

20TH ANNUAL INTERNATIONAL
WOMEN'S BUSINESS SYMPOSIUM

2024

**DANCING
BACKWARDS IN HIGH**



HEELS

From
PAST, FUTURE &
BEYOND

*Empowering Women in
Business Today!*

THURSDAY, MAY 30, 2024
**SPONSORSHIP
GUIDE**

LOCATION

**Centennial Banquet and
Conference Center**

**11199 Sgt. E. Churchill
Fort Bliss, Texas 79908**

CALL US FOR INFORMATION

915.566.4066 EXT. 32

THE MOST REMARKABLE
WOMEN'S BUSINESS
SYMPOSIUM IN THE REGION



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**DANCING
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HEELS**



GET YOUR TICKETS!

**Don't wait any longer!
Secure your tickets now!**

PRICES:

\$ 95

General All-Day Pass (Non-Members)

\$ 85

EPHCC Members All-Day Pass
(Military/Student)



CONTACT US

PHONE

915.566.4066 EXT. 32

EMAIL

KTONCHES@EPHCC.ORG

or

Check page 23 for registration form!

OUR THEME

DANCING
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From
PAST, FUTURE &
BEYOND

*Empowering Women in
Business Today!*

Since our WBBC is celebrating it's 20th Annual International Women Symposium we tailored our theme to touch the nostalgia and to render tribute to our previous celebrations remembering our former panelists, our previous topics and the event as a space of constant change and adaptation. Simultaneously, proving insights on how our event has grown to the present day and how it will keep evolving in the future to keep inspiring and creating a legacy within the El Paso community.



- **A FORUM TO LEARN & INSPIRE!**

Join our 20th Annual International Women's Business Symposium! Elevate your knowledge, and inspire others in our dynamic learning forum composed of many strong and wise women from our community.

- **NETWORKING OPPORTUNITIES!**

Building bridges, breaking limits. Elevate your journey through networking opportunities all day long with well-known companies locally and nationally you will get a chance to experience their exceptional work.

- **SHARING CHALLENGES!**

Embrace the power of vulnerability. This forum serves as a space to share and learn from your daily business and personal challenges and turn them into triumphs.

- **COMING TOGETHER!**

We celebrate the power of coming together - Sometimes the social factors makes us have to separate from each other and resolve on our own, we commemorate every voice and point of view as it adds to the symphony of change.

- **PERSON-TO-PERSON FORUM!**

The power of face-to-face conversations in a digital world is priceless. Join our person-to-person forum and experience the potential to build incredible communities together.

Hosted by the Women's Business Border Center
(Operated by your El Paso Hispanic Chamber of Commerce)



**EL PASO
HISPANIC
CHAMBER OF COMMERCE**
Advocating for Your Business Success.



**WOMEN'S
BUSINESS
BORDER CENTER**
In partnership with the El Paso Hispanic Chamber of
Commerce and the U.S. Small Business Administration



POWERED BY
SBA
U.S. Small Business
Administration

OUR MISSION

DANCING
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The Women Business Border Center is a Technical Assistance Center (a joint partnership of the SBA & operated by the EPHCC). Our mission is to assist women in achieving their entrepreneurial dreams, by helping them to start and run businesses, regardless of social or financial disadvantages, race, ethnicity, or business background.

Proud SBA resource partner
for 24 years!

OUR PROGRAM

The Women's Business Border Center's (WBBC) Key programs and initiatives demonstrate the commitment, support, and growth of business in the El Paso region.

Your WBBC takes pride in serving individuals who want to start and grow their business and fulfill the U.S. Small Business Administration's Office of Women's Business Ownership mission, which is to help women overcome continuing barriers to success.

From
PAST, FUTURE &
BEYOND

*Empowering Women in
Business Today!*

WHO WE ARE

2001

Our goal is to empower entrepreneurs in the Southwest. Our Technical Center is operated by the El Paso Hispanic Chamber of Commerce and partially funded by the U.S Small Business Administration. We teach our clients a clear pathway to entrepreneurship.

THE 1ST

The first of 145 Women's Business Centers to be co-located with a Hispanic Chamber of Commerce in the United States. Joining forces to unlock full entrepreneur potential!

