

**Advocate. Connect. Unite.**

**WELCOME TO  
THE 12TH ANNUAL**

CITY OF WEST HOLLYWOOD

**WOMEN'S  
LEADERSHIP  
CONFERENCE**

& NETWORK

**WE ARE PROUD TO BE  
A PART OF**



**SUMMIT!**

**Thank you for your participation!**

Produced by the **City of West Hollywood**

   **@WeHoWLC**  **@WHWLC**

**@wehocity**



# Conference **Schedule**

10 am–4 pm | West Hollywood Park Auditorium/Library | 625 N. San Vicente Blvd.

**9:30 am | Registration/Check-In**

**10:00 am – 10:30 am | Continental Breakfast:** Activate your morning with meaningful connections and impactful actions!

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**OFFICIAL KICK OFF | 10:00 am**

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## Welcome from West Hollywood City Council & Special Guest Speakers

Location: West Hollywood Auditorium

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**SPECIAL MORNING SESSION | 9:00 am – 12:00 pm**

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## The “Just Get It” Series Presents: Lead From Within

Location: City Council Chambers

Facilitator: **Courtney Seard**

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**MORNING SESSION | 10:45 am – 12:00 pm**

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## Athletes as Activists – Presented by Play Like A Girl® as part of the United State of Women Summit

Location: West Hollywood Auditorium

Panelists: **Scout Basset** – Paralympian, *Team USA*

**Celeste Bell** – Senior Director, Recruiting and Special Projects, *Major League Baseball*

**Dr. Kim Clay** – CEO/President, *Play Like a Girl!®*

**Jen Welter** – First Female Coach, *National Football League*

Moderator: **Liz Loza** – Analyst, *Yahoo Sports*

## Closing the Gender Gap

Location: Library Community Meeting Room

Facilitator: **Sahar Andrade** – Diversity, Inclusion, and Leadership Consultant, *Sahar Consulting, LLC*

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**LUNCH | 12:00 pm – 1:00 pm**

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**MID-AFTERNOON SESSION | 1:15 pm – 2:30 pm**

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## Men, Feminism & Sexual Justice

Location: West Hollywood Auditorium

Panelists: **Rashad Beal** – Schools over Violence Program Manager, *Peace Over Violence*

**John Erickson** – Commissioner, *California Commission on the Status of Women and Girls* and President, *Hollywood NOW*

**Alex Mohajer** – Co-founder and Editor-in-Chief, *Bros4America* and Political Writer/Commentator, *HuffPost*

**Oliver Richardson** – Peer Educator, *Be Smart Before You Get Sexy, A Black Women for Wellness Project*

**Stephen David Simon** – Executive Director, *City of Los Angeles Department on Disability*

Moderator: **Chelsea Byers** – Executive Director, *Campaign to Abolish the Statute of Limitations on Rape and Sexual Assault*

## How to Build a Movement

Location: City Council Chambers

Panelists: **Diane Abbitt** – Co-Founder, *Equality California*

**Jimmy Palmieri** – Founder, *The Tweakers Project*

**Abbie Howell** – Organizer, *March For Our Lives Los Angeles*

**Chela Demuir** – Founder, *Unique Women's Coalition*

Moderator: **Abbe Land** – Former Mayor and Councilmember, *City of West Hollywood*

# Conference **Schedule** ▶ Continued

**LATE AFTERNOON SESSION | 2:45 pm – 4:00 pm**

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## **Entrepreneurship Demystified**

Location: West Hollywood Auditorium

Panelists: **Diana Bianchini** – Founder, *Di Moda Public Relations*

**Patricia Dao** – CEO, *dailyKARMA*

**Kasey Edwards** – CEO, *Helpr*

**Amber Wright** – Communication Expert & Coach, *Ask Amber*

Moderator: **Alaia Williams** – Business Systems Strategist, *One Organized Business*

## **Equal Means Equal Passing the Equal Right Amendment**

Location: City Council Chambers

Facilitators: **Tina Moore** – Boardmember, *City of West Hollywood Women's Advisory Board*

**Carla Romo** – Boardmember, *City of West Hollywood Women's Advisory Board*

## **How to get Appointed to a Board or Commission**

Location: Library Community Meeting Room

Facilitators: **Yvonne Quarker** – City Clerk, *City of West Hollywood*

**Melissa Crowder** – Assistant City Clerk, *City of West Hollywood*

Panelists: **Amanda Bleich** – Boardmember, *City of West Hollywood Women's Advisory Board*

