



FO IN LATINOLEAD

# LIDERCON 2025 Raíces y Euturo: Herei

Raíces y Futuro: Honoring Our Roots, Leading Our Future

LíderCon, presented by LatinoLEAD, made its debut in 2021 as a digital leadership conference, featuring esteemed figures like Dolores Huerta and Alex Rodriguez. From these innovative, virtual beginnings, our journey has evolved with boundless energy and collaboration. In 2022, we marked a significant milestone, hosting our first in-person conference, where we were honored to host Pulitzer Prize Winner, María Hinojosa, Google's Juan Angustia, Author and Actor Christopher Rivas, and award winning filmmaker, Denis Soler Cox, as keynotes, enriching the bonds and interactions within our LatinoLEAD network.

In 2023, we had the privilege to host guest speakers like, Melody Gonzales, Executive Director of White House Hispanic Initiative, Wendy Unglaub, VP, Chief Tax Officer at General Mills, Gaby Natale, Three-Time Emmy Award Winning Journalist and Richard A. Rugnao, Founder of RAR Media.

As we convene this year, we not only celebrate the evolution of LíderCon, but also express our profound gratitude for the unwavering support from our attendees, sponsors, session facilitators, and the expansive LatinoLEAD community. The dedication of each individual has been a driving force in shaping this conference and advancing our collective mission forward.

LíderCon is not just a gathering, but a vibrant space to celebrate culture in community, immersing ourselves in enriching leadership development breakout sessions, invaluable networking, and abundant leadership opportunities. This year we are advancing your leadership!



**OUR WORK IS SIMPLE. WE L.E.A.D.** 

IT'S ABOUT ADVANCING LATINES INTO POSITIONS
OF <u>LEADERSHIP</u> AND INFLUENCE BY PROVIDING
PROFESSIONAL DEVELOPMENT, ENSURING THAT
OUR COMMUNITY IS USING CULTURA AS AN ASSET
FOR THEIR ADVANCEMENT.

OUR WORK IS ACTIVATING OUR NETWORK AND ITS ALLIES TO PROMOTE <u>EQUITY</u> IN THEIR COMMUNITIES AND BEYOND, AND DOING OUR PART TO PROVIDE RESOURCES ACCORDING TO OUR COMMUNITY'S UNIQUE NEEDS.

OUR WORK IS TO HIGHLIGHT A CULTURE OF <u>ACHIEVEMENT</u> IN MINNESOTA'S LATINE COMMUNITY — TELLING BOLD STORIES OF OUR SUCCESS AND IMPACT AS ONE WAY TO ELEVATE OUR COMMUNITY AND ITS INFLUENCE.

OUR WORK IS TO AID IN THE <u>DEVELOPMENT</u> OF AN INFRASTRUCTURE AND SECURE THE SPACE TO THRIVE – ONE THAT ENCOURAGES PERSONAL, PROFESSIONAL AND COMMUNAL GROWTH FOR LATINE PEOPLE.

# TABLE OF CONTENTS

Welcome Page	01-02
Table of Content & Thank You Note from our CEO	03-04
Мар	05-06
Special Guest Highlights	07-10
Itinerary Day 1 & Day 2	11-12
Breakout Sessions info for Friday and Saturday	13-16
Keynote Speaker Friday: Richard Cabral	17
Panel: Future-Forward Leadership	18
Fireside Chat: Leading in the World of Sports	19
Fireside Chat: Leadership & Impact in Finance	20
Keynotes Speaker Saturday: Elio Morillo	21
Fireside Chat: Lighting the Torch with Luz Mária Frías & Irma Márquez Trapero	22
2025 Honorees	23-26
Thank you Sponsors and Vendors	27-28
Thank You to Our LíderCon 2025 Volunteers	29
Notes	30-32
Surveys	33-34

# A LETTER FROM OUR CEO

#### ¡Hola líderes!

As we kick off Latine Heritage Month, it's a moment for us to highlight our history, our cultura, and our unstoppable excellence from the rooftops! But, let's be real—this year, many of us are holding uncertainty in our hearts. We can hold both truths at once, can't we? The pure joy of who we are, and the grit it takes to face our challenges. We are so much more than stories of struggle—we are visionaries, innovators, and game-changers. So, let's celebrate how our beautiful cultura shapes every part of this country. We always have, and that's the truth.

