

*"Recognizing the Power of Education,  
Health & Entrepreneurship"*

**EWOC**  
**EXCEPTIONAL**  
*Women of Color*



**4th Annual Exceptional Women of Color Networking Brunch**

Saturday, September 29, 2012

UC Davis Freeborn Hall

Presented in partnership by

**sac cultural hub**  
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# Welcome Everyone!



## 4th Annual Exceptional Women of Color Networking Brunch

Thank you for joining Sac Cultural Hub Media Foundation in celebration of our 4th year hosting and honoring exceptional women throughout Northern California. Our conference host partner UC Davis Office of Campus Community Relations (UCD OCCR), advisory committee, volunteers, corporate sponsors and community partners have made preparation to give you a truly memorable conference experience today. Enjoy the synergy of positive, unique, and amazing women from different walks of life who are interested in personally interacting with YOU! Please take full advantage of our workshops, exhibitors, presenters, and our 2012 Exceptional Women of Color honorees who are interested in sharing valuable life changing information that can personally advance you to the next level.

For most women there comes a point in our businesses, professional and personal lives when we understand that to succeed we need to take responsibility for our own path, focus on what is important to us, and find ways to reach our fullest potential. Women of color often fear being left behind, left out, not being able to see what's next when all we want is to be in-the-know, updated and connected to relevant information, tools and people who will help us meet our goals. We are often too busy working, trying to stay ahead and often overwhelmed at the prospect of searching out where to find these resources with others who have experienced the same ups and downs who could share their wisdom and expertise all in one place. Accomplished, intentional, exceptional women feed the soul of others. Exceptional women leave a legacy of spirituality, wisdom, and grace in the wake of their lives. These are the very reasons that our leadership team has developed the Exceptional Women of Color (EWOC) Conference. This year's theme is "Recognizing the Power of Education, Health, and Entrepreneurship." Women often do not realize the authority we have to take control of these areas and how they regulate our destiny.

• **EDUCATION** (informal, trade, or higher learning) is important for everyone, but it is especially significant for girls, young adults, and women. This is true not only because education is an entry point to other opportunities, but also because the educational achievements of women can have ripple effects with those we mentor within the family and across generations.

• **HEALTH AND WELLNESS** is important because YOU are Important. Women often neglect their health (physical and mental) in efforts to care for others. Caring for your health the most important thing you can do for yourself and for others in your life. Make a point to implement a healthy lifestyle which includes a regimen of mental wellness, physical exercise, eating well, preventative health care, and also preparing for the future through financial advisors and long-term care preparation.

• In this economy where several have experienced layoffs and others are no longer interested in working for someone else, entrepreneurship is an exhilarating opportunity. **ENTREPRENEURSHIP** brings life balance, determines who you work with, challenges you to take risks, and is often very rewarding.

Our destiny is not determined by man, the economy, who nurtures us into adulthood, nor where we obtain our education. Destiny is determined by alignment with those who can council us in pursuit of our dreams, personal pursuits that increase our vision and make us excited about our future. On a daily basis we make decisions that can either lead to our disappointments or drive our success. Alice Walker once said "the most common way people give up their power is by thinking that they don't have any". Be the confident catalyst for you own change. Own and believe that you have access to the resources and power to control your own destiny.

*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  
Owner - Twlia Makes It Happen!



*Tolifer*

**Tolifer Denise**

Special Events Director  
Sac Cultural Hub Media Company  
Owner - T.E.A. Consulting






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Linda P.B. Katehi became the sixth chancellor of UC Davis in August 2009, overseeing all aspects of the university's teaching, research and public service mission. She is a fellow of the American Association for the Advancement of Science and the American Academy of Arts and Sciences, and is a member of many other national boards and committees. She holds 19 U.S. patents and has coauthored more than 650 publications. Prior to joining UC Davis, she was a top administrator at the Universities of Illinois Urbana-Champaign, Purdue and Michigan.



Rahim Reed, Associate Executive Vice Chancellor, Office of Campus Community Relations (OCCR) serves as the primary advisor on matters of campus community relations to deans, vice chancellors, vice provosts and other senior campus administrators.

### Message from Chancellor Linda P.B. Katehi

As a young woman striving to move forward in my career, I met my own share of challenges in an engineering field that to this day remains dominated by men. What women of color understand better than anyone is that when you are faced with obstacles beyond your control, it's extremely beneficial to find mentors and real-life examples of women who have willed themselves to succeed no matter what they had to overcome along the way.

The remarkable women who are being honored at the 4th annual Exceptional Women of Color Networking Brunch and Wellness Conference are just such women. Few things are more inspirational than a compelling story told well. That is what this conference is all about. By identifying extraordinary women of color who have built successful careers for themselves, the organizers of this conference and those women are providing an invaluable public service that is not unlike what we do at UC Davis. You are educating people to the possibilities of the world and what can be achieved with hard work, perseverance and a determination to succeed.

On behalf of the entire UC Davis community, I want everyone associated with today's event, from the organizers and sponsors to the volunteers and honorees, to know how proud we are to host you on our campus. I wish you every success with this year's conference and thank you for providing us with such stirring stories that are no doubt already inspiring more women of color to achieve whatever dreams are in their hearts.

### Message from Rahim Reed

The Office of Campus Community Relations (OCCR) on behalf of the entire UC Davis campus community would like to extend a warm welcome to the Exceptional Women of Color Conference participants. The mission of OCCR is to ensure attention to those components of the campus that affect community, such as climate, diversity, and inclusiveness. We provide leadership in diversity education training, affirmative action, equity initiatives, and campus community engagement.

We share with you both an understanding and appreciation for the value diversity plays as an essential component to success and excellence all disciplines and careers fields. We are also very proud to stand with you today as you honor some remarkable women who have made significant contributions in their careers that stand as markers to what is achievable through perseverance and commitment.

Each one of these exceptional women has confronted and overcome the challenges and impediments that stand before many women in our society today. Their success and accomplishments are not only a testament to their character and strong will but also provide inspiration for many young women of color to strive to distinguish themselves among their peers as they pursue success in any field they choose. We applaud the efforts of the organizers of this important event for focusing our attention on some truly Exceptional Women who have inspired us and immeasurably enriched our communities.



# Congratulations 2012 Honorees!



## 4th Annual Exceptional Women of Color Networking Brunch

Sac Cultural Hub Media Foundation is proud to present the 2012 Honorees with the Exceptional Women of Excellence Awards



**A. Michelle Blakeley**  
Gallerist  
Evolve the Gallery  
Arts and Culture



**Rachelle Cain**  
Founder/President  
Cain Event Planning  
Exceptional Career Mom



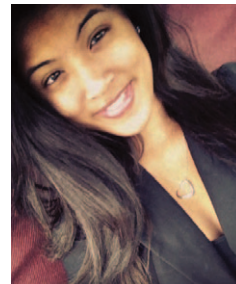
**Constance Carter**  
Owner/Broker  
Catalyst Real Estate  
Entrepreneur/Innovator



**Barbara Cockerham**  
Court Executive Officer  
Amador Superior Court  
Politics & Govt. Relations



**Mahisha Dellinger**  
Founder/CEO  
CURLS  
Entrepreneur/Innovator



**Diamond Garrett**  
College Student  
Loyola Marymount U.  
Young Woman of Distinction



**Ilesha Graham**  
Principal, Elk Grove  
Unified School District  
Education & Research



**Gladys Gray**  
Parking Enforcement  
Officer / Berkeley  
Social Welfare &  
Community Activism



**Gayle Guest-Brown**  
Program Manager  
Hewlett Packard  
Social Welfare &  
Community Activism



**Dr. Michele V. Hamilton**  
Principal  
St. Philomene  
Catholic School  
Education & Research



**Leticia Hanke-Ryzhkov**  
CEO/President  
Alternative Roofing  
Solutions Inc.  
Entrepreneur/Innovator



**Aliane Murphy Hasan**  
Retired Educator/Manager  
Sacramento Un. School Dist.  
Social Welfare &  
Community Activism



**Christi Ketchum**  
N. Regional Policy Coordinator  
Our Rightful Place, LLC  
Social Welfare &  
Community Activism



**B. Darcel Lee**  
Executive Director, California  
Black Health Network  
Social Welfare &  
Community Activism



**Mary Liu**  
Founder/CEO, Empower-  
ed Women Speakers  
Entrepreneur/Innovator



**Alana Mathews**  
Senior Staff Counsel, Cali-  
fornia Energy Commission-  
Chief Counsel's Office  
Communications/Public Affairs



**Phillipa Mitchell**  
Construction Supervisor  
PG&E  
Management and  
Professions



**Dr. Jann Murray-Garcia**  
Assistant Adjunct Professor,  
Betty Irene Moore School  
of Nursing, UC Davis  
Social Welfare &  
Community Activism



**Vernita Naylor**  
Founder/CEO  
Jabez Entertainment  
Group  
Management/Professions



**Kathleen Olson**  
Business Specialist  
Wells Fargo  
Management and  
Professions



**Nona Richardson**  
Senior Associate,  
Athletics Director, UC Davis  
Health, Sport  
& Wellness



**Rhonda Staley-Brooks**  
President/CEO  
Big Brothers Big Sisters of  
Greater Sacramento  
Management/Professions



**April Taylor**  
Freelance Photographer  
Photography By A-Love  
Entrepreneur/Innovator

**See profile  
articles of the  
2012 EWOC  
Honorees in the  
Fall issue of THE  
HUB magazine**

## DAY AT A GLANCE

7:30 a.m.	REGISTRATION • CHECK-IN • CONTINENTAL BREAKFAST • EXHIBITORS PATRONAGE			
8:00 - 10:20 a.m.	<b>Welcome, Introductions &amp; Opening Ceremonies</b> Keynote Presentation: Karen R. Johnson, Author & Entrepreneur "Recognizing the Power of Education, Health & Entrepreneurship" Presentation of EWOC - Exceptional Women of Color Excellence Awards Remarks from UC Davis Chancellor, Linda P.B. Katehi Tribute to Sponsors			
	<b>TRACK 1 • DE CARLI ROOM</b>	<b>TRACK 2 • KING LOUNGE</b>	<b>TRACK 3 • MOSS ROOM</b>	<b>TRACK 4 • SMITH ROOM</b>
10:30 - 11:05 a.m. WORKSHOP SESSION I	<b>Survival Tips: How To Run, Sustain &amp; Succeed in Your Business!"</b>  <i>Zoritha Thompson, Realtor &amp; Broker</i>	<b>Relationship Ready</b>  <i>Dr. Ronn Elmore, Author, Minister and Relationship Therapist</i>	<b>An Introduction to Grant Funding for Non-Profit Organizations</b>  <i>Patti Larson, Non-Profit Resource Center</i>	<b>Find Your Passion, Follow Your Passion &amp; Finally Publish Your First Book</b>  <i>Donna Ramos, Self-Published Author</i>
11:15 - 11:50 a.m. WORKSHOP SESSION II	<b>How Important Is Your Smile Anyway?</b>  <i>Dr. Monica Crooks, D.D.S.</i>	<b>Business Relationships in the 21st Century</b>  <i>Modern Day Matchmaker, Certified Relationship Coach and Author Paul Carrick Brunson</i>	<b>Step Up &amp; Stand Out In A Bigger, Bolder &amp; Brilliant Way</b>  <i>Mary Liu, Speaker, Trainer, Facilitator and Author</i>	<b>Counter the Economic Downturn with Education: Develop, Re-Invent &amp; Optimize Your Position!</b>  <i>Dr. Jann Murray-Garcia, UC Davis Health System</i>
12:00 - 1:00 p.m.	BUFFET LUNCH • POWERDIVAS PANEL • YOUTH SCHOLARSHIP AWARD PRESENTATIONS • RAFFLE PRIZES EXHIBITORS PATRONAGE OPEN			
1:10 - 1:45 p.m. WORKSHOP SESSION III	<b>Triangles of Life: Where Health, Relationships &amp; Money All Matter</b>  <i>Norma Andrade Casanova, Wells Fargo Advisors</i>	<b>Living &amp; Loving YOU! Well-being and Healthy Lifestyle Tips for Women at Any Phase</b>  <i>Moderated by Kerri Herndon Panel Presenters: Dr. Karen Hart, Rev. Tammie Denyse, and Clarmundo Sullivan</i>	<b>Many Hats: Choosing to Balance vs. Multi-task</b>  <i>Ilesha Graham, Principal in Elk Grove School District</i>	<b>Who Am I? Embrace Your Power Through Self Improvement &amp; Practical Biblical Applications</b>  <i>Minister Traci Herrera</i>
2:00 - 4:00 p.m.	MEN'S DISTINGUISHED PERSPECTIVE PANEL PRESENTATION			
	THANK YOUS • CLOSING CEREMONY • EXHIBITORS PATRONAGE			



# Descriptions of Workshops

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## 4th Annual Exceptional Women of Color Networking Brunch

### **Survival Tips on How to Run, Sustain & Succeed in Your Business!**

*Presented by Zoritha Thompson*

Starting and running a successful business is definitely within your reach. Having a well-run, profitable business takes a good plan, well trained and motivated employees and continual evaluation. Weathering the storm will involve creating and following a realistic business plan, building an effective operations/infrastructure, keeping up with technology, developing a marketing and financial plan, networking and training.

