

Finding Your Voice

The Unconventional Adventures of a “First Lady”

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2025 Presidents Institute ● Spouses and Partners Program



About Me

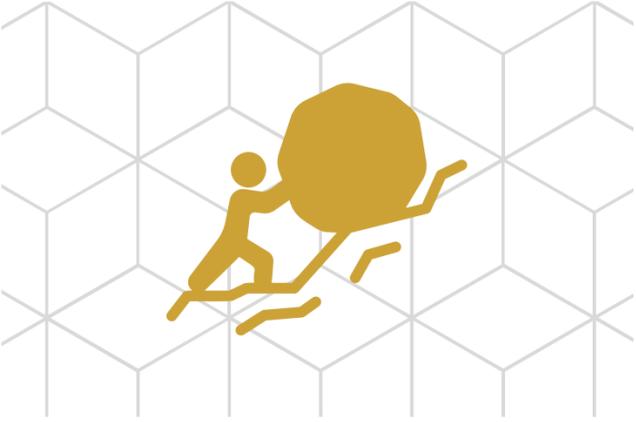


- Weslaco, Texas – Rio Grande Valley
- 15 years with H-E-B as a Senior Executive
- 8 Years as First Lady of San Antonio
- Trained in research, business strategy, talent development, and trend management
- UT Austin; University of Pennsylvania, Annenberg School; University of Chicago, Booth School
- Farmworker, Mother, Latina Professional



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Expected Challenges

The Career

The Kid

The Lack of Privacy

The Lost Time





Unexpected Challenges

The “Look”

The Non-Elected Blurry Line

The Security Threats

“Behind Every Man/Woman”





Navigating Expectations

- 1. Introvert vs. Extrovert**
- 2. Establish Boundaries Upfront - Work and Life**
- 3. Know Your Passion Points**
- 4. Learn to Say “Not Now”**



Best Practices & Advice



- 1. Keep your involvement strategic and neutral**
- 2. Stay away from your partner's HR & politics**
- 3. Be clear with your comm & access boundaries**
- 4. Co-create impact context for your kids**

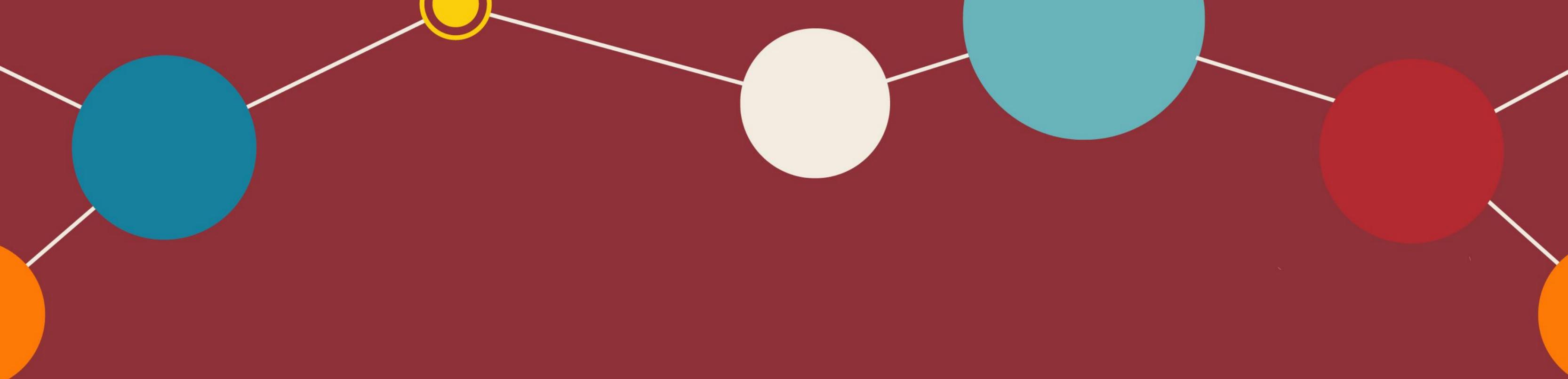




Post-“First” Life

- 1. Consider a transition coach - Bereavement**
- 2. Assess passion from position**
- 3. Have goals for the first 6 months - travel/
projects**
- 4. Re-set boundaries**





Discussion and Q&A



Thank you for attending this session!



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