

EWOC

EXCEPTIONAL
Women of Color



EMPOWERING WOMEN TO LEAD

7th Annual Exceptional Women of Color Conference

Saturday, October 3, 2015

Hilton Sacramento Arden West, 2200 Harvard Street, Sacramento, CA 95815

Presented by

sac cultural hub
Media Foundation

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7th Annual Exceptional Women of Color Conference

Are women natural leaders or followers? Just reading the question has probably raised a number of thoughts related to value judgements, business perspectives, societal experiences, familial expectations and personal desires. Yet, most of us have been conditioned to need to provide a blanket answer that fits our beliefs, behaviors, and ego. Depending on our experiences both roles can be either positive or negative. These attitudes make us momentarily forget that in almost every situation, we need both active leaders and active followers to create positive change.

Sac Cultural Hub welcomes you to the 7th Annual Exceptional Women of Color Conference to explore opportunities and expand knowledge on issues that impact women's readiness, willingness, and effectiveness in leadership. What is critical is that women have and are empowered to make choices about their lives and serve in leadership roles that strengthen ourselves, our families, communities, and world.

"When women succeed, nations are more safe, more secure, and more prosperous." —President Barack Obama

All women and men share common aspirations for good health, finances to support our families, good relationships with family and friends, and a safe community where we like to live. How this looks for each of us will vary. However, the right for each of us to have an equal chance at achieving our personal dreams depends on how well we are able to articulate our chief aims, share our respective needs, expand our skills, negotiate with others, and create conditions that support our choices. Only through combined efforts of leaders that have the power to make change and listen to the various needs to bring out the best in communities and followers that make valuable contributions and support a shared vision will we move toward a fairer, healthier and stronger community.



Our 2015 EWOC theme "Empowering Women to Lead" recognizes women balance work, children and family, intimate relationships, finances, faith, and education all while facing shifting roles and changing priorities within these spheres. Empowering Women to Lead is a necessary process that is shaped in our homes, classrooms, institutions, businesses, and social circles that influence women's and girl's sense of empowerment. As women we must make strides in learning to define for ourselves when we can be or want to be a leader based on our needs, skills, opportunities and the things that matter to us now and in our future. The life models we present to young girls and boys will set the paths for their future.

Studies have already shown that the inclusion of women and diversity in business is an unquestionable asset. Yet women and particularly women of color continue to struggle with issues such as equal pay, lack of professional advancement, domestic violence, fear of work and family conflicts, and gender and racial discrimination. These barriers are not insurmountable. Seventeen remarkable women from our communities will be honored for the successful contributions they have made as women who lead. We are also elated to have Judge Lynn Toler deliver our keynote presentation with her artful delivery of wisdom and humor based on real life lessons.

"Excellence is available -- no, inevitable! -- with effort and opportunity. It's why we've come together!" —Judge Lynn Toler

Through sharing experiences, networking, mentoring and learning we think this year's 2015 EWOC will enlighten us on our various paths to leadership.

True Blessings!



Pleshette

Pleshette Robertson

CEO & Founder - Sac Cultural Hub
Chief Editor of THE HUB Magazine
President - Sac Cultural Hub Media Foundation



Twlia

Twlia Laster

Strategic Marketing Director
Sac Cultural Hub Media Company
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Valarie

Valarie Scuggs

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The Sac Cultural Hub Media Foundation is proud to present the 7th Annual EWOC-Exceptional Women of Color Conference. We appreciate our 2015 sponsors and community partners who also support the Young Women's Summit with Scholarship Awards.

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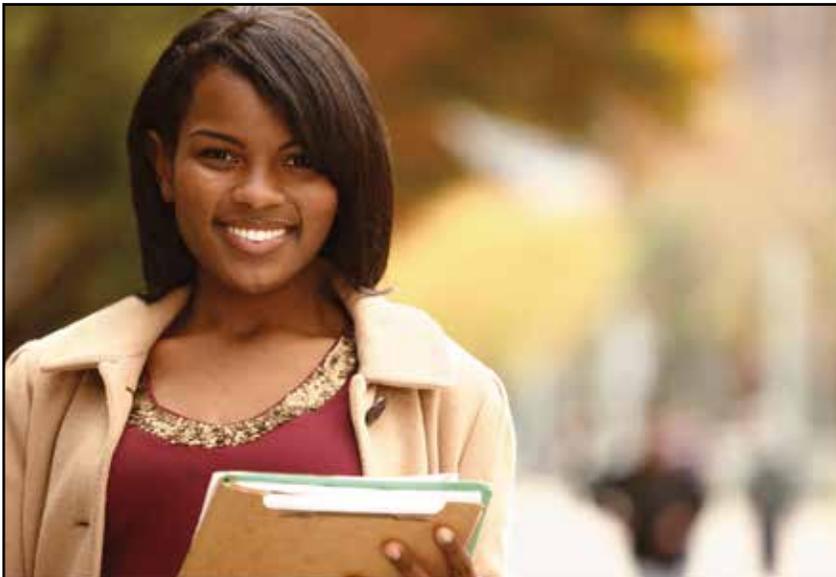
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Kaiser Permanente is a proud sponsor of the Exceptional Women of Color Conference. We support its efforts to help the community thrive.

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Young Women's Summit 18

Exhibitors Pavilion 20

SAVE THE DATE!

