

# sac cultural hub

## Media Foundation

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## EWOC EXCEPTIONAL *Women of Color*

### **Beverly Johnson headlines the 8th annual EWOC Conference**

Sacramento, CA – The Sac Cultural Hub Media Foundation (SCHMF) is thrilled to welcome Beverly Johnson, American supermodel, actress, and business woman to Sacramento for their 8th annual Exceptional Women of Color Conference (EWOC). The theme of this year's conference is "Building Bridges and Breaking Barriers".

"The EWOC Conference continues to raise the bar with noteworthy and dynamic speakers," says Sac Cultural Hub Media Company & Foundation CEO Pleshette Robertson. "We are excited to host our keynote presenter Ms. Beverly Johnson, the first African American woman to appear on the cover of Vogue magazine, thereby changing the industry and bringing positive attention to the beauty of black women. We look forward to Johnson sharing her experiences as a Black woman, model, actress, mother, business owner and author who opened the doors for subsequent models of African descent and helped expose the business side of modeling. We are eager to hear about the lessons Johnson has learned and steps taken to achieve her success. Johnson's perspective on how women can create their place in the world of beauty, maintain their own positive identity, and take active roles in promoting health will motivate and help women of all ages and ethnicities see the possibilities before them."

Johnson will also share some of the stories she's included in her critically acclaimed 2015 memoir *The Face That Changed It All*. She believes it's essential for women of color to share their stories.

"I've always been upset that as African Americans, because of our history, we don't always pass stories down," Johnson said. "I always tried to remember those stories that my grandparents shared when they slipped and told [us] something — I just cherished those moments...because they didn't often tell us of the hardships of their lives. My mother didn't tell us stories about her childhood, either. I really wanted to not be like that. I think stories are good, and it's history, and I needed to tell my story."

The EWOC is an annual tradition in Sacramento, recognizing women of color throughout Northern California for accomplishments in their communities and professions. These honorees are women who often go unrecognized for their endeavors. As the spotlight shines each year on these deserving women with the presentation of the EWOC Excellence Awards, attendees witness the paths they have taken to open the door for more women to lead. See the honorees beautiful photos posted at <http://www.sacculturalhub.com/exceptional-women-of-color/2016-ewoc-honorees>.

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## M e d i a F o u n d a t i o n

Additional conference highlights include a variety of workshops with expert presenters, book signings exhibitor shopping, a simultaneous Young Exceptional Women of Color (Y-EWOC) Conference, three scholarship award presentations, a southern style brunch and a Women to Watch Talk Show Panel.

Corporate and Community Sponsors for the 8<sup>th</sup> annual Exceptional Women of Color include: Allstate, C.L.A.S.S.Y.-Captivating Ladies Acquiring Successful Standards, Cares Community Health, Coleman Communications, Kaiser Permanente, KDEE 97.5 FM, Leatherwood Marketing, McDonalds, Richard Hallmarq, Roberts Family Development Center, Sacculturalhub.com Media Company, Saving Our Legacy-SOL Project, Schools Financial Credit Union, SMUD, Subway, The Gospel Vine, Twlia Makes It Happen, UC Davis Office of Campus Community Relations, UCDCM Resident & Student Diversity, VisionStep, VSP, Walmart, and 100 Black Men of Sacramento.

To attend you can register online at <http://ewoc2016.eventbrite>. For exhibitor and sponsorship opportunities call (916) 234-3589 or e-mail [contact@sacculturalhub.com](mailto:contact@sacculturalhub.com).

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Sac Cultural Hub Media Foundation (SCHMF) — was created in 2003 to develop programs that mentor young adults and women of color in under-served communities. SCHMF has implemented programs in partnership with corporations and businesses to promote mentorship, higher education, provide entrepreneurship opportunities, further diverse partnerships, encourage collaboration in the community, offer educational workshops and exceptional signature events that include: Exceptional Women of Color (EWOC) Networking Brunch Conference, Hub Choice Awards (HCA), and the Black Physicians Forum (BPF). Our mission is to provide exciting non traditional vehicles of engagement where businesses and non profit organizations can market services and products, mentor those in need, and provide public service information to educate and inspire the urban community. The Foundation's primary goal is to motivate and empower African American professionals, communities, and youth to thrive and succeed in life. <http://sacculturalhub.com/916/media-foundation>