**Megan Cotanch** – Co-Chair, *City of West Hollywood Lesbian and Gay Advisory Board*

**Jenni Prisk** – President, *Association of California Commissions for Women*

**Alexis Sanchez** – Vice Chair, *City of West Hollywood Transgender Advisory Board*

**Nadia Sutton** – Boardmember, *City of West Hollywood Women's Advisory Board*

**Ruth Williams** – Chair, *City of West Hollywood Planning Commission*

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# The City of West Hollywood **Women's Leadership Conference** **2018 Program MCs**

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### **Karen Eyres**

Chair, *City of West Hollywood Women's Advisory Board*

Karen serves the City of West Hollywood as Chair of the Women's Advisory Board. Karen served on the Steering Committee for the campaign to End Rape Statutes of Limitation (ERSOL), which led successfully to new legislation which California adopted in 2017. She is also a Board Member of California NOW and Vice President of the Hollywood Chapter of the National Organization for Women. With Hollywood NOW, she helped to produce *The Vagina Monologues* in West Hollywood and was honored to perform alongside legendary feminist Ivy Bottini. Karen recently became a Court Appointed Special Advocate (CASA) for a foster youth, a commitment which has become a very meaningful part of her life.



### **Amanda Smash Hyde**

Vice Chair, *City of West Hollywood Women's Advisory Board*

Amanda Smash Hyde is a certified aesthetician of 16 years and owner of Amanda Hyde Skin in West Hollywood, CA. She is Vice Chair of the City of West Hollywood's Women's Advisory Board. One of the co-founders of the newly formed West Hollywood Renters Alliance. She is the Co-Founder of the Cannabis Education Forum, a platform for individuals, activists, and professionals to discuss the issue of cannabis both in California and nationwide. She was also elected to serve as a delegate to the 50th Assembly District for the Democratic Party, and is the VP of Community for Stonewall Democratic Club. She is an affordable housing, body positivity, labor rights, social justice and women's rights advocate.



# Conference **Speakers**

Listed by Session's time > Speaker contact information at [www.wehowlc.org](http://www.wehowlc.org)

**MORNING SESSION | 10:45 am – 12:00 pm**

## Athletes as Activists



**PANELIST:**

**Scout Bassett** | Paralympian, *Team USA*

Scout Bassett is Athlete Ambassador and Travel & Training Fund recipient for the Women's Sports Foundation which was established by women's advocate and social activist Billie Jean King. When Scout was only an infant, a fire took away her right leg from above the knee down. Shortly after this incident, she was found as an abandoned infant on the streets of Nanjing, China and taken to the government orphanage. At the age of 7, Scout was adopted by an American family. It was difficult growing up as the only amputee in a small northern Michigan town of 1,600 people, but she soon discovered that sports could help her transcend the social and cultural barriers she was struggling with. Scout's breakthrough came at the age of 14 when she was introduced to the Challenged Athletes Foundation (CAF) and met renowned prosthetist Stan Patterson. Shortly after this introduction, Scout ran for the first time and her life was transformed. Today she is a 5 x National Champion in the 100m and currently the World Record holder in the 400m and American Record holder in the 100 and 200m. In 2017, Scout won her first two global medals at the World Championships in London where she took Bronze in the 100m and long jump. Prior to competing in track, Scout was on the USA Paratriathlon National Team, where she won 3 silver medals and 1 bronze medal at the ITU Paratriathlon World Championships. Today, Scout is a Paralympian, U.S. Paralympic Track and Field National Team member, Nike athlete, speaker and passionate spokesperson for the Challenged Athletes Foundation. In addition to helping other challenged athletes pursue their dreams, she is rigorously training for another Paralympic Games – Tokyo 2020.



**PANELIST:**

**Celeste Bell** | Senior Director, Recruiting and Special Projects, *Major League Baseball*

Celeste Bell currently works as a Senior Director of Recruiting and Special Projects for Major League Baseball. Prior to her tenure at MLB.com, she worked in benefits for the National Basketball Association and interned for the Atlanta Falcons, Ladies Professional Golf Association and the Atlantic Coast Conference. She received her bachelor's degree in Exercise Science from the University of North Carolina at Greensboro and her master's degree in Human Resources Management and Development from New York University. Celeste is a member of the National Board of Directors for Play Like a Girl, and in her free time, she enjoys volunteering, reading and running. She's run a full marathon in each of the 50 states and recently became the first woman in the world to run 8 marathons on 8 continents in 8 days.



**PANELIST:**

**Dr. Kim Clay** | CEO/President, *Play Like a Girl!*

Dr. Kimberly Clay, affectionately known as "Dr. Kim," is the Founder, President and CEO of Play Like a Girl, which she founded in 2004. Dr. Kim is responsible for setting the overall direction and program strategy for the organization. She leads the development of Play Like a Girl's core programs and the design of its tools and resources. Dr. Kim received her bachelor's degree in mass communication from Xavier University of Louisiana. She later studied public health and social work at Tulane University (MPH, MSW) and the University of Alabama at Birmingham (PhD). Dr. Kim served as a tenure-track professor at The University of Georgia before relocating to Nashville, Tennessee, where she resides with her husband, Mark A. Clay, MD, and their two sons Joshua and Isaac.

