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# ADVANCING THE NEXT GENERATION OF LATINA PROFESSIONALS

AVANZANDO LA SIGUIENTE GENERACIÓN  
DE LATINAS PROFESIONALES

A conference for girls, grades 8 – 11 • Science, Technology, Engineering, Math, and Management

APRIL 22, 2017

**Cañada College**

4200 Farm Hill Boulevard, Redwood City, CA 94061

@listasorg  
#listas2017  
#estamoslistas



# BIENVENIDOS

Welcome to the LISTAS 2017 Conference! LISTAS is proud to host its third annual conference in partnership with Cañada College. Thanks to the support of our sponsors, volunteers, and dedicated leadership team we are able to continue to grow this Bay Area tradition.

Today, you will have the opportunity to connect with Latina Professionals and Community Leaders from across the Bay Area as they share their story about their upbringing and professional endeavors. In addition, both students and parents will partake in great workshops that will inspire you and motivate you to continue to excel.

The Bay Area is quickly changing with new companies and new technologies made possible by Science, Technology, Engineering, Math, and Management. Today, Latina women makeup only two percent of the Science and Engineering workforce. It is our hope that the #LISTAS2017 Conference inspires you to be a thriving Latina Professional and shows you that as a community we have much to offer. We ask that you make new friends, find new mentors, and develop an action plan to advance your role in our community as future Latina Professionals in STEM<sup>2</sup>!

*¡Bienvenidos a la conferencia de LISTAS 2017! La organización LISTAS se enorgullece, con el apoyo y colaboración del Centro de STEM<sup>2</sup> de Cañada College, en darles la bienvenida a su tercera conferencia. Gracias al apoyo de nuestros patrocinadores, voluntarios, y apasionado equipo de liderazgo podemos continuar creciendo esta tradición en la área de la Bahía.*

*Hoy ustedes tendrán la oportunidad de conectarse con Latinas profesionales, y líderes comunitarios del área de la Bahía, y aprender más sobre su crecimiento y carreras profesionales. Asimismo, ambos estudiantes y padres de familia participarán en talleres interesantes que los inspirará y motivará a continuar a salir adelante.*

*El área de la bahía está cambiando rápidamente con nuevas empresas y nuevas tecnologías hechas posibles gracias a la ciencia, tecnología, ingeniería y a las matemáticas. Hoy en día, la mujer Latina forma solamente el dos por ciento de profesionales en las áreas de ciencia y ingeniería. Esperamos que la conferencia #LISTAS2017 las inspire a convertirse en Latinas Profesionales y les demuestren que como comunidad tenemos mucho que ofrecer. Hagan nuevas amistades, identifiquen nuevos mentores y desarrollen un plan de acción para matricularse en la universidad, graduarse de ella y ser las futuras Latinas profesionales en las carreras de STEM<sup>2</sup>.*

**Sincerely,**

## **2017 LISTAS Conference Leadership Team:**

- Julissa Ramirez, Conference Co-Chair
- Xochitl Leon, Conference Co-Chair
- Anna Camacho, Logistics Chair
- Gaby Bernal, Student Outreach Chair
- Magaly Gonzalez, Fundraising Chair
- Diana Albarran Chicas, Volunteers Chair
- Jeadí Vilchis, Workshop Presenter Chair

# CONFERENCE GOALS

- *Encourage and motivate* young Latina women and their families to pursue careers in historically underrepresented fields
- *Connect* young Latina women and their families with professional Latina role models in various STEM<sup>2</sup> fields who are active in their community
- *Create awareness* of local thriving companies and high skilled jobs

## **Metas de la conferencia**

- *Inspirar y motivar* a jóvenes Latinas y sus familias a seguir carreras en áreas de estudio históricamente de baja representación para Latinos
- *Conectar* a jóvenes Latinas y sus familias con Latinas profesionales en los varios campos de STEM<sup>2</sup>, profesionales que son modelos y también activistas en la comunidad
- *Crear conciencia* sobre compañías locales florecientes y de empleos altamente calificados

# CONFERENCE SCHEDULE

8:00 AM – 9:00 AM

Registration

9:00 AM – 9:50 AM

## Welcome

- Julissa Ramirez, LISTAS Conference Co-Chair
- Anna Camacho, GANAS Project Director at Cañada College

## Special Guests

- LISTAS Youth Leadership Panel from Hayward Unified School

## Morning Keynote Speaker

- Monica Moya, Research Engineer at Lawrence Livermore National Laboratory

9:50 AM – 10:00 AM

Break

10:00 AM – 11:20 AM

Student and Parent Workshops

11:30 AM – 12:30 PM

Lunch

12:30 PM – 1:50 PM

Student and Parent Workshops

1:50 PM – 2:00 PM

Break

2:00 PM – 3:15 PM

## Afternoon Keynote Speaker

- Dr. Natalie Chavez Lau, Clinical Research Associate at Roche Molecular Solutions

## STEM<sup>2</sup> Professional Panel

3:15 PM – 3:30 PM

Raffle & Closing



All general sessions will be held in the Grove by Building 5. All workshops are held in classrooms noted on subsequent pages.