WOSB

Official 3rd Party Certifier for the SBA's Women-Owned Small Business (WOSB) and Economically Disadvantaged Women-Owned Small Business (EDWOSB) federal contracting program.

2014 & 2018

We competed against 19 Women Business Centers in the region and we won the 2014 & 2018 Regional Women's Business Center of Excellence Award (by the Region VI, U.S. Small Business Administration).

2021

WBC Program Director Recognized as national Boots to Business Instructor of the year in the WBC category.

WHAT WE DO!

01

Provide information to help the small business owner move towards intended results.

NETWORKING EVENTS

03

To identify the appropriate certification for your small business to allow for new opportunities

TRAININGS

TECHNICAL ASSISTANCE

02

Meet in a social setting to gather together and make connections to better and expand business.

SMALL BUSINESS CERTIFICATIONS

04

- Business Startup
- Entrepreneurial Trainings
- Networking Forums
- Business Development
- Government Contracting
- Social Media
- Customer Services

2024 SYMPOSIUM VENUE

Centennial Banquet & Conference Center

2024 will be a great year for our 20th Annual International Women Symposium celebrating many important aspects of our history with special topics of general interest! Contemplating these many activities we definitely need a venue that has all the things needed to have our biggest and more successful event ever!

The Centennial Banquet and Conference Center will be witness to many inspiring and incredible women that will showcase their ways to make life an incredible experience, with capacity to have more than 600 attendees, 25+ speakers, performers, beauty line, professional photography and much more.

All included in this majestic lane located in Fort Bliss, TX.



You can obtain your day pass by pre-registering here:

<https://pass.aie.army.mil>

Cutting Edge Award

Recognizing a woman who is at the helm of the industry that they represent. This leader has a proven track record of success in ascending the highest ranks of leadership. This honoree is breaking boundaries and leading the charge for all women.

2023



JESSICA CHRISTIANSON

Vice President Sustainability & Energy Solutions, El Paso Electric

2022



EMMA SCHWARTZ

Founder & Entrepreneur at Samaritan Trade & Technologies & Ecotone Investment Fund

2021



BARBARA ARMENDARIZ

General Manager, Subaru of El Paso

2019



IRMA BOCANEGRA

AT&T

Paradigm Award

Recognizing a local female business owner leading the way to success and best epitomizes the definition of "Paradigm" ... to set an example or to serve as a model of innovation and entrepreneurial success in the city's emerging business community!

2023



MONICA MORENO & VELIA BERTA

President & Founder, The Job Connection & Outsource Connection

2022



ROSE BEARD

President, Hirby Pest Control

2021



LAURA RAYBORN

Foliage Salon & Spa

2019



MELISSA MYESE GOLDBERG

Pizza Joint Owner

Setting New Heights Award

Recognizing a woman from the community that has made significant growth or development in the community or in the organization that she represents. This woman has climbed new heights and has set platforms and opportunities for others!

2023



1ST SG SARA FREDERICHS

1st Battalion, 37th Armored Regiment, U.S. Army, Ft. Bliss, Texas

2022



SYLVIA BORUNDA FIRTH

President 2021-2022 State Bar of Texas

2021



LIZ CARL

Benefit Solutions

2019



VERONICA ESCOBAR

Congress woman

Strive & Thrive Award

Recognizing a local female business owner that was able to remain in operations, retain employees and overcome adversity during the most difficult times, and stayed on track for business success.

2023



AMBER GARCIA

Owner, Amber's Coffee Bar

2022



MARTHA ARANA

President of 9Round Kickboxing Fitness

2021



CYNTHIA MICOLETTI

Holistic Meals

DANCING BACKWARDS IN HIGH HEELS



**DON'T FORGET TO
SNAG YOUR SPONSORSHIP SPOT!**

2024 HIGHLIGHTS

Breakout Sessions:

**Women in Non-Traditional Roles:
Breaking Barriers and Redefining
Norms.**

**Women Leading in Generational
Businesses.**

**Women Leading in the Franchising
Industries in the Region.**



**Young Entrepreneurs
Under 30.**

**Women Leading the
Changing Landscape in the
Hospitality Industry.**

**Women in Personnel
Management: The Best Way to
Retain and Attract New Talent
to Your Business.**

ADVANTAGES OF ATTENDING

BEAUTY LANE

Our attendees will receive massages, Dior products, styling, accessorizing products and much more.