And on that note... get ready! On behalf of our Board of Directors and the entire LatinoLEAD team, I am absolutely thrilled to welcome you to **LíderCon 2025: Raíces y Futuro.** We're here to celebrate LíderCon's 5th Anniversary. This year, we're honoring our roots and powerfully creating our future, grounded in the wisdom of our past and inspired by every possibility ahead!

A huge, heartfelt thank you to our host partner, Metro State University, for making this milestone event possible. **Remember, LíderCon was built with YOU in mind!** This is the ultimate space where *nuestra comunidad* can fire up new connections, ignite bold ideas, and activate one another to lead with courage, authenticity, and vision!

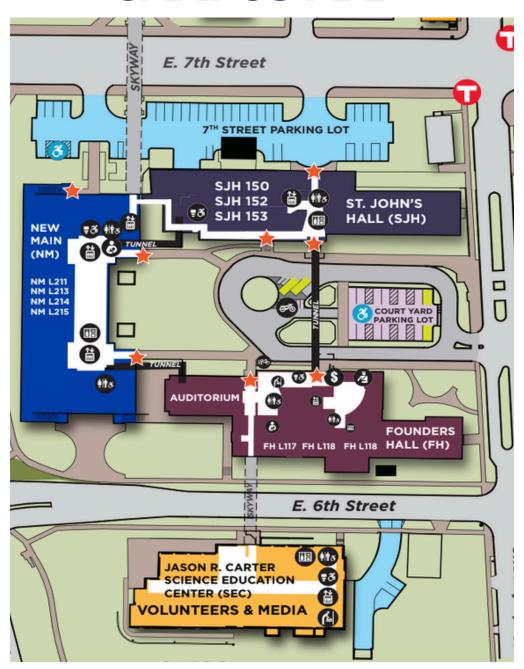
Your presence here today is a powerful statement. It's a commitment to your own desarrollo, to our collective leadership, and to building a brighter, more equitable future for everyone. So, let's make some noise and take action! Thank you for being a part of this historic moment.

Together, we celebrate five years of incredible impact and step into

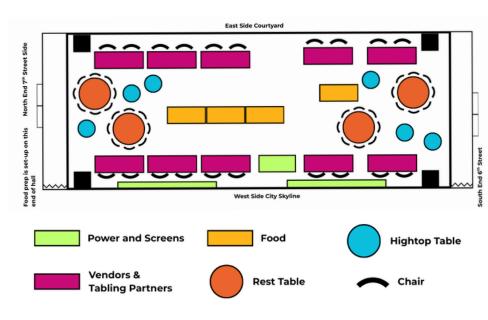
the future, *juntos*!

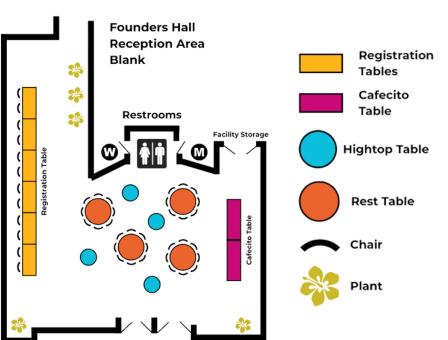
Irma Márquez Trapero CEO, LatinoLEAD

### METRO STATE CAMPUS MAP



### **LÍDERCON 2025**







LatinoLEAD is honored to welcome Mana Moini as the Master of Ceremonies for our 5th Anniversary LíderCon 2025.