Tuesday, October 27 at Underground Books - 5:30 pm to 7:30 pm

Sacramento Community Book Discussion Forum:
"Is Justice Truly Blind? How the Justice System Operates for the Rich v. the Poor"

2015-16 UC Davis Campus Community Book Project

The Divide: American Injustice in the Age of the Wealth Gap

written by investigative reporter and

Rolling Stone magazine contributor, Matt Taibbi.

For more info e-mail contact@sacculturalhub.com

Presented by the Sac Cultural Hub Media Foundation in partnership with UC Davis Office of Campus Community Relations



EVENT PROGRAM DESIGNED BY

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Often the best hands for the job are a *woman's*.

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Women and Diversity in Business: Things to Know

“While close to 52 percent of professional jobs are held by women, we’re substantially underrepresented in leadership roles. Only 14.6 percent of executive officers, 8.1 percent of top earners, and 4.6 percent of Fortune 500 CEOs are women. At this rate, it’s estimated that women won’t achieve leadership parity until 2085.”

Source: *ForbesWoman 2014* <http://www.forbes.com/sites/ellevate/2014/08/25/lead-like-a-girl-how-to-empower-women-at-every-level/>

Studies have shown that while:

- 85% of all brand purchases are made by women
- 91% of women in one survey said that advertisers don’t understand them
- Incredibly only 3% of advertising agency creative directors are women

Source: *she – conomy* <http://she-conomy.com/report/marketing-to-women-quick-facts>

Pursuing and supporting gender equity is not just about doing the right thing, it makes good business sense. The evidence for this position is growing, including a 2010 study from McKinsey & Company, which found that companies with the highest share of women on executive committees outperformed those with all-male executive committees by 41% (as measured by return on equity) and 56% (as measured by operating results).

Source: *Women at the top of corporations: Making it happen*

Researchers found that a pro-diversity work climate was correlated with lower turnover intentions among diverse employees, especially among black employees. In addition, the researchers were surprised to find that this correlation was stronger for white men and women than it was for Hispanic employees.

Source: *Why Diversity Matters July 2013 CATALYST INFORMATION CENTER*

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Congratulations 2015 Honorees!



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Sac Cultural Hub Media Foundation is proud to present the 2015 Honorees with the Exceptional Women of Excellence Awards



Sindy G. Ausmer
Senior Advocate, Community Engagement
Molina Healthcare of California
Social Welfare & Community Activism



Tia Boatman Patterson
Executive Director
California Housing Finance Agency
Management and the Professions



Holly Spells Brown
Membership Service Representative, Schools
Financial Credit Union
Communications and Public Affairs



Dr. Davin E. Brown
Director of Student Engagement & Outreach/Adjunct Faculty
Sacramento State & Drexel University
Education and Research



Dr. Addie L. Ellis
Chief Operations Officer
The Koci Group
Entrepreneur/Innovator



Dr. Katrina L. Jackson
Director of Administration and Finance
El Dorado Hills Community Services District
Management and the Professions



Margaret Lee
Co-Owner
Herkie-13 Cheerleading
Lifestyle Clothing
Entrepreneur/Innovator



Lauren Lucille Loreatha Lee
Co-Owner
Herkie-13 Cheerleading
Lifestyle Clothing
Young Women of Distinction



Rose Lyles
Co-Founder
Bay Area Black Expo
Social Welfare & Community Activism



Sandra O. Poole
Deputy Director
California Black Health Network
Politics & Government Relations



Dia S. Poole
President
California State University
Alumni Council
Politics & Government Relations



Nailah Pope-Harden
Parent Organizer
California Charter Schools Association
Social Welfare & Community Activism



Madalynn C. Rucker
Founder/CEO
ONTRACK Program Resources
Social Welfare & Community Activism



Marianna Sousa
Business Owner/Stylist
Nappy Star Exclusive Natural Hair Care
Social Welfare & Community Activism



Michele Maudine Spencer
Executive Officer-Lieutenant
Colonel, US Army Reserve
Politics & Government Relations



Melen Vue
Director of Community Engagement
National Alliance on Mental Illness
Social Welfare and Community Activism



Gloria M. Torres
Covered California Coordinator
La Familia Counseling Center, Inc.
Social Welfare & Community Activism

See profile articles of the 2015 EWOC Honorees in the Fall issue of THE HUB Magazine

