



# MUJERES TRANSFORMADORAS: DE LA POBREZA AL PODER

FEBRERO. 6-10, 2012 • LA JOLLA, CALIFORNIA



Instituto de  
las Américas

## Sunday, February 5, 2012

International participants arrive San Diego. Registration at the Holiday Inn Express Old Town

18:00 | Dinner (Please ask for the boxed meal at the Reception Desk)

19:00 – 20:00 | Workshop international participants informal introductions

## Monday, February 6, 2012

6:00 - 8:00 | Breakfast, Holiday Inn Express Old Town

8:15 | Transport to the Institute of the Americas (Weaver Center)

### 9:00 | Opening and Welcome: Public Conference

**Ambassador Charles S. Shapiro**  
President, Institute of the Americas  
**S. Lynne Walker**  
Vice President, Institute of the Americas  
**Lee Tablewski**  
Director of Training, Institute of the Americas

### 9:15 – 10:30 | Women's Leadership and Innovation: Improving Lives in Latin America

**Moderator: Ambassador Charles S. Shapiro**  
President, Institute of the Americas  
**Inés Bustillo, Ph.D.**  
Director, Washington Office, UN Economic Commission for Latin America & the Caribbean

10:30 | Coffee break

### 11:00 – 12:15 | Empowered Women as Catalysts for Economic and Social Change

**Deborah Szekely**  
Co-Founder, Rancho La Puerta. Founder, Fundación La Puerta, Tecate, Mexico. Co-founder of the modern health and fitness movement. Former President and CEO of Inter-American Foundation. Former principal delegate to the Inter-American Commission on Women, Organization of American States. San Diego/Tijuana Citizen of the Year. Mrs. San Diego.

12:30 | Lunch, Duetz Room, Institute of the Americas. In honor of Ms. Szekely.

### 14:00 – 15:00 | Presentation by the Participants in the Workshop

**The Workshop Participants**  
Who we are, our need and our idea. Comments by the Workshop Faculty.

### 15:00 – 16:30 | How Every Woman Is a Changemaker: The Ashoka Experience

**Alicia Leal**  
Director of the Fellows Network, Ashoka Mexico and Central America. Founder, Alternativas Pacíficas, A.C. Founder of the first women's shelters in Mexico.

16:30 | Coffee break

### 16:45 – 17:15 | Discussion at the Close of Day 1

- Exchange of perceptions and reactions by the workshop participants
- 17:30 | Transport to the Hotel Holiday Inn Express Old Town
- 18:30 | Meet in lobby, transport or walk to La Piñata Restaurant, Old Town
- 20:30 | Transport to the Hotel Holiday Inn Express Old Town

## Tuesday, February 7, 2012

- 6:00 – 8:00 | Breakfast, Holiday Inn Express Old Town
- 8:15 | Transport to the Institute of the Americas (Weaver Conference Center)
- 9:00 - 10:00 | **Mujeres Transformadoras: Doing Social Good While Doing Well Economically**  
Florence Cassassuce  
 Founder, 100% Agua Limpia Para México - Grupo EOZ. CNN Hero Finalist, Defending the Planet (2007). Winner, World Bank Development Marketplace (2006)
- 10:00 | Coffee break.
- 10:15 – 12:15 | **Continuation: Addressing our Opportunities and Challenges**  
A conversation with Florence Cassassuce and Workshop Participants
- 12:30 | Lunch, The Bistro Restaurant, UC San Diego
- 14:00 – 16:00 | **Tools for Funding and Implementing Our Ideas**  
Martha Dudenhoeffer Kolodny  
 Founder, MAKI International. Empowering the women of Ayacucho, Peru. Del Mar, California. Mobilizing volunteers.  
Robert López  
 Director of Lending, ACCION San Diego. Mobilizing microfinance.
- 16:00 – 16:30 | Coffee Break
- 16:30 – 17:00 | **Discussion at the Close of Day 2**  
Florence Cassassuce  
 Exchange of perceptions and reactions by the workshop participants.
- 17:15 | Transport to the Hotel Holiday Inn Express Old Town
- 19:00 | Transport to Souplantation (Dinner)
- 20:15 | Transport to the Hotel Holiday Inn Express Old Town

## Wednesday, February 8, 2012

- 6:00 – 8:00 | Breakfast, Holiday Inn Express Old Town
- 8:00 | Transport to the International Rescue Committee's "San Diego New Roots Community Garden"
- 8:30 – 11:00 | **The Larger Meaning of Community Gardens for Development**  
Anita Boen  
 Founder, Slow Food URBAN San Diego. Former Director of the Organic Garden, Rancho La Puerta, Tecate, Mexico  
Priya Reddy  
 Community Development and Advocacy Coordinator, Food Security & Community Health , International Rescue Committee San Diego

Multicultural Representatives of New Roots Community Garden

11:30 | Transport to the Jacobs Center for Neighborhood Innovation

12:00 | Lunch (Pizza). Conversation over lunch with Jacobs Center and partners

### 12:15 -14:15 **Community Stakeholders and Neighborhood Development**

**Roque J. Barros**

Member, Board of Directors, Jacobs Center for Neighborhood Innovation and the Jacobs Family Foundation. Former Executive Director of Los Niños, an international grassroots organization doing sustainable community development in the US, Mexico, and Canada.

