

The Association for Women in Communications  
SANTA BARBARA CHAPTER

## 13<sup>th</sup> Annual Women of Achievement Awards Luncheon

*Vision, Voice, and Advocacy for a New Generation*

# #WomenOfAchievement

Friday, April 24, 2020

11:30 am — 1:30 pm

Hyatt Hotel

Santa Barbara, CA



Sponsorship Package

## Women of Achievement Past Recipients

**2019** *"Making a Difference with Stories that Matter"*

**Beth Farnsworth**, Journalist and Anchor at KEYT

**Kymberlee Weil**, Strategic Samurai

**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 **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 Community College and President of Santa Barbara Women's Political Committee.

Both of these women epitomize our 2020 Women of Achievement theme  
***"Vision, Voice, Advocacy for a New Generation."***

Both use their formidable skills as communicators to strengthen our community by empowering women and girls to embrace new opportunities and take on challenging roles.

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. In addition, AWC-SB offers guided networking events, a holiday party, a movie night and a summer reading program that encourage cross-sector connections.



# 2020 Honoree

## Barbara Ben-Horin, Girls Inc. of Greater Santa Barbara



Barbara Ben-Horin has enjoyed a strong, smart, and bold career. As the CEO of Girls Inc. of Greater Santa Barbara, her 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 empowered girls in an equitable society

Under Barbara's leadership, 1300 girls in our community get the resources they need to grow up healthy, educated and independent. In the program, girls learn how to speak up for themselves and for others, and how to navigate – and break through – limiting social, economic, and gender biases and stereotypes. As Barbara often says, "Girls Inc is the program I wish I'd had when I was younger."

Barbara has earned the nickname "Connector" by using her talents as a communicator to bring together people with shared values so they

can work toward a common goal. At Girls Inc. she is responsible for bringing hundreds of people into the organization in different capacities. She founded and nurtured Women in Leadership, a group of community leaders committed to uplifting girls. And she championed the Wonder Women speakers bureau, which encourages notable women in our community to share their diverse professional stories with girls and teens.

Before joining Girls Inc., Barbara was the Director of Development for the Santa Barbara Museum of Art where she oversaw a \$50 million capital campaign. She also served as CEO for the SBCC Foundation, the Executive Director of the Santa Barbara Jewish Federation, and the Executive Director of Domestic Violence Solutions. In addition to her skills as a communicator, Barbara has extensive experience in fiscal management and fundraising including capital campaigns, major gifts and deferred giving. She has served as National Vice President for Planned Giving with The Hebrew University of Jerusalem in New York City. And she has also worked at the local, regional, and national level for the Anti-Defamation League (ADL) where she managed a \$100 million endowment fundraising campaign.

A Santa Barbara resident since 1973, Barbara has deep roots in the community. She often mentors young women and regularly participates in panel discussions on women in leadership. She is married to Yoav Ben-Horin and is the proud stepmother of Jonathan Ben-Horin who lives in New York City with his new wife, Rachel.

## 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.





# 2020 Honoree

## Luz Reyes-Martin, Santa Barbara City College and Santa Barbara Women's Political Committee

Luz Reyes-Martin identifies herself as communications professional, an advocate, a mother and a feminist. Over the years she has worked for public agencies, private industry, and higher education. She has expertise in the fields of communications, public affairs, marketing and land use planning. In particular, she has developed strong skills in the area of emergency communications - having completed rigorous training by FEMA and the California Governor's Office of Emergency Services.

As Executive Director of Public Affairs and Communications at Santa Barbara City College, Luz is committed to SBCC's critical role in serving the diverse educational needs of every student that comes through its doors. She is also the current 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 2014, at the age of 28, Luz was appointed to fill a vacancy on the Goleta Union School District Board. She successfully ran for the seat in November of 2014 and was re-elected in 2018. She has also served on the Executive Committee for the Santa Barbara Sierra Club and the Board of the Planned Parenthood Central Coast Action Fund.

The daughter of hard-working immigrants, Luz grew up in Los Angeles where she attended public schools. She earned a degree in Political Science and Chicano/a Studies from Stanford University and then went on to obtain a Masters of Land Use Planning and Masters of Public Administration from USC. Her activism began in high school with student government and continued in college where she was elected to the Undergraduate Senate.

