

Sponsorship Package



11th Annual Women of
Achievement Awards
Luncheon
2018

Courageous Communicators:
#WomenOfAchievement

Friday, June 8, 2018
11:00 a.m.—1:00 p.m.
El Paseo Restaurant
Santa Barbara, CA

Women of Achievement Past Recipients

~ 2017 ~

"Inspirational Women Leaders: Communication, Empowerment, Outcomes"

Helene Schneider, Former Mayor, Santa Barbara

Patty DeDominic, Founder, International Women's Festival

~ 2016 ~

"Women Stand Up, Speak Out"

Lois Capps, Former Congresswoman

Dr. Lois Phillips, Communications Consultant and Founder AWC-SB

~ 2015 ~

"Pioneers for Change: Communication, Community, Choice"

Sigrid Wright, Director, Earth Day Festival

Marilyn Tam, Author, *The Happiness Choice*

~ 2014 ~

"Giving Voice: Leadership, Education, Community"

Nancy Leffert, President, Antioch University

Marianne Partridge, Editor in Chief, Santa Barbara Independent

~ 2013 ~

"Money Matters: Journalism, Justice, and Empowerment"

Kathleen Sharp, Author, *Blood Medicine*

Marsha Bailey, Founder and CEO, Women's Economic Ventures

~ 2012 ~

"From Breaking News to Awakening the Muse"

Perie Longo, Poet

Paula Lopez, Television journalist

~ 2011 ~

"From Ink to Internet: Honoring Visionaries in Communication"

Linda Weinman, Founder, Lynda.com

Starshine Roshell, Syndicated columnist

~ 2010 ~

"Writing Truth, Empowering Women"

Sarah Miller McCune, Publisher, Sage Communications

Marcia Meier, Author and Director, SB Writers Conference

~ 2009 ~

"Championing Leaders, Building Relationships, Recognizing Excellence"

Catherine Remak, Radio host

Ann Louise Bardach, Journalist

~ 2008 ~

Producer **Deborah Hutchinson**

and reporters at the Santa Barbara News Press including **Jane Hulse**, **Melinda Burns**,

Dawn Hobbs, **Melissa Evans**, and **Anna Davison**

AWC-SB's annual fundraising event is the Women of Achievement Awards.

Our honorees are State Senator Hannah-Beth Jackson and Dr. Carrie Hutchinson, Chair of the Communication Department at Santa Barbara City College, and co-founder of the Santa Barbara Chapter of Showing Up for Racial Justice (SURJ).

Both of our honorees epitomize our 2018 theme "Courageous Communicators: #WomenofAchievement." Both use their formidable skills as communicators to strengthen our community by addressing issues of social justice.

The Women of Achievement Award is one way AWC-SB strives to empower women. By acknowledging exemplary women leaders in communications fields, we provide inspiring role models for women who are pursuing careers in journalism, public speaking, writing, public relations, film-making, photography and related disciplines.

Funds raised at this event allow us to provide professional development opportunities throughout the year. Our monthly meetings, which are free to members and students, help women stay current with important developments in the technology, practice and ethics of contemporary communications. Recordings of past events are available at AWCSB.org.

In addition, we offer guided networking events, a holiday party, a movie night and a summer reading program that encourage cross-sector connections. We also provide internship and mentorship opportunities for young communicators and help women at all stages of their careers expand and strengthen their professional networks.



2018 Honorees

State Senator Hannah-Beth Jackson

Hannah-Beth Jackson is a former prosecutor and practicing attorney, educator, and small business owner. She was elected to the California State Senate in 2012 to represent the 19th Senate District, which includes all of Santa Barbara County and western Ventura County.



A graduate of Scripps College in Claremont, California with a joint major in government and sociology, she received her law degree from Boston University Law School before returning to California to work as a deputy district attorney for Santa Barbara County. Eventually, she became the managing partner for the Law Offices of Eskin and Jackson, with offices in Ventura and Santa Barbara.

From 1998 to 2004, she represented the 35th Assembly District in the State Assembly, where she worked with Democratic and Republican governors to author more than 60 bills into law. Hannah-Beth has also co-founded two non-profit organizations, served as the first policy-maker in residence at UC Santa Barbara, and served as adjunct professor at Antioch University.

In the Senate, she is chair of the Senate Judiciary Committee and serves as a member of the Senate Committee on Natural Resources and Water, the Senate Budget and Fiscal Review Committee, the Senate Labor and Industrial Relations Committee and the Senate Public Safety Committee. She is immediate past chair of the California Legislative Women's Caucus.

During her time in the Legislature, Hannah-Beth has become known as an effective advocate for protecting the rights and privacy of Californians, protecting the environment, advancing legislation to reduce gun violence, supporting access to justice for all Californians, championing equality for women, advocating for commuter rail, improving access to early childhood education, and supporting veterans and veterans treatment courts, among other issues. She is the author of Senate Bill 358, the California Fair Pay Act, landmark legislation to strengthen California's equal-pay law, and was named by Huffington Post as one of 11 women around the country "blazing new trails" in American politics.

Hannah-Beth has received Legislator of the Year awards from a wide range of organizations and is the recipient of the prestigious California Women Lawyer's Fay Stender Award, given annually to an attorney committed to affecting positive change with "zest, humanity (and) personal courage" who serves as a role model for women. An advocate for justice for women, children, and victims of crime for more than three decades, she helped establish the Santa Barbara Shelter Services for Women (now known as Domestic Violence Solutions) and Women Against Gun Violence. She is also a founding member and past president of the Santa Barbara Women's Political Committee.

Dr. Carrie Hutchinson

Dr. Carrie Hutchinson is the Chair of the Communication Department at Santa Barbara City College, where she has been teaching for 15 years since earning her doctorate from UCSB in Interpersonal Communication and Intergroup Psychology. She teaches courses in Interpersonal Communication, Leadership, and Social Justice, and enjoys taking students around the world on study-abroad programs to destinations such as Rwanda, South Africa, and Cuba. Carrie's travels compelled her to become involved in advocating for marginalized people and groups across the globe. She leads a Santa Barbara chapter of the national organization Dining for Women, which meets monthly to support projects that foster economic and social empowerment of women and girls in developing countries.



After becoming involved in the national organization Showing Up for Racial Justice (SURJ), Carrie co-founded the Santa Barbara chapter in 2016. SURJ aims to compel people with racial privilege to join a multiracial movement for racial justice with passion, accountability, and effectiveness. Carrie works via SURJ under the guidance of local and national organizations led by people of color taking direct action against racism. As an intersectional activist, Carrie is a passionate writer and speaker not only about racial justice but also about other issues that intersect with racism. Her publications include textbooks, peer-reviewed research studies, popular-culture articles, and a blog entitled Notes on Racism and Social Justice from an Aspiring White Ally. Through her local, national, and international activism, Carrie aspires to do something each day that will positively impact the world.

Carrie is the mother of two future changemakers, Lilah and Cleo, and partner to her husband, James. During her free time she performs as the lead singer in a local rock band. Learn more about Carrie at carriehutchinson.com.

Special Guests

Starshine Roshell—Master of Ceremonies



Starshine Roshell is an award-winning journalist, author and writing coach. Local readers have named her Best Columnist for 9 years in a row for her witty, honest and insightful column in the *Santa Barbara Independent*. She has interviewed Gloria Steinem, Samantha Bee and Ellen DeGeneres among others, and taught news, feature and travel writing at UCSB and SBCC. She is an author at LinkedIn Learning, associate director of media and communications for Fielding Graduate University, and a 2011 Women of Achievement Award recipient.

Perie Longo—WOA Poet Laureate



Perie's love of poetry influences all aspects of her life. She was Poet Laureate of Santa Barbara (2007-09) and the president of the International Association for Poetry Therapy (INAPT) from 2005-07. She is a Registered Poetry Therapist (PTR), and Mentor/Supervisor for those seeking training in that field, a Marriage and Family Therapist, and a widely published poet. Perie received the Women of Achievement Award in 2012.

AWC-SB – The First Ten Years

The Association for Women in Communications is a national organization that helps women develop and deepen the communication skills they need to succeed in a variety of fields. Our local chapter includes authors, journalists and broadcasters, entrepreneurs, designers and marketers, corporate communicators, coaches and public relations experts. AWC-SB offers professional communicators and businesswomen an opportunity to network with colleagues who understand the challenges of contemporary communication.

Background: Communications consultant Lois Phillips, Publisher Mindy Bingham, and Producer Deborah Hutchison founded the Santa Barbara chapter of the Association for Women in Communications in 2006. They saw a need for a dynamic, local organization that cut across sectors to bring together professional communicators, solopreneurs, scholars and corporate communicators as well as communications majors at local colleges and universities. They affiliated with AWC, a national organization that has empowered women for over 100 years. On a local and national level AWC provides opportunities for professional communicators to encourage each other, feel inspired by successful role models, and learn skills and multi-media strategies through a range of professional development opportunities.

Professional Development: Today AWC-SB is the only AWC chapter in the State of California. Our membership includes women at different stages of their careers and with different backgrounds and skill sets. Regular networking meetings allow women to deepen their professional friendships, often leading to collaborative opportunities.

Monthly meetings feature speakers and panel discussions designed to help communicators stay at the top of their game. A few of the topics from recent meetings include *How Nonprofits Got their Message out After the Thomas Fire and Debris Flow*; *Communicating in a Time of Crisis --Insights from first Communicators*; *Time on Your Side--Time Management Tips from Santa Barbara's Top Communicators* and *I Have Something to Say! Now What--An Introduction to Indie-Publishing*.

AWC-SB has also sponsored public screenings of movies like *Lutah*, the story of trail-blazing local architect Lutah Maria Riggs, *Citizen McCaw* and *Wonder Women: The Untold Story of American Superheroine* as well as receptions for prominent local communicators like Gloria Feldt, author of *No Excuses: Nine Ways Women Can Change How We Think about Power*. During the summer, we choose books relevant to communicators and discuss them over Books for Breakfast.

Special Events: The annual Women of Achievement luncheon honors inspirational local communicators who have made a difference in the Santa Barbara community. AWC-SB also hosts an annual holiday party at which we recognize a Member-of-the-Year and support a Volunteer Organization of the Year. A few of the local nonprofits which have benefitted from our generosity include Girls, Inc., Friendship Center, Storyteller Children's Center, Domestic Violence Solutions and Santa Barbara Women's Fund.

The organization has also celebrated local communicators with the Founder's Award. Recent recipients include Guille Gil-Rehnoso, (co-founder of the Santa Barbara Latina network), Anna Laura Jansma, (communications liaison at UCSB), Kate Carter (founder of Life Chronicles) and Rebecca Claassen (spokesperson for Citizens' Climate Lobby).

Leadership: AWC-SB is governed by a volunteer board. Past presidents include Dr. Lois Phillips, Rebecca Chirstenson, Kathleen Barry, Dr. Lynn Jones and Dr. Minette Riordan. The Board is currently led by Lisa Angle. As we begin our second decade, we welcome new members and encourage all members to cultivate their own communication and leadership skills by volunteering for a committee or joining our board.



Women of Achievement 2018

SPONSORSHIP LEVELS

Strength - Premier Event Sponsor - \$2,500

- Full-page color ad in event program
- One premiere table (seating for 12)
- Logo placement on AWC-SB website and linked to sponsor's website
 - Special thank you from the podium at event
 - Inclusion in press release *if signed up by April 23rd*
- Logo placement and link to company website on online invitations (Distributed to over 1,000)
 - Placement on all AWC-SB social media platforms and social media announcements
- Featured in events announcements at AWC-SB monthly meetings for calendar year 2018
 - Logo included in post event promotions
 - Four complimentary AWC-SB monthly meeting passes

Persistence- Event Sponsor - \$1,500

- Half page ad in event program
 - One table (seating for 10)
- Logo on AWC-SB website and linked to sponsor's website
 - Special thank you from the podium at event
 - Business name included in event promotions
- Two complimentary AWC-SB Monthly meeting passes

Integrity - Sponsor - \$750

- 1/4 page black and white ad in event program
 - Thank you from the podium at event
 - Six tickets to the event
- One complimentary AWC-SB monthly meeting pass

Gift-in-Kind Donor

Drawing Item worth \$100 or more

- Listing in program
- Mention at the event

Media Sponsor

Promotion of the Event in the Media

- 1/2 page black and white ad in program
- One ticket to the event

Not able to attend but want to contribute? Able to attend and want to give more?

Exclusive for 2018!

Emergency Communicator Angel - \$75

Give the gift of acknowledgement to one of our Thomas Fire and Montecito Mudslide First Responders

- Special thank you from the podium at event
- Ticket to the event (AWC-SB to facilitate)

***NEW!* New Communicator Angel - \$75**

Support a young communicator

- Ticket for a college student to attend (AWC-SB to facilitate)

Sponsorship Contacts:

Lisa Osborn at nd@kcsb.org
Hilary Molina at hilarymolina@fielidng.edu

Testimonials

“ The Association for Women in Communications, Santa Barbara Chapter uses the Women of Achievement Awards to salute women who are exceptional communicators and have used their gifts to inspire and empower other women. Montecito Bank and Trust is proud to sponsor an organization that supports professional development for women in our community.”

Heidi Cougoule
Montecito Bank & Trust

“ AWC is an organization that brings smart amazing women together to share and connect their businesses. You put 4 or 5 women in any room and watch them work and bring any project or mission to life. Women need the support of other women. This organization does just that. The rule of the day is 'be a mentor and get a mentor'. That's how it works. We learn we grow we share and we succeed. That's what AWC does for its members and much, much more.”

Dr. Nancy O'Reilly, PsyD
Founder of WomenConnect4Good

“ This luncheon gets more uplifting every year. The specially crafted poems Perie Longo writes for each recipient adds a unique element to the awards presentation. The inspirational event itself is an award-winner, receiving recognition for our chapter last fall at the AWC national conference.”

Lisa Angle
AWC-SB President and AWC national board member

Get connected with AWC– SB

awcsb.org

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