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Local Latina Leadership Conference features Yrma Rico, March 14

Local entrepreneur Yrma Rico will deliver the keynote talk at the 4th annual Local Latina Leadership Conference 2:30-4:30 p.m. Thursday, March 14 at Fresno State.

Presented by the [Center for Women and Culture](#), student group Entre Mujeres and Sigma Omega Nu Latina Interest Sorority Inc., the free, public event will be held in the Henry Madden Library, Room 2206.

Rico's talk, "Why Not Me?," is a motivational presentation that encourages students to complete higher education and continue on a road to success in their professional careers.

The purpose of the conference is "to show students that you can achieve success no matter the obstacles you face throughout your life," said Jocelyn Sahagun, a student assistant and volunteer coordinator at the Center for Women and Culture. Sahagun is a senior from Santa Maria double majoring in Criminology and Psychology.

"Rico always said 'why not me?' and went for all her goals," Sahagun explains. "She will tell her story from where she started and where she is now to inspire students to always keep trying."

Rico, former president and co-owner of Fresno's Weber BMW and former general manager of Denver's Univision television station, serves on Fresno State's Foundation Board of Governors.

She recently published a book, "La Vida Rica: The Latina's Guide to Success," which focuses on career advice based on her professional experiences. Her advice ranges from winning at office politics and surviving bad bosses to becoming a good boss. The book also tackles issues like addressing sexual harassment and everyday challenges faced by Latinas.

Rico is a founding partner of Entravision Communications Corporation, which reaches about 80 percent of the Hispanic population in the U.S. through television, radio and other media.

The event includes door prizes, food and a student art exhibit.

For more information, contact the Women's Resource Center at 559.278.4435.

(Copy prepared by University Communications news student assistant Alejandra Garcia.)

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