Arriving in Minnesota as a young immigrant at just 10 years old, Mana has spent over two decades navigating corporate America and leadership spaces that often raise the same questions many of us hold: *Do I belong? Do I deserve a seat at the table?* Today, as host of the **Humanaty Podcast,** she explores these very questions, creating space for purpose, authenticity, and community.

What began as an invitation to join LíderCon as an ally has become a realization that her journey mirrors so many of ours. This year's theme, **Raíces y Futuro—honoring our roots and leading our future,** deeply resonates with Mana, reminding us that the wisdom of our heritage can guide us in shaping the challenges and opportunities of today.

We are grateful for Mana's leadership and voice, and we are privileged to have her guide us through this transformational



### MANA MOINI

Associate Vice President -National Accounts



LatinoLEAD is proud to welcome Dr. Ginny Arthur, President of Metropolitan State University, to LíderCon 2025. A visionary leader in higher education, Dr. Arthur has dedicated her career to advancing equity, access, and opportunity for all students.

Under her leadership, Metro State has continued to serve as a vital institution for Minnesota's diverse communities—championing first-generation students, creating pathways for underrepresented learners, and ensuring that higher education remains a tool for empowerment and transformation.

Her commitment reflects the very values at the heart of LíderCon: lifting up communities, honoring lived experiences, and building a more inclusive future. It is an honor to have Dr. Arthur with us as we celebrate Raíces y Futuro—honoring our roots and leading our future.

### VIRGINIA ARTHUR

President at Metropolitan State University





**LatinoLEAD** is honored to welcome **Minnesota Attorney General Keith Ellison to LíderCon 2025.** A lifelong champion for fairness, dignity, and justice, Attorney
General Ellison's leadership reflects the deep strength of our communities and the shared belief that equity must be at the heart of Minnesota's future.

His work as Attorney General is rooted in ensuring that every Minnesotan has access to justice—not just as an aspiration, but as a lived reality. This aligns powerfully with this year's theme, **Raíces y Futuro—honoring our roots** and leading our future. Like our community, he knows that the wisdom and resilience of our roots are what empower us to meet today's challenges and shape a more inclusive tomorrow.

We are proud to have Attorney General Ellison join us in lifting up leaders who are not only advancing their own journeys, but also building a Minnesota where justice and equity are shared by all.



Minnesota Attornev General



LatinoLEAD is honored to welcome Lt. Governor Peggy Flanagan to LíderCon 2025. A proud daughter of St. Louis Park and citizen of the White Earth Nation of Ojibwe, Lt. Governor Flanagan has long been a powerful voice for children, families, and communities across Minnesota.

As one of the highest-ranking Native American women elected to executive office in the United States, she has dedicated her career to advancing equity, opportunity, and justice. Her leadership is rooted in the belief that government should reflect the people it serves and should center the voices of those most impacted by policy decisions.

Her commitment resonates deeply with this year's theme, Raíces y Futuro—honoring our roots and leading our future, reminding us that honoring heritage and community wisdom is essential to shaping a stronger, more inclusive

Minnesota. We are proud to have Lt. Governor Flanagan join us in celebrating our roots while leading

boldly into the future.

### PEGGY FLANAGAN

Lieutenant Governor of Minnesota



### LÍDERCON DAY 1

TIME	ACTIVITY	LOCATION
8:00 - 9:10 AM	Registration & Cafecito Networking	FOUNDERS HALL
9:10 - 9:18 AM	MC Opening Remarks	FOUNDERS HALL AUDITORIUM
9:18 - 9:45 AM	Welcome from Host Partners & Officials	FOUNDERS HALL AUDITORIUM
9:45 - 10:55 AM	Morning Keynote Address	FOUNDERS HALL AUDITORIUM
10:55 - 11:10 AM	Break & Transition	TO BE ANNOUNCED
11:10 - 12:10 PM	Breakout Sessions	TO BE ANNOUNCED
12:10 - 1:30 PM	Lunch, Networking & Oportunidad Expo	NEW MAIN
1:30 - 2:35 PM	Future Forward Leadership Panel	FOUNDERS HALL AUDITORIUM
2:35 - 4:00 PM	Deportes Fireside Chat	FOUNDERS HALL AUDITORIUM
4:00 - 5:00 PM	Networking Reception	NEW MAIN







