

LATINAStyle

A NATIONAL MAGAZINE FOR THE CONTEMPORARY HISPANIC WOMAN

PRESS RELEASE

For Immediate Release
Washington DC.

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***LATINA Style presents the grand finale of the 15th Annual,
2013 LATINA Style Business Series in Los Angeles***

[NALEO Educational Fund](#) to be honored as the Advocate of the Year Organization

[Oralia Michel](#) to be honored as the LATINA Style Entrepreneur of the Year

[Michele Ruiz](#) to Keynote LATINA Style Entrepreneur Awards Luncheon

WASHINGTON, D.C., (11/19/2013)- LATINA Style, Inc. presents the grand finale of the 15th annual LATINA Style Business Series in Los Angeles on Thursday, November 21, 2013 from 7:30 am -3:00 pm at the Hilton Universal City Hotel located at 555 Universal Hollywood Drive, Los Angeles, CA. Los Angeles will mark the 110th city of the LATINA Style Business Series, highlighting a networking breakfast, an interactive expo area, and amazing educational and empowering seminars that will benefit the Latina professional.

During the LATINA Style Innovative Leadership Awards Reception the night prior of the Business Series conference, LATINA Style will honor NALEO Educational Fund, with the Advocate of the year Award, in recognition of exceptional advocacy and community achievement. "We are honored to be chosen by LATINA Style as the Advocate of the year," said NALEO Educational Fund Executive Director Arturo Vargas. "Each year we work to provide the Latino community with the resources necessary to become involved in the American political process, which includes voting, becoming a citizen, providing trainings for elected and appointed officials and advocating on behalf of voters' rights and immigration reform. Through our work this year we were able to help shape the nation's political landscape. We thank LATINA Style for recognizing our tirelessly efforts." In addition, Michele Ruiz, President & CEO of Ruiz Strategies and Michele Ruiz - My Life as a Latina Entrepreneur, will be honored with the Business Woman of the Year award, in recognition of exceptional business success and leadership. "I am truly honored that Latina Style is recognizing me as Business Woman of the Year," said Michele Ruiz. "My purpose in everything I do is to help other women entrepreneurs and lead by example. This recognition helps to amplify my message that women business owners can also achieve their goals and so I am very grateful to Latina Style."

During the LATINA Style Entrepreneur Awards Luncheon, Oralia Michel will be recognized with the LATINA Style Entrepreneur of the Year for 2013, for her life time achievements and her visibility as a true role model for our young women. Ms. Michel is an award-winning marketer and social entrepreneur, the founder and owner of Omágen Inc., a marketing and public relations consultancy based in Los Angeles. She also has the distinction of having founded, and for twenty years operated, the first Latina-owned, independent Hispanic public relations agency in the nation.

The Business Series is also honored to have Ms. Michele Ruiz to serve as the Luncheon Keynote speaker. Michele is a serial entrepreneur whose passions are empowerment, technology, Hispanics and entrepreneurship. Previously, Michele was an award winning broadcast journalist, beginning her career in New York. In 1998, she joined KNBC-TV in Los Angeles as a general assignment reporter and anchor of the nightly 6:00 pm newscast. In addition, Emmy award-winning journalist, [Azucena Gomez](#), Noticiero Telemundo 52, to serve as the Mistress of Ceremonies.

Chairing the Los Angeles Business Series is Dr. Betty Rengifo Uribe, Executive Vice President of California Bank & Trust, Ms. Michele Ruiz, President & CEO of RuizStrategies.com, and Ms. Patricia Pacheco, Agency Owner, Nationwide Insurance. For further information visit www.latinastyle.com or www.bs.latinastyle.com.

ABOUT THE BUSINESS SERIES: The *LATINA Style* Business Series is the most successful ongoing business development program for Latina business owners in the nation, since its inception in Los Angeles in 1998. Its objective is to solve critical business challenges faced by the Latina entrepreneur as she plans to begin, or expand her business. The Business Series has reached over 30,000 Latina entrepreneurs and professionals, providing them with knowledge and a network of resources to succeed in their business endeavors.

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