

## 2026 SPONSORSHIP PACKET

18th Women of Achievement  
Awards Luncheon

# Powerful Voices, Purposeful Change — Women Leading Through Civic Engagement

Thursday, May 7, 2026  
11:30am-1:30pm

Cabrillo Pavilion  
1118 E. Cabrillo Blvd.  
Santa Barbara



**Association for Women in Communications  
Santa Barbara**

# Women of Achievement Past Recipients



## 2025 "Creative Communication:

*Building Community through the Arts"*

**Adriana Arriaga**, Artist, Designer, Activist

**Teresa Kuskey**, La Boheme Dance Founder and Director

**Frances Moore**, Santa Barbara Ring Shout Project Co-Founder

**Melinda Palacio** Santa Barbara's 10th Poet Laureate (2023-2025)

**Joanne Wasserman**, Music Director and Conductor of The Santa Barbara Choral Society

## 2024 "Lessons in Leadership: Connecting and Communicating as Education Evolves"

**Katya Armistead**, UCSB Assistant Vice Chancellor and Dean of Student Life

**Yolanda Medina Garcia**, Retired 30-year Director, Starr King Parent-Child Workshop

**Susan Salcido**, Santa Barbara County Superintendent of Schools

**Wendy Sims Moten**, Executive Director, First 5 Santa Barbara County, President, Santa Barbara Unified School District

## 2023 "Climate Champions: Bold Communication for a Sustainable Future"

**Hillary Hauser**, Executive Director, Heal the Ocean and Author

**Dr. Leah Stokes**, Associate Professor of Environmental Politics, UCSB

## 2022 "Navigating Uncharted Waters"

**Gina DePinto, Van Do-Reynoso, Suzanne Grimmesey, Mona Miyasato, Terri Nisich, Jackie Ruiz**, Communication Professionals from the County of Santa Barbara

## 2020/21 "Vision, Voice, and Advocacy for a New Generation"

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

**Luz Reyes-Martin**, Santa Barbara City College/Santa Barbara Women's Political Committee

## 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

**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, The 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"

**Sara Miller McCune**, Publisher, Sage Publications

**Marcia Meier**, Author and Director, SB Writers Conference

## 2009 "Championing Leaders, Building Relationships, Recognizing Excellence"

**Catherine Remak**, Radio Host

**Ann Louise Bardach**, Journalist

## 2008 First Women of Achievement Honorees

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



This year AWC-SB celebrates four extraordinary women whose work and leadership have strengthened and uplifted Santa Barbara's immigrant community. Through their fierce commitment, adaptability, and compassion, these honorees have elevated critical conversations, empowered others to act, and inspired meaningful change.

These women uniquely embody the 2026 Women of Achievement theme, **Powerful Voices, Purposeful Change – Women Leading Through Civic Engagement** highlighting women who use their platforms to advance equity and strengthen communities. **Tracy Lehr**, award-winning journalist who serves as an anchor and live reporter for News Channel 3-12, will **emcee the event**.

Presenting the annual Women of Achievement Awards event is one way that AWC-SB works to empower women. By recognizing exemplary women leaders in communications, AWC-SB provides

inspiring role models for women pursuing careers in journalism, public speaking, writing, public relations, filmmaking, photography, and related disciplines.

**Your sponsorship provides critical funding to sustain the Women of Achievement event and professional development opportunities that AWC-SB provides throughout the year.**

### **Teresa Alvarez**

Executive Director of the Carpinteria Children's Project

### **Primitiva Hernandez**

Executive Director of 805UndocuFund

### **Viviana Marsano**

Assistant Dean, Civic and Community Engagement, Division of Student Affairs, UC Santa Barbara

### **Julissa Peña**

Executive Director of the Immigrant Legal Defense Center



AWC-SB Women of Achievement honorees (L to R): Teresa Kuskey, Melinda Palacio, Adriana Arriaga, Frances Moore, JoAnne Wasserman

# 2026 Women of Achievement **Honoree**



## **Teresa Alvarez** Executive Director, Carpinteria Children's Project



As the Executive Director of the Carpinteria Children's Project, Teresa Alvarez leads efforts to advance equity and opportunity for children and families across Santa Barbara County. With over a decade of experience in the nonprofit sector, Teresa is a passionate advocate for early childhood education, immigrant communities, and systems-level change.

