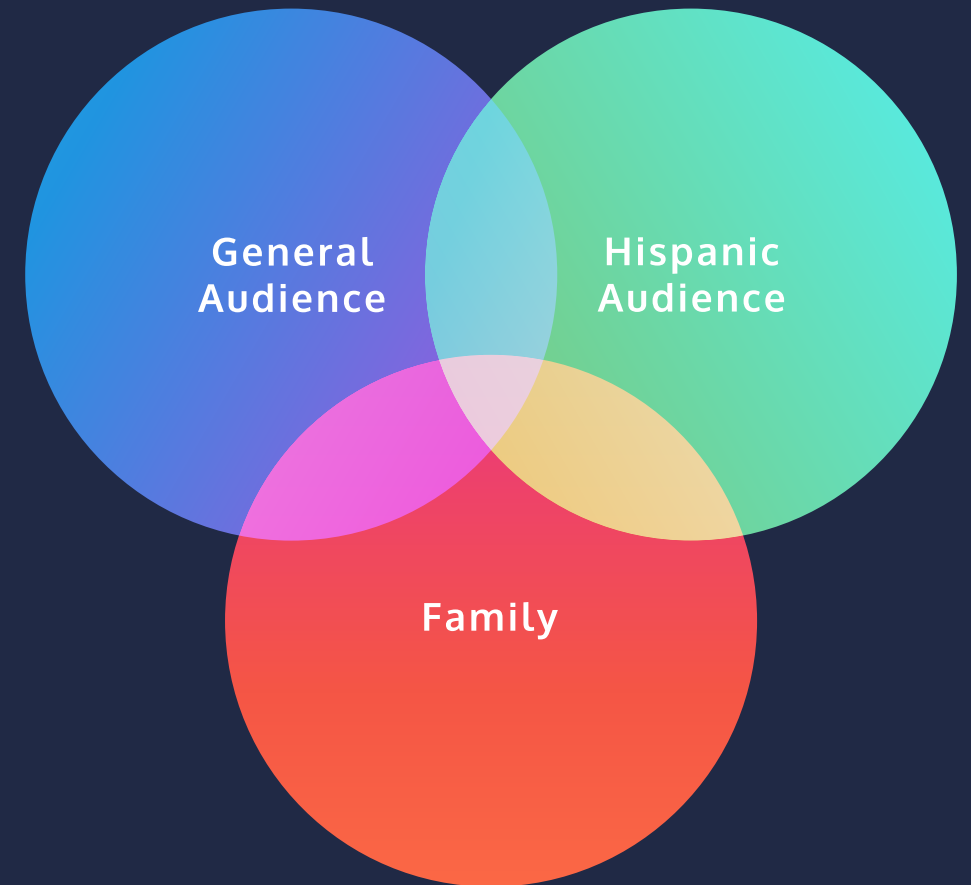
COMPANY CLOSING REMARKS

 - MARK P. COMPTON, Chief Executive Officer, PA Turnpike Commission
 - LUCIA PEREZ, CCA Family Services Representative
- 9:00 a.m. - 9:50 a.m.

LATINO EDUCATION SUMMIT

 - DR. MARCUS A. DELGADO, Deputy Secretary, PA Department of Education
 - DR. TONY WATLINGTON, Superintendent of School District of Philadelphia
 - MR. CHRIS DORMER, Superintendent of the Norristown Area School District
 - DR. RUDY RUÍZ, CEO, Edifying Teachers
 - MS. SOFÍA GONZALEZ, U.S. Department of Education School Ambassador Fellow
 - MR. SHARIF EL MEKKI,, CEO of Center for Black Educator Development
- 10:00 a.m. - 10:50 a.m.
 - THE GUILLERMO LOPEZ DEI INSTITUTE – SESSION #1 of 4
 - BREAKOUT WORKSHOPS SESSION #4 (See attached for details)
- 10:50 a.m. - 11:00 a.m.

EXPO BREAK
- 11:00 a.m. - 11:50 a.m.
 - THE GUILLERMO LOPEZ DEI INSTITUTE – SESSION #2 of 4
 - BREAKOUT WORKSHOPS SESSION #5 (See attached for details)



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PROGRAM

FRIDAY, SEPTEMBER 22 | 7:00 A.M. – 9:00 P.M. (CONTINUED)

• 12:00 p.m. - 1:30 p.m.

NATIONAL LATINO LEADERSHIP LUNCHEON “65 MILLION STRONG”

presented by Geisinger

REMARKS

- Geisinger Corporate Sponsor
- Fulton Bank Representative
- **NORMAN BRISTOL COLON**, Convention Chair and Commonwealth Chief Diversity Officer
- **FRED RAMOS**, Senior Vice President, Chief Communications Officer, Corporate Communications at Highmark Health
- **NEIL WEAVER**, Secretary, Governor’s Office of Administration

SPEAKER

- **PEDRO A. RIVERA**, President, Thaddeus Stevens College

FIRESIDE CHAT POWERED BY WGAL

- **ORLANDO ALMONTE**, Deputy Secretary of Policy & Planning, Office of Governor Josh Shapiro

• 1:30 p.m. - 2:00 p.m.

SMALL BUSINESS DEVELOPMENT EXPRESS

PROGRAM

• 2:00 p.m. - 2:50 p.m.

