

LATINA EMPOWERMENT BREAKFAST

Friday, February 16 | 07:30 AM - 09:00 AM

An estimated 1,400 participants are expected to attend the first major event of our 2024 national leadership conference, the majority of whom will be women college students or graduates. Latinas are among the most powerful segments in American society, controlling the majority share of the Latino community's \$3.4 trillion in annual purchasing power. Latinas are creating businesses in America six times faster than the general population and faster than every ethnic group in America, male or female. Latinas outnumber Latino men, outnumber Latino men registered to vote, and outnumber Latino men in voter turnout. Latinas control the two essential elements of power in American society – economic and political power. Latinas have risen to the top in almost every profession in American society except sports. Latinas are the single most dominant demographic in the Latino community.