Latina Style Business Series Event

By Lilian de la Torre-Jimenez

More than 300 women business owners, mostly from Orange County, gathered on August 10 at the Disneyland Hotel to participate in the annual LATINA Style Business Series. “We are thrilled to have so many of you here today and want to thank our honorary co-chairs for all their help in making this such a successful event,” said Robert Bard, President and CEO of LATINA Style Magazine, during the opening session. The honorary event co-chairs were NHBWA advisory board member and owner of Lulu’s Desserts, Maria de Lourdes Sobrino, NHBWA president and Area Sales Manager at UPS, Yobany Banks-McKay and Businesswomen Martha Montoya and Betty Uribe.

“I’m honored to have received the Entrepreneur of the Year Award, and want to thank LATINA Style for making this recognition possible,” said Norah Briceño owner of Mil Jugos restaurant, who just expanded its location on 5th Street in Downtown Santa Ana. Briceño’s Venezuelan restaurant is a favorite of Dodgers players as well as Los Angeles Angels, where they cater frequently.

“I’m so excited that many local businesswomen had the opportunity to learn from industry experts in various fields and to network. LATINA Style Business Series provided the platform for this gathering and we are excited to be part of it,” said honorary co-chair Banks-McKay.

“We want to thank Robert Bard for his vision of bringing so many women together in this event that takes place in major cities of the United States. We are excited that the tour includes a stop in Anaheim,” said honorary co-chair Sobrino.

The Luncheon Awards Keynote Speaker was Sonia Marie De Leon de Vega, community leader and founder of Santa Cecilia Orchestra. The guest speaker was Azucena Maldonado, founder of Latina Golfers Association and the mistress of ceremonies was Telemundo Anchor Azalea Iñiguez.

The Business Series, unique to LATINA Style Magazine, is a well-known development program empowering Latina entrepreneurs since 1998. Some of the event sponsors included Macy's, Inc., Hyatt Hotel & Resorts, Verizon, Wyndham Worldwide, PepsiCo, Inc., Comerica Bank, UPS, State Farm Insurance, Sodexo Health Care, Beauty Control, South West Airlines, and Teleflora.
### Upcoming Events and Seminars

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<th>Event</th>
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<tr>
<td>The Power of Relationships – B2B Reverse Trade Fair &amp; Business Networking</td>
<td>Southern California Edison, 2244 Walnut Grove Avenue, Rosemead, CA 91770</td>
<td>September 8, 2011 4:00 p.m. – 6:30 p.m.</td>
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<td>Soldiers to Scholars Reception</td>
<td>Santa Ana College, Orange County Sheriff’s Regional Training Academy, 15991 Armstrong Ave., Tustin, CA 92782</td>
<td>September 15, 2011 6:00 p.m. – 8:30 p.m.</td>
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<td>Small Business Orientation Workshop</td>
<td>Rancho Santiago Community College District Center, 2323 N. Broadway, Suite 201, Santa Ana, CA 92706</td>
<td>September 21, 2011 2:30 p.m. – 4 p.m.</td>
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<td>Diversity Business Expo and Mixer</td>
<td>The Doubletree Hotel, 201 E. MacArthur Blvd, Santa Ana, CA 92707</td>
<td>September 29, 2011 12:00 p.m. – 8 p.m.</td>
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<td>Orange County Business Council Orange County Workforce Development Conference</td>
<td>Hyatt Regency Irvine, 17900 Jamboree Road, Irvine, CA 92614</td>
<td>October 13, 2011 11:00 a.m. – 1:30 p.m.</td>
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- **Orange County SBDC**
- **Greater Santa Ana Business Alliance**
- **Rancho Santiago Community College District**
- **Orange County Workforce Development Conference**

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*Eva Marie Le Bon
Douglas K. Le Bon*
As we approach the end of summer, a couple of weeks ago, my husband and I decided to spend the day at Disneyland with my niece, my nephew and his wife. Both my nephew and niece grew up visiting Disneyland multiple times a year. Particularly for my niece, Disneyland is a happy place that holds wonderful memories. She makes it a point to keep up the family tradition visiting the park at least once a year. We even hopped to California Adventure to check out the new Little Mermaid ride, one of my niece’s favorite childhood characters.