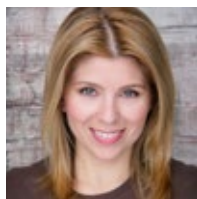


**PANELIST:**

**Jen Welter** | First Female Coach, *National Football League*

Dr. Jen Welter is the first female to coach in the NFL. In the summer of 2015, she served as a linebackers coach for the Arizona Cardinals. Previously, in 2014, Welter became the first woman to play running back in a men's professional football league. In early 2015, Welter was hired as the first female coach in men's professional football, helping coach the most successful Revolution season in franchise history. Additionally, Welter had a highly decorated 14 year career in women's professional football which included four National Championships and two gold medals as a member of Team USA in the 2010 and 2013 International Federation of American Football's (IFAF) Women's World Championship. To empower women through football, Welter designed her signature program, "A Day in the Life," Camp which debuted with the Washington Redskins women's program in 2015. She continues to create a range of camps for girls and women through her GRRRidiron Flag Football Camp, along with a number of other community initiatives like her Camp on the Corner program that brings football to youth in under-served areas. [\[continues...\]](#)

[continued] Welter has appeared as a guest NFL analyst on NBC, the NFL Network and ESPN, and in national newspapers and other publications. As guest editor of Wired Magazine, Serena Williams highlighted Welter as one of her Trailblazers, 10 heroes who are showing the way forward to a better, fairer world for all and ESPNW named her one of the 25 most influential women in sport in 2015. Welter holds a doctorate degree in Psychology, a Master's in Sport Psychology, and a Bachelor's degree from Boston College.

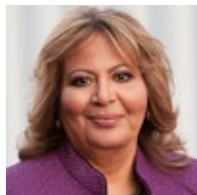


**MODERATOR:**

**Liz Loza** | Analyst, *Yahoo Sports*

A cast member of the award-winning Fantasy Football LIVE, Liz Loza is demonstrably the most followed, discussed, and respected female fantasy football expert in the space. A full-time analyst for Yahoo Sports, she has been featured in the New York Times and on CNN. Most recently, Liz covered Super Bowl 52, followed by the Winter Olympics in Pyeongchang. A graduate of Brown University, Liz currently resides in Los Angeles.

## Closing the Gender Gap



**FACILITATOR:**

**Sahar Andrade, MB.BCh** | Diversity & Personal Leadership Consultant & Coach, *Sahar Consulting, LLC*

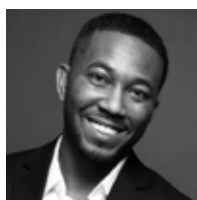
Sahar Andrade, MB.BCh is a Diversity, Global Leadership & Culture Competence Speaker/ Consultant, certified as a Social Media Strategist. She lived, worked and been educated in 7 countries and 3 continents; she speaks 5 languages. She holds a Double Bachelors of Medicine, and Surgery, Major in Psychiatry from Cairo University; and successfully completed a Mastery of HR Studies Certificate Program. She is a "TED Talk" Speaker. Named as a "National Authority on Diversity" by the LA Business Journal, Her Entrepreneur training program received Congressional Recognition. She has been nominated as a "Woman Advocate" by CWI in 2017, Recognized by the "State Senate", the "State Assembly" as well as the "Board of Equalization" as a "Women breaking barriers" in 2016; and had been honored as an "Inspirational Woman" in 2015. She was awarded the "Diversity Insights award 2015" by the National Diversity Council and the "Leadership Excellence award 2014" by hr.com. She appeared multiple times on nationally syndicated radio like 1100 AM KFNX news radio. Sahar has been featured as an SME (Subject Matter Expert) numerous times in many National magazines' articles as: Diversity Executive, and Diversity Bar and is a Business Advisor at PCR-SBDC a subsidiary of the "Small Business Administration". She termed as a Board Member for NAAHR, and as a Board Member for Los Angeles Diversity Council. Currently a board member of Leadership Circle of change. Her current clients' list include government agencies, public utilities, nonprofits, healthcare and educational organizations. Sahar is the founder of "Sahar Consulting, LLC" and "Reinvent Yourself to Greatness."

