

# WOMAN OF THE MONTH

## VIRGINIA MADUEÑO



*President, IMAGEN, LLC  
a public relations and marketing firm*

*President, US Government Relations  
for the Sino American Trade  
Development Association*

*Co-Owner, World Tile Design*

*Commissioner, State of California  
Commission on Boating and  
Waterways*

*Board of Trustees  
Gallo Center for the Arts*

*Board of Directors  
Family Justice Center*

*Advisory Board Member  
CSU Stanislaus*

*Board of Directors  
Modesto Chamber of Commerce*

*Board of Directors  
Central Valley Hispanic Chamber of  
Commerce*

“As women, we have to be able to find balance and recognize that we aren’t going to be able to do everything with perfection - but we should always do it with the utmost humility and grace.”

—Virginia Madueño

On the outside looking in, one might be intimidated by the widely known and well-respected Virginia Madueño. Let’s face it- she’s talented, intelligent, compassionate, and the list goes on and on. She literally manages three businesses, sits on the Board of Directors for numerous organizations; she’s a mother to three boys, a wife, a daughter, a sister, and an active politician in the middle of all of that. Madueño does it all, and she does it well.



Once you actually meet Virginia Madueño, however, it doesn’t take long to realize she is just about as down to earth as a person can be. In fact, she’s simply a caring and passionate individual who is working hard to make a positive impact in the Central

Valley- and she just so happens to also be a woman.



In addition to her busy career, Madueño takes time to give back to the community through various avenues. She is involved in Hispanic outreach and education, as well as serving as an advocate for many women’s issues such as leadership training, health and wellness

issues, domestic violence awareness, and more.



Virginia and her family at her recent campaign launch event for the California State Assembly.

For Madueño, being “the whole woman” who balances her career and personal life means recognizing that, among her other numerous roles, she is also an individual who has needs. Even if it’s just having a quiet cup of coffee in the morning, Madueño takes a few minutes a day to reflect on her own thoughts.



“We take on the role of businesswoman, mother, wife, significant other, etc. but when do we ever say ‘I am Virginia. I am a person too, and my needs are also important?’” she commented.

Being the “whole woman” also means being able to let go of what you can’t accomplish and learning to forgive yourself, Madueño says. Referring to a time she missed her son’s basketball game in order to attend a critical meeting, Madueño explained “At the end of the day, we may achieve some things and we may fail at some- and we need to be ok with that. I didn’t make his game, but I was there to welcome him when he got home. There are tradeoffs.”

Through it all, Madueño is dedicated to empowering and building up other women from all walks of life. She is excited about the launch of the Successful Women of Modesto and sees the group as a great way for women to help one another. “It’s important for us to advance issues in our community that maybe sometimes we don’t want to talk about— whether it be emotional issues, physical issues, such as breast or ovarian cancer, bipolar disease, mental issues, domestic violence, unemployment, help with childcare... we should be a group that embraces it all,” she explained. “We should have a safe place to talk and have resources to help to advance each other and support each other as women.”



**Tips from the Woman of the Month:**

Forgive yourself. We are busy people, and we have to be ok with doing the best we can.

Take “me” time each day. Find a few minutes to concentrate on you and nobody else.

Always find ways to contribute in leadership roles.

Always remember that there is a structure of government that we as women should have a voice in as well.

Encourage one another and use the Successful Women of Modesto Group for resources – physical health, business, family, emotional health, etc. The group is a common venue for finding common ground among all of us!