

Visionary Leaders Gather to Discuss Latina Economic and Political Power in California

LOS ANGELES, Jan. 28, 2011 /PRNewswire/ -- Over 100 leaders from throughout Southern California will gather today at the Millenium Biltmore Hotel in downtown Los Angeles for a forum on building a Latina power base as part of the 2nd Annual Visionary Leaders Luncheon hosted by *Hispanas Organized for Political Equality (HOPE)* and Farmers Insurance. *HOPE* will also unveil a new online program titled "PowerMapp" which the organization feels will change how its members utilize new technologies to advance in their chosen fields.

(Logo: <http://photos.prnewswire.com/prnh/20080605/LATH062>)

"Latinas across the nation, including here in California, have become significant players in the public and private sectors," said Luisa Acosta-Franco, vice president of multicultural marketing for Farmers Insurance and the company's highest ranking Latina. "All of us will need to continue to utilize the latest technologies available in order to remain significant partners in developing a robust strategic policy for Latinas moving forward."

As part of the luncheon, HOPE has brought together a formidable list of key Latina professionals from a variety of industries to shed light on the topic of *The Latina Power Base in California* and how to further build and effectively channel the political and economic power of Latinas.

Leading the discussion will be: Luisa Acosta Franco, Vice President of Multicultural Marketing, Farmers Insurance; Monica Gil, Senior Vice President of Public Affairs, The Nielsen Company; Rosalind Gold, Senior Director of Policy, Research & Advocacy, National Association of Latino Elected and Appointed Officials (NALEO); and Helen Iris Torres, CEO and Executive Director of *HOPE*.

"We are excited about introducing our new 'PowerMapp' program to our members which will help them expand their effective use of technology," said *HOPE* CEO Torres.

This special-invite event will be held from 12:00 p.m. to 1:30 p.m. at the Millenium Biltmore, located at 506 South Grand Avenue.

About HOPE

Founded in 1989, HOPE serves over 3,000 Latinas annually. Programs include the [HOPE Leadership Institute](#), established to train Latina leaders in advocacy skills enabling them to foster healthy communities statewide; the [Youth Leadership Through Literacy Program](#), established to provide Latina teens with the skills necessary for self-empowerment; [Financial Success and Financial Success College Edition](#), an innovative financial literacy program designed for the emerging Latina professional to build her foundation, the established Latina professional to add to and safeguard her financial investments, and the Latina college student; [Latina History Day](#) established to celebrate historical accomplishments of Latinas and to present forums on issues such as health, education, and economic empowerment; [Latina Action Day – Sacramento](#) established to mobilize professional, civic, and community Latina leaders from across California to voice concerns at the state level on issues that most impact Latinas and their communities.

About Farmers

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