### **Relationship Ready**

*Presented by Dr. Ronn Elmore, Psy.D*

Drawing from his 20 years of groundbreaking work as a marital therapist, dating coach and author/blogger Dr. Ronn Elmore offers practical advice, inspiration and action-oriented tools for men and women who are serious about enhancing their love lives. For anyone—single, attached, married or simply curious.

### **An Introduction to Grant Funding for Non-Profit Organizations**

*Presented by Patti Larson*

Are you new to the world of grant funding? Wondering how to get some of those grant dollars you've heard about? This workshop will introduce you to the tools you can use to find potential grant funders, and outline the basic elements of a grant proposal. Learn what you will need to produce a success grant proposal.

### **Find Your Passion, Follow Your Passion & Finally Publish Your First Book**

*Presented by Donna Ramos*

All of us have one thing we are passionate about. How do you pursue your passion when you have responsibilities to fulfill? How do you find your passion if you are not sure you have one? How can you use your passion to earn money? How do you get started? Get answers to these questions and some questions of your own, i.e. if you have always wanted to publish your first book but have no clue where to start because the process seems overwhelming, we will cover that in this workshop.

### **How Important Is Your Smile Anyway?**

*Presented by Dr. Monica Crooks*

Did you know that a beautiful smile is more memorable than attractive eyes? Did you know that gum disease stinks and can be detected from a distance of 2 feet? Have you ever stopped to consider that your smile can make a difference in social and professional success? Did you know that dental disease is 100% preventable? Dr. Monica Crooks, DDS, highly trained facial esthetics and cosmetic dentist, will hold a workshop to share how modern dentistry can enhance the quality of your life.

### **Step Up and Stand Out in a Bigger, Bolder & Brilliant Way**

*Presented by Mary Liu*

In this high-content, interactive program, Mary will share her marketing secrets on how you can step up and stand out in a bigger, bolder, more brilliant way to showcase YOU and/or your business! You will walk away with resources you can use to immediately implement to create more visibility and credibility. You will learn: The secrets to relationship networking, online strategies to get seen, the tools you need to stand out in a crowd, the importance of a great first impression.

### **Counter the Economic Downturn with Education – Develop, Re-invent & Optimize Your Position!**

*Presented by Dr. Jann Murray Garcia*

Education (informal, trade, or higher learning) is important for everyone, but especially significant for women of color (girls, young adults, and women). This is true not only because education is an entry point to other opportunities, but also because the educational achievements of women can have ripple effects with those we mentor within the family and across generations.

### **Triangles of Life: Where Health, Relationships & Money All Matter**

*Presented by Norma Andrade Casanova*

In life we have two choices: we can choose to live our lives or chase a life. Everyone strives for great health, strong relationships and a healthy checkbook. What is the difference between those that are successful in enjoying a value-driven lifestyle as opposed to one that is a constant struggle with only hopes of improvement? I believe "Triangles of Life" will provide you with that answer.

### **Living & Loving YOU ! Well-being and Healthy Lifestyle Tips for Women at Any Phase**

*Moderated by Kerri Herndon with panelists:*

*Dr. Karen Hart, Rev. Tammie Denyse and Clarmundo Sullivan*

Open Q&A forum on the topics of survivorship of breast and cervical cancer; living a healthy sex life, HIV/AIDS, and nutrition. Discussion on the checklist of medical exams that are most important for women of color.

### **Many Hats: Choosing to Balance vs. Multi-task**

*Presented by Ilesha Graham*

Feeling like you have a lot on your plate? Wearing a few too many hats for your own fashion comfort? Discover how to successfully balance all of the competing demands of womanhood so that you can maintain better health, feel more satisfied, experience more victories and guiltlessly take time out for yourself. With humor, candor and practical tips, you will go from just surviving to thriving.

### **Who Am I? Embrace Your Power Through Self Improvement & Practical Biblical Applications**

*Presented by Minister Traci Herrera*

This workshop will help motivate you on your journey of self improvement, growth and awareness. My quest towards self-actualization began when I realize that my greatest question to myself was WHO AM I? Am I a mother, daughter, sister, wife, friend? I am pleased to say that I know who I am and I have embraced my power! I want to share the road map that I took to bring me to this point. You will learn practical biblical applications that will encourage you to love yourself by leaning on the Lord.

## 4th Annual Exceptional Women of Color Networking Brunch



### KEYNOTE SPEAKER

#### **Karen R. Johnson**

Experience the triumph of an exceptional and victorious woman, who will share her story on how all women can overcome pain and tragedy by recognizing their inner spiritual strength with utilizing the power of education and health to succeed in their entrepreneurship goals. Karen lost her husband to a murder tragedy in 2010 but has managed to write

a book, "Covered & Kept", continue her entrepreneurship career in health and fitness as well as become a passionate inspirational speaker. Born overseas in Taiwan during her father's tenure in the US Air force, Karen moved to Los Angeles and attended Long Beach State University where she obtained her Bachelor of Arts degree in Radio, Television and Film. She worked in the cable television industry for five years before changing careers. Karen is a Certified Personal Fitness Trainer and Group Instructor and has over 25 years of practical group exercise experience and 10 years of personal fitness training experience. Karen's motto is "fitness is a way of life" so she founded "Try 7 Fitness for Heaven." Karen is also the President and Chairwoman of the Jon Johnson Assist One Foundation and is determined to make a difference in the lives of children by bringing awareness about the plight of children awaiting adoption, and the need for health reform for our children.

### MC'S/HOSTS



#### **Neketia Brown**

Actress, Model, Host. Neketia has appeared in numerous film projects, countless commercials and national print ads, including Essence Magazine, Burger King, Microsoft, and Bank of America to name a few. In addition to being a radio personality and spokes

model for Sacculturalhub.com, she has also hosted several red carpet events, including the BET Awards. Neketia believes that to whom much is given, much is required and strives to illustrate the importance of never compromising her integrity to get ahead in this game. With the gift that God has given her and her tenacious spirit, it won't be long before she takes Hollywood by storm!



#### **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.

### DIVAS TALK SHOW PANEL



**Apple Daniels** is a writer, internet and social media marketer, graphic designer and mom is the founder of Greater Vision Marketing Group and Mom Bloggers Academy. A solutions-focused business development and marketing professional with proven expertise in establishing brands, develop-

ing product and service niches, increasing revenue streams, and a well rounded background in internet marketing, and business. Apple primarily specializes in working with small and independent business owners in developing their online brand and web presence.



**Shannon Coleman** was born and raised in Sacramento, CA and is a graduate of CSU, Sacramento where she earned both her Bachelor of Arts and Master of Arts degrees in Sociology. Currently, she works for the Department of Rehabilitation as a Budget Manager. Throughout her life, Shannon has

evolved into being a motivation to just about everyone she encounters. Shannon strongly believes the late Steve Jobs said it best: "your time is limited, don't waste it by living someone else's life. Don't be trapped by the dogma - living with the results of other people's thinking".



**Priscilla Enriquez** has spent the last 20 years in philanthropy where she has directed diverse grant-making initiatives in excess of \$50 million across the state. She is currently the chief giving officer for the Sacramento Region Community Foundation. Prior to



# Speakers and Presenters

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this, Enriquez was director of community investments for ZeroDivide, co-director of the California Telehealth and Telemedicine Center, and director of program services for the Bay Area March of Dimes. Enriquez is a graduate of the Metro Chamber's Leadership Sacramento class of 2008, serves on the board of Community Health Charities of California, and is co-chair of Any Given Child.



**Pat Fong Kushida** is the president/CEO of the Sacramento Asian-Pacific Chamber of Commerce (SACC), and president/CEO of the California Asian Pacific Chamber of Commerce. She is also a governor-appointed commissioner for the California Student Aid Commission, former commissioner of the Sacramento Children and Families Commission, and former director of the United Way, Sacramento Region. Kushida received her BS in business administration with a minor in communications from California State University Sacramento in 1985.



**Stephanie C. Harper** is an author, career expert, speaker and radio host. A certified human resources professional with over 20 years of experience working in corporate human resources, Harper is the founder and publisher of CAREER Magazine, CEO of STEP Enterprises, Inc., and author of the books:

*Why Should I Hire You?* and *A Kingdom Built Career*. She made her "Career Minute" radio debut on SGN The Light and soon became the employment expert for the Reggie Gay Gospel Show on 91.9 FM Atlanta. Harper is also an executive board member for Influential Women About Biz, and board member for Youth United International.



**Kamane Malvo Marshall** is a newcomer to comedy, known as Queenie TT who has the comedic timing of a well-seasoned veteran. Queenie has been blazing the mic from San Francisco to Los Angeles opening up for Luenell, Tony Roberts, Mike E. Winfield, Shang, Michael Blackson, Rodney Perry and many more. Queenie TT was the first place winner of Tommy T's crowd's choice amateur competition (April 2010) and is the author of *Praise Be to the Plus-Sized Sister*. She is the owner and president of her

own size-positive entertainment company, *The Plus-Sized Sister Movement* which successfully produces two comedy show series *Queenie TT's Comedy Gumbo*, *Queenie TT & Friends* and the reality show webisode, *The Crazy Fabulous Show*.



**Alice Perez** is the president/CEO of the Sacramento Hispanic Chamber of Commerce, which provides a number of business development programs that encourage the creation, expansion and growth of small business and emerging businesses, including women and minority owned businesses throughout Sacramento County. In 2011, she founded Alice Perez Consulting, focused on business and community engagement strategies. She is also vice chair of the California Asian Chamber of Commerce and on the board of the California State University Sacramento Foundation, Foundation for California Community Colleges, and Center for Fathers and Families.



**Ramona Mosley** is the Program Director with the Health Education Council, a nonprofit organization based in West Sacramento where she provides leadership and oversight to several obesity prevention initiatives, working collaboratively within the community to develop, implement, and evaluate

community-based health initiatives and campaigns aimed at reducing health disparities. She has worked with a number of community-based coalitions and volunteers to advocate for community health needs and priorities and has worked extensively with schools, churches, community-based organizations, and the corporate community on health improvement and promotion activities.



**Deanna Roberts** is the founder and president of D.R. Roberts Event management Inc., where she works in the day-to-day operations of event planning with various clients around the country, from weddings to inner-city children's activities to sporting events. She has also been co-partner of First Fridays of the Bay Area for the past 20 years, which is an African American professional networking organization. She has been spotlighted in numerous publications, including *Ebony*, *BlackNews.com*, and *Great Women of Style*.

## 4th Annual Exceptional Women of Color Networking Brunch



**Zoritha Thompson** is the Broker/CEO of Goree & Thompson Real Estate, Inc. and she has been in the Real Estate Industry for over 22 years. With the real estate environment constantly evolving, Zoritha prides herself on staying adept with the various trends, keeping herself knowledgeable by attending many industry events, conferences and meetings around the country.



**Shonda Yvette Scott** is CEO of 360 Total Concept, LLC, a public relations firm in San Francisco/Bay Area. Her diverse client list includes McDonald's-USA, Alameda County, City of Oakland, and Oakland Unified School District. She is also the executive producer and local talk show host for "Spotlight with Shonda

Scott" and "OAL Great Moments." Scott was honored with the appointment to serve as a national delegate on the President's Platform Committee at the 2012 Democratic National Convention. She is also the founder of The Pink Access Foundation, and served on the executive board of the Oakland/San Francisco NAACP.



For well over two decades, **Dr. Vajra M. Watson**, Director of Research and Policy for Equity at the UCD School of Education, has been developing praxis to improve education. At the crux of her praxis is a commitment to close the achievement gap, to close the gap between research and practice, and to actually

heed the call to leave no child behind. Her current work focuses on holistic reform efforts for chronically under-performing schools in rural, suburban, and urban communities. She is also the founder of Sacramento Area Youth Speaks (SAYS), a literacy program that pairs trained poet-mentor educators and classroom teachers to develop a grassroots pedagogy that bridges the standardized content and the community. Watson earned two Master's degrees and her Doctorate from the Graduate School of Education at Harvard University.



Accomplished singer/songwriter **Karyn White** etched herself into music history with her smash hit song, the female anthem "Superwoman," selling over a million units, certified Gold, and named the Billboard R&B Song of the Year in 1989. Since the re-

lease of her last CD, "Make Him Do Right," in 1994, White has been busying raising and nurturing her daughter, Ashley. Her next album is scheduled for release in 2012 and offers a heartfelt retro acoustic soulful flare.

### MEN'S PERSPECTIVE PANEL

#### MC/Host



**Pastor Sherwood Carthen** is the founding and lead pastor of Bayside of South Sacramento, a fast-growing, multicultural, multiclass church in Sacramento. He is a nationally known preacher and speaker who consults on a variety of faith, health and community issues. Bishop Carthen is

also the founder and director of the Our Family Community Foundation which is a para-church ministry specializing in wellness, wholeness, and faith. He is also chair of stakeholders for the National African American Tobacco Education Network, and president of the National Black Clergy for Substance Abuse Prevention.



**Dr. Ronn Elmore** is an author, relationship therapist and ordained minister. He is also the author of the books *How to Love a Black Man*, its sequel *How to Love a Black Woman*, *An Outrageous Commitment: The 48 Vows of an Indestructible Marriage*, and *No-Nonsense Dating*. He holds a BA in public

relations and journalism from Antioch University, an MA degree from Fuller Seminary with concentrations in both theology and marriage and family counseling, and a doctorate in clinical psychology from Ryokan College.



**Chief Daniel Hahn** was sworn in as Roseville's 15th chief of police in March 2011. Prior he served 23 years with the Sacramento Police Department where he attained the rank of captain. Chief Hahn served in numerous assignments in Sacramento, including public information officer, High School

Criminal Justice Academy coordinator, and watch commander. In the community, Chief Hahn is a member of numerous organizations, such as the California Chief's of Police Association, and volunteers on a number of boards throughout the region.

# Speakers and Presenters

**EWOC**  
EXCEPTIONAL  
Women of Color



## 4th Annual Exceptional Women of Color Networking Brunch



**Amar Khalil** is a rhythm and gospel artist from the “Music Mecca” of Oakland, CA, and the lead singer of the platinum plus group Tony Toni Toné. He is an accomplished songwriter, musician, dancer and actor. In 2006, Khalil debuted his gospel album “Where There’s a Will There’s a Way,” and has recently released the self-titled first single from his upcoming new album, “Born Again.”



**William Jahmal Miller** is a communications manager for Kaiser Permanente’s National Community Benefit, Health Policy and Research Division at the company’s headquarters in Oakland, CA. A graduate of Columbia University and the University of Southern California, Miller has over 13 years of

professional experience within healthcare. In the community, Miller serves on the boards of the California Child Care Referral and Resource Network, American Diabetes Association, American Heart Association, Bloodsource, and the Ronald McDonald House Charities.

### WORKSHOP PRESENTERS



With more than 16 years in the Banking/Financial services industry, and over 11 years as a Financial Advisor, **Norma Andrade Casanova** is dedicated to helping clients live the one life they have the best way they can by addressing what she finds to be the four cornerstones of Planning: Investments, Liability

Management, Risk Management & Estate Investment Planning. Norma finds this to be even more critical for women, since according to the Women & Affluence 2012 study by Women & Co., 90% of all women will be solely responsible for their finances at some point in their lives.



**Paul Carrick Brunson**, also known as The Modern Day Matchmaker has become internationally recognized as one of the most successful matchmakers and relationship coaches. As the pioneering African-American matchmaker in the world, he has served over 400 clients directly and collectively through live events and

social media matched over 3,000 people on dates. Brunson is the co-host of the TV series “Lovetown, USA,” which premiered August 19 on the Oprah Win-

frey Network (OWN). He is also the author of *It’s Complicated, But It Doesn’t Have to Be*, which will be released October 11, 2012, through Gotham Books.



**Dr. Monica Crooks** has been in private practice for family dentistry for 20 years in Sacramento. Having attended UCLA School of Dentistry and completed a General Practice Residency at David Grant Medical Center, Dr. Crook loves her profession because modern technology has given dentistry the ability to do almost anything with teeth. She loves the sense of accomplishment that comes from making an unattractive smile, suddenly gorgeous.



Preacher, entrepreneur, advocate, motivational speaker and 8-year breast cancer survivor. **Rev.**

**Tammie Denyse** founded Carrie’s TOUCH, Inc., a breast cancer organization that provides advocacy, awareness, education, research and support and has received numerous awards for her work. She joined an international effort led by Breast Care International to raise awareness in Ghana. She co-authored a published research paper on “The Unmet Needs of African Americans with Breast Cancer.” Rev. Tammie earned a Bachelor of Arts in Human and Community Services, a Master of Divinity, and is completing a Master of Arts in Community Leadership.



**Dr. Ronn Elmore** is an author, relationship therapist and ordained minister. He is also the author of the books *How to Love a Black Man*, its sequel *How to Love a Black Woman*, *An Outrageous Commitment: The 48 Vows of an Indestructible Marriage*, and *No-Nonsense Dating*.



**Ilesha Graham**, affectionately known as “coco”, is an educator, motivational speaker, writer, and presenter. Ilesha currently works as a site administrator in the Elk Grove Unified School District and is committed to enhancing the educational outcomes for young students and their families. She is also the co-founder of Narrow Path Media Group, a ministry she launched with her husband, to inspire, encourage and uplift others through music, workshops and multi-media presentations.



## 4th Annual Exceptional Women of Color Networking Brunch



**Dr. Karen Hart** is a board certified family physician and healthcare-delivery innovator. She opened her unique medical practice in 2009. Her model combines traditional and alternative medicine. Dr. Hart is passionate about serving patients of all economic means. She assists uninsured and small business owners with an innovative membership plan that provides access to her primary care services and a network of specialists. She has gone one step further by opening her heart and her practice to homeless women referred by a local organization that helps them regain a productive role in society. A graduate of the University of Iowa Roy J and Lucille Carver College of Medicine, Dr. Hart's work has been featured on CNN, KCRA, News 10, Hearst Corporation national news and the Sacramento Bee.



**Kerri Herndon**, affectionately known as Coach Kerri, is a Life Transformation Coach and Christian Counselor who specializes in Transformation of the Soul - a process that compassionately guides women in unraveling layers of distortional thinking and fear to uncover the authentic self which is the essence of transformation. Coach Kerri's workshops, seminars, and writings provide practical steps for women toward achieving emotional wholeness through Bible-based, holistic approaches to spiritual, emotional, and physical well-being.



**Traci Herrera** is the Director of Finance and Administration for Progress House, Inc. and is also 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. Traci's expertise and wisdom are shared with practical advice and application. No matter what the topic, her passion and love for Jesus, and His word, would be contagious. Women leave Traci's workshops having learned to live everyday life while learning to love themselves by Leaning on the Lord.



**Patti Larson** is the Information Services Manager for the Nonprofit Resource Center (NRC) since 1989 and a librarian by training, Patti has many years of experience working in the nonprofit field. She teaches the NRC classes Starting a Nonprofit: What's It Take and Finding Grant Funding. Patti loves to help people find the information they need when she's not filling in as the Center's accidental techie.



**Mary Liu** has been a serial entrepreneur for over 28 years. She's built two successful six-figure businesses and recently launched a third to empower women entrepreneurs. Mary is a visibility and business coach, speaker, trainer and facilitator. She regularly speaks to audiences of all sizes and is an author and shares her stories of hope, courage and victory as an entrepreneur.



**Jann Murray-Garcia** graduated from Stanford University with Honors in Human Biology, later publishing her senior honors thesis as a publication in the New England Journal of Medicine. Her medical degree was obtained at the University of California, San Francisco, her pediatric training at Oakland Children's Hospital, and her Masters degree in Public Health at UC Berkeley. Jann helped lead a decade-long school-community partnership in Davis to address hate crimes committed by young people, and to successfully decrease racial disparities in achievement and discipline. These reforms have been accomplished largely with Davis youth in the lead, including their creation of the award winning documentary, available on YouTube: From The Community To The Classroom: A Youth Directed Documentary About How Young People Led Their Community Closer Toward Educational Equity. In her current role Jann serves as an Assistant Adjunct Professor at the Betty Irene Moore School of Nursing.



**Donna 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 but acquired her BS in Government from Sacramento State University May of 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. "SCANDALOUS" the much requested, red hot, sequel to "HIGH RISE", was released August 2010.



**Clarmundo Sullivan** is the founder and Executive Director of Golden Rule Services (goldenrules.info). Running a minority-based nonprofit in the midst of state and federal budget cuts, Sullivan likes that his job offers him an opportunity to implement a variety of skills and fulfill a variety of roles and responsibilities. Sullivan has degrees from San Francisco City College, San Francisco State University and a Master's in Education from the University of California, Davis.



## 4th Annual Exceptional Women of Color Networking Brunch

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 that 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) Networking Brunch Conference**
- **Hub Choice Awards (HCA) Show**
- **Black Men in Leadership**
- **Black Physicians Forum (BPF)**



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, 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, 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, Pleshette implemented a signature publication to complement the website. THE HUB: Urban Entertainment & Lifestyle Magazine caters to affluent urban professionals, working class families and the underserved communities of African American and mainstream communities with a mission to highlight individuals for their community contributions which increase enthusiasm in the community and help others to celebrate what Northern California has to offer.

**sac cultural hub**  
Media Foundation





## 4th Annual Exceptional Women of Color Networking Brunch



**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 nation-wide for media agency [www.thegospelvine.com](http://www.thegospelvine.com) and Indian Remy hair company [www.suvalihair.com](http://www.suvalihair.com).



**Victor Irving Jenkins**, the mindset specialist, professional speaker and distinguished toastmaster specializes in helping people, develop presentation skills for business communication. Victor is the President/ Founder of [CravetheSpotlight.com](http://CravetheSpotlight.com), an online media and marketing company that spotlights experts, speakers, teachers, ministers and more on their live Internet T.V. show, "Experts in the Spotlight". Crave the Spotlight also assists small businesses, nonprofits, and entrepreneurs with marketing and monetizing their message; developing educational webinars for e-learning, supported by email marketing campaigns, and Live T.V. streams.



**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 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.



**Alice Perez** is the president/CEO of the Sacramento Hispanic Chamber of Commerce, which provides a number of business development programs that encourage the creation, expansion and growth of small business and emerging businesses, including women and minorityowned businesses throughout Sacramento County.



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 Whitlow** is a member of Calvary Christian Center, Sacramento Valley Section of the National Council of Negro Women, Inc., Chair the Children of Promise Workshop & a 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](http://www.ncnwsacramento.org).



# Conference Team Leadership



## 4th Annual Exceptional Women of Color Networking Brunch



**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 start-up organizations. Pleshette 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 Blakley** 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 as a volunteer in the Fall of 2010 and provides support as the Administrative Secretary on special grant projects and activities.



**Patricia Dawkins** has held many positions, Store Manager, Marketing Representative, Grant Writing, Secretary to Associations of African American Chefs, Secretary of the Board of Directors New Direction Christian Centers, Project Director for African American 5 A Day Campaign and a volunteer for many health and nutrition projects. Ms. Dawkins was recruited in 2008 to plan and organize the Exceptional Women of Color Networking Brunch. She currently serves in the role of the Com-

munity Relations Director for Sac Cultural Hub. Patricia holds an Associates Degree in Management and Business Administration and a Bachelors Degree in Family and Consumer Sciences with a Nutrition emphasis.



**Tolifer Denise** is the owner of T.E.A. Consulting, The Exceptional Assistant Event Planning, Production, Public Relations & Consultation firm specializing in exceptional events. Tolifer has a MA in Management and Organizational Development, BA in English and Certificate in Professional Meetings & Events Planning, from CSU Long Beach. Several years of Special Events Management and Project Management experience has given Tolifer Denise invaluable experience in the events industry. T.E.A.

Consulting joined forces with Sac Cultural Hub in September of 2007 to direct the Hub Choice Community Awards Show. Tolifer serves as the Special Events Director for annual events for the Sac Cultural Hub Media Company.



**Twlia Laster**, owner of Twlia Makes It Happen! Consulting Service. Twlia has 17 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 four years Twlia has served as the Strategic Marketing 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.



**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 a Marketing Executive since 2008 and serves as the Assistant to the Chief Editor and CEO of Sacculturalhub.com.



**Corrie Pelc** who serves as the Managing Editor brings over 13 years of journalism and communications experience to Sacculturalhub.com Media Company. Her work can be seen in publications such as Sacramento News & Review, Bay Area Parent, SoReal Magazine, and Style Magazine. A volunteer all her life, Corrie is involved in a number of nonprofits in Sacramento including Society for the Blind, Volunteer Center of Sacramento, Reading Partners, TEAM (Teaching Everyone Animals Matter), and RedRover. Born and raised in Northern New Jersey, Corrie currently calls Sacramento home with her husband and six felines.



## EVENT PRODUCTION

T.E.A. Consulting, The Exceptional Assistant Event Planning, Production, Public Relations & Consultation firm is the solution for any of your event needs. Our professional and devoted staff are experts at organizing and executing any and all types of events. Our staff is recruited, hand selected and screened from the most esteemed areas of the service industry. T.E.A. Consulting continues to uphold the reputation of being professional, meticulously trained, reliable, engaging and trustworthy. We will incorporate an attention to detail that will ensure the highest level of service to each and every guest.

**Cheryl Franklin - Event Manager/Customer Service Specialist**

**Dennis Austin/Souldier Entertainment - Production Manager, Stage Director & Consultant**

**Gina Banks - Assistant Stage Manager**

**Talisha Gaines/Inspired Designs - Set Designer and Vendor Concierge**

**Casanya Ursery - Consumer Relations**

**Tia Madkins - Command Center**

**Jeff Franklin - Guest Relations Director**

**William Ursery - Hospitality Administrator**

**Lynette Lewis - Event Technician**

**Michael Blair - Event Technician**

**Derrick Pearson/OneWay Photography - Event Photographer**

**Tolifer Denise - Event Director**

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Today's young women are tomorrow's leaders and business owners. We look to celebrate their present and future with the 2012 Young Women's Summit (YWS). As part of the 2012 Exceptional Women of Color Networking Brunch, young women of color ages 12-21 have been invited to participate in this one-day summit that features discussion and workshops in areas that will assist them in pursuing their personal dreams and professional goals.

### Empowering Young Women to Succeed

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

#### YWS FACILITATORS



**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.

**Mioshi Jackson**, born in Fairfield, California starting helping with children at a local church youth ministry at 8 years old and continued to assist with the younger generation as she got older. Upon her family's move to Sacramento when she was 12-years old, had a near death experience which changed her life forever. Recognizing a need for youth/teen mentoring, she Founded a non-profit organization, Mind Focus, Inc. in 2005 at age 21 to provide at risk youth an avenue of expression through performing arts in the Sacramento area.



#### SPEAKERS AND PRESENTERS

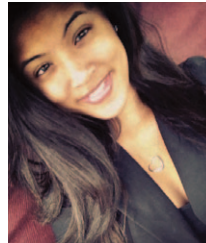


**Jessica Brown** is the public health prevention specialist for the Encouraging Life Organization (ELO) – a nonprofit organization that annually serves about 600 African-American men and women in Sacramento County by creating community health initiatives to assist in the elimination of health disparities among underserved communities.



**Mikal Brown**, CEO of Mybescene LLC, was born and raised in Sacramento, CA. She graduated cum laude from South Carolina State University with a B.S. in Business Administration and a concentration in marketing. She put her degree to work at the Sacramento Chamber of Commerce, Pfizer Inc, Bristol Meyers Squibb, Abbott Labs and IBM. After a successful 14 year career in corporate America, Mikal launched

BeYourBusiness.com on May 1, 2010. Since then, she has been actively involved with several community projects and college leadership/ enrichment programs.



**Diamond Garnett** was born and raised in the Washington, DC area until moving to Sacramento. She is currently a sophomore at Loyola Marymount University in Los Angeles, CA, majoring in Communication studies where she maintains a 3.67 GPA and has maintained her place on the Dean's List each semester thus far. Upon graduating, she plans to become an entertainment publicist.



**Kerri Herndon**, affectionately known as Coach Kerri, is a Life Transformation Coach and Christian Counselor who specializes in Transformation of the Soul - a process that compassionately guides women in unraveling layers of distortional thinking and fear to uncover the authentic self which is the essence of transformation.



**Andre Jordan**, born and raised in Boston, MA, possesses a keen ability to inspire, educate and empower people from all walks of life. He has over 10 years in the Financial Services Industry, serving in various capacities and departments from Corporate Compliance & Privacy to Business Banking and Operations. Andre has his Bachelors in Economics from California State University, Sacramento, a Masters of Business Administration and Certificate in Project Management. He is currently teaching as an Adjunct Economics Assistant Professor for the Los Rios Community College District and business owner of Wise Counsel Consulting. He is endeavoring to continue his education by pursuing additional certifications and desires to eventual obtain a Doctorate in Organizational Psychology & Leadership.



#### MC/HOST

**LaKenya McClough** is currently an advisor to the California Black Chamber of Commerce's Green Initiative, and co-hosts the "Envirobro" Going Green radio show



# Young Women's Summit



## 4th Annual Exceptional Women of Color Networking Brunch

which focuses on keeping the public educated about environmental news. She is also an active board member for California Women Lead (Sacramento Regional Chapter) since 2010. She holds a bachelor's degree in Communications and Organizational Management from St. Mary's College, and a Master's degree in Public Health from Touro University. LaKenya McClough is a dedicated public service leader committed to community health, wellness, and economic sustainability. Her efforts include programs and policies in health, green jobs, small business, and energy. LaKenya received Congressional recognition for her work with breast cancer survivors and the notable "Heroes Award" for her work with Black Infant Health and the Touro University Community Advisory Board.



**Devon Mitchell**, 18, is from Sacramento, CA and is currently a sophomore at Marymount College, located in Palos Verdes. His major is in Business and his minor in Criminal Justice. He also owns a small exclusive clothing line called Million Tikit Company. Devon has traveled all over California, performing with his African Dance troupe. He developed a certain hunger to change the state in which he was born, but now he says changing the world is his greatest desire. Within the next 5 years, he hopes to oversee his own clothing line, and to be able to change and inspire all people through the art of design.



Makeup Artist and Stylist **Tisha McKnight's** passion for makeup quickly established early. As a young lady, she started by putting makeup on her mother and using colors that looked good on her. Tisha's work has been showcased in high-end fashion photo shoots with cultured models, and her work has also been showcased in a nationwide calendar to advocate breast cancer. Her goal is to enhance the beauty of common blemishes that we, as women dislike, and to develop a makeup line in the next few years called Creating a Look by Tisha.



**Lorreen Pryor** has worked in the Legislature since 2005 and currently serves as Committee Secretary for the Assembly Governmental Organization Committee. Prior to her Presidency, Lorreen served 2 years as Vice President of Northern California recruitment and participation with the Black Youth Leadership Program and 3 years as Project Consultant for AAYLP's (African American Youth Leadership Program) week long summer program held on Sac State's campus advising on various project management elements. In 2004, Lorreen obtained a B.A. in Communications Studies with an emphasis in Media Communication from Sacramento State and was awarded by Sacramento State's Cooper-Woodson College for being an exemplary leader, scholar and community servant. Committed to youth and constantly in planning mode Lorreen strives to reenergize students to think outside the box.



**James E. West, Sr.** is Success Coach who has over 20 years experience in the field of personal development. He has spoken to various audiences from corporations to elementary schools in many other states. James attended Laney College in Alameda County taking vocational classes in the Construction field. He has been a General Building Contractor for more than 20 years. James delivers a high energy message, which chal-

lenges individuals to take responsibility in their own lives and to stop making excuses as to why they are not living up to their true potential. As a speaker, Coach James has helped many individuals achieve their goals and dreams, by showing individuals how to utilize their physical, mental and spiritual potential.

## YWS PROGRAM SCHEDULE

	TRACK 1	TRACK 2	TRACK 3
	All sessions located in 5 Lower Freeborn		
10:25 - 11:30 p.m. WORKSHOP SESSION I	Putting Your Best Foot Forward: Application/Resume Ready	Dress for Success	The Pursuit of College & Entrepreneurship
1:10 - 2:00 p.m. WORKSHOP SESSION II	Significance of a bank account and becoming financially fit	Character Control: Sisterhood in Social and Professional Settings	Mock Interview Engagement
2:00 - 4:00 p.m. WORKSHOP SESSION III	Co-ed Perspective Youth Panel Presentation Young men and women give their perspective on education, mentorship, leadership and success		

## Y-EWOC SCHOLARSHIP COMPETITION

The 2012 Young Exceptional Women of Color (Y-EWOC) Scholarship Competition was started in May 2012 to help assist young women of color ages 14-21 afford higher education. The goal is to encourage young women of color to pursue their dreams through every area of life. The Sac Cultural Hub Media Foundation will announce two winners to receive awards in the amount of \$500 each for the Y-EWOC Scholarship Competition recipients today at this conference.



**A Touch of Life**

www.MyAncientTreasure.com

**AFLAC**

lisa\_hutcherson@us.aflac.com

**African Americans for Balanced Health**

www.aabh.net

**Allstate**

www.allstate.com

**Amar Khalil ~ Gospel Artist**

www.cdbaby.com/cd/khalil1

**Another Look Hair Salon**

www.anotherlookhairsalon.com

**Ardyss International**

www.Ardysslife.com/  
Tinamontgomery

**Ashay By The Bay**

ashaybythebay@gmail.com

**Barnes & Noble**

www.barnesandnoble.com

**Black Economic Council**

www.blackeconomiccouncil.com

**BloodSource**

www.bloodsource.org

**C.L.A.S.S.Y.-  
Captivating  
Ladies Acquiring Successful  
Standards Yearly**

www.classybrnonly.org

**California Department of  
Corrections and Rehabilitation**

www.cdcr.ca.gov

**California Partnership for  
Long Term Care**

www.RUReadyCA.org

**Capital Public Radio**

www.capradio.org

**Carries Touch**

www.carriestouch.org

**Country Club Fashions**

(209) 403-2811

**D & L Designs**

lori62662@yahoo.com

**Diva's Defense**

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**Dream Girls Fine Hair Imports  
& Salon**

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**Daniel, Russell & Charles Co.**

www.drccompany.com

**F. McClure, Book Author**

godsrn4u@comcast.net

**Frames by Frankie**

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**Glorious Jewelz**

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**GMAC Mortgage**

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# Exhibitors Pavilion



## 4th Annual Exceptional Women of Color Networking Brunch

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www.try7fitness.com

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www.karynsworld.me

**Keller Williams**  
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www.myloveablelegs.com

**Nikken**  
www.nikken.com

**Primerica**  
www.primerica.com/cfranklin

**Reliv International**  
www.reliv.com

**Roc 'N Locs**  
www.rocnlocspop.com

**Ronn Elmore Group, Inc.**  
www.drrohn.com

**SOL -Saving Our Legacy**  
www.thesolproject.org

**Sacramento Power Women**  
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**Sac Cultural Hub**  
www.sacculturalhub.com

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## 4th Annual Exceptional Women of Color Networking Brunch

UC Davis Office of Campus Community Relations  
and the Sac Cultural Hub Media Foundation present the  
2012-13  
UC Davis Campus Community Book Project

### COMMUNITY BOOK DISCUSSION @UNDERGROUND BOOKS IN SACRAMENTO

*"A Conversation on the migration and prosperity of African Americans in Sacramento"*

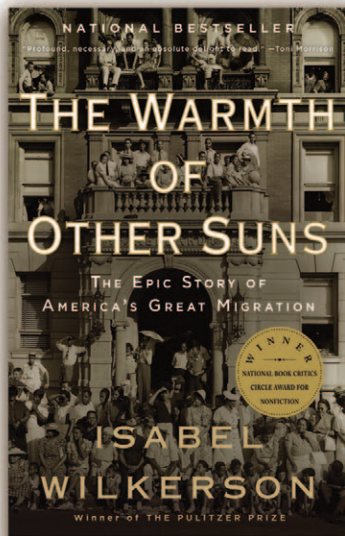
**Tuesday, October 30**

**5:30 - 7:30 p.m.**

@ Underground Books  
2814 35th Street  
Sacramento, CA 95817

Enjoy Refreshments  
and Join the  
Conversation with  
Local Community Residents

*"The Warmth of Other Suns:  
The Epic Story of America's  
Great Migration"*  
by Pulitzer Prize-winning  
journalist Isabel Wilkerson



**DO YOU HAVE QUESTIONS? SHARE YOUR OPINIONS  
AND VIEWPOINTS WITH US!**

**WHY DID BLACKS LEAVE THE SOUTH** IN SUCH GREAT NUMBERS FROM 1915 TO 1990?  
**WHAT WOULD AMERICAN CULTURE LOOK LIKE TODAY IF THE GREAT MIGRATION HADN'T HAPPENED?**  
**IS IT NOW BETTER FOR BLACKS IN THE NORTH VS. THE SOUTH (E.G. - ATLANTA, GEORGIA)?**



About the Author: Isabel Wilkerson won the Pulitzer Prize in 1994 (making her the first African-American woman in the history of American journalism to win the prize) for her work as Chicago Bureau Chief of The New York Times. Wilkerson also won the George Polk Award, a John Simon Guggenheim Fellowship, and was named Journalist of the Year by the National Association of Black Journalists. She is currently a professor of journalism and director of Narrative Nonfiction at Boston

For upcoming activities sponsored by the  
2012-13 UC Davis Campus Community  
Book Project, visit  
<http://occr.ucdavis.edu/ccbp2012/index.html>

For more info or questions about the Commu-  
nity Book Discussion in Sacramento, call  
Pleshette at (916) 470-2337 or Mother Rose at  
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(See official rules for details.)



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### ***"Get ready, Get set, Cuz we're all Gonna Go!"***

Farewell, My Friend by Beatrice Toney Bailey, TV Host and International Author, is a step-by-step guide written for anyone who is the picture of health or has a loved one with a serious illness. Farewell, My Friend will guide you through key actions that you can take now to prevent the chaos associated with end-of-life decisions or health issues. Readers will vacillate between laughing out loud and wiping away tears as they read this unique book. Farewell, My Friend also tells a moving story of couple who rediscovered what really is most important in life and it wasn't who left the top off the toothpaste!



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### Show Tickets



### Comedy Show Tickets



### Gift Cards



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### Concert Certificate



### *Recognizing Essie Gilcrest*

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Sac Cultural Hub Media Foundation would like to thank all of our corporate sponsors and community partners for supporting the 4th Annual Exceptional Women of Color Networking Brunch

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