### LÍDERCON DAY 2

TIME	ACTIVITY	LOCATION
8:00 - 9:20 AM	Registration & Cafecito Networking	FOUNDERS HALL
9:20 - 9:45 AM	MC Welcome & keynote Introduction	FOUNDERS HALL AUDITORIUM
9:45 - 10:45 AM	Morning Fireside Chat	FOUNDERS HALL AUDITORIUM
10:45 - 11:00 AM	Break & Transition	FOUNDERS HALL AUDITORIUM
11:00 - 12:00 PM	Breakout Sessions	TO BE ANNOUNCED
12:00 - 1:30 PM	Lunch, Networking & Oportunidad Expo	TO BE ANNOUNCED
1:30 - 2:25 PM	Afternoon Keynote Address	NEW MAIN
2:25 - 3:15 PM	Afternoon Fireside Chat	FOUNDERS HALL AUDITORIUM
3:15 - 4:00 PM	Impact Awards Ceremony	FOUNDERS HALL AUDITORIUM
4:00 - 5:00 PM	Networking Reception	NEW MAIN







### **FRIDAY**

### EXECUTIVE PRESENCE IN ACTION: EMBODY CONFIDENCE. SPEAK WITH IMPACT

Join this experiential workshop to practice powerful body language, vocal empowerment, and confidence in taking up space. Build skills to be more influential in any setting—while having fun, pushing past comfort zones, and leaning into where growth begins.

Facilitated by Talia Levin



### UNLOCKING WEALTH: TOOLS FOR LATINE ECONOMIC MOBILITY

Homeownership builds generational wealth yet remains out of reach for many Latine families. This session with CML Group explores real estate as a path to mobility, tackling barriers like credit & language, and offering tools to close the wealth gap & inspire lasting impact.

Facilitated by Julissa Fuentes-Roberts & Isaac Contreras



### THE POWER OF LATINO IDENTITY: UNDERSTANDING OUR COMPLEX RACIAL HISTORY

This session explores Latine identity from colonial times to today, uncovering how colonization and immigration shaped us. By reclaiming erased roots and honoring our diversity, we can challenge stereotypes, empower communities, and spark real social change.

Facilitated by Cesar Osvaldo Mendez Portillo



### KPIS WITH CORAZÓN: TURNING NUMBERS INTO ACTION

Latinx leaders know metrics must fuel movement. In this interactive workshop, guided by INTRENT's Latina consultants, you'll cut through KPI overload, build accountability rituals, design a custom dashboard, and leave with tools to unite teams around results that last.

Facilitated by Olimpia Perez Gallardo

NM L213



Breakout sessions at **LíderCon** take place twice each day in the same rooms, giving you multiple chances to attend the ones you're most interested in. **Scan the QR code** on your name tag for full details. If you can't join a session on **Day 1,** you'll have another opportunity on **Day 2.** 

#### FINANCIAL FOUNDATIONS FOR BUSINESS SUCCESS

This session equips aspiring entrepreneurs with financial tools to launch and grow a business. Learn basics of cash flow, budgets, funding options, credit, and key statements. Gain skills in forecasting, risk management, and loan readiness to build a strong foundation.

Facilitated by

Facilitated by Johan Gomez Sang & Luis Mendoza



### BUILDING WEALTH, BUILDING FUTURE: START YOUR WEALTH BUILDING JOURNEY

Discover actionable strategies to build personal and generational wealth through smart planning, investing, and legacy-building. This session explores how individuals and families can create long-term stability and pass on prosperity to future generations.