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**MID-AFTERNOON SESSION | 1:15 pm – 2:30 pm**

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## Men, Feminism & Sexual Justice



**PANELIST:**

**Rashad Beal** | Schools over Violence Program Manager, *Peace Over Violence*

Rashad Beal is the Schools over Violence Program manager at Peace over Violence and also the Coordinator for the Engaging Men Project. He received his B.A. in Psychology with a minor in Africana Studies from California State University, Northridge. He draws from his experience with youth throughout his career to understand positive adolescent development as being most crucial to the health of a society. Rashad utilizes an unorthodox approach to youth education and public speaking based on truth and honesty. He envisions a world based on equality, equity and radical love.



**PANELIST:**

**John Erickson** | Commissioner, *California Commission on the Status of Women and Girls* and President, *Hollywood NOW*

John Erickson is a Ph.D. Candidate in American Religious History and holds two MA's from Claremont Graduate University. John serves as a commissioner on the California Commission on the Status of Women, having been appointed by Governor Jerry Brown in 2017. In addition to the commission, John serves as the President of the Hollywood Chapter for the National Organization for Women, a Boardmember for the City of West Hollywood's Lesbian and Gay Advisory Board and on the Board of the ACLU of Southern California. He co-founded the digital publication the Engaged Gaze and contributes regularly to a number of online publications on the topics of LGBTQ history, feminism, masculinity studies, and American religious history. John was one of the main organizers of the Women's March Los Angeles on January 20, 2017 that brought together 750,000 people to Downtown Los Angeles as well as in 2018. He was also a coordinator for the #ResistMarch on June 11, 2017 that brought together 100,000 people to the City of West Hollywood. Outside of his activist work, John is the Legislative Representative for Los Angeles World Airports where he oversees and works on federal, state, regional and regulatory legislation and policies. Before coming to LAWA, John worked for the City of West Hollywood most recently as the Community Events Technician and prior to that as Acting City Council Deputy to Councilmember Abbe Land. In addition to his work at the City of West Hollywood, John served as the President of the West Hollywood Municipal Employees Union (WEHOME), AFSCME Local 3339, AFL-CIO.





**PANELIST:**

**Alex Mohajer** | Co-founder and Editor-in-Chief, *Bros4America* & Political Writer/Commentator, *HuffPost*

At law school, activist and author Alex Mohajer was voted "Most Likely To Be Held In Contempt" by his graduating class. As a journalist he is best known for his criticisms of the 2016 presidential election and its aftermath. Mohajer has emerged as a leader of the resistance movement and delivered some of the most-widely read post-election commentary for The Huffington Post, became a frequent target of conservative and alt-right media, and even earned a spot on *OUT Magazine's* 100 Most Eligible Bachelors. Mohajer is also the co-founder of *Bros4America* (formerly *Bros4Hillary*), a progressive advocacy organization that gained national recognition during the 2016 presidential election for its efforts to elect Hillary Clinton, and serves as co-host and moderator of *The Bros4America Podcast*. Alex holds a Bachelor's degree from U.C. Berkeley, where he studied politics with liberal hero Robert Reich, and a Juris Doctorate from Chapman University School of Law, where he studied constitutional law with conservative hero, Hugh Hewitt. Has been a speaker or panelist at *Politicon 2017*, the *West Hollywood Women's Leadership Conference*, *Indivisible March*, and more. He has been interviewed for or featured on *The Clyde Fitch Report*, *The Hugh Hewitt Show*, *The Fox News Channel*, *PolitiFact*, *The Washington Post*, *The LA Times*, *The New York Times*, *Yahoo News*, *New York Public Radio* and elsewhere. By night, he is an award-winning singer and actor who was nominated for a 2016 *Broadway World Award* for Best Male Cabaret Artist.



**PANELIST:**

**Oliver Richardson** | Peer Educator, *Be Smart Before You Get Sexy*, *A Black Women for Wellness Project*

Oliver Richardson is a Junior at Susan Miller Dorsey High school. He works at *Black Women for Wellness* as a peer educator. As a peer educator, he educates youth about sexual education and health risks. He is an active volunteer with the *Southern California Food bank*, *Kaiser Permanente*, *teen court*, and *HEAL the Bay*. Currently, he is the 2018 *Ambassador for Connect to Protect LA Youth HIV/AIDS Awareness*.



**PANELIST:**

**Stephen David Simon** | Executive Director, *City of Los Angeles Department on Disability*

Stephen David Simon is Executive Director of the City of Los Angeles Department on Disability. Immediately prior, he was Principal in the Los Angeles office of *The Raben Group*, a nationally recognized Progressive public policy firm addressing issues of disability, criminal justice, voting rights and domestic violence. He previously served as the City's fifth *AIDS Coordinator*, responsible for development, implementation and oversight of *City HIV/AIDS policies* and programs, advising the Mayor and City Council on *HIV/AIDS issues*. Stephen was a founding attorney of the *HIV & AIDS Legal Services Alliance (HALSA)*, and served as *Associate Director, Government Affairs for AIDS Project Los Angeles*. Stephen is currently a *Board Member of the Foundation for a National AIDS Monument*. Mr. Simon received his *Juris Doctorate* and *Bachelors degrees* at the *University of California, Los Angeles (UCLA)*. Stephen also served as *President Emeritus of Stonewall Democratic Club*, having served on the *Steering Committee* in various roles for over 15 years.