**Community Coordinators**

Jacobs Center for Neighborhood Innovation

14:15 | Travel to Turning the Hearts Center

### 14:30 – 16:30 **Community and Family Approaches to Overcoming Violence and Discrimination Against Women and Youth Delinquency**

**Alejandra Aceves**

Program Director, Turning the Hearts Center, Chula Vista, California

**Carolina Alcoser Ramos**

Coordinator of Latino – Latina Services for the San Diego Lesbian, Gay, Bisexual, Transgender Community Center, San Diego, California

**Beatriz Villarreal, Ph.D.**

Founder and Director, Mano-a-Mano Foundation, San Diego, California. Educator on intervention to prevent teen pregnancy, gang violence and youth delinquency

16:30 | Travel to The Front Gallery, Casa Familiar, San Ysidro, California.

### 17:00 – 18:30 **How to Survive and do Good Work in Hard Times**

**Irma Castro**

Programs Director, Casa Familiar. Former head, Chicano Federation

**Andrea Skorepa**

President and CEO, Casa Familiar. Casa Familiar offers over fifty programs spanning the program areas of human services, community development, recreation services, technology, arts and culture, and education.

19:30 | Optional cultural visit to Las Americas Outlet Mall. Dinner at the food court, stipend provided.

21:30 | Transport to the Hotel Holiday Inn Express Old Town

## Thursday, February 9, 2012

6:00 – 7:45 | Breakfast, Holiday Inn Express Old Town

8:15 | Transport to the Institute of the Americas

### 9:00 – 10:00 **Women and Innovation: From Honduras to High Tech**

**Rosibel Ochoa, Ph.D.**

Director, William J. von Liebig Entrepreneurism Center, Jacobs School of Engineering, UC San Diego

10:00 – 10:15 | Coffee Break.

### 10:15 – 11:15 **Teach a Woman to Fish: The Role of Faith in Leadership and Development**

**Martha Ranson**

Director, Homeless Women's Services, Catholic Charities, Diocese of San Diego. San Diego Woman's Club's Woman of the Year (2010)

### 11:15 **How Women Leaders can Find Peace Amidst Chaos and Succeed**

**Carolle Jean-Murat, M.D.**

- Founder, Health Through Communications (HTC) Foundation | Angels For Haiti
- 12:15 | Lunch, Friend Plaza of the Institute of the Americas
- 13:30 | **Panel discussion: Women as Entrepreneurs: Our Experience**  
  - Ruben García  
District Director, U. S. Small Business Administration
  - Coleen Lassegard  
Project Director, Noble Environmental Technologies, Inc.
- 15:15 | Coffee Break.
- 15:30 | **Our Challenges and Strategies from Experience**  
  - Session with women entrepreneurs and strategies to address challenges faced by the workshop participants
  - Moderator: Coleen Lassegard  
Project Director, Noble Environmental Technologies, Inc.
- 17:00 | Transport to the Hotel Holiday Inn Express Old Town
- 18:00 | Visit to Mission Valley, dinner location(s) to be decided by group, stipend for meal provided (Dinner)
- 20:30 | Transport to the Hotel Holiday Inn Express Old Town

## Friday, February 10, 2012

- 6:00 – 8:00 | Breakfast, Holiday Inn Express Old Town.
- 8:45 | Transport to the Institute of the Americas (Weaver Conference Center)
- 9:00 -10:15 | **Communication and the Woman Entrepreneur**  
  - S. Lynne Walker  
Vice President, Institute of the Americas
- 10:15 | Coffee Break
- 10:30 - 12:30 | **Final 5-minute presentations by the workshop participants**  
  - S. Lynne Walker and the Faculty of the Workshop  
Feedback and advice
- 12:30 | Lunch, Home Plate, 2<sup>nd</sup> floor, UC San Diego
- 14:00-16:30 | **UC San Diego campus walking tour**
- 16:30 | **Presentation of certificates and close of the workshop**  
  - S. Lynne Walker  
Vice President, Institute of the Americas
  - Lee Tablewski  
Director of the Workshop, Institute of the Americas
- 17:00 | Transport to the Hotel Holiday Inn Express Old Town
- 18:00 | Transport to Sammy's Woodfired Pizza (Dinner)
- 19:30 | Evening free with walking tour of Downtown San Diego
- 21:00 | Transport to the Hotel Holiday Inn Express Old Town