PROFESSIONAL HEADSHOTS

Feel like a movie star! Make sure to capture your professionalism in pixels and look incredible on your business card.

GOODY BAGS

Unwrapping joy & amazing products! Because Every Celebration Deserves a Little Extra Fun.

INTERACTIVE QUESTIONS

You will get the chance to unveil all your questions and concerns with our panelists who are experts in different fields.

DICHOS DE MI MADRE BOOKLET

Render homage to the legacy of your family with this beautiful dynamic showcasing very wise sayings to inspire others.

MED WEEK MBDA RECEPTION

Minority Enterprise Development (MED) Week Awards Ceremony recognizing minority, business owners and champions!

DELICIOUS BREAKFAST & LUNCH

Starting the day right with a plate full of sunshine. Delicious breakfast vibes turning into a delightful lunch feast!



WE CORDIALLY INVITE YOU TO SUPPORT THE SYMPOSIUM & SEND YOUR TEAM!

CURRENT SPONSORS

THANK YOU FOR YOUR SUPPORT!

RUBY SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSOR



COPPER SPONSORS



BRONZE SPONSOR



CALL US TO RESERVE YOUR SPOT:
915.566.4066 EXT. 32

WHAT IS IT?

- A FORUM TO LEARN!
- NETWORKING OPPORTUNITIES!
- SHARING CHALLENGES!
- COMING TOGETHER!
- PERSON-TO-PERSON FORUM!

PERKS OF ATTENDING!

- BEAUTY LANE
- PROFESSIONAL HEADSHOTS
- GOODY BAGS
- INTERACTIVE QUESTIONS
- DICHOS DE MI MADRE BOOKLET
- OVER 30 BUSINESSES SHOWCASING PRODUCTS & SERVICES!



Check Out Sponsorship Guide
BECOME A SPONSOR, CALL US!



**DANCING
BACKWARDS IN HIGH
HEELS**



**DIAMOND
Sponsor**

\$20,000

Benefits:

- 40 All-day Symposium passes with reserved tables at breakfast and premium seating at lunch in front of the event main area.
- Recognized as the Premier Sponsor and the opportunity to create a speech (3 minutes) to be broadcast through our moderator.
- Diamond sponsor heading on all marketing.
- Hyperlinked logo on WBBC website as; Diamond Sponsor.
- Award ceremony MC opportunity.
- Breakfast or luncheon with keynote sponsor.
- Logo printed and feature on stage visible to the entire audience.
- Logo is prominently placed on all TV commercials airing on local television.
- 2 min commercial video of your choosing to be played at the conference.
- Your QR code feature on the guest's tables.
- Recognized as the Diamond Sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo included in WBBC weekly online newsletter as the Diamond Sponsor.
- 2 months of free 5"x7" ad of your choosing to be displayed in the WBBC weekly newsletter as a Diamond sponsor.
- Logo prominently placed on all film media advertisements leading up to the conference.
- First right of refusal for the following years Women's Symposium.
- Full-page ad towards the beginning of the program.
- Your promotional materials are included in attendee bags.
- Announced during meals as a Diamond Sponsor.
- Logo in the program as a Diamond Sponsor.
- Logo on event signage as a Diamond Sponsor.
- Prominently placed exhibit booth in vendor hall (8ft table self-contained extra charge for an electrical outlet).
- Included in sponsor acknowledgment video at the end of the Symposium.

DANCING BACKWARDS IN HIGH HEELS



SAPPHIRE Sponsor

\$15,000

Benefits:

- 30 All-day Symposium Passes.
 - Sapphire Sponsor heading on all marketing.
 - Hyperlinked logo on the WBBC website.
 - Award ceremony MC opportunity.
 - Breakfast or luncheon keynote sponsor.
 - Logo printed on stage and visible to the entire audience.
 - Logo is prominently placed on all TV commercials.
 - 1 min commercial video of your choosing to be played at the conference.
 - Recognized as the Sapphire Sponsor in the sponsor acknowledgment video played throughout the conference.
 - Logo included in WBBC weekly online newsletter as the Sapphire Sponsor.
 - 1 month of free 4" x 6" ad of your choosing to be displayed in the WBBC weekly newsletter as a sapphire sponsor.
- Logo prominently placed on all film media advertisements leading up to the symposium.
 - Full-page ad towards the beginning of the program.
 - Your promotional materials included in attendee bags
 - Announced during meals as a Sapphire Sponsor.
 - Logo in the program as a Sapphire Sponsor.
 - Logo on event signage as a Sapphire Sponsor
 - Prominently placed exhibit booth in vendor hall (8ft table self-contained extra charge for an electrical outlet).
 - Included in sponsor acknowledgment video at the end of the symposium.

