



HOW WOMEN LEAD PRESENTS

# **WOMEN'S LEADERSHIP RETREAT**

**CUBA | FEBRUARY 22-MARCH 1, 2025**

**INSPIRATION, CONNECTION, IMPACT, FRIENDSHIP**

HOW WOMEN LEAD: CUBA 2025



## THIS RETREAT IS FOR WOMEN WHO...

Crave connection, meaning and a community of phenomenal women

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Are ready to refine their leadership stance and push past their limiting beliefs

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Are eager to gain insight & inspiration from Cuban women and culture

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## WHY TRAVEL WITH HWL?

- Our relationships with Cuban women who are eager to share Cuba through their lens
- Exclusive behind-the-scenes experiences
- Unique itinerary reveals Cuba from a women's perspective
- Carefully curated list of women from our powerful network

# WHY CUBA?

- Fusion of rich Cuban artistry combined with the resourcefulness of Cuban entrepreneurship inspires bold ideas and fresh thinking
- Opportunity to explore this unique island nation that has been closed off for so long





## RETREAT OUTCOMES:

Leave Cuba renewed, refreshed and with a new vision for your career and your life

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Gain a new sisterhood of women that will support you personally & professionally for years to come

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Discover insights into your leadership strengths & what makes you shine

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# A TASTE OF CUBA FROM A WOMAN'S PERSPECTIVE

- Learn how women leaders are reshaping the political landscape in Cuba
- Enjoy intimate conversations with women entrepreneurs building the creative Cuba of today
- Visit the private studios of female artists throughout Havana
- See how women poets and authors are working to get women's stories told



# Sample Itinerary 2025

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8
MORNING	Flight to Havana	Visit Clandestina Store & Studio  Museum of Fine Arts	Visit Clave del Sol  community music projects	Partagas Cigar Factory & Memorias Libreria  antique bookstore.	Callejon de Hamel – a celebration of Afro-Cuban music, dance and religion	Ediciones Vigia, a unique publishing house with unique finds  Ceramics tour	Piscolabis Bazar-Café by Sandra De Huelbes who specialized in fashion design	Breakfast at the hotel before private shuttle to airport
AFTERNOON	Lunch at open air paladar El Canonazo.  Private hotel check in.	Walking tour of Old Havana, UNESCO World Heritage Site	Salsa Dancing workshop with famed choreographer Roclan Gonzalez Chavez	Lunch hosted by Jose Fuster, one of the most important Cuban ceramists and painters today	Enjoy a private performance from Vocal Luna, Cuba’s only professional female choir	Enjoy an afternoon on gorgeous Varadero Beach	Visit to Finca Vigia, a hilltop villa 20km east of Havana, where Ernest Hemingway lived	Flight to Miami
EVENING	Fabrica del Arte  Dinner in Antigua	Rooftop Dinner then dancing @ 1830 Club with famed choreographer Roclan Gonzalez Chavez.	Board vintage cars for a private driving tour of Havana	Visit Rox 950 jewelry workshop & admire the work of Cuba’s most acclaimed jewelry designer	Salsa music in a spectacular setting, the 25th floor of the Hotel Habana Libre.	Dinner to learn about the healthcare system in Cuba	Farewell Dinner	Flight to final destination
LODGING	Grand Aston Hotel	Grand Aston Hotel	Grand Aston Hotel	Grand Aston Hotel	Grand Aston Hotel	Grand Aston Hotel	Grand Aston Hotel	
DRIVE TIME						Approx. 2 hours each way		

# ACCOMMODATIONS: GRAND ASTON HOTEL

This iconic Havana hotel will be our home for the week. You'll love the malecon views.





## HAVANA, CUBA

A city trapped in time, Havana captures the imagination like no other. Faded glamour meets careful colonial-era reconstruction with a backdrop of irresistible color. Walk El Malecón, the walkway bordering the ocean; visit Old Havana and the Catedral de San Cristóbal; enjoy salsa music, open-air bazaars and delightful surprises around every corner.



## VARADERO BEACH

On the way to Varadero Beach, we'll visit Ediciones Vigia, a unique publishing house that produces handmade paper and first edition copies of books. Only 200 copies of each book are made, making each unit a collector's item. Continue to Varadero Beach and enjoy panoramic views and soft white sand.