Born in Guanajuato, Mexico, and raised in California as an undocumented student, Teresa's lived experience shaped her unwavering belief in the power of mentorship, hard work, and education. She is a proud first-generation college graduate, holding a B.A. in Sociology from UC Santa Barbara and a master's in psychology from Antioch University Santa Barbara.

Teresa has held leadership roles on numerous boards, including Future Leaders of America, Rotary Club of Carpinteria, Santa Barbara Neighborhood Clinics, and the First 5 Santa Barbara County Commission. She is also a founding member of the Santa Barbara Latino Giving Circle, where she champions grassroots philanthropy and community-led solutions.

Her contributions have earned her the Woman of Service Award from the County of Santa Barbara Commission for Women and the DEI Advocate Award from Philanos, a national network of women's giving circles.

When she's not working to build stronger, more inclusive communities, Teresa enjoys traveling, reading, and chasing after her two young sons, Enzo and Nico.



# 2026 Women of Achievement **Honoree**



## **Primitiva Hernandez** Executive Director, 805 UndocuFund



Primitiva Hernandez is the Executive Director of 805UndocuFund, serving Santa Barbara and Ventura Counties. An immigrant from Mexico and a DACA recipient, she has lived in the California Central Coast since childhood and is the daughter of farmworker parents. Her personal experience as an undocumented college student and working parent fuels her dedication to immigrant rights and supporting the undocumented community.

Through the 805 Immigrant Rapid Response Network, Primitiva oversees a tri-county volunteer network that monitors and documents immigration enforcement activity, operates a 24/7 community hotline, conducts rapid response and “Know Your Rights” training, and coordinates mutual aid support for families facing detention and deportation. Under her leadership, hundreds of trained volunteers stand ready to protect community members and connect them with critical resources.

With over ten years of leadership experience in the nonprofit sector and local housing authorities, Primitiva was recently accepted into the Hispanas Organized for Political Equality Institute and currently serves as Chair for the Santa Barbara County Climate Collaborative. She holds a bachelor’s degree in liberal studies from Antioch University Santa Barbara and an associate’s degree from Santa Barbara City College.

# 2026 Women of Achievement **Honoree**



## **Viviana Marsano**

**Assistant Dean, Civic and  
Community Engagement, UCSB**



Born and raised in Argentina, Viviana Marsano moved to Santa Barbara to attend UCSB and completed a PhD in British history. Before coming to the US, she received a graduate degree in English Language and Literature. At UCSB, she worked at the UCSB MultiCultural Center for 15 years, where she started her long journey and found her passion for equity and inclusion.

She is currently Assistant Dean for Civic and Community Engagement in the Division of Student Affairs at the University of California, Santa Barbara. In this role, she works closely with Registered Campus Organizations, academic and student affairs departments, and the Isla Vista community in civic and community initiatives like voter registration and social, educational, and environmental activities. She firmly believes in access to higher education for first-generation, low-income students. Her focus is on the development of students as involved and empathetic citizens as they participate in community initiatives. She believes that civic learning occurs beyond books and the classroom and should be honed through hands-on active engagement. To this end, Viviana co-designed and co-teaches the Civic Engagement Scholars Program (CESP).

Viviana has been a translator and interpreter for over 25 years. In her quest to give a voice to the marginalized, she co-founded Voices Translation and Interpreting Services. She works in education, government agencies, and the non-profit sector. Viviana was one of the founding members of the Language Justice Network in Santa Barbara, Ventura and Santa Maria, an initiative of Just Communities Central Coast to bring language justice to non-speakers of English in the school system and the community.

Viviana has served on the boards of several local nonprofits. In 2020, she received the Service Award from the Santa Barbara County Commission for Women, Third District. This year, she was one of the recipients of the Margaret T. Getman Service to Students Award from the Division of Student Affairs at UCSB.

# 2026 Women of Achievement **Honoree**



## **Julissa Peña** Executive Director, Immigrant Legal Defense Center



Julissa Peña is the executive director of the Immigrant Legal Defense Center (ILDC), a nonprofit organization dedicated to providing indigent immigrants with equal access to justice and due process by providing free legal representation to individuals facing deportation proceedings and through community education to help people understand and assert their fundamental civil rights. Before joining the Immigrant Legal Defense Center, she worked closely with two other immigrant rights organizations, including Border Angels, a nonprofit organization that fights for migrant rights and the prevention of immigrant deaths along the border, and as a child advocate for unaccompanied immigrant children facing deportation proceedings at The Young Center for Immigrant Children's Rights.