**Facilitated by Miguel Olvera** 



# RAICESY FUTURO

### **SATURDAY**

### EXECUTIVE PRESENCE IN ACTION: EMBODY CONFIDENCE. SPEAK WITH IMPACT

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**Facilitated by Olimpia Perez Gallardo** 

NM L213



As **Day Two** wraps up, remember this is your time to connect, recharge, and celebrate. Take a moment to jot down key insights, share ideas with new friends, and keep building your network. Have fun—you're shaping memories and connections that last well beyond **LíderCon!** 

#### FINANCIAL FOUNDATIONS FOR BUSINESS SUCCESS

This session equips aspiring entrepreneurs with financial tools to launch and grow a business. Learn basics of cash flow, budgets, funding options, credit, and key statements. Gain skills in forecasting, risk management, and loan readiness to build a strong foundation.

Facilitated by Facilitated by Johan Gomez & Luis Mendoza



#### **BUSH FELLOWSHIP AND YOU**

In this interactive session you'll get a chance to learn more about the Bush Fellowship and spend time thinking about your own leadership path. Whether you're exploring the fellowship or simply seeking to grow as a leader, this is a great opportunity to start thinking about the next phase of your journey. We hope you'll join us for this time of reflection.

Facilitated by Rudy Guglielmo, Jr. & Ramla Bile



# RAICESY FUTURO

### MORNING <u>KEYN©TE SPEAKER</u>

### RICHARD CABRAL

Emmy-nominated actor

Join us for a powerful and inspiring keynote with Richard Cabral, an Emmynominated actor and a beacon of hope who embodies our theme of "Raíces y Futuro."

Known for his unforgettable role as Coco in the FX series Mayans M.C., Richard Cabral's work extends far beyond the screen. His incredible journey is a testament to the power of resilience and transformation. Through his one-man show, Fighting Shadows, he shares his personal story of finding a path to purpose through Homeboy Industries.

This keynote will delve into how our roots can inform our future and how our personal narratives can be a source of strength. Get ready for an authentic and powerful talk from a storyteller, producer, and advocate who is a living example of what it means to turn your past into a powerful force for change.



### PANEL: FUTURE-F©RWARD LEADERSHIP

This panel brings together two phenomenal leaders who are at the forefront of shaping our collective future. They embody the power of building a career that bridges your roots with the future of your industry. This conversation will explore what it means to lead with a future-forward mindset while remaining connected to our heritage.

#### What to Expect:

- Bridging Heritage and Career: Hear personal stories about how heritage and "raíces" directly influence professional decisions.
- Championing Diversity: Learn how to navigate and champion the diversity within the Latine community and why it is crucial for our collective future.
- Essential Skills: Discover the key non-technical, or "soft skills," essential for the next generation of Latine leaders to master in a constantly changing world.
- Creating Your Own Path: Get practical advice for those who are often the "first" or "only" Latine person in their professional spaces, and how to build your own table.

### **Panelists:**



José Ignacio Gaona

Founder & CEO of ZETA, the first Gen-Z-centered tech policy nonprofit. He is shaping the future of Al and workforce development by ensuring our community has a powerful voice in the rooms where tech decisions are made.



**Jasmin Chavez Cruz** 

A bold coalition builder and advocacy strategist whose leadership is rooted in community. Her career in government has focused on building diverse pipelines of public servants and authentically engaging fast-growing voting blocs.

# FIRESIDE CHAT: LEADING IN THE WORLD OF SP©RTS

This fireside chat goes beyond the game to explore how Latine leaders are changing the narrative in the sports industry, from the front office to the media. The discussion highlights that for the Latine community, sports are more than just a game; they are a universal language that unites families and cultures. The conversation will focus on taking our community's passion for the game and turning it into influence.

### What to Expect:

- Changing the Narrative: Learn how Latine leaders are organizing, leading, and owning the story in the world of sports.
- Moving Beyond Fandom: Hear how our community can transition from avid fans to a
  powerful force in the business of sports, as executives, owners, and media leaders.
- Capitalizing on Trends: Understand key trends in tech, media, and business that are reshaping the sports industry and how Latine leaders can capitalize on them.
- Mentorship & Allyship: Get insights on the most impactful mentorship relationships and how to build strong professional networks and alliances.