- **THE GUILLERMO LOPEZ DEI INSTITUTE – SESSION #3 OF 4**
- **BREAKOUT WORKSHOPS SESSION #6** (See attached for details)

• 3:00 p.m. - 3:50 p.m.

- **THE GUILLERMO LOPEZ DEI INSTITUTE – SESSION #4 OF 4**
- **BREAKOUT WORKSHOPS SESSION #7** (See attached for details)

• 6:00 p.m. – 11:30 pm.

PENNSYLVANIA LATINO GALA

A Celebration of Latino Excellence and Promise Prosperity, Power, and Progress

THE STATE OFFICIAL HISPANIC HERITAGE MONTH GALA

- “Una Noche Tropical”

CORPORATE SPEAKERS

- **KAREN ROLLINS-FITCH**, Highmark Wholecare
- **Derek Garcia**, Visions Credit Union

- Dinner, Awards & **GIANT** Scholarships

- Ceremony Entertainment & Dance

- **LIVE Salsa Band**

- The Traditional **PALC** After Party

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STATE OFFICIAL HISPANIC HERITAGE MONTH GALA

PA LATINO CONVENTION PENNSYLVANIA LATINO GALA

*A Celebration of Latino
Excellence and Promise*

FRIDAY **22** AT HILTON
SEPTEMBER HARRISBURG

PROGRAM

ADDITIONAL INFORMATION

WEDNESDAY, SEPTEMBER 20 AT THE PA STATE MUSEUM.

- 2:00 P.M. TO 7:30 P.M. – FREE TO ATTEND
- PENNSYLVANIA LATINA WOMEN CONFERENCE

THURSDAY, SEPTEMBER 21 AND FRIDAY, SEPTEMBER 21 – HILTON HARRISBURG

- 9:00 A.M. TO 3:00 P.M. – FREE TO ATTEND
- THE EXPO IS OPEN TO ALL MEMBERS OF THE COMMUNITY.

THURSDAY, SEPTEMBER 21 – HILTON HARRISBURG

- 10:00 A.M. TO 2:00 P.M. – FREE TO ATTEND
- PENN STATE HEALTH – HEALTH SCREEN AND/OR FLU SHOTS
PROVIDE: HEALTH SCREENING AND/OR FLU SHOTS.

FIRESIDE CHATS

- Conversations with key people about current state, national and global issues.

ADELANTE” YOUTH LEADERSHIP INSTITUTE

- Designed for 50 high school students to attend a full convention day and learn about college and postsecondary opportunities. Students must pre-registered.

THURSDAY, SEPTEMBER 21 AND FRIDAY, SEPTEMBER 21 – HILTON HARRISBURG

- 9:00 A.M. TO 3:00 P.M. – FREE TO ATTEND
- PENNSYLVANIA LATINO COLLEGE FAIR

Districts are invited to bring high school students to the college fair.

- DESALES UNIVERSITY
- HACC, CENTRAL PA'S COMMUNITY COLLEGE
- LEHIGH CARBON COMMUNITY COLLEGE
- MESSIAH UNIVERSITY
- MORAVIAN UNIVERSITY
- NORTHAMPTON COMMUNITY COLLEGE
- PENN STATE UNIVERSITY
- TEMPLE UNIVERSITY
- THADDEUS STEVENS COLLEGE

THURSDAY, SEPTEMBER 21 AND FRIDAY, SEPTEMBER 21 – HILTON HARRISBURG

- 9:00 A.M. TO 3:00 P.M. – FREE TO ATTEND
- LA SALA DE MI ABUELA

A cultural space to celebrate the wisdom, culture, traditions, centuries-old values of Pennsylvania's Latino community.

- LHACC – Harrisburg Senior Center (FRIDAY ONLY)
- EL MERCADO LATINO: Art Display by CLAUDIA SALAZAR, EDITH GUTIERREZ-HAWBAKER, PERLA LOPEZ;
Authors' Corner “Nuestras Letras” with Latino Authors.

SATURDAY, SEPTEMBER 23 at Crowne Plaza Hotel – 23 South 2nd Street

- 8:00 a.m. - 2:30 p.m. – FREE TO ATTEND
- ANNUAL AFRICAN AMERICAN, LATINO AND ASIAN PACIFIC AMERICAN ROUNDTABLE
by Talks Magazine of Pittsburgh & Talk Minority Action Group
- Conveners LUTHER AND ROXANNE SEWEL

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9

OCT
28



Spotlight Days:

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NOV
10

NOV
17

LATINOS

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Helping Families Achieve Their Greatest Potential



Early Childhood Education



Community Development



Financial Literacy

Led by a spirit of activism and emerging political consciousness of the Puerto Rican/Latino community, the Asociación Puertorriqueños en Marcha, "APM" was founded in 1971 by a group of Puerto Rican Vietnam Veterans who returned from the war to a community in need of culturally competent social services.

Over the next 5 decades, led by just two presidents, what started as a grassroots effort of determined veterans advocating for an equitable share of services, has grown into one of the largest providers of social services and community development agencies in the Philadelphia region.

Today, APM employs over 300 professionals and offers a broad network of services at 14 sites throughout Eastern North Philadelphia serving over tens of thousands of culturally, ethnically and racially diverse individuals annually which has strengthened our organizational commitment to the slogan that we are "APM for Everyone".



Behavioral Health/Mental Health



Foster Care/Adoption Program



Homelessness Program



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