

Contact: Carolyn Jabs, AWC-SB President
carolynjabs@gmail.com or (805) 845-9774



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2020 Women of Achievement Chosen by the Association of Women in Communications, Santa Barbara

Barbara Ben-Horin and **Luz Reyes-Martin** to be Recognized for their
Vision, Voice, Advocacy for a New Generation

(Santa Barbara, Calif.) –The Santa Barbara Chapter of the Association for Women in Communications honors **Barbara Ben-Horin**, CEO of Girls Inc. of Greater Santa Barbara, and **Luz Reyes-Martin**, Executive Director of Public Affairs and Communications at Santa Barbara City College at the 2020 Women of Achievement luncheon presented by Women Connect4Good. The honorees receive their awards on **Friday, April 24, 2020** at the Hyatt Hotel in Santa Barbara.

As the CEO of Girls Inc. of Greater Santa Barbara, **Barbara Ben-Horin**'s professional commitment to communication intersects with her passion for advocacy and social justice. Girls Inc. of Greater Santa Barbara is the local affiliate of a national organization whose vision is empowering girls in an equitable society. Under Barbara's leadership, hundreds of girls receive the resources they need to grow up to be healthy, educated and independent. "In both my personal and professional life, I have been committed to the concept of fair and just relations which require both civility and supportive language," Ben-Horin said. "All of us hold the power to make a difference in the world both by taking action when something is not just, and by using words to convey kindness, support, courage, and empowerment."

Luz Reyes-Martin identifies as a communications professional, advocate, mother and feminist. She has expertise in the fields of communications, public affairs, marketing and land use planning, which she uses in her role as executive director of communications for Santa Barbara City College. Reyes-Martin also serves as a member of the Goleta Unified School District Board, and president of the Santa Barbara Women's Political Committee, a non-partisan organization that endorses candidates who support a feminist agenda that includes action opposing discrimination based on gender identity, race, ethnicity, religion, age or ability. "In my roles as School board member, Public

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Information Officer, and President of a Political Action Committee, I think constantly about how to communicate effectively with different audiences," says Reyes-Martin. "The essential ingredients are always authenticity, honesty, integrity and respect."

Starshine Roshell, award-winning journalist and a previous Women of Achievement recipient, will return for a third-straight year to emcee the awards luncheon whose theme is **Vision, Voice and Advocacy for a New Generation**. **Perie Longo**, Santa Barbara's Poet Laureate Emeritus, will continue a Women of Achievement tradition by presenting original poems composed for each of the honorees. "The Women of Achievement luncheon is a cornerstone event for our local chapter," says **Carolyn Jabs**, President of AWC-SB. "It's our way of honoring women who have used their gifts as communicators on behalf of our community. These women inspire us and we want to celebrate their achievements!"

For 2020, the AWC-SB Women of Achievement Awards luncheon moves to a new venue, the Santa Barbara Hyatt Hotel. Tickets to the Friday, April 24th, event start at \$65 for members \$85 for nonmembers and will go on sale soon at awcsb.org. Event sponsors who purchase a table of six for \$1,500 will also receive a half-page color ad in the event program and other benefits. For information on sponsoring the event, contact **Lisa Osborn**, nd@kcsb.org, cell: 310-980-3180.

AWC-SB has presented the Women of Achievement Awards for over a decade. Past winners include KEYT Journalist and Anchor **Beth Farnsworth**, State Senator **Hannah-Beth Jackson**, retired Congresswoman **Lois Capps**, former mayor **Helene Schneider**, Santa Barbara Independent editor-in-chief and co-founder **Marianne Partridge**, Dr. Carrie Hutchinson, Paula Lopez, Lynda Weinman, Catherine Remak and Sara Miller McCune. (A complete list is available at awcsb.org)

AWC is a national organization which has been encouraging women to develop their skills as communicators for over 100 years. The Santa Barbara chapter sponsors monthly meetings which help women at all stages of their careers stay current with important developments in the technology, practice, psychology and ethics of communications. Members are also encouraged to assume leadership roles in the organization, their careers and their communities. For more information visit: <http://awcsb.org>.

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