7th Annual Exceptional Women of Color Conference

7:30 - 8:00 a.m.	REGISTRATION • CHECK-IN • EXHIBITOR PATRONAGE		
8:00 - 8:40 a.m.	Social Media Check-In, Welcome & Introductions, Continental Breakfast Networking, Continental Breakfast & Exhibitors Patronage		
8:45 - 10:30 a.m.	Opening Ceremonies, Keynote Presentation – Judge Lynn Toler Congratulations 2015 EWOC Honorees Presentation of EWOC-Exceptional Women of Color Excellence Awards, Tribute to Sponsors		
10:30 - 10:45 p.m.	EXHIBITOR PATRONAGE		
EWOC Workshops	TRACK 1 • CHARDONNAY	TRACK 2 • CABERNET	TRACK 3 • SONOMA
10:55 - 11:40 a.m. WORKSHOP SESSION I	How To Change Your Life With A Definite Chief Aim <i>Shalawn Garcia, Real Estate Broker</i>	Step Up & Stand Out In A Bigger, Bolder & Brilliant Way <i>Victor Jenkins, Toast Masters</i>	Re-Fueling Your Love Tank: The Power of Loving Yourself Through the Busy-ness of Life <i>Anita Ross, Author/Speaker & Life Coach</i>
11:45 - 12:00 p.m.	EXHIBITOR PATRONAGE		
12:05 - 12:50 p.m.	BUFFET LUNCH • WOMEN-TO-WATCH PANEL • YOUTH SCHOLARSHIP AWARD PRESENTATIONS		
1:00 - 1:45 p.m. WORKSHOP SESSION II	Importance of a Professional Online Presence <i>Jennifer Baker, Master Certified Expert for Constant Contact</i>	Preserve the Sexy: Mental, Physical & Spiritual Health for Women of Color <i>Moderator: Lakenya McClough & Panel Presenters: Dr. Vera Go, Dr. Tiffany Mimms, Dr. Addie Ellis & Deborah Wells, Co-Ambassador of Black Girls Run</i>	Tapping Into Our Power: The Importance of Women's Leadership and Sphere of Influence <i>Christi Ketchum, Founder of Our Rightful Place</i>
1:45 - 2:00 p.m.	THANK YOU • CLOSING CEREMONY • EXHIBITORS PATRONAGE		



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Contact us for an appointment: (916) 234-3589 or contact@sacculturalhub.com
 Storefront office location: 2572 21st Street, Sacramento, CA 95818 inside Capsity (nearest cross street Broadway).
 Certified Enrollment Counselors available Mon-Fri from 10 am to 4 pm, evenings and weekends by appointment.



Importance of a Professional Online Presence

presented by Jennifer Baker

In this session sponsored by Constant Contact you will learn the importance of cleaning up your online presence, Social Media do's and don'ts, email marketing best practices, what tools to use to be most effective in your business, and best practices for the professional person to look their best online.

Step Up & Stand Out In a Bigger Bolder & Brilliant Way

presented by Victor Jenkins

As we Step Up and Stand Out in a Bigger, Bolder and more Brilliant way, we must develop much more mental flexibility. The mentally flexible person looks at the world in an open-minded, curious and unbiased way. She has learned to approach various experiences with an innocent rather than all-knowing frame of mind, aware that things are not always what they seem. Our mental flexibility makes us better communicators and it is our communication skills that give listeners the ability to perceive and appreciate that part of us. During this workshop, we will explore the constructive and destructive use of grabbers, rigid attitudes and a very necessary ability of being able to think on our feet.

Re-Fueling Your Love Tank: The Power of Loving Yourself Through the Busy-ness of Life

presented by Anita Ross

Do you spend most of your time focusing on others? Is your career, family or relationship monopolizing your time? Do the challenges of balancing it all ever seem insurmountable? In this powerful workshop, you will recognize that it's not just the roles you play, or the goals you have, that require your attention. You will discover how to give love from the overflow by re-energizing, re-igniting and re-inspiring your mind, body and soul!

How to Change Your Life with A Definite Chief Aim

presented by Shalawn Garcia

Success depends on seeing opportunities clearly, cultivating skills, evaluating yourself, and making effective decisions. However, questions arise and steps are not always clear when reaching for our goals in a constantly changing environment. Developing a "Definite Chief Aim," as described by Napoleon Hill in Think And Grow Rich is a principle way to achieve your goals. Shalawn Garcia, Real Estate Broker and Loan Consultant will use her 20+ year experience with clients to help guide you through defining your "chief aim," tools to get unstuck, and when to make a U-turn to continue moving toward more accurate, attainable goals within a solvent vision.

Health Talk 360 focusing Preserve the Sexy: Mental, Physical & Spiritual Health for Women of Color

Moderated by Lakenya McClough with panelists: Dr. Tiffany Mimms, Dr. Vera Go, Dr. Addie Ellis, Deborah Wells

Emotional, physical and spiritual wellness means you feel good about yourself, your relationships, your work, and your purpose in life. Learn new tips and tools to help you live better, become more balanced, and feel better. Are you or loved ones putting your health at risk with poor eating habits? Lack of exercise? Not enough sleep? Ignoring emotions? Sexual practices that can lead to HIV and STDs? Drug use? Homelessness? There are many things you can do to protect, nurture, and improve your mental and physical health. When we're in good health we are more creative, productive, and better leaders.

Tapping Into Our Power: The Importance of Women's Leadership and Sphere of Influence

Presented by Christi Ketchum

Learn to explore & expand the role of Women in the social, economic, and political justice movement. Discuss how to develop and strengthen leadership to ensure women and girls are armed with the tools, resources, opportunities, confidence, and fortitude to lead and continue the fight for social change.

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KEYNOTE SPEAKER

Judge Lynn Toler

Star of nationally-syndicated TV Show **Divorce Court Judge Lynn Toler** graduated from Harvard University and University of Pennsylvania Law School. At age 34, she was elected judge of Cleveland Heights Municipal Court. A judge, television and radio personality, professor and author, Toler has shared

humorous and practical lessons on divorce, mental illness, and conflict-free solutions to difficult situations between family and friends. She hosted and produced shows including Power of Attorney, Divorce Court, Decision House, and contributed on NPR's News and Notes. She authored My Mother's Rules, Put It In Writing, and Making Marriage Work. Married for 22 years, Toler has two sons and four stepsons.