Luz and her husband, Diego, are parents to two young children and love living in the beautiful community of Goleta, "The Goodland."

## Emcee: Starshine Roshell



Starshine Roshell is an award-winning journalist whose work has appeared in publications from The Hollywood Reporter to the New York Post. She's been voted Best Columnist for 11 straight years by readers of the Santa Barbara Independent, and in 2019, she received the Association for Women in Communication's national Headliner Award. Starshine has California Newspaper Publishers Association awards for both column-writing and business and financial reporting, and has interviewed countless celebrities from Tom Hanks to Gloria Steinem. She has taught news, feature and travel writing at UCSB and SBCC and is currently a writing instructor on LinkedInLearning as well as managing media and communications for Fielding Graduate University. She recently published her fourth book of columns, *Lather, Rage, Repeat: Frank Talk on Night Sweats, Day Drinking & Twitter*.

## About AWC-SB

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 *Communication to Promote Empowerment and Inclusion*; *Podcast 101: Learn Today, Launch Tomorrow*; *How Customizing Content Can Attract the Audience You Want*; and *Speaking with Purpose: to Pitch, Propose, Amuse and Toast*. AWC-SB sponsors public screenings of movies like *Raise Hell: The Life and Times of Molly Ivins*, and *Miss Representation*, and 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 Teri Jory (community activist) 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.



# 2020

## #WomenOfAchievement

*Vision, Voice, and Advocacy for a New Generation*

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### SPONSORSHIP LEVELS

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#### **Visionary Sponsor**



Premier seating for twelve at the luncheon • Featured in monthly media sponsorship ads leading to the event  
Logo on the WOA event page at awcsb.org, invitations, and all other event materials  
Full-page color ad and premier logo placement in the event program • Featured in event slide show  
Special recognition at the luncheon from podium by AWC-SB President  
Option for promotional giveaway for guests at luncheon (approximately 165)  
Recognition in AWC-SB social media posts • Special acknowledgment in invitations and press releases  
Inclusion in thank you ad in AWC-SB newsletter, post-event press releases and media ads  
Named as a premier sponsor in all event announcements for AWC-SB monthly meetings  
Unlimited complimentary passes AWC-SB monthly meeting

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#### **Voices Sponsor - \$2,500**

Preferred seating for eight at the luncheon  
Logo on the WOA event page at awcsb.org, invitations, (distributed to over 500), and other event materials  
Full-page color ad and featured logo placement in the event program  
Special thank you at the luncheon from podium • Two slides in event slide show  
Recognition in AWC-SB social media posts  
Inclusion in thank you ad in AWC-SB newsletter, post-event press releases, and media ads  
Eight complimentary AWC-SB monthly meeting passes

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#### **Advocacy Sponsor - \$1500**

Preferred seating for six at the luncheon  
Logo on the WOA event page at awcsb.org, invitations, (distributed to over 500), and other event materials  
Half-page color ad in event program • Special thank you at the luncheon from podium  
One slide in event slide show • Recognition in AWC-SB social media posts  
Inclusion in thank you ad in AWC-SB newsletter, post-event press releases, and media ads  
Six complimentary AWC-SB monthly meeting passes

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#### **New Generation Sponsor - \$750**

Seating for four at the luncheon  
Logo on the WOA event page at awcsb.org, invitations, (distributed to over 500), and other event materials  
Quarter-page ad in event program • Recognition in AWC-SB social media posts  
Inclusion in thank you ad in AWC-SB newsletter, post-event press releases, and media ads  
Two complimentary AWC-SB monthly meeting passes

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

**For more information, contact Hilary Molina ([hilarymolina@fielding.edu](mailto:hilarymolina@fielding.edu)), Lisa Osborn ([nd@kcsb.org](mailto:nd@kcsb.org))  
or Nancy Seagel ([nancyseagel@gmail.com](mailto: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 board member**

“

*I am inspired by the work that AWC does and the way it brings women together.”*

**Beth Farnsworth**

**2019 WOA Honoree, Journalist, and anchor, KEYT**

“

*The Women of Achievement luncheon is our way of celebrating women who have used their gifts as communicators on behalf of our community. Those who attend invariably come away feeling uplifted and inspired.”*

**Carolyn Jabs**

**President AWC-SB**

Get Connected with AWC - SB

[awcsb.org](http://awcsb.org)

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