**MODERATOR:**

**Chelsea Byers** | Executive Director, *Campaign to Abolish the Statute of Limitations on Rape & Sexual Assault*

Chelsea Byers is the founder of *CASOL*, the *Campaign to End the Statutes of Limitation on Rape and Sexual Assault*, where she fights for survivors right to seek justice. She also coordinates and facilitates creative direct action trainings and resource development to support movement organizers around the globe with *Beautiful Trouble* and has mobilized thousands of change-makers through grassroots advocacy training and campaign development.

## How to Build a Movement



**PANELIST:**

**Diane Abbitt** | Co-Founder, *Equality California*

Diane Abbitt has been practicing law since 1980. Her expertise in the areas of administrative law, real estate law, business law and strategic planning allowed her to develop an interesting and diverse practice. Over the last almost forty years, Ms. Abbitt has been a community activist serving on the boards of the *National Organization for Women*, *Co-chairing MECLA*, the first *Political Action Committee* in the country dedicated to achieving equality and secure legal protections for *LGBT people*, was the founding *Co-President of AIDS Project Los Angeles*, and served on the executive committee of the *No on 6* campaign which defeated the *Briggs initiative*, an initiative that would have banned gays and lesbians, and possibly anyone who supported gay rights, from working in California's public schools. She served as *Co-Chair of the No on 64* campaign which defeated an initiative which would have quarantined anyone with *AIDS*, served on the board of the *Human Rights Campaign*, where she chaired its *Political Action Committee*, was a founding member of *ANGLE* and *Equality California*, a board on which she served as *President* and *PAC Chair*, served on the board of *GMCLA*, where she served as *Vice Chair*, and currently serves on the boards of *Freedom to Marry*, *GMCLA* and *Van Ness Recovery House*. Ms. Abbitt did her undergraduate work at the *University of California, Los Angeles*, and earned a doctorate of jurisprudence at the *University of San Fernando Valley, College of Law*, where she made law review. She has been a senior partner in the law firms of *Abbitt & Bennett* and *Abbitt, Bennett, Lehman & Jacobs* and now has her own law firm, *Law Offices of Diane Abbitt*. She has lectured before various organizations and schools including the *University of Southern California, School of Law*.



**PANELIST:**

**Jimmy Palmieri** | Founder, *The Tweakers Project*

Jimmy Palmieri, founder of The Tweakers Project, is a lifelong gay rights activist. From marching with Act Up in New York City, to currently serving a fourth term as a West Hollywood Human Services Commissioner, he has been fortunate enough to enjoy hosting a triple award winning, live cable show in West Hollywood, a successful live show on LA Talk Radio, and an opinion column read around the world, as well as serving 8 years on The Lesbian and Gay Advisory Board of West Hollywood. A 25 year West Hollywood resident, Jimmy has immersed himself into local politics, helping to create change for those who are suffering with the disease of addiction. Jimmy is one of the founders of the wildly successful sober New Year's Eve party called, #BOOM! as well as the sober carnival at LA Pride called #SIZZLE, which has now become a destination point at Pride. Jimmy is a West Hollywood Rainbow Key Award recipient, Martin Luther King Carry the Torch Award recipient, Christopher Street West Special Community Service Award recipient, among many others. He has made 2 top ten lists, one in Frontiers Magazine and one in LA Magazine. Jimmy directed the documentary film *Tweakers*, which premiered to standing room capacity at the Silver Screen Theater in West Hollywood, and has been seen around the world. Jimmy is thrilled to be included on a panel at the prestigious Women's Leadership Conference, as The Tweakers Project presented a groundbreaking FEMALE focused, anti-meth campaign, which gained worldwide attention.



**PANELIST:**

**Abbie Howell** | Organizer, *March For Our Lives Los Angeles*

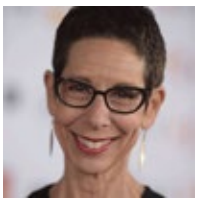
Abbie Howell is 18-years-old, and has lived in Los Angeles, California her entire life. She attends Harvard-Westlake School. She loves to learn about a wide variety of topics, but she's especially interested in politics, history, and English. She's very passionate about human rights issues and is considering going to law school. Abbie also wants to run for office one day. Abbie has attended Oxbridge Academic Programs twice, where she studied Terrorism in the Modern World, Criminology, and Creative Writing. Every week, she tutors a second grader at an elementary school in her neighborhood. Most recently, she helped organize a school-wide walkout on March 14th as well as the March For Our Lives event in Los Angeles, where she spoke about ending gun violence.



