



Women's Economic Empowerment Summit

Lifting #LAFamiliesForward



Raúl Bustillos

TW & IG: @BANKOFAMERICA



Raúl Bustillos is Senior Vice President, Community Relations for Bank of America's Greater Los Angeles region. Raúl provides business, civic and philanthropic leadership for Bank of America throughout Los Angeles County, and works to strengthen communication and integration among the company's local business lines. Raúl works to continuously improve brand favorability in the region and enhance Bank of America's presence in the community.

Raúl has volunteered his time with numerous organizations and served on various boards and advisory committees including the Koreatown Youth & Community Center, La Plaza de Cultura Y Artes, Southern California Grantmakers, American Camp Association Southern California/Hawaii, Archdiocesan Youth Employment Services (AYE), and many others.

Raúl Estrada

TW @CENTRO_AYUDA



Raúl Estrada, Executive Director, CEO of El Centro de Ayuda (ECDA) founded in 1981 as El Centro Substance Abuse Treatment Center. ECDA provides a wide array of programs and services aimed at helping families thrive economically, academically, emotionally and socially. As Executive Director, CEO, he has the responsibility for overseeing ECDA's strategic fiscal, organizational and operational procedures. He came to ECDA in 1981, drawn to the community of East / Northeast Los Angeles because of his passion and larger commitment to fighting poverty through human and mental service reform.

Mr. Estrada is a Commissioner for the County of Los Angeles Commission for Public Social Services, member of the City of Los Angeles Workforce Development Board, member for SCE Center for Financial Empowerment Foundation Board and founding member of the Executive Latino Leadership Association and Alliance for Economic Inclusion.

Veronika Geronimo



Veronika founded Revolution English to reach a large scale of immigrants, support their English-learning, and as a way to get critical information and resources directly into the hands of immigrants. Prior to founding Revolution English, Veronika was supporting grassroots and community-based movement for policy change for more than 15 years. In 2001, Veronika worked with undocumented immigrant students to pass AB 540, California's landmark tuition equity bill for undocumented students. She was also part of a statewide, broad coalition effort to establish state safety-net programs for new immigrants in California. Later, as Director of PALS for Health, she helped establish a Speakers Bureau with Chinese, Spanish, Korean, Japanese, and Thai-speaking immigrants who advocated for language assistance programs across Los Angeles County healthcare facilities.

Veronika has held leadership positions with the Hawaii State Coalition Against Domestic Violence, Hawaii Immigrant Rights Coalition, California Immigrant Policy Center, PALS for Health, and Asian Americans Advancing Justice.

Isaias Hernandez

FB: @MAOF_COMUNIDAD IG: @MAOF_COMUNIDAD TW: @MAOF_COMUNIDAD



Isaias Hernandez serves as the Community Development Director of the Mexican American Opportunity Foundation (MAOF). Under his current role, he focuses primarily on developing, fundraising, and implementing comprehensive grant-based economic empowerment programs and services that impact underserved communities in the East and Southeast region of Los Angeles County. His key responsibilities include program administration and grant management of 12 public and private contracts; building and cultivating key funder and government relations; and, monitoring legislative and regulatory policy impacts affecting underserved communities in Los Angeles County.

Antonia Jiménez

TW: @DPSSANTONIA



Antonia Jiménez was appointed on September 25, 2018, to serve as Director of the County of Los Angeles Department of Public Social Services (DPSS). Having a workforce of nearly 14,000 employees, an annual budget of approximately \$4 billion and providing services to over 3.5 million low-income residents, DPSS is the largest locally-operated social services agency in the nation. Prior to this, Antonia served as the Chief Deputy for DPSS and Deputy Chief Executive Officer for the Children and Families' Well-Being Cluster.

Mariana Montenegro

IG: MARIANAMONTENEGROTV FB: MARIANA MONTENEGROTV



Mariana Montenegro is on-air talent for Univision 34 Los Angeles, the leading Spanish-language network. Mariana is passionate about communicating current events to the public; particularly news and issues that impact the community. Her tenured broadcast experience includes host and co-anchor roles in leading national and regional Spanish-language outlets and programs including Telemundo 52KVEA, KWHY Channel 22, and Azteca America. Mariana is a single mother of two; an 8-year-old son and a 5-year-old daughter. She graduated from Pierce College with an A.A. in Liberal Arts and an ADT in Communication Studies. A supporter of programs that elevate and promote women's equality, economic empowerment, and higher education, Mariana is currently pursuing her B.A. in Communications at California State University Northridge.

Teri Olle

TW: @TERIOLLE TW: @ECONOMICSECPROJ



Teri Olle has an extensive background in policy and issue advocacy. She was thrilled to join Economic Security Project in 2018 after many years working on the related issue of hunger and food insecurity. As the Director of Policy and Advocacy at the SF-Marin Food Bank, she led efforts to reform policy, increase government investments and improve the effectiveness of programs to improve food security in San Francisco, Marin County and California. Previously, as the Program Development Director for Environment California, Teri led statewide advocacy campaigns to improve the environment and environmental health, especially for children. She led the successful campaign to ban the use of toxic chemicals regularly used in household furniture and mattresses, the first ban of a chemical in California in decades — a landmark win. She then launched the campaign to ban additional chemicals from baby products like bottles and chew toys, which ultimately succeeded. Teri has served as in-house counsel on campaign finance and election law for the Fund for Public Interest network in 2008 and a swing-state grassroots organizer in 2004. She is also active in changing the face of representative government: she served as the president of the board of Emerge California, which trains Democratic women to run for office, and is a founding member of a local political action committee that inserts the parent voice into local politics.