# MISSION

LISTAS is an organization headquartered in the Bay Area that encourages and motivates girls to prepare for professional careers that they have traditionally been underrepresented in — particularly because of the growing number of technology-related jobs in the Bay Area. LISTAS is making a concerted effort in encouraging young girls to enter the fields of STEM<sup>2</sup> (Science, Technology, Engineering, Math, and Management).

We encourage professional Latinas to be role models for the future generation of Latinas by serving as examples of how they can thrive and professionally excel while living in two cultures and to motivate them to set high professional goals and be leaders in their communities.

If you would like to partner with LISTAS in any capacity (student, mentor, corporate sponsor) please send us an email to [listas@listas.org](mailto:listas@listas.org). We would like to expand our partnerships to bring more programming to more students across the Bay.

# SPEAKERS

## Julissa Ramirez

*LISTAS Conference Co-Chair*



Julissa Ramirez is currently a Technical Program Manager for the Drones Team, part of Intel's New Technology Group and Co-president of the Intel Latino Network Employee Resource Group. She plays a key role in the manufacturing and supply chain operations of Intel's Unmanned Aviation Systems worldwide. Julissa holds a Bachelor of Science in Electrical and Mechanical Engineering Technology and a Master of Science in Manufacturing and Mechanical Systems from the Rochester Institute of Technology in New York.

## Anna Camacho

*GANAS Project Director, Cañada College*



Ms. Anna Camacho is currently the GANAS Project Director at Cañada College and manages the STEM<sup>2</sup> Center staff. She is responsible for managing STEM<sup>2</sup> Center programs including the STEM<sup>2</sup> Extended Orientation, STEM<sup>2</sup> Speaker Series and the tutoring program. Ms. Camacho has overseen numerous federal grant programs. Prior to working in academia, she worked in the non-profit sector with the Hispanic Scholarship Fund in key initiatives focused on college preparation for underrepresented students and their families.

## Monica Moya

*Research Engineer, Lawrence Livermore National Laboratory*



Dr. Monica Moya is a biomedical engineer researcher at Lawrence Livermore National Laboratory. Currently she works as the principal investigator and as a technical lead on two bioengineering projects including 3D bioprinting of human tissues. She received her Bachelor of Science from Northwestern University and her Ph.D. in biomedical engineering from Illinois Institute of Technology. A native of the LA area, she returned to the west coast to do her postdoctoral research at UC Irvine as a National Institutes of Health (NIH) Ruth Kirschstein-NRSA Fellow. Her research has resulted in 22 peer review publications, two book chapters, and numerous national and international conference presentations. Dr. Moya seeks opportunities to support STEM<sup>2</sup> education and engage the public on the benefits of science and engineering.

## Dr. Natalie Chavez Lau

*Clinical Research Associate, Roche Molecular Solutions*



Dr. Natalie Chavez Lau was born and raised in San Jose, California. She was the first in her family to attend college and graduated with a B.S. in Biology from San Jose State University. After graduation, she took the brave leap of leaving her home state to travel for the love of science and adventure — clinical internships in Honduras, earned an M.A. in Biomedical Research at Brown University, and managed clinical research across the USA for a biomedical device startup. She earned her Ph.D. in Biology from Stanford University and is now working as a Clinical Research Associate for Roche Molecular Solutions, where she manages clinical trials focused on developing better screening technologies for cervical cancer.

She is passionate about empowering women and women of color to live from their highest selves, reach their academic and professional goals, and become leaders in their field.

# STUDENT WORKSHOPS

## Rocket Science And Catapults

Building 17, Room 103

**Ali Guarneros Luna** — *Electrostatic Discharge (ESD) Program Manager, NASA Ames Research Center*

Learn about the engine factors of building a cotton ball catapult, non newtonian fluid and learn about cubesats and NASA.