**PANELIST:**

**Chela Demuir** | Founder, *Unique Women's Coalition*

The Unique Woman's Coalition (UWC) was formed in 1997 by Chela after working many years working with the trans community throughout the Los Angeles area. She came face to face constantly with issues concerning the lack of access or availability to resources and that included basic life-skills. With a vision and a personal computer she wanted to help in anyway she could, so she called upon a few friends who were willing to lend a hand to help her in trying to organize a few community events a year in support of and social reinforcement to the Trans community. What started as a weekly support group held at Unity Fellowship Church in Los Angeles every Sunday after church has blossomed as the first Trans volunteer group in Southern California to be founded, organized for and by Transgender women of color. The mission of the UWC is to lead, inspire, and mentor unique Transgender youth and women of color to embrace their power, purpose, and value through positive relationships to provide exposure and awareness in underserved communities to develop them into socially conscious global leaders, while promoting excellence in mind, spirit, self esteem and self worth. UWC has supported, consulted on and coordinated numerous Trans-specific events. Members of the UWC Board (also known as the "sisters form Unique Women Sorority") have provided workshops on life skills, behavior modification, harm reduction, HIV/STD 1010, and image consulting for members of the Trans community as well as sensitivity training for service providers working with community members.



**MODERATOR:**

**Abbe Land** | Former Mayor and Councilmember, *City of West Hollywood*

Abbe Land is the former Executive Director and CEO of The Trevor Project, a nationally recognized nonprofit providing crisis intervention and suicide prevention services to LGBTQ youth. A recognized and respected health care professional and activist, Abbe has an impressive history of ensuring care to underrepresented populations and advocating for youth in the LGBTQ community. Prior to joining Trevor, Abbe served as Co-CEO of The Saban Community in Los Angeles, an organization dedicated to providing healthcare to the underserved. In addition, Abbe has a wealth of public policy knowledge as an elected Councilmember of the City of West Hollywood from 1986-1997 and from 2003-2015, Abbe served as Mayor five times. She is known for her support and leadership on women's issues, LGBTQ rights, affordable housing, healthcare access and civil liberties. Through her political advocacy, she was instrumental in the development of the City's Women's and Disability Advisory Boards, domestic violence prevention program for same-sex couples and landmark gun control legislation. She is also involved with the Women Against Gun Violence; the L.A. County Department of Health Services' Women's Health Policy Council; Planned Parenthood Advocacy Board; TransCanWork and the AIDS Community Action Foundation. Most recently she co-founded an Indivisible Los Angeles Chapter: ROAR Resistance.

## Entrepreneurship Demystified



**PANELIST:**

**Diana Bianchini** | President + Founder, *Di Moda Public Relations*

Diana Bianchini is known for turning good stories into great ones. Since opening her firm in 2002, she has been championing dedicated clients that are committed to innovative design, community growth and social impact through their long-term vision. Her unique ability to generate interest and provide meaningful foresight is why Di Moda Public Relations is synonymous with building lifestyle brands. Prior to founding her firm, Diana worked in fashion PR for A-list brands including Hugo Boss, Swarovski and Stuart Weitzman. She now focuses on channeling her passion, expertise and vast network into helping lifestyle brands launch, increase name recognition and grow sales. As many of her clients and top media contacts can attest, Diana's genuine investment in each project gives her a special talent for turning small mentions or reviews into feature stories. Diana embraces an unwavering commitment to socially conscious philanthropy and service in her personal and professional lives. In addition to professionally representing non-profits, Diana has served as a Board Member and Board Chair of the Los Angeles Leadership Board, Arthritis Foundation, has volunteered her time as Event Chair and Co-Chair for various non-profit galas, and is currently a Board Member serving Project Angel Food. She is an avid supporter of the Arts and believes that all change begins within community. Originally from the Bay Area, Diana was born in Marin and raised on the Peninsula. She is an endowed scholar and graduate of the University of California, Los Angeles.



