



DIALOGUE ON DIVERSITY

WEALTH, HEALTH, AND ENTREPRENEURSHIP

ENTREPRENEURSHIP : A KEY FORCE IN BUILDING A VITAL ECONOMY

OCTOBER 1, 2009 – 8:00 A.M. – 3:30 P.M.
SALÓN DE ACTOS – UNIVERSIDAD DEL ESTE

CONFERENCE AGENDA

Conference proceedings to be webcast (Spanish translation available)

8:00 a.m. Registration and Continental Breakfast

8:45 a.m. Welcome: Beginning the Dialogue

Greetings:

Ma. Cristina C. Caballero, President/CEO, Convenor

Lcdo. Alberto Maldonado Ruiz, Chancellor, Universidad del Este

Dr. José F. Méndez, President, Ana G. Méndez University System

Master of Ceremonies:

Dr. Maritza I. Espina, Dean, School of Business Administration,
Universidad del Este

9:00 a.m. **HEALTH SERVICES INDUSTRY: THE GOLDEN GOOSE OF TODAY AND TOMORROW**

Socorro Rivas Rodríguez, CPA, Member, Board of Directors, Triple S

Ms. Yolanda Huertas, Assistant Secretary of Medical Services and Nursing,
Puerto Rico Health Department

Nancy Vega, Former Director, Health Services Administration of Puerto Rico

10:00 a.m. **AVAILABLE RESOURCES FOR WOMEN IN ENTREPRENEURSHIP**

Lizzie Rosso, CPA, President, Economic Development Bank of Puerto Rico

Ms. Eva Vázquez, Senior Associate, Grupo Guayacán, Inc

Ms. Vanessa Mejía, Director, Instituto Empresarial para la Mujer

11:15 Coffee Break

11:30 A.M. **YOU COULD DO IT: SUCCESS STORIES OF ENTREPRENEURS**

Mrs. María Arteaga, Vice President, Home Instead Senior Care

Mrs. Melba Fitueroa, President, Bloques Carmelo

Ms. Ileana Duran Santini, Vice President, COO, IR Consultant Groups

12:30 p.m. **LUNCH SESSION**

Keynote Speakers:

Hon. Luís G. Fortuño, Governor of Puerto Rico [invited]

Midday Session featured speakers:

Jacqueline Marie Matos, President, Puerto Rico Minority Supplier Development Council

Dr. Eneida Torres de Duran, writer on Human Capital

Melissa Bishop-Murphy, Pfizer Pharmaceuticals: Their Role in Contemporary
Medicine, and the Shape of the Pharmaceutical Industry

Representative, Supplier Diversity, Lockheed Martin [invited]

2:00 p.m. **CONCLUDING REMARKS AND ADJOURNMENT**

Antonio Monroig, Partner, Lasa, Monroig, and Veve, LLP, Washington, D.C.

Ma. Cristina Caballero, President, CEO, Dialogue on Diversity

Lcdo. Maldonado-Ruíz, Chancellor, Universidad del Este

2:30 p.m. **INTERACTIVE SESSIONS WITH COMPANY REPRESENTATIVES. ENTREPRENEURS
MEET ENTREPRENEURS**

An informal time to chat with company procurement representatives and to meet and compare notes as you network with fellow entrepreneurs.

Pfizer, Lockheed Martin, Merck Pharmaceuticals, Johnson and Johnson, **Lizzie Rosso**,
President, Economic Development Bank of Puerto Rico, **Ms. Eva Vázquez**, Senior Associate,
Grupo Guayacán, Inc., **Jacqueline Marie Matos**, Puerto Rico MSDC

[4:00 p.m. **RECEPTION** for Speakers, Sponsors, and Guests. Awards presentation
and acknowledgment of attending corporations and guests.]