We are all California residents so we have never experienced staying at one of the hotels in the Disneyland area. I recently learned that AAA has bestowed its coveted 2012 Four Diamond award upon the landmark Disneyland Hotel in Anaheim, California making it the second property at the Disneyland Resort to secure such a high rating. Only four percent of the 31,000 hotel properties AAA reviews achieve this enviable distinction.

“This is tremendous news, especially for the 1,000 Cast Members who work at the Disneyland Hotel and create magical experiences for our guests,” said Tony Bruno, vice president resort hotels and Downtown Disney. “The award underscores our continued investment in the guest experience and all our ongoing work, which has transformed the Disneyland Resort and Anaheim into Southern California’s world-class, multiday tourist destination.”

Disney’s Grand Californian Hotel & Spa also is a AAA Four Diamond award winner and is home to yet another AAA Four Diamond recipient: the popular Napa Rose restaurant.

According to the Auto Club, AAA’s Diamond rating program is the only hotel and restaurant review system in the nation that uses specially trained full-time field representatives. As part of AAA’s national network, the Auto Club’s own staff reviews establishments without prior notification using objective and detailed rating procedures.

“North America’s AAA Diamond Rating System is a long-time trusted systematic method of rating lodgings and restaurants,” said the Auto Club’s Approved Accommodations Supervisor Patricia Marenco. “Southern California’s hotels and restaurants that earn the AAA Four Diamond award maintain a very high standard of service in their hotels and restaurants in order to continue pleasing their guests.”

Earlier this summer, the Disneyland Hotel marked a milestone in the property’s major “re-imagination” project with the opening of a new courtyard, restaurant, bar, pool and water play area.

"This exciting renovation extends the immersion and magic of our park experience to this classic hotel," said Bruno. “We’ve woven important pieces of Disneyland park history into the Disneyland Hotel, particularly with the reopening of the pool and courtyard area. The Disneyland Hotel now features some one-of-a-kind enhancements as a result of the property-wide program.”
Her Vision Is To Provide Service by Design
By Patty Homo

Raquel Martinez-Tomasino, originally from Cuba, is an accomplished media professional. In 2005, Raquel was recognized by the MLS Organization as Sports Marketer of the Year. She was honored as the 2009-2010 Princeton Premier Business Leaders and Professional Women. Raquel is a member of the National Association of Women in Power (NAWP).

In 2009, Raquel formed MarTom Marketing and Media Services, a full service Media and Strategic Planning Advertising Agency. Before serving as the Director of Strategic and Media Services at MarTom, Raquel worked at agencies such as Ferrer USA, Castells and Asociados Advertising and Hispanic Entertainment Specialist. Her category experience includes entertainment, gaming, retail, package goods, health, insurance and automotive.

We at NHBWA wish Raquel continued success.

The Heart of a Young Future Teacher
By Patty Homo

Nadia De Troya is one of the 2011 NHBWA scholarship recipients. Born in Fountain Valley, California, she is now a resident of Aliso Viejo. Nadia plans to continue her studies until she receives a PhD. Nadia aspires to teach and do research at the university level. “I want to have hands-on experience as an actual grade school teacher in order to effectively teach prospective educators,” said Nadia.

Since 2002, Nadia has volunteered many hours at Eisenhower Elementary School in Garden Grove, working in various classrooms with different teachers. At Orange Coast College, she is currently involved in the C.A.R.E. Club (Cooperative Agencies and Resources for Education). The C.A.R.E. Club is an organization that assists single parents in reaching their educational goals through support and financial resources. I have volunteered for different fundraisers and have worked hard to recruit volunteers to help us. I joined this club because I know how important it is to have a little extra help when you are a single parent and are going to school.

When asked about what she has learned from her parents she says, “The greatest thing that my parents taught me is the importance of loving others and having respect for everyone and everything.”

“I am extremely grateful for the opportunity that NHBWA has given me and I can’t wait to show you everything that I will accomplish in the future.” Nadia, the NHBWA is glad to be able to support future leaders, such as yourself. We have no doubt that your future is bright.