**PANELIST:**

**Patricia Dao** | CEO, *dailyKARMA*

Patricia Dao is an exit-tested technology entrepreneur with an emphasis on product management, operations and marketing. She has an extensive background within the technology start-up industry, specifically within social and mobile product management, CRM and SAAS systems. Patricia has held pivotal business, operational and product development roles at 3 successful start-ups, including TagWorld.com/Flux.com (acquired by Viacom), Mozes Mobile (acquired by HelloWorld), and co-founded VoxBloc.com (acquired by Dominion Enterprises in 2012). She has also implemented social and mobile marketing strategies within major brands such as Red Bull North America, Nike, Ford, Universal, Warner, Sony and more. She currently serves as CEO of dailyKARMA. With Patricia's extensive experience in social and mobile and her passion for technology that can impact social good, she works with dailyKARMA's international team to make donating and fundraising for causes simple, fun and social. Patricia also speaks and writes about women entrepreneurship, specifically the advancement of women in STEM fields and serves on the Children's Hospital of LA's Digital Philanthropy Committee.



**PANELIST:**

**Kasey Edwards** | CEO, *Helpr*

Kasey Edwards is the CEO and Co-Founder of Helpr, an on-demand babysitting app that has placed over 100,000 hours of babysitting on-demand. Kasey and her Co-Founder Becka Klauber Richter became pals in college where they bootstrapped their education as nannies then became co-foster parents as a way to test if they could connect with every mother and father.



**PANELIST:**

**Amber Wright** | Communication Expert & Coach, *Ask Amber*

Amber L. Wright is a Los Angeles based communication expert, speaker, and public speaking coach. Her specialty lies in helping entrepreneurs find their voice on-stage and online. Once described as a teacher with many classrooms, her effervescent personality and inspiring nature make her a favorite among corporate to collegiate audiences across the country. An authority on interpersonal communication and relationships, she has been featured in or mentioned on sites such as Forbes, Mashable, Fast Company, Black Enterprise, and She Knows Media. Her debut book, "Can We Talk? 10 Life Lessons on Finding Your Voice and Finding Yourself" was released in 2017 and is available on Amazon and Barnes & Noble.com.



**MODERATOR:**

**Alaia Williams** | Business Systems Strategist, *One Organized Business*

Alaia Williams is a business systems strategist and community cultivator. Her goal is to take her clients from stuck, stalled and struggling with overwhelm and helps them get to a place where they can run their business with a greater sense of calm, clarity and confidence. She helps businesses run more smoothly by identifying and eliminating time sucks and money wasters. In their place, she develops systems, workflows and automations that help her clients create and maintain an organized business. With over a dozen years of experience organizing, she is adept at cutting the fluff and implementing streamlined systems that work. Alaia is also the host of the One Organized Business Podcast and the founder of the At the Helm: Women In Biz Conference.



## Equal Means Equal Passing the Equal Right Amendment



**FACILITATOR:**

**Tina Moore** | Boardmember, *City of West Hollywood Women's Advisory Board*

After an initial career in PR and advertising for consumer brands, Tina Moore began her focus on digital media in 2009. She joined the UN Special Envoy's Office to engage more deeply in humanitarian pursuits. Tina creates and executes social media campaigns around health and peace initiatives for the Special Envoy's Office. Recently, Tina launched talkshoplive, a live streaming social selling platform with her brother and cousin. Tina lives in West Hollywood, CA with her two dogs. She is a member of the City of West Hollywood Women's Advisory Board. She holds a BA in English and Human Development from Boston College.



**FACILITATOR:**

**Carla Romo** | Boardmember, *City of West Hollywood Women's Advisory Board*

Carla Romo owns her own life coaching business, is a political activist, and a documentary filmmaker. She is an appointed official on the West Hollywood's Women's Advisory Board. Carla is passionate about women's rights and believes the future is female. She aims to stand for all women in their fight against inequality.

## How to get Appointed to a Board or Commission



**FACILITATOR:**

**Yvonne Quarker** | City Clerk, *City of West Hollywood*

Yvonne Quarker is the City of West Hollywood's City Clerk. She has held positions at the City of West Hollywood for more than 15 years and she has served as City Clerk since February 2014, and has an Associate of Arts Degree in Political Science. Prior to becoming City Clerk, Quarker served as Assistant City Clerk for nearly three years. Quarker also held positions in the City's Rent Stabilization and Housing Division and in its Legal Services Division. In her role as City Clerk, Quarker is responsible for managing legislative proceedings; preparing for and conducting elections; programming for commission and advisory boards; and managing records, mail services, and main reception services. In addition, Quarker provides technical assistance to City Departments and Divisions and to the City Manager and City Council. She oversees seven full-time employees and is a member of the City's Management Team. Quarker holds the designation of Certified Municipal Clerk (CMC). She is a member of the City Clerks Association of California and the International Institute of Municipal Clerks.