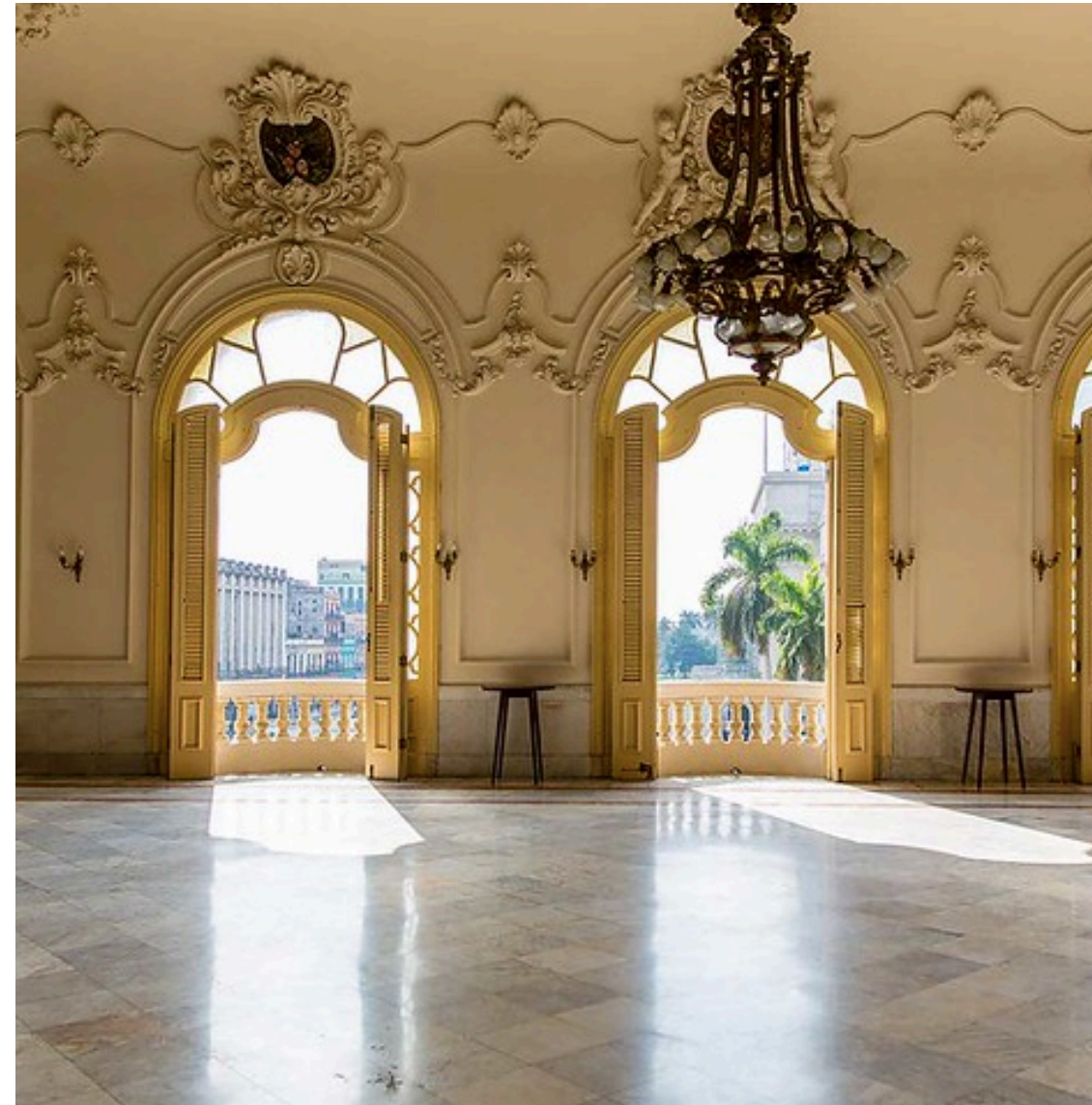
## ARTS & CULTURE

Throughout the week, we'll take a deep dive into Cuban art, literature & dance. Highlights include: Jose Fuster's vibrant arts complex and community project, Instituto Superior de Arte, Ballet Foklorico and the famous Fabrica del Arte. You'll also experience Cuba's love of dance through private group salsa lessons with Cuba's leading choreographer.



# ARCHITECTURE

A photographer's paradise, Havana is one of the most architecturally diverse cities in the world. Havana's architecture mirrors its social and political history. Throughout the week, you'll see colonial, baroque, neo-classical and art-deco structures sprinkled throughout Old and New Havana.





# *Retreat Cost:* *\$8,000*

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## **INCLUDES:**

- Expert guides with deep knowledge and broad connections in Cuba
- Deep connection with executive women
- Exploration of your vision, superpower, and your legacy of impact
- Hotel, travel within Cuba, and most meals
- All planned special excursions

## **DOES NOT INCLUDE:**

- Single room option (additional \$800)
- Airfare to & from Miami and to & from Havana
- Visa fee
- Tips
- Personal insurances not covered by our travel agency (including optional travel or evacuation insurance which can be purchased through our travel agent)

# LOGISTICS & NEXT STEPS

- \$500 nonrefundable deposit to save your spot
- 2 payments of balance due 6 weeks prior to departure
  - consider professional development stipends
- Passport should be valid for 6 months post trip
- Airline reservations should be made once confirmation of participants is complete





## PAST ATTENDEES IN THEIR OWN WORDS:

“How do you select 21 women to go on a women’s leadership trip to Cuba? How do you pick those 21 women so that each one of them has a truly unique and life changing experience? How do you curate the group so that at the end of the week each woman has created a lifelong sisterhood with 20 other women, having deeply connected with each one? How do you do all that while having a blast, learning a lot and creating a deeper understanding of your own leadership? Ask Julie Abrams and her team at How Women Lead.”

- Jennifer Kenny

“The experience in Cuba was very eye opening & amazing and the friendships with the 20 women were priceless!!!”

-Kristen Revell

“What an educational and inspirational trip both personally and professionally!”

- D Sangeeta

“The beauty and excitement of visiting Cuba was heightened by the wonderful and inspiring group of women in our group. The time we spent together was insightful, energizing, and magical”

- Jennifer Childers

“This is a country that everyone should experience. It will change your life.”

-Ruth Ross