## Programming A LEGO Robot To Do Your Bidding

Building 22, Room 116

**Jeadí Vilchis** — *Makerspace and Robotics Engineering Consultant, Neologix Engineering Labs*

Learn how to program a LEGO Mindstorms EV3 robot to autonomously “perform a heart surgery”!

## Social Media Marketing, Art, And Science

Building 17, Room 105

**Astrid Cruz and Tricia Tulipano** — *Vice Presidents, Social Media Insights and Analysis, Wells Fargo*

More than ever brands are using social media to engage with consumers — from advertising to customer service, social media is becoming an increasingly important function within companies. In this interactive workshop, you will learn about social media trends, how brands are using social media, and what this can mean for you as a future career option.

## Build A Mars Communication Uplink

Building 17, Room 107

**Sol Meza** — *Project Manager, Trailhead, Salesforce*

In order to prepare the settlement for human habitation by our goal date of 2020 we'll need all hands on deck. Complete our latest project, “Build a Mars Communication Uplink,” to help Trailhead take the first steps towards life on Mars. With this hands-on project, you'll use online tools to communicate with the rover and save the day!

## Resume Building And Personal Branding

Building 17, Room 205

**Luz Gonzalez** — *Founder and CEO, Konviv*

Interested in getting an internship or creating a resume? Wonder how you can meet more professionals and find great mentors? Come learn about negotiations, networking, looking for internships, and professional development.

## Managing Your (Tech) Brand

Building 17, Room 203

**Edgardo Perez** — *Site Director, Braven*

**Antoinette Martin** — *Founder, Braven*

The objective of the workshop is to provide young women in high school strategies for building an online brand that will help them highlight their passion for STEM<sup>2</sup>/tech. We believe that this strategic focus on brand will help set them apart in the internship and college application processes. Parents are also welcome to join as they think about how to build their brands professionally and support their children in managing theirs.

## Arduino 101: The Computer Board That Recognizes Gestures

Building 17, Room 207

**Afifa Tawil** — *Program Manager, Intel*

Learn the basics of coding with an Arduino! Arduino is an open-source computer chip. Arduino boards are able to read inputs — light on a sensor, a finger on a button, or a Twitter message — and turn it into an output — activating a motor, turning on an LED, publishing something online.

## Keys To Success

Building 3, Room 142

**Blanca Herrera** — *Director of Educational Technology, Imagine K – 12*

Come learn what it takes to be successful and what type of resources you can tap into for earning success including mentorship, education, health, and the people that you surround yourself with.

## Google Expedition VR

Building 17, Room 209

**Gabriel Alatorre and Jongki Suwandi** — *Software Engineers, Google*

Take a virtual field trip to anywhere in the world (and even out of this world!) using Google Virtual Reality Headsets!

# PARENT WORKSHOPS

## (TALLERES PARA LOS PADRES)

### Morning Workshops

#### Como Ayudar A Sus Hijos a Entrar A La Universidad

Building 6, Room 101

**Elizabeth Paniagua** — HS Counselor, International High School Holy Names Upward Bound

Este taller enseñara los cursos y exámenes fundamentales para la admisión a las universidades públicas y privadas fuera o dentro del estado de California. También se discutirá como puede uno apoyar a sus hijos emocionalmente para que estén listos para matricularse y graduarse de la universidad y se conviertan en grandes líderes en su comunidad.

#### College Readiness 101

Building 6, Room 103

**Mayra Arellano** — Recruiter, Cañada College

This workshop will cover the basics of being academically prepared for public and private college admissions, in or out of California. We will review subject requirements and college admissions testing. We will also discuss best practices to emotionally support your child so they can be ready to enroll and graduate from college and be future leaders in the community.

### Afternoon Workshops

#### Ayuda Financiera Para El Exito Escolar De Mi Hija/o: Becas, Prestamos Y Otros Temas Financieros

Building 6, Room 101

**Benigno Salazar** — AVP, Marketing Analytics Strategist, Rabobank

Es muy importante entender los costos de la Universidad y el tipo de ayuda financiera que su hija puede obtener. En este taller aprenderá sobre becas, préstamos y diferentes técnicas financieras para asegurarse de que su hija se gradúe con el menor nivel de préstamos. Hay muchos recursos financieros, lo importante es empezarse a preparar hoy.

#### How To Get Students Into STEM<sup>2</sup>

Building 6, Room 103

**Consuelo Cervantes** — HR Manager, Intel

This workshop will focus on techniques to motivate your student to be interested in a STEM<sup>2</sup> related career.