### **Panelists:**



**Shari Ballard** 

CEO of the Minnesota United Football Club, bringing over 25 years of strategic vision from the retail industry to professional sports.



**Karina Martinez** 

Co-Founder and CEO of DRAFTED, a leading media platform for Latina sports culture. She embodies cultural innovation and meaningful representation as a seasoned entrepreneur.



Leticia Silva

Senior Vice President of Human Resources for the Minnesota Twins. Her career is a testament to perseverance and dedication, having risen through the ranks over two decades to shape the culture of the team.

# FIRESIDE CHAT: LEADERSHIP & IMPACT IN FINANCE

Join us for a powerful conversation with **Greg Cunningham**, **Senior Executive Vice President and Chief Community Impact and Inclusion Officer at U.S. Bank**.

In a candid fireside chat, Greg will share his journey as a visionary leader dedicated to creating real and tangible change. Known for leading initiatives to help close the wealth gap, Greg will share how he has navigated the financial sector by staying true to his identity and vision. This discussion will explore the importance of authenticity, the power of mentorship, and the systemic changes needed to create a more equitable financial landscape.

#### What to Expect:

- Personal Journey: Hear about Greg's experiences navigating financial institutions as a Black leader and how his cultural roots have shaped his leadership style.
- Closing the Wealth Gap: Learn about the most pressing financial literacy and access needs facing our communities.
- Authenticity and Purpose: Get insights on why it's crucial for leaders to bring their authentic selves to professional spaces and how to combine vision with a profound sense of purpose.
- Legacy and Call to Action: Discover what legacy Greg hopes to leave behind and his call to action for the next generation of Latine leaders.

**GREG CUNNINGHAM** 

Senior Executive Vice President, Chief Community Impact and Inclusion Officer at U.S. Bank



### MORNING KEYN©TE SPEAKER



# AFTERNOON FIRESIDE CHAT: LUZ MÁRIA FRÍAS & IRMA MÁRQUEZ TRAPERO

This candid and inspiring fireside chat features a conversation between two influential leaders who have shaped the Latine leadership movement in Minnesota: Co-Founder Luz María Frías and CEO Irma Márquez Trapero.

This conversation, titled "Lighting the Torch," will explore how a shared dream evolved into a thriving movement. Through personal stories and honest reflections, you will gain insight into the values and commitments that have fueled 13 years of growth for LatinoLEAD. The discussion will also look at new initiatives, emerging opportunities, and the legacy they aim to leave for future generations, ensuring the work continues to thrive.

### **Panelists:**



### Luz María Frías

Former Deputy Attorney General for the State of Minnesota, is a respected attorney and civic leader dedicated to advancing equity, justice, and community empowerment. With decades of service, she continues to champion policies that uplift underrepresented voices.



### Irma Márquez Trapero

CEO of LatinoLEAD, is a visionary leader committed to building collective power and advancing Latine leadership across Minnesota. She has championed equity, inclusion, and community-driven change, inspiring leaders to shape a more just and vibrant future.



### **2025 HONOREES**

At LíderCon 2025: Raíces y Futuro, we are proud to celebrate the incredible leaders and partners whose vision, commitment, and courage inspire us all. This year's honorees represent the very best of our community: the LatinoLEAD Culture Honoree, uplifting our traditions and stories; the LatinoLEAD Advocacy Honoree, championing equity and justice; the LatinoLEAD Solidarity Award recipient, building bridges across movements and communities; the LatinoLEAD Emerging Leader of the Year, embodying the promise of a new generation; the LatinoLEAD Leader of the Year, setting the standard for transformative leadership; and our LatinoLEAD Partner Awards, honoring organizations and allies who walk alongside us in this journey. Together, these honorees remind us that our raíces ground us, and our futuro shines brighter because of their leadership.