**DANCING
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**EMERALD
Sponsor**

\$10,000

Benefits:

- 20 All-day Symposium Passes.
- Emerald Sponsor heading on all marketing
- Hyperlinked logo on the WBBC website.
- Award ceremony MC opportunity.
- Breakfast or luncheon keynote sponsor.
- Logo printed on stage and visible to the entire audience.
- Logo is prominently placed on all TV commercials.
- Logo included in WBBC weekly online newsletter as the Emerald.
- Logo prominently placed on all film media advertisements leading up to the conference.
- Live streaming interview for social media (story).
- 2 weeks displayed the free QR code in WBBC weekly newsletter.
- Your promotional materials are included in attendee bags.
- Announced during meals as an Emerald sponsor.
- Recognized as the Emerald Sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo in the program as a Emerald Sponsor.
- Logo on event signage as a Emerald Sponsor.
- Prominently placed exhibit booth in vendor hall (8ft table self-contained extra charge for electrical outlet).
- Included in sponsor acknowledgment video at the end of the symposium.

Experience This Event!

**DANCING
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**RUBY
Sponsor**

\$7,500

Benefits:

- 15 All-day Symposium Passes.
 - Ruby Sponsor heading on all marketing.
 - Hyperlinked logo on the WBBC website.
 - Award ceremony MC opportunity.
 - Breakfast or luncheon keynote sponsor.
 - Logo printed on stage and visible to the entire audience.
 - Logo is prominently placed on all TV commercials.
 - Logo included in WBBC weekly online newsletter as the Ruby sponsor.
 - Logo prominently placed on all printed marketing materials.
 - 2 weeks displayed the free QR code in WBBC weekly newsletter.
 - Your promotional materials are included in attendee bags.
- Logo in the program as a Ruby Sponsor.
 - Logo on event signage as a Ruby Sponsor.
 - Announced during meals as a Ruby Sponsor.
 - Recognized as the Ruby Sponsor in the sponsor acknowledgment video played throughout the conference.
 - Prominently placed exhibit booth in vendor hall (8ft table self-contained extra charge for electrical outlet).
 - Included in sponsor acknowledgment video at the end of the symposium.

Attend & Get Inspired!

**DANCING
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**PLATINUM
Sponsor**
\$5,000

Benefits:

- 10 All-day Symposium Passes.
- Platinum Sponsor heading on all marketing.
- Hyperlinked logo on the WBBC website.
- Breakfast or luncheon keynote sponsor.
- Logo printed on stage and visible to the entire audience.
- Logo is prominently placed on all TV commercials.
- Logo included in WBBC weekly online newsletter as the Platinum sponsor.
- Recognized as the Platinum Sponsor in the Sponsor acknowledgment video played throughout the conference.
- Logo prominently placed on all printed marketing materials.
- Your promotional materials are included in attendee bags.
- Logo in the program as a Platinum Sponsor.
- Logo on event signage as a Platinum Sponsor.
- Announced during meals as Platinum Sponsor.
- Prominently placed exhibit booth in vendor hall (8ft tables self-contained extra charge for electrical outlet).
- Included in sponsor acknowledgment video at the end of the symposium.

Don't miss out!
Reserve Now!

**DANCING
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**GOLD
Sponsor
\$2,500**

Benefits:

- 6 All-day Symposium Passes.
- Goal Sponsor heading on all marketing.
- Logo on event signage as Gold sponsor.
- Logo is prominently placed on all TV commercials.
- Logo included in WBBC weekly online newsletter as the Gold sponsor.
- Company name or logo on WBBC websites.
- Recognized as the Gold Sponsor in the sponsor acknowledgment video played throughout the conference.
- Promotional materials are included in attendee bags.
- Logo in the program as a Gold Sponsor.
- Announced during meals as Gold Sponsor.
- Prominently placed exhibit booth in vendor hall (8ft tables self-contained extra charge for electrical outlet).
- Included in sponsor acknowledgment video at the end of the symposium.