# FAMILY PLEDGE TO PURSUE STEM<sup>2</sup> FIELDS

We, the \_\_\_\_\_ family, pledge from this day forward to do our very best to assure that we receive the best possible education by working together in all aspects of schooling and by supporting our daughter's pursuit of college and the possibility of a career in a STEM<sup>2</sup> field.

## STUDENT

I, \_\_\_\_\_  
as a student pledge to...

**EXCEL** academically and get the necessary help needed when I find myself not understanding and struggling in school.

**EXHIBIT** curiosity about how the natural world and things work. I will be inquisitive and ask questions!

**EXPAND** my knowledge about STEM<sup>2</sup> related topics that interest me by going to local museums and libraries.

**BUILD** things, put things together, and take them apart!

**ATTEND** STEM<sup>2</sup> and leadership related summer camps, conferences, internships, volunteer opportunities, and/or school-based programs.

**FIND** a female role model and mentor in a STEM<sup>2</sup> field.

**GO** to college and pursue a STEM<sup>2</sup> related major/career.

**UNDERSTAND** that if I try really hard at something, I know I will succeed.

**BELIEVE** that whatever boys can do, girls can do, too!

Signature: \_\_\_\_\_

## PARENT

I, \_\_\_\_\_  
as a parent pledge to...

**MODEL** good work ethic.

**ENCOURAGE** interest in reading, learning, problem solving, and asking questions about the world by visiting local museums and going to the library.

**NURTURE** interest in knowing how things work, building things, putting things together, and designing technologies.

**STIMULATE** curiosity and inquisitiveness through creative play and experimentation.

**EXPOSE** her to STEM<sup>2</sup> fields through summer camp experiences, conferences, internship/volunteer opportunities, mentorship, and school-based programs.

**EXPECT and PRIORITIZE** a college education; considering STEM<sup>2</sup> careers when planning for the future.

**RECOGNIZE and CELEBRATE** her achievements along the way!

**INSTILL** confidence by telling her she is smart enough!

Signature: \_\_\_\_\_

# PROMESA FAMILIAR DE FOMENTAR CARRERAS EN STEM<sup>2</sup>

Nosotros, la familia \_\_\_\_\_, promete desde este día, hacer lo mejor posible para asegurar que recibimos la mejor educación, al trabajar juntos en todos los aspectos de la enseñanza, por medio de apoyar a nuestros hijos a que vayan al colegio, así como a la posibilidad de una carrera que hay en los campos de STEM<sup>2</sup>.

## ESTUDIANTE

Yo, \_\_\_\_\_  
como estudiante prometo...

**SOBRESALIR** académicamente y adquirir la ayuda necesaria cuando me doy cuenta que no entiendo o me esfuerzo por aprender algo.

**EXHIBIR** la curiosidad sobre el mundo natural y como funcionan las cosas. Seré inquisitivo y hacer preguntas.

**EXPANDER** mi conocimiento acerca de los tópicos relacionados con STEM<sup>2</sup> que me interesan

**CONSTRUIR**, armar, y desarmar cosas.

**ENCONTRAR** un modelo de role femenino y mentor en el campo de STEM<sup>2</sup>.

**IR** al la universidad e iniciar un carrera en STEM<sup>2</sup>.

**INTENDER** que si me esfuerzo realmente en algo, yo tendré éxito!

**CREER** que todo lo que los hombres puedan hacer, las mujeres también!

Firma:

\_\_\_\_\_

## PADRES DE FAMILIA

Yo, \_\_\_\_\_  
como padre o madre prometo...

**MODELAR** buena ética de trabajo.

**MOTIVAR** el interés en la lectura, aprendizaje, resolviendo problemas, haciendo preguntas acerca del mundo.

**TENER** interés en como funcionan las cosas, edificando, armando cosas y diseñando tecnologías.

**ESTIMULAR** la curiosidad por medio de juegos creativos y experimentación.

**EXPONERLOS** a los campos de STEM<sup>2</sup>, atreves de los campamentos de verano, conferencias, oportunidades de trabajo voluntario, guías de instructores, y/o programas basados en la escuela.

**ESPERAR y dar PRIORIDAD** a la educación universitaria y cuando se planea el futuro considerar las carreras de STEM<sup>2</sup>.

**RECONOCER Y CELEBRAR** sus éxitos durante su trayecto.

**INCULCAR** confianza diciéndole que si es inteligente!

Firma:

\_\_\_\_\_

# NOTES

**Share your experiences with family and friends!**



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