**FACILITATOR:**

**Melissa Crowder** | Assistant City Clerk, *City of West Hollywood*

Melissa joined the City of West Hollywood City Clerk's office in June 2014. New to the City of West Hollywood, she spent 14 years with the City of Beverly Hills in various departments before finding her passion in the "Clerk" world. She received her Certified Municipal Clerk (CMC) designation from the International Institute of Municipal Clerk in 2013 and is currently working on her Master Municipal Clerk (MMC) designation.



**PANELIST:**

**Amanda Bleich** | Boardmember, *City of West Hollywood Women's Advisory Board*

Amanda Bleich is a native New Yorker who followed her heart out to West Hollywood in August 2014, and never looked back. By day, she handles Product Marketing at Sizmek, an advertising technology company. She has been an active member of the Hollywood Chapter of NOW (National Organization for Women), and in April of 2017 she was directly appointed by Lauren Meister (the then Mayor) to the Women's Advisory Board. Shortly after, she became the liaison for the chapter of NOW to the National Council of Jewish Women/LA Advocacy Committee (NCJW). As part of her involvement with NCJW, Amanda has focused her activism and advocacy work on human trafficking education and outreach. She also serves on a submitter for the WAB and Public Safety Commission. Most recently, she became a certified yoga instructor.



**PANELIST:**

**Megan Cotanch** | Co-Chair, *City of West Hollywood Lesbian and Gay Advisory Board*

Megan is the Executive Director of Cision (PR Newswire) managing agency and studio relations in Los Angeles. Currently she serves as the Co-Chair of the City of West Hollywood Lesbian and Gay Advisory Board and member since 2016. Background is in local and federal government critical communications and wireless technologies (SMART Cities). From Dublin, Ohio and currently resides in West Hollywood. Will rescue any animal.



**PANELIST:**

**Jenni Prisk** | President, *Association of California Commissions for Women*

Jenni Prisk was born and raised in New Zealand. She founded Prisk Communication in 1990 to provide exemplary public speaking and communication skills. A dynamic motivational speaker, Jenni has coached hundreds of individuals and corporate teams in the United States and internationally. In 2001, Jenni founded Voices of Women (VOW), a nonprofit organization with the Mission to support and promote local and global educational programs that uplift and empower women and children. A dedicated civic leader for many years, Jenni chaired the San Diego County Commission on the Status of Women and Girls from 2015-2017. She remains on the Commission. In June 2016, she was elected President of the Association of California Commissions on the Status of Women (ACCW). She is a member of the Advisory Committee for the Women Peacemakers' Program at the Joan B. Kroc Institute for Peace & Justice at USD. She is an advisory member of the Women's Regional Network of South Asia, who assist IDPs. Jenni is a member of the San Diego Rotary Club where she chairs the Peace Committee. In 2013, she received the Rotarian of the Quarter award. She is a member of Lawyers Club of San Diego, a board member of the Tariq Khamisa Foundation (TKF) and serves on the Steering Committee of the Workplace Equity Initiative to remove sexual harassment in the workplace. The recipient of numbers awards, Jenni was named 1994 & 2016: San Diego Business Journal's Award for Women Who Mean Business and received the Living Legacy Award from the Women's International Center (WIC).



**PANELIST:**

**Alexis Sanchez** | Vice Chair, *City of West Hollywood Transgender Advisory Board / Institute for Public Strategies*

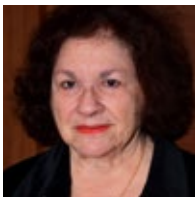
A Los Angeles native, Alexis got her start in activism in 2016 after the Pulse Nightclub Shooting. She participated in a project that went across the country to the site of different gun related hate crimes and culminated in a rally for common sense gun reform and increase hate crime protections for the LGBTQ+ community. After visiting the spot where a transgender woman of color was murdered, she decided to dedicate her life to bettering the lives of the transgender community and pursuing policy changes that will help to bring more opportunities to trans individuals - especially trans women of color. She currently works in public policy and spends the bulk of her free time trying to improve her community through volunteering, community organizing, and media advocacy to help normalize trans identities.



**PANELIST:**

**Nadia Sutton** | Boardmember, *City of West Hollywood Women's Advisory Board*

Born in Brussels, Belgium, Nadia has led an interesting life both as an actress and an activist. Since moving to the United States in 1979, Ms. Sutton has been involved in numerous organizations in the Los Angeles area with a primary focus on LGBT, women's rights, and animal issues. For many years, she has organized protests, lobbied legislatively and fought against LGBT discrimination, and for marriage equality. Nadia served on the West Hollywood Lesbian and Gay Advisory Board for twelve years, and is a Founding Board member of The Lavender Effect, a virtual museum dedicated to educating the public about the historical contributions of LGBT people. She sits on the City of West Hollywood Women's Advisory Board, on the Board of Directors of the West Hollywood Chamber of Commerce, and serves as a Board member