Teresa Palacios

IG: @EASTMONTCOMMUNITYCENTER



Teresa Palacios is the Executive Director of the Eastmont Community Center in East Los Angeles with over 25 years of managerial and leadership experience. Through commitment and dedication she has transformed an under-performing non-profit organization into a thriving entity that brings change to more than 10,000 community members annually. When she was 16 years old, Teresa's family made the move from Mexico to East Los Angeles, CA which she still proudly calls home. Since then, Teresa has dedicated her life to giving back to the community that helped raise her and her siblings. Growing up in a large family, Teresa learned early on that life is not about "you"—it's about "we." She learned that life is about compromise and cooperation, and about looking out for each other without questioning because we really are stronger together. Those values instilled in her the passion to serve and advocate for the betterment of her community.

Through her leadership the Eastmont Community Center has been recognized as "Agency of the Year" nationally by UNIDOS US (formerly NCLR), and locally by the Los Angeles Regional Foodbank for its Family Strengthening Programs. Teresa was awarded "Woman of the Year" recognition by U.S. Congressman Jimmy Gomez and Congresswoman, Grace Napolitano.

Trevor Rodgers

TW: @GSOPPORTUNITY IG: @CALEITC4ME



Trevor has previously served as the Congressional Campaigns Director for the California Democratic Party, Political Director for Xavier Becerra for Attorney General, and many other state and national political campaigns. Trevor brings almost 10 years of grassroots and political organizing experience. Trevor has worked with Golden State Opportunity for 2 years, leading grant-making, campaign, and digital efforts across the state.

Joe Sanberg

TW: @JOSEPHNSANBERG IG: @JOESANBERG



Joe has been the leading advocate for the state's Earned Income Tax Credit (EITC) for low-income families. Joe not only lobbied California to pass the credit, but in 2015 when the state didn't allocate enough money for outreach, Joe created CalEITC4Me. This community organizing program has connected working California families with more than \$4 billion in state and federal Earned Income Tax Credits. This spring, CalEITC4Me helped to lead an advocacy campaign that won a massive expansion of California's EITC, so that next year as many as three million households, representing 7 million people -- and an estimated one million children -- will be able to benefit from the the Cal EITC.

He is Co-Founder of Aspiration.com, an online financial company built for everyone. Aspiration serves people at the heart of their financial lives – their banking account – in a trust-based model that empowers people to choose whatever fee they think is fair (even zero) and enables them to bank, invest, and spend in accordance with their values. Aspiration's approach has made it the fastest-growing and most beloved consumer financial company in America.

Joe also serves on the board of the Sierra Club Foundation, the Economic Innovation Group, and the Jefferson Awards Foundation, which engages over 1 million young people each year in volunteerism and public service. He serves on Board of Trustees of the University of California, Riverside School of Public Policy. Joe also volunteers at Casa Teresa, a homeless shelter for pregnant women in Orange, California.

A native of Southern California, Joe is a graduate of Servite High School in Anaheim and Harvard University. He lives in Los Angeles with his rescue dog Bruce.

Elba Serrano Schildcrout

TW & IG: @ELACCORG



Elba joined East LA Community Corporation (ELACC) as a Housing Counselor in 2010 and worked daily during the foreclosure crisis with families facing the loss of their home. In her current role, she oversees all Asset and Wealth building programming, including ELACC's First Time Homebuyer Program, financial education and coaching, free tax preparation through the Volunteer Income Tax Assistance (VITA) program, peer lending circles, and ELACC's work supporting local small businesses in organizing the 1st Street Community Business Association. Elba has over a decade of experience in the asset building and housing counseling fields. Since joining ELACC, she has been an advocate for consumer protection in many coalitions and recently joined the board of the California Reinvestment Coalition (CRC) in August 2019.

Ali Tarzi

TW & IG: @JPMORGAN



Ali Tarzi is a Relationship Officer with JPMorgan's Community Reinvestment and Partnerships Division with over 11 years of experience in the wealth and asset building field. Ali is currently a member of the Los Angeles County Center for Financial Empowerment and USC's Neighborhood Data for Social Change working group. In his previous capacity, as VP of Programs for Community HousingWorks, Ali oversaw the operations of a LISC Financial Opportunity Center and served on the San Diego Reinvestment Task Force, exploring innovative strategies to incorporate financial coaching and wealth building products into existing government income support programs.

Rose Veniegas, Ph.D.

TW & IG: @CALFUND



With 20 years of experience in health promotion, Rose Veniegas currently serves as Senior Program Officer for Health at the California Community Foundation (CCF). CCF is the third oldest community foundation in the U.S., after Cleveland Community Foundation and Chicago Community Trust, with a mission to lead positive systemic change that strengthens Los Angeles County. The funding priority areas of the foundation include Health, Housing, Immigration and Education. CCF supported the expansion of health services and prevention under the Affordable Care Act. In 2016, CCF funded efforts to conduct outreach, education, and enrollment as the State of California expanded Medi-Cal to cover all children regardless of immigration status. CCF continues to support Medi-Cal expansions and other benefits enrollment efforts in communities in L.A. County that would most benefit. In 2015, Dr. Veniegas was appointed by LA County Supervisor Hilda Solis to the County Commission on Hospitals and Healthcare Delivery and currently serves as the Chair. She also serves on the California Department of Health Care Services Behavioral Health Stakeholder Advisory Committee.

Sofia Zavala

TW: @GSOPPORTUNITY IG: @CALEITC4ME



Sofia is the Los Angeles County Coordinator for Golden State Opportunity. She currently coordinates partnerships, VITA and outreach efforts in Los Angeles County. Sofia was raised in the Westlake/MacArthur Park neighborhood in Los Angeles. She has worked extensively in the field of education as well as community organizing. She holds a B.A in History and Sociology from UC-Riverside.

Golden State Opportunity would like to thank all Los Angeles-area funders including



for support of its mission to ensure financial security for all.