# Sponsorship Levels and benefits



## Champion – \$10,000

**Exclusive recognition** (“The 2026 Women of Achievement Luncheon Presented by\_\_\_”)

**Premier seating** for eight at the luncheon

**Premier featured sponsor** in media advertisements

**Logo** on invitations, event slide show, and event materials

**Recognition** in AWC-SB event social media posts and news media publicity

**Full-page color ad** and premier logo placement in the event program

**Acknowledgment** at the luncheon from podium

Option for a **promotional giveaway** for honorees and guests at luncheon (approximately 165)

**Logo** on the AWC-SB website, awcsb.org, and AWC-SB’s member newsletter throughout the year

**Eight (8) complimentary registrations** for AWC-SB monthly meetings

## Advocate – \$1,500

**Seating** for two at the luncheon

**Logo** on invitations, event slide show, and event materials

**Recognition** in AWC-SB event social media posts and news media publicity

**Half-page color ad** and featured logo placement in the event program

**Logo** on the AWC-SB website, awcsb.org, and AWC-SB’s member newsletter throughout the year

**Two (2) complimentary registrations** for AWC-SB monthly meetings

## Activist – \$2,500

**Premier seating** for four at the luncheon

**Listed as a sponsor** in media advertisements

**Logo** on invitations, event slide show, and event materials

**Recognition** in AWC-SB event social media posts and news media publicity

**Full-page color ad** and featured logo placement in the event program

**Acknowledgment** at the luncheon from podium

**Logo** on the AWC-SB website, awcsb.org, and AWC-SB’s member newsletter throughout the year

**Four (4) complimentary registrations** for AWC-SB monthly meetings

## Supporter – \$500

**Seating** for one at the luncheon

**Logo** on invitations, event slide show, and event materials

**Recognition** in AWC-SB event social media posts and news media publicity

**Logo** on the AWC-SB website, awcsb.org, and AWC-SB’s member newsletter throughout the year

**One (1) complimentary registration** for AWC-SB monthly meetings

**To sponsor, please email [news@awcsb.org](mailto:news@awcsb.org)**

## Additional Sponsorship Opportunities

**In-Kind** - by donating items valued at \$350 or more to the luncheon, you support honoring exceptional women communicators in Santa Barbara. In-kind sponsors receive mention in the event program and special recognition from the podium on the day of the event.



# About AWC-SB



Members of the 2025-26 AWC-SB Board of Directors (L to R): Beverly Herrera, Katya Armistead, Ana Papakhian, Leana Orsua, Claudia Dunn, Eveyln Spence, Brandi Rivera, Jen LeMay, Lisa Osborn (not pictured, Lauren Bianchi Klemann)

The Association for Women in Communications – Santa Barbara (AWC-SB) empowers women to develop and deepen the communication skills they need to succeed in a variety of fields. Members enjoy educational and networking opportunities to elevate their careers, enhance personal growth, and become agents of change. Now an independent organization, AWC-SB served for many years as the award-winning local chapter of the national Association for Women in Communications and is governed by an [all-volunteer board](#).

AWC-SB members include journalists and broadcasters, entrepreneurs, designers and marketers, authors, corporate communicators, photographers, coaches, and public relations experts. AWC-SB offers opportunities to network with colleagues, hosts monthly meetings (free for members) featuring experts on current topics, and presents the annual Women of Achievement Awards event. Visit [awcsb.org](http://awcsb.org) to learn more about the organization, its all-volunteer board, and upcoming events.

AWC-SB was founded in 2006 by communications consultant Lois Phillips, publisher Mindy Bingham, and producer Deborah Hutchison. They saw the 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.

**AWC-SB's professional development and networking opportunities throughout the year are sustained by membership dues and critical funding from sponsors of the annual Women of Achievement event.**

**Thank you for your consideration. AWC is a 501 (c) (6) nonprofit organization.**



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 D. O'Reilly, PsyD**  
Founder, Women Connect4Good



Participating in AWC-SB has added so much to my professional life. I learn about many topics in the meetings, meet interesting women from across professions in our community, and enjoy evolving the Board and the organization. Plus, it's all fun!"

**Ana Papakhian**  
Executive Director, Camerata Pacifica

**Get Connected with AWC-SB**

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

[news@awcsb.org](mailto:news@awcsb.org)

nonprofit #26-4061085