



# Using the Power of YOU to Transform Latina Leadership

Saturday, September 20, 2014 • 10:00AM - 4:30PM



Hotel InterContinental,  
888 Howard St,  
San Francisco, CA 94103

[sanfrancisco.alpfa.org](http://sanfrancisco.alpfa.org)

## AGENDA\*

- 10:00-11:00AM: Registration
- 11:00-11:30AM: Welcoming Remarks
- 11:30-1:00PM: Keynote Speaker / Lunch
- 1:15-2:30PM: Workshops\*\*

1. **Earning respect by enhancing resources** - entry-level talent
2. **Acquiring credibility by enabling results** - mid-level professionals
3. **Building trust by expanding relationships** - high-level and partners

\*\*Attendees will be able to select their workshop based on career experience

- 2:30-3:00PM: Motivational Interlude
- 3:00-4:30PM: Panel Discussion
- 4:30PM: Closing Remarks

*Please make sure to stay for our VIP Reception and Networking prior to our 20th Year Anniversary Soiree!*

\*Times subject to change

## WOMEN OF ALPFA SAN FRANCISCO

We are excited to invite you to our 2014 Women of ALPFA event “Using the Power of YOU to Transform Latina Leadership” on September 20th at the InterContinental San Francisco Hotel.

This year’s event will be packed with leading keynote speakers, multiple workshop sessions specially designed for your career level, and panelists who will inspire and motivate so you can find the power within YOU to be the best leader possible.

Dress Code: WOA / Business Professional

20th Year Anniversary / Formal Attire

**SPEAKERS FROM LEADING COMPANIES:**

**KPMG  
WALMART**

**MCKESSON  
MICROSOFT  
DELOITTE**

**CIA  
KAISER PERMANENTE**

# WOMEN OF ALPFA 2014

As we continue our journey of creating a community of Latina business professionals, and remain committed to our three-year umbrella program of Building a Legacy of Latina Leadership, Women of ALPFA is extremely proud to introduce the 2014 Theme and Program (the “2014 Program”):

## “Using the Power ofYOU to Transform Latina Leadership”

The 2014 Program seeks to build on the foundation established in 2013, which focused on the Power of Influence and the importance of authentic leadership, credibility and trust. In 2014, we shift our attention to leveraging the Power ofYOU – Latina leaders – to transform the landscape.

This is a comprehensive program based on proprietary research conducted at the ALPFA Institute, which suggests that there is one thing that all great leaders do masterfully—how to get others to want to follow them. They do so by focusing on the INVESTMENT of capabilities, character, and competence, all of which are necessary to IMPACT through results, relationships and resources. Ultimately, this allows leaders to INFLUENCE others by earning credibility, trust & respect. In doing so, great leaders exhibit Thought Leadership, People Leadership and Results Leadership.

Take the opportunity to connect with other business professionals, and learn from industry leaders to nurture individual and professional growth

THANK YOU to our wonderful sponsors for supporting Women of ALPFA.

We can't wait to see you all there!

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SAN FRANCISCO  
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