



The
**Southwest
Women's**
LEADERSHIP INSTITUTE
**12TH ANNUAL
CONFERENCE**

LIMITLESS LEADERS

OCTOBER 26, 2023

MPOWERED2SUCCEED.COM

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We Salute Women in Leadership!

El Paso Water's future depends on great talent. We emphasize placing our people first, recognizing talent and creating opportunities for leadership and development. We employ some of the finest women in a variety of fields from management, engineering, finance, customer service, legal, purchasing, human resources and more!



epwater.org



Beware of impersonation and shady business practices

El Paso Water urges customers to be vigilant about deceptive notices from companies using scare tactics to sell home filtration systems.

Some businesses are resorting to impersonating El Paso Water employees, which is a third-degree felony.

**Report suspicious activity to EPPD at 915.832.4400
or 915.832.4408 in the county.**

2023 KENOTE SPEAKERS



GAY GADDIS
Founder. Author.
Artist. Trailblazer

KEYNOTE:
*Go Big, Be Bold:
The Power of Cowgirls*



LISA CARRINGTON FIRMIN
Combat vet. Writer. Poet.
Founder/CEO

KEYNOTE:
Leadership: The Warrior Way



BETSY KELLER
County Chief Administrator
El Paso County, Texas



SANDRA LILIA VELASQUEZ
CEO/Founder of Nopalera

KEYNOTE:
*Empowerment Unleashed:
Cultivating Your Greatest
Asset – Yourself!*



ESTELA CASAS
Acclaimed Journalist

KEYNOTE:
A Place to Anchor



ALIANA APODACA
Founder - APC,
Global Speaker

READ THE SPEAKER'S BIOS HERE!





CONGRATULATIONS
TO



ADVOCATE FOR WOMEN LEADERS

2023

Corporate Award

Thank You

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Nayda Gems & Stones
Origami Owl

Pronto Body Shop
Perches Funeral Home
Scentsy
State Farm
Vitanya Brain Performance
Ysleta Mission Gift Shop
Western Governors University
Workforce



LIMITLESS LEADERS

PROGRAM

- 7:30 a.m.** **REGISTRATION** - Continental Breakfast - Networking
- 9:00 a.m.** **WELCOME** - *Aliana Apodaca*, Conference Founder
Gay Gaddis, KEYNOTE: Go Big, Be Bold:
The Power of Cowgirls
- BREAK**
- 11:00 a.m.** *Gloria Aguilera Terry*, Chief Executive Officer
Texas Council on Family Violence
Lisa Carrington Firmin, KEYNOTE: Leadership: The Warrior Way
- 12:00 p.m.** **LUNCH**
- 1:00 p.m.** *Betsy Keller*, Chief Administrator El Paso County
Christina Sanchez, Assistant County Attorney El Paso County
Estela Casas, KEYNOTE: A Place to Anchor
- BREAK**
- 3:00 p.m.** *Sandra Velasquez*, KEYNOTE: Empowerment Unleashed:
Cultivating Your Greatest Asset – Yourself!
- Wrap Up • Door Prizes • Evaluations
- 5:00 p.m.** **CONFERENCE ENDS**

SEE YOU NEXT YEAR!
October 24, 2024
Mark your calendar today!
Mpowered2succeed.com

CELEBRATING
32 YEARS!

Positive
DIRECTIONS ^{CO}

Keynote Speeches, Coaching, Staff Development

THE SOUTHWEST
APC
Administrative Professionals
CONFERENCE

The
Southwest
Women's
LEADERSHIP INSTITUTE

Your Source for Inspiration! Your partner for Change!

**We believe inspired people inspire change in organizations,
our communities and in their personal lives.**

We facilitate INSPIRATION which leads to effective change and transformation.

We help to create cultures of inspired individuals.

We help you to define inspired strategies for the future.

We coach your leaders to live inspired lives and perform with excellence.

We are catalysts for positive change.

We inspire people to live life fully.

We help individuals to step into their full power and potential which helps them create richer and fuller lives personally and professionally thus contributing to their organizations and our communities.

We do this by providing:

- Inspirational Keynote Speeches
- Leadership/Executive Coaching
- Personal Excellence Coaching
- Organizational Consulting
- Culture Change Strategies
- Project Management
- Staff Development & Training



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ALIANA APODACA

GLOBAL SPEAKER/ LEADERSHIP COACH/
CULTURE CHANGE STRATEGIST

f @ in



CASTRO ENTERPRISES, INC.

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