### RAÍCESY FUTURO



### LatinoLEAD Culture Honoree Lyton Guallpa-Naula

A corporate finance analyst, cultural leader, and artistic director of an Ecuadorian folkloric dance group. Lyton is honored for his lifelong dedication to actively preserving and teaching rich traditions, inspiring a new generation to connect with their heritage and become future cultural ambassadors.

### LatinoLEAD Advocacy Honoree Rosa Tock

An alumna of our Avanzando Liderazgo Program and the Executive Director of the Minnesota Council on Latino Affairs. Rosa is recognized for her unwavering commitment to justice and her powerful voice in policy, championing causes that advance equity and representation.





### LatinoLEAD Solidarity Award Nora Anderson

A non-Latine individual and dedicated ally to our community with over two decades of global leadership development experience. Nora is honored for her persistent dedication and unwavering support in championing representation, equity, and access for Latine professionals.



### LatinoLEAD Leader of the Year Marlon Ferrey

Born in Nicaragua, Marlon has served our community for over three decades at Centro Tyrone Guzman. He is recognized for his remarkable achievements and unwavering commitment to uplifting the community, serving as a role model for all.

### LatinoLEAD Emerging Leader of the Year Xavier Vázquez

A visionary nonprofit leader and the Executive Director of Centro Tyrone Guzman. Xavier is celebrated for his authentic leadership, his commitment to purpose, and his work championing equitable access to resources for the community.



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# LATINOLEAD PARTNER AWARDS

We also want to recognize the organizations that stand alongside us as true allies and collaborators, whose support has been instrumental to our success.



A member of Minnesota State

Honored for generously opening its doors and sharing its resources, embodying what it means to build bridges with our community and lead with purpose.



Recognized for their invaluable support and genuine commitment to our mission, helping LatinoLEAD grow and thrive through their expertise in grant writing.

### **THANK YOU TO OUR SPONSORS**

LíderCon 2025: Raíces y Futuro would not have been possible without the generous support of our sponsors. Your commitment and partnership allow us to create spaces where Latine leaders can gather, grow, and shape the future together. From all of us at LatinoLEAD—gracias for believing in this vision and investing in our community's leadership.































### VENDORS SPOTLIGHT

Thank you to all the vendors and entrepreneurs at LíderCon 2025! Your creativity, innovation, and dedication bring so much value to our community. We are grateful for your partnership and the energy you share in shaping a stronger future together.















### A HEARTFELT THANK YOU TO OUR LÍDERCON 2025 VOLUNTEERS

To Our Amazing Volunteers,

On behalf of the entire LatinoLEAD team and the thousands of leaders who attended LíderCon 2025, we want to extend our deepest gratitude. This conference was a historic success, and it simply would not have been possible without your unwavering commitment and tireless work.

For months, you have been the backbone of this event. You were there for every detail, from the early mornings of set-up to the late nights of planning. Your energy and passion were infectious, and your professionalism ensured that every speaker, sponsor, and attendee felt welcomed and valued.

You were the first faces our guests saw and the last ones they waved goodbye to. You handled logistics, guided speakers, managed our stages, and solved problems with a smile. Your dedication to a seamless and impactful experience is a testament to your leadership and generosity.

As we continue to celebrate our 5th anniversary and the theme of "Raíces y Futuro," we recognize that your efforts are the truest example of that vision. You have not only honored our roots through your service but have also planted the seeds for the future of our community.

Thank you for giving your time, your energy, and your heart to LíderCon. We are so fortunate to have you as part of the LatinoLEAD familia.

Con gratitud, The Latinol EAD Team

Latino Lead Team

## NOTES

## NOTES

## NOTES









### **SHARE YOUR** LÍDERCON **FEEDBACK WITH US!**









### LÍDERCON **VOLUNTEERS, WE WANT TO HEAR FROM YOU!**

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