

The Association for Women in Communications
SANTA BARBARA CHAPTER

12th Annual Women of Achievement Awards Luncheon
Making a Difference With Stories that Matter

#WomenOfAchievement

Friday, April 12, 2019
11:00 am – 1:00 pm
El Paseo Restaurant
Santa Barbara, CA



Sponsorship Package

Women of Achievement Past Recipients

2018

“Courageous Communicators”

Hannah-Beth Jackson, California State Senator
Dr. Carrie Hutchinson, SBCC Professor & Social Justice Activist

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”

Lynda 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—The Women of Achievement Awards

Our honorees this year are KEYT Journalist and Anchor, **Beth Farnsworth**, and Strategic Samurai, **Kymerlee Weil**.

Both of these women epitomize our 2019 Women of Achievement theme
“Making a Difference with Stories that Matter.”

Both use their formidable skills as communicators to strengthen our community by telling—and helping others tell—the stories that improve our understanding of each other.

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 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.



2019 Honoree

Beth Farnsworth, Journalist and Anchor, KEYT



Beth Farnsworth is an Emmy-award winning journalist who anchors the evening news at KEYT. Every night, she delivers the news—both good and bad—to Santa Barbara residents with intelligence and compassion. Local residents count on her reputation for fairness and accuracy as well as her steady good humor.

Beth spent one year at UC Santa Barbara before transferring to UC San Diego where she earned a degree in Media and Visual Arts. She started her journalism career as an unpaid intern at the NBC affiliate in Palm Springs where she was expected to do everything from sports reporting to audio editing. Her hard work earned her a spot on the staff and she won honors for her reporting on immigration issues. In 1991 she moved to Santa Barbara to work at KEYT where she spent four years “doing it all” as producer, reporter, and anchor for the News Channel 3 Midday Show.

After starting a family, she and husband, CJ Ward, moved to Phoenix where Beth became part of an Emmy-winning team that produced documentaries and a children’s science show. Because of her deep roots in Santa Barbara visiting her grandparents as a child—including her earliest childhood memories feeding the birds at the Andree Clark Bird Refuge, Beth returned to Santa Barbara and KEYT in 2002 to become co-anchor of the evening news. In that role, she does everything from moderating political debates to providing reassurance during local emergencies, like the Thomas Fire and Montecito Debris Flow. In 2015, she won another Emmy for KEYT’s coverage of the 2015 Refugio Oil Spill and in 2018, she won multiple awards including the Westmont Medal for “courageous, cutting-edge and inspiring news reporting” during the Thomas Fire and Montecito Debris flow.

Whether she’s behind or in front of the camera, Beth seeks out human interest stories with layers that will be useful to viewers—it is the very crux of why she got into journalism. She is especially drawn to stories about education—like her recent report covering the inspiring work done by Partners in Education—and the environment—another memorable story featuring a pod of killer whales that have taken up residence off the Santa Barbara coast. Despite the pressures of a nightly newscast, she is always looking for the “nugget” that will make a story unique, funny, inspiring, thought-provoking and worth sharing.

Emcee: Starshine Roshell



Starshine Roshell is an award-winning journalist, author and writing coach. Local readers have named her Best Columnist for 10 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.

2019 Honoree

Kymberlee Weil, Strategic Samurai

Kymberlee Weil is a lifelong athlete, a passionate entrepreneur, an improv performer and an exceptional communicator who has spent over 28 years studying the mindset that creates peak performance in business, sports and communications. She has produced six TEDx events including TEDx Santa Barbara, and she has helped hundreds of speakers discover their core idea and transform it into a message the world needs to hear through story, structure and staging.

Kymberlee attended the University of Hawaii on a full scholarship for softball and was recognized as an NCAA Woman of the Year. She earned her MBA at Pepperdine University and has written two books on computer technology. Kymberlee co-founded introNetworks, an award winning software development and licensing company which debuted at TED in 2003. Her experience speaking at TED University inspired her to create Strategic Samurai, a company that specializes in Short-Form High-Stakes Communications, influenced by insights gleaned from sixteen years of attending, participating in and producing TED events as well as experience training and performing in improv comedy.