Limited Sponsorship Available!

**DANCING
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**SILVER
Sponsor**

\$1,500

Benefits:

- 4 All-day Symposium Passes.
- Your promotional materials are included in attendee bags.
- Logo included in WBBC weekly online newsletter as Silver Sponsor.
- Recognized as the Silver Sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo on event signage as Silver Sponsor.
- Logo in program as Silver Sponsor.
- Company Logo on WBBC websites as Silver Sponsor.
- Prominently placed exhibit booth in vendor hall (8ft table self contained. Extra charge for electrical outlet).
- Announced during meals as Silver sponsor.
- Included in sponsor acknowledgment video at the end of the symposium.

**Book Your Spot For An
Unforgettable Experience!**

**DANCING
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**COPPER
Sponsor
\$1,000**

Benefits:

- 2 All-day Symposium Passes.
- Acknowledged as a Copper Sponsor on WBBC websites, with close to 16,000 like & followers.
- Logo included in WBBC weekly online newsletter as a Copper Sponsor.
- Recognized as Copper Sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo in program as Copper Sponsor.
- Company name or logo on WBBC websites.
- Included in sponsor acknowledgment video at the end of the symposium.
- Prominently placed exhibit booth in vendor hall (8ft table self contained. Extra charge for electrical outlet).

**Get Your Tickets & Be Part
Of The Excitement!**

**DANCING
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**BRONZE
Sponsor**

\$ 750

Benefits:

- 2 All-day Symposium Passes.
- Acknowledged as a Bronze Sponsor on WBBC websites, with close to 16,000 like & followers.
- Logo included in WBBC weekly online newsletter as a Bronze sponsor.
- Recognized as the Bronze Sponsor in the sponsor acknowledgment video played throughout the conference.
- Logo in program as Bronze Sponsor.
- Company name or logo on WBBC websites.
- Included in sponsor acknowledgment video at the end of the conference.

Call us Today:

915.566.4066 EXT. 32

AN EXCLUSIVE OPPORTUNITY TO SHOWCASE YOUR BUSINESS
AT THE MOST NOTABLE WOMEN'S BUSINESS SYMPOSIUM IN
THE SOUTHWEST.

**DANCING
BACKWARDS IN HIGH
HEELS**

Register Today!



Select one and return your registration form via fax (566-9714) or email.

Contact: Kelsy Tonches
ktonches@ephcc.org

Phone:
915.566.4066 EXT. 32

LOCATION:

CENTENNIAL BANQUET AND CONFERENCE CENTER

11199 Sgt. E. Churchill Fort Bliss, Texas 79908

7:30AM-5:00PM

THURSDAY, MAY 30, 2024

Are you Ready?





SPONSORSHIP REGISTRATION

Please choose your sponsorship below.
Fill out all that applies.

DANCING BACKWARDS IN HIGH HEELS

PERSONAL INFORMATION

Full Name :

Company/ Organization

Address :

Date: / /

Email :

Phone Number:

Business Number:

FOOD ALLERGIES OR PREFERENES?

GLUTEN VEGAN

VEGETARIAN LACTOSE INTOLERANT

PAYMENT OPTIONS

(payment is not refundable)

Check/ Money Order

Cash

Credit Card (AMEX, VISA, MC)

Invoice Me (Sponsors only)

Credit Card Number

Expiration Date

CVV Billing Zip Code

SPONSORSHIPS INFORMATION

Please choose your sponsorship below.

DIAMOND \$20,000 <input type="checkbox"/>	SAPPHIRE \$15,000 <input type="checkbox"/>	EMERALD \$10,000 <input type="checkbox"/>
RUBY \$7,500 <input type="checkbox"/>	PLATINUM \$5,000 <input type="checkbox"/>	GOLD \$2,500 <input type="checkbox"/>
SILVER \$1,500 <input type="checkbox"/>	COPPER \$1,000 <input type="checkbox"/>	BRONZE \$750 <input type="checkbox"/>



Authorized Signature



REGISTER TODAY!

INDIVIDUAL TICKETS

DANCING BACKWARDS IN HIGH HEELS



PERSONAL INFORMATION

Full Name :

Company/ Organization

Address :

Date: / /

Email :

Phone Number:

Business Number:

FOOD ALLERGIES OR PREFERENES?

GLUTEN VEGAN

VEGETARIAN LACTOSE INTOLERANT

PAYMENT OPTIONS

(payment not refundable)

Check/ Money Order

Cash

Credit Card (AMEX, VISA, MC)

Invoice Me (Sponsors only)

Credit Card Number

Expiration Date

CVV Billing Zip Code

TICKETS

Please fill out all that applies

GENERAL PASS (Non- Member) \$95.00

EPHCC MEMBER Military/Student \$85.00

EARLY BIRD (Member/Speaker) \$75.00

Ticket Quantity

Ticket Quantity

Ticket Quantity

TOTAL AMOUNT

Authorized Signature

CHECK OUT OUR SOCIAL MEDIA

- @wbbs.ephcc
- WBBC
- @ElPasoWBBC

THANK YOU FOR YOUR REGISTRATIO

Turn in your investment form today!

INVESTMENT FORM

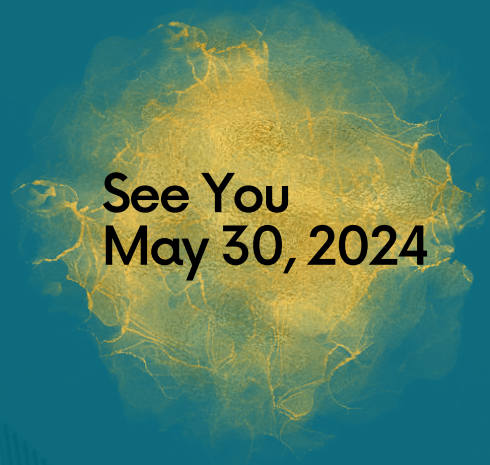
We, _____, commit to sponsoring the 2024 "Dancing Backwards In High Heels" Women's Business Symposium.

Name

Signature

Date

Sponsor Category



**See You
May 30, 2024**

Be part of our movement to drive and empower women in business!
For more information please contact Kelsy Tonches
at 915.566.4066 EXT. 32 or ktonches@ephcc.org



Pro Tips for Success

Achieving a successful participation in our 20th Annual International Women Symposium involves a series of steps.

Make sure to follow for an amazing experience:

01

Complete all of our forms

Make to complete the forms attached in this guide, with this we can easily start managing your presence in the event and release your marketing material



02

Mark your calendars!

Make sure to include our symposium date in your calendar, you deserve a break to better engage and experience our event's spark and inspiration!



03

Fort Bliss Access – Quick and Easy!

Access to military installations like Fort Bliss in our city is restricted and requires a pass for security reasons. You can pre-register online: <https://pass.aie.army.mil>



04

Dress Business Appropriated

Embrace the power of professionalism. Dressing business-appropriate for success.



05

Don't forget to pack those snazzy business cards.

Ready to make lasting impressions! ✨ Don't forget to pack those snazzy business cards – your key to networking success.



06

Make sure to visit our silent auction area

Amazing items and experiences will be available to bid in real time.





Sponsorship Guide

DANCING BACKWARDS IN HIGH HEELS



2024

From
PAST, FUTURE &
BEYOND

*Empowering Women in
Business Today!*

PHONE

915.566.4066 EXT. 32

WEBSITE

www.womenbordercenter.com

05.30.2024

LOCATION

**Centennial Banquet and
Conference Center**

**11199 Sgt. E. Churchill
Fort Bliss, Texas 79908**

SBA's funding is not an endorsement of any products, opinions or services. All SBA funded programs are extended to the public on a non-discriminatory basis. Arrangements for people with disabilities will be made at all times in accordance with the Americans with Disabilities Act of 1990 and associated amendments. Arrangements for people with special needs will be made if requested at least two weeks in advance. Call 915-566-4066 to schedule an appointment.

#LEADERSHIPINHEELS2024