MC'S/HOSTS



Charmaine Bassett's career began as an intern for Warner Bros. Records and she transformed that opportunity into 25 successful years in entertainment. Today, she is host of Lady Charmaine Live radio and television shows featuring interviews of favored recording artists and Hollywood stars. Lady Charmaine generates insightful reports on gospel music, health, and money. She's appeared on shows and advertising including 'Tyra Banks' show, 'Price is Right,' Fedex, Expedia.com, and Dove. As host and in operations, she brought us programs on PRAISE 98FM, CBS radio, Rejoice 1240, V101.1 and KDOL. Women in Bizness gave her a "Woman of Power" Award.



Petri Byrd otherwise known as "Officer Byrd" from the TV court show, Judge Judy – first met his future TV boss while working at the Manhattan Family Court in 1986. In 1995 after graduating from John Jay College with a BA in criminal justice and relocating to the Bay Area, Byrd received a call to do a TV court show with Judge Judy, now in its 16th season. Off-camera,

Byrd is chairman of the national board for the O.K. Program which is an organization designed to address social issues confronting young African-American males and board member of Teen Center USA.

WOMEN-TO-WATCH TALK SHOW PANEL

PANELISTS



Dr. Joy Johnson is Board President of Sacramento Area Congregations Together (ACT) working alongside leaders of varied faith traditions and ethnic backgrounds. Dr. Joy believes leaders are better able to thrive in their specific ministries when they develop nurturing coalitions locally. Her message of "CHANGE

aims for change of mindsets; change of hearts; change of direction and change of behavior!" She is widely recognized for her prophetic voice as a preacher and her commitment to restoration and healing for individuals and communities. Prior to full-time ministry, Dr. Joy had a dynamic career in Nursing and Health Services Management and Leadership.



Erica Manuel oversees community engagement for SMUD, the sixth-largest public utility in the USA. Prior to joining SMUD, Erica handled public and private marketing as an appointee of California Governor Arnold Schwarzenegger and consultant with Disney, Microsoft, Charles Schwab, and BP. She's

received numerous awards, including the Sacramento Business Journal's "40 Under 40" in 2014, Sacramento Magazine's 'Top 10 Women to Watch,' and an 'Exceptional Woman of Color' by Sac Cultural Hub. Erica received a bachelor's in Economics with a Minor in Communications from Stanford University. Erica also sings in a band and volunteers in a 2nd grade classroom.



Anita Ross is on a mission to empower millions of women to love themselves fully through power-packed talks, life-changing coaching and her book "Mean Time Love: A Woman's Journey From Self-Loathe to Self-Love." She teaches women the breakthrough principles and practices that she used to catapult herself

from low self-esteem and victim mentality, to total self-acceptance and unconditional love. Her background as an engineer in corporate America, an entrepreneur and the Executive Director of a not-for-profit organization, all adds to the rich experience she brings to her workshops, retreats and coaching clients.

Speakers and Workshop Presenters



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Born and raised in San Francisco, **Deborah Wells** took a leap of faith in search of a better life and moved to Sacramento. It was with determination and faith her move paid off. She raised her son to be a strong man, and also has an intelligent daughter starting college.

Deborah was also determined to have a career and is near retirement with the State. Deborah also gives back to the community, as a member of 100 Strong; she can always be found lending her time and talents to a variety of causes. She is a proud co-ambassador for Black Girls Run! Sacramento chapter. She strives to encourage all women of color to move, be healthy and preserve their sexy. She is additionally pursuing a Chemical Dependency/ Human Services certificate for her life after State service. Mother, career-woman, public servant, community activist, supporter of her fellow women... this is Deborah Wells.

PRESENTERS



Jennifer Baker, a Maximum Performance Advisor, corporate turn around specialist, professional mediator, owner of Get YOUR Success! Coaching and Consulting, political consultant, international speaker, Certified Expert for Constant Contact, mother of 3 and a grandmother of 2. Jennifer has been in business for almost 9 years and her

certifications focus mostly on process and behavior measurements for the most important aspects of success. She has worked with several nonprofits, fortune 100 Executives and sales teams, small to large business owners, direct sales companies, political clients of all levels, and teens. Jennifer enjoys serving her community and event attendees by sharing some of the 'easy button' tools she has discovered over the years to help simplify processes, reduce stress, and keep focused on key performance indicators for her clients and friends in business.



Dr. Addie Ellis, A nationally published speaker, facilitator, researcher, and entrepreneur, Dr. Addie Ellis has established two companies, the Koci Group®, a leadership and management consultancy headquartered in Sacramento and her newest venture MyFitForties™ allows her to assist others with her passion for wellness.

MyFitForties™ redefines wellness for individuals as they age. She earned a doctorate degree from Drexel University in Educational Leadership

and Management with a concentration in public policy. She also holds credentials in executive and life coaching, administration, and pupil personnel services. Dr. Ellis speaks nationally on issues of poverty and homelessness as well as the importance of taking a system's approach to implementing sustainable change.



Shalawn Garcia, Shalawn graduated from the University of Southern California with a Bachelors of Arts in Economics. I started my career in Corporate Banking in 1992 and eventually ventured into Real Estate Finance. I have worked in the real estate industry as a Real Estate Broker since 2002 and have acted as a real estate agent representing

home-buyers, commercial buyers and investors. My goal for 2016 is to assist more home-buyers as their real estate agent, to work with REO banks to acquire listing opportunities and to assist real estate investors and commercial buyers in locating residential and/or commercial opportunities. I serve buyers and sellers in Sacramento County, Placer County, Yolo County, San Joaquin County and a few counties within the San Francisco Area.



Dr. Vera Go is a Board Certified Internal Medicine Physician, specializing in Infectious Diseases. She received her medical training at New York Medical College and completed her residency and specialized training at UC Davis Medical Center. Dr. Go now provides care to HIV positive adults at Cares Community Health and UC Davis. She is currently the lead physician of the Central Valley

AIDS Education and Training Center which is dedicated to providing education and clinical assistance for those living with or affected by HIV. Outside of caring for her patients Dr. Go is passionate about baking and traveling anywhere with sites such as Israel, Panama, Cambodia and Vietnam visited in the last two years.



Traci Herrera, Professor for Union Institute and University is affectionately recognized as Minister Traci Herrera. She is known for her humorous, witty, and transparent speaker style. Her deep love for her Lord is obvious as she weaves the truth of God's word throughout her presentations. Traci Herrera believes the biggest

issue facing the women today is a growing sense of individual insignificance and disconnect from self-awareness, and the Lord and His purpose.

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Victor Irving Jenkins has been talking for most of his life and in fact was known by members of his family as “mouth almighty.” He, along with his business partner, Jo Grace, founded Crave the Spotlight in 2011 which allowed him more than ample opportunity to use his skills to market coaches, speakers and trainers. He recently

partnered with businesscoach.com and is now a business coach in his own right. Throughout most of his adult years he has been a Toastmaster and now finds himself a DTM, a distinction enjoyed by only 5% of Toastmasters.



Christi H. Ketchum has worked with several organizations and networks focusing on the advancement of Black Women and Youth, Reproductive Justice, Dismantling Oppression, Prison Industrial Complex and Social Justice over the last 20 years. She is a proud graduate of Lark Atlanta University, in Atlanta, GA. Currently,

she is the founder of Our Rightful Place LLC, established in 2009, a network for Black Women to come together for positive dialogue, social change, sharing collective experiences & stories, building strong relationships, and creating an open and safe space to become strong leaders, activists, mentors, friends, sisters, mothers, allies and women. The major project of Our Rightful Place is the Sacramento Sister Circle, boasting an active membership of over 1000 black women over the age of 18 online and 20 plus attending monthly meetings.



Lakenya McClough is the Founder of HealthTalk 360 a health media platform which uses radio, community speaking, news blogging and the website www.healthtalk360.com to educate, empower, and share health information with Californians and multicultural communities throughout the country. LaKenya’s vision is to

help people achieve healthier lives with Health Talk 360 by presenting a spectrum of health topics including current health news, physical health and wellness, healthy relationships, eat well and live well, and healthy homes and communities. Lakenya currently serves as a senior advisor to Sisters Network and is President of. She is an avid mentor and enthusiastic about empowering and cultivating leaders for tomorrow. Lakenya received Congressional recognition for her work with breast cancer survivors and the notable Touro University “Heroes Award” for her work with Black Infant Health and the Community Advisory Board. LaKenya also serves under Governor Brown as a policy manager for the Business Consumer Services and Housing Agency for the State of California.



Tiffany R. Mimms, Ph.D. is a licensed clinical psychologist and President and Founder of The Rosetta Center for Counseling and Wellness, Inc.: A Place for Health, Healing, and Hope. The Rosetta Center is a one of a kind holistic wellness center whose mission it is to identify and meet the psychological needs of women and their families by creating a place of holistic healing and rejuvenation. The Rosetta Center offers a variety of services to achieve this goal such as individual and group counseling, massage, yoga and wellness retreats. The Rosetta Center is open and welcoming of all people, but specializes in serving African American women. She attended college at Claremont McKenna College where she graduated with Honors in Psychology and Women’s Studies. Dr. Mimms completed her graduate studies at the Graduate School of Psychology at Fuller Theological Seminary in Pasadena, CA where she earned a Master’s Degree in Theology and a Doctor of Philosophy Degree in Psychology. She currently teaches in the Marital and Family Therapy program at Western Seminary in Rocklin, CA. Dr. Mimms is a graduate of the California Black Women’s Health Project’s Advocate Training Program and is a certified Domestic Violence Responder.



DR. RICHARD
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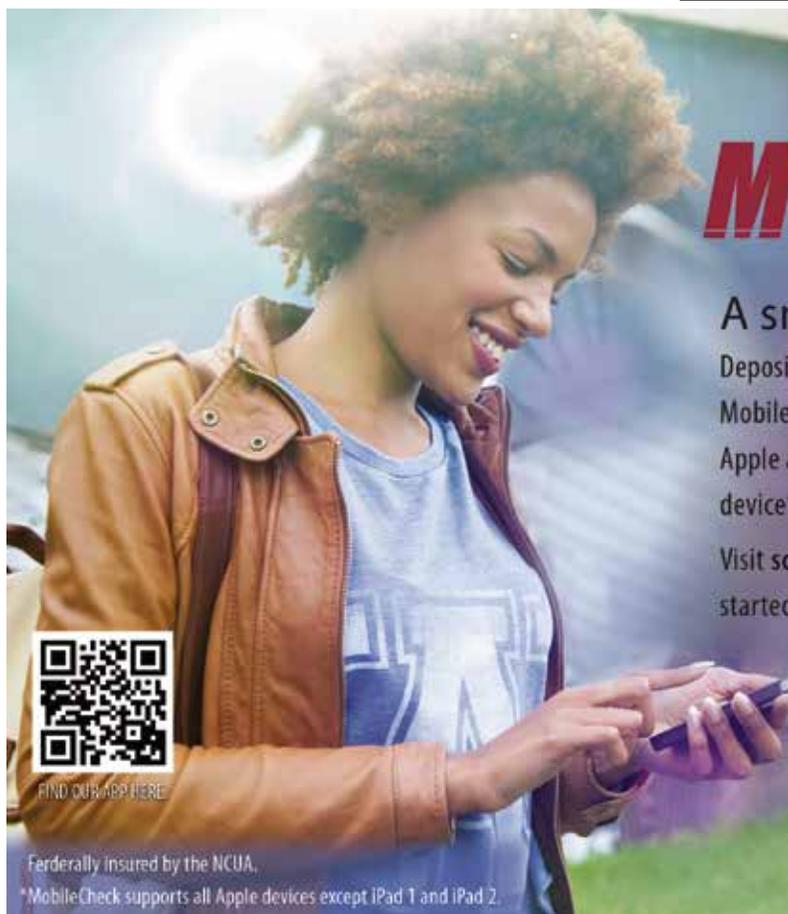


For outreach support, or information and materials for your office, please contact:

Stacy Anderson, IFP Outreach Manager
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Or contact the IFP Outreach Team at:
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Working to promote the healthy lifestyles of African American and urban communities in Northern California, Sac Cultural Hub Media Foundation (SCHMF) was created in 2003 to develop programs which mentor young adults, women, and underserved communities. The Foundation has implemented programs in partnership with corporations, businesses and individuals to promote higher education, provide entrepreneurship opportunities, further diversity partnerships, and improve and encourage collaborative efforts through exceptional signature events that include:

- **Exceptional Women of Color (EWOC) Conference**
- **Hub Choice Awards (HCA) Show**
- **Black Physicians Forum (BPF)**
- **BPF Medical Student Scholarship Program**
- **Young Women's Exceptional Women of Color (Y-EWOC) Scholarship Competition**

The mission of the Sac Cultural Hub Media Foundation is to provide exciting non-traditional vehicles of engagement where businesses and non-profit organizations can market services and products and mentor and provide public service information to educate and inspire the urban community. Our primary goal is to motivate and empower African American professionals, communities of color, and youth to thrive and succeed in life.

The Sac Cultural Hub Media Foundation utilizes the Sacculturalhub.com Media Company to connect with the African American and Urban communities of Northern California. Sacculturalhub.com is known as the #1 grassroots multi-media organization in Northern California and is the most popular resource for networking of businesses, non-profit organizations, community resources, entertainment, and individuals.



Pleshette Robertson, the CEO and Founder of Sacculturalhub.com launched the website in March 2002. The website provides an internet platform for news, multicultural events, career profiles, professional business services, community resources, educational opportunities, corporate advertising, and photo gallery of Northern California residents, visitors, and celebrities. The website currently receives over 2 million national hits each month with over 20,000 unique visitors each month.

In February 2006, Ms. Robertson implemented a signature publication to complement the website. THE HUB: Urban Entertainment & Lifestyle Magazine which caters to affluent urban professionals, working class families and the underserved African American and urban communities. Its mission is to highlight individuals for their community contributions which increases enthusiasm in the community and help others to celebrate what Northern California has to offer.



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Michael Blair has been a California resident for over 20 years. He graduated from California State University Sacramento with a double Bachelors Degree in Human Resources Management and Insurance Management. He's worked for healthcare and information technology fortune 500 companies in employment relations and as a corporate recruiter. As a current business owner, Michael specializes in mass communication marketing and advertising services nationwide for media agency www.thegospelvine.com and Indian Remy hair company www.suvalihair.com.



Victor Irving Jenkins has been talking for most of his life and in fact was known by members of his family as "mouth almighty." He, along with his business partner, Jo Grace, founded Crave the Spotlight in 2011 which allowed him more than ample opportunity to use his skills to market coaches, speakers and trainers. He recently partnered with businesscoach.com and is now a business coach in his own right. Throughout most of his adult years he has been a Toastmaster and now finds himself a DTM, a distinction enjoyed by only 5% of Toastmasters.



Dianna L. Lovelace (aka Lady Di) resides in California with her husband Bishop Parnell M. Lovelace Jr., son, and niece. Lady Di is an innovative, motivational speaker. She is the CEO of the First Ladies Academy of Sacramento, a cultivation and developmental ministry for senior pastors' wives. As a speaker and teacher, her approach is to be honest, vulnerable, and transparent with her audience. Her passion is to see people make a conscious effort to change from brokenness to wholeness, through the Word of God. She inspires and challenges individuals to first look inward and then upwards for God's direction.



Tammy McNiff is the Director for Campus Community Engagement with the UC Davis Office of Campus Community Relations. Ms. McNiff works with various constituents on the UC Davis campus as well as in the local community, including the chambers of commerce, small local minority business enterprises and local advocacy organizations.



Bonnie Osborn is owner of independent public relations firm WriteAway Communications Services, specializing in online marketing and editorial content. She recently finished her second term as president of the Sacramento Rainbow Chamber of Commerce. A communications professional and writer with more than 18 years of experience, Bonnie was a business reporter for newspapers in Missouri and Southern California. She served for three years as communications director for the L.A. Gay & Lesbian Center before founding her company in 2004. Bonnie resides with her life partner of 18 years in northern Sacramento County, where the two were legally married in October 2008.



Radio director and personality **Lee Perkins** has directed a variety of radio stations and formats, including R&B, soul, smooth jazz and gospel. Most recently Perkins created "The Lee and Christina Morning Show," followed by "The Lee and Andrea Morning Show," for V101.1 FM in Sacramento, helping the station receive a top 5 rating. Perkins is a graduate of the Don Martin School of Radio & Television Arts & Sciences in Hollywood.



Brenda Vinson-Bufford is an experienced manager in financial and retirement planning and human services. As Chief of the California Partnership for Long-Term Care, a program supported by the Department of Health Care Services (DHCS), she has management oversight of this important program which educates Californians on successfully addressing issues of long-term care. As Executive Director of State of BEing, Incorporated, a nonprofit organization, she oversees the employment and/or entrepreneurial skills training programs that empowers young adults and low-income women to achieve economic security through education, opportunity and ownership. Her expertise has resulted in her being featured in news articles, radio programs and television shows.



Tommie Whitlowe is a member of Calvary Christian Center, Sacramento Valley Section of the National Council of Negro Women, Inc., Chair of the Children of Promise Workshop & Zeta Phi Beta Sorority, Inc. Tommie encourages you to become a member of the National Council of Negro Women, Inc. and work with the Sacramento Valley Section. Monthly meetings are held on the 3rd Saturday at 3 p.m. at the Samuel C. Pannell Community Center, 2450 Meadowview Rd. in Sacramento, CA 95832. For more info call (916) 491-6850 or visit www.ncnwsacramento.org.

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Pleshette Robertson holds a B.A. in Business Administration from San Jose State University. She is the owner of PR & Associates Business Resources which is an advertisement and promotions agency specializing in providing e-mail/e-blast marketing campaigns, website production and consultation to new business and startup organizations. Pleshette just recently received the 2012-2013 UC Davis Chancellor's Achievement Awards For Diversity And Community in the Community Award category. She also received the 2009-2010 Business Award in November 2009 from the National Coalition of 100 Black Women, Sacramento Chapter. Pleshette also received the "Women of Excellence" in March 2008 from the Sacramento Kappa Psi Zeta Chapter of Zeta Phi Beta Sorority. Pleshette was featured in the August 2007 issue on her personal style and noteworthy achievements in the Sacramento Magazine.



Vicki Blakely holds a Bachelor of Science degree in Health Care Administration/Management where she worked for various hospitals and clinics throughout Southern and Northern California. Vicki is currently studying for her Master's Degree at Capella University. She also owns "Audacity to Promote" a company that specializes in promoting local community events. She was the promoter for the NAACP R&B Festival in 2011. Vicki joined the staff of Sac Cultural Hub in the

Fall of 2009 and is the Administrative Secretary on special grant projects and activities.



Michael Coleman was born and raised in Detroit and has worked in broadcast and print media for over twenty years. Here in California, his clients have included The Sacramento Observer and Adelante Media Group. He has a Bachelor of Arts with High Honors and Distinction in Communication from the University of Michigan, and is the proud father of two daughters, one of whom has followed in his footsteps as a Michigan alumnus. Michael is approaching fluency

in Spanish and is ghost writing a memoir of a Motown Records. Michael joined the team of Sac Cultural Hub as a Staff Writer/Reporter and Advertising Executive in May of 2013.



Twlia Laster is the owner of Twlia Makes It Happen! Consulting Service. Ms. Laster has 19 years of experience in providing consulting services to clients in need of strategic marketing, program development, public relations, event management, health education, and smoking cessation facilitation. For the past seven years Ms. Laster has served as the Strategic Marketing and Program Director for Sac Cultural Hub Media Company directly engaged in

increasing overall company revenue by revamping the marketing model, developing programs, solidifying corporate and community partnerships. Additionally, Ms. Laster is the Program Manager of The SOL Project, Saving Our Legacy, African Americans for Smoke Free Safe Places, and serves on several advisory committees throughout Northern California.



Lesley Leatherwood is the CEO of Leatherwood Marketing, and specializes in national internet marketing and print advertising. She possess over 19 years of corporate experience, including inside and outside sales, hospitality, public relations, media buying, production assistant in television and four feature films. She is an expert with consulting on promoting, advertising, telemarketing products, events and photography. Lesley is originally from Cardiff

Wales, England, Lesley has been with Sac Cultural Hub Media Company since 2008 and serves Community Advertising Manager.



Donna Michele Ramos writes several multi-cultural novels simultaneously. Her journalism career as a Senior Staff Writer/Reporter for THE HUB Magazine yielded interviews with Maxwell, Venus and Serena Williams and HRH Sarah Ferguson Duchess of York, to name a few. She attended Fordham University in NYC and acquired her BS in Government from Sacramento State University, May 2000. As a self-published author, Donna Michele Ramos' first book "HIGH

RISE", a contemporary romance novel, debuted on Essence Magazine and BlackbookPlus.com's Best Seller Lists for paperback fiction. Her second novel also quickly embraced by readers, "BORROWED TIME", a Civil War historical romance, reveals a pivotal historical figure, long overlooked. Many readers calling it "ROOTS" for this generation. "SCANDALOUS" the much requested, red hot, sequel to "HIGH RISE" was released August 2010. Her latest book "HAWAII THREE-O", a trilogy of stories taking place in Hawaii was released February 14, 2013. "M&M, Madness and Mayhem", the final book in her HIGH RISE Trilogy, will be released late 2013. Her first children's book, for Tweens, "DEAR DIARY... Not Quite" will be released Spring 2013.



Valarie Scruggs is Health Equity Manager at Cares Community Health where she designs programs to reduce health disparities by educating the public on health insurance and managing overall health. She is also owner of VisionStep, a consultant business focused on program development and grant writing. She has 15 years of experience in program planning, securing funding, and implementing effective public health campaigns. She develops strategic alliances to

implement campaigns that increase knowledge and encourage individuals and communities to take action to reduce their risk for disease. She holds a Bachelor of Arts in Social Ecology from University of California, Irvine with an emphasis in Psychology and Social Behavior. Valarie also serves as Program Development Manager for the Sac Cultural Hub Media Foundation and is the Community Advocate for Saving Our Legacy, African Americans for Smoke Free Safe Places (The SOL Project).



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Today's youth are tomorrow's leaders and business owners. We look to celebrate their present and future with the 2015 Young Women's Summit (YWS), part of the 2015 Exceptional Women of Color Networking Brunch Conference. Young women of color, ages 12-21, have been invited to participate in this one-day Summit featuring discussions and workshops on what topics are important to them right now, and what they need to know to realize their full potential in the future.

Our mission is to inspire young women to seek successful opportunities and affect positive change in their communities. Our purpose is to empower young women to embrace their strengths and to reach their full potential in the career world. YWS features locally recognized young women who share their own insights on college, career building, entrepreneurship and how to address challenges that are attributed to the strides of success.



The 2015 Young Exceptional Women of Color (Y-EWOC) Scholarship Competition helps assist young women of color, ages 14-21, with a \$500 award toward higher education. The goal of this scholarship is to encourage young women of color to pursue their dreams and secure the education and skills needed to make them a reality. The Sac Cultural Hub Media Foundation will announce the two winners of the Y-EWOC Scholarship Competition on Saturday, October 3, 2015.

YWS FACILITATOR



Keadrian Belcher-Harris is the founder of the first social organization for ladies 7-18, C.L.A.S.S.Y.-Captivating Ladies acquiring Successful Standards which is an organization that strives to improve the self-esteem of ladies by way of community involvement & educational workshops. Keadrian has been a staff member of the Sacculturalhub.com Media Company since 2004. She is also

noteworthy for her fundraising efforts, advocacy to Strides against Breast Cancer, WEAVE and a host of local youth advocacy efforts. Keadrian has a ten year background as a Programming Systems Analyst and a three year background with Fortune 500 Company, VSP.

SPEAKERS & PRESENTERS



Darrylynn (Dee) Arokiasamy is a business owner and motivational speaker mentored by celebrity Les Brown. Dee operates My Conference Essentials, LLC (MCE) an event technology company and Diggs Consultant Group (DCG) a business development firm. She is also an employee, student, wife of 12 years, mother of four, and volunteer. Dee is an IT Project Manager with Pacific Gas and Electric

Company. As a student, she is obtaining a B.A.S. in Business Management/ Entrepreneurship from University of Phoenix in 2015 and a second B.A.S. in Information Technology by 2016. Dee is also a passionate volunteer for the Sacramento Black Chamber of Commerce's Young Entrepreneurs Academy (YEA) program.



Holly Brown has worked for Schools Financial Credit Union for 29 years. Some say that she is the "face" of the credit union. She has held various positions with schools including: Branch Supervisor, Loan Analyst, Loan Supervisor and currently, Membership Development Specialist. Holly is a member and former president of Credit Union Partners in Education. Her community

involvement has allowed her to reach and support thousands of people in the community annually. When Holly has free time, she enjoys spending it with her three children, family and close friends.

YWS PROGRAM SCHEDULE

All sessions located in Zinfandel		
8:00 a.m. - 8:45 a.m. Check-in and Welcome	9:00 a.m. - 9:45 a.m. Keynote Presentation <i>by Judge Toler</i>	9:50 a.m. - 10:40 a.m. Opening Your Own Savings Account <i>by Holly Brown Schools Financial</i>
10:45 a.m. - 11:30 a.m. Making Online Choices That Have Offline Consequences <i>by Dee Arokiasamy</i>	Noon - 1:00 p.m. Buffet Lunch Women-To-Watch Panel Youth Scholarship Award Presentations	1:00 p.m. - 1:45 p.m. C.L.A.S.S.Y. Inc. Youth Panel <i>Discussion on the pressures of young ladies at high school and College level how to overcome the peer challenges and acquire success</i>
1:45 p.m. - 2:00 p.m. Surveys Raffle Drawings		



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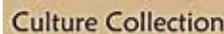
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