Kymberlee works one-on-one with clients all over the globe and gives workshops that take participants to new levels of awareness, confidence and focus in their public speaking, especially when everything is on the line. Her events include training on Signature Storytelling, High-Stakes Short-Form Talks, Improv for Executives, Breakthrough Thinking and more. In 2014, she won the Spirit of Entrepreneurship Award for Professional Services. In all of her entrepreneurial efforts, Kymberlee draws on her lifelong experience as an elite athlete. She has been a Martial Artist for over twenty-five years and is a Fourth Dan Black Belt, Master level, in the Korean Martial Art, Hapkido. In addition to training in the Dojo, Kymberlee can be found most mornings at CrossFit where she tests and pushes her own boundaries every day.

Kymberlee's determination to defy her own barriers fused with her unique combination of Storytelling, Sports and Strategy has resulted in a powerful approach to communications which she willingly shares with others. By revealing the secrets for Short-Form, High-Stakes Talks, typical of TED style of speaking, she's achieving her mission of affecting change in the world, one story at a time.



WOA Poet: Perie Longo

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. In 2012, she was a Women of Achievement Award recipient.



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 to Recognize and Respond to Burnout; Keeping it Fresh on Instagram and other Social Media; Building a Supportive Professional Network* and *Communicating in a Time of Crisis—Insights from First Communicators*. AWC-SB sponsors public screenings of movies like *Miss Representation*, a documentary about how women are portrayed in media; *Lutah, the story of trail-blazing local architect Lutah Maria Riggs*; *Citizen McCaw* and *Wonder Women: The Untold Story of American Superheroine*. 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 make a difference in the Santa Barbara community. AWC-SB hosts an annual holiday party where we recognize a Member-of-the-Year and support a Volunteer Organization of the Year. A few of the local nonprofits which have benefited from our generosity include Girls, Inc., Friendship Center, Storyteller Children's Center, Domestic Violence Solutions, and Santa Barbara Women's Fund. The organization also celebrates local communicators with the Founder's Award. Recent recipients include Jen Baron (founder of Girls Rock Santa Barbara), Guille Gil-Reynoso, (co-founder of the Santa Barbara Latina Leaders 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 Christenson, Kathleen Barry, Dr. Lynn Jones, Dr. Minette Riordan and Lisa Angle. The Board is currently led by Carolyn Jabs. 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.



2019

#WomenOfAchievement

Making a Difference With Stories that Matter

SPONSORSHIP LEVELS

Headliner - Premier Event Sponsor - \$2,500

Full-page color ad in event program

One premiere table (seating for 12)

Special thank you from the podium at event

Logo placement on AWC-SB website with link to sponsor's website

Inclusion in press release if signed up by February 15

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 announcements for AWC-SB monthly meetings during calendar year 2019

Logo included in post event promotions

Eight complimentary AWC-SB monthly meeting passes

Newsmaker - Event Sponsor - \$1,500

Half-page ad in event program

One table (seating for 8)

Thank you from the podium at event

Logo placement on AWC-SB website with link to sponsor's website

Sponsor's name included in event promotions

Four complimentary AWC-SB Monthly meeting passes

Feature - Event Sponsor - \$750

Quarter-page black & white ad in event program

Thank you from the podium at event

Four tickets to the event

Two complimentary AWC-SB monthly meeting passes

Thank you for your consideration. AWC is a non-profit organization.

For more information,

contact Lisa Osborn (nd@kcsb.org) or Nancy Seagel (nancyseagel@gmail.com)

AWC-SB 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 and Trust



AWC is an organization that brings smart, amazing women together to share and connect their businesses. You put four or five 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

Past AWC-SB President and AWC National board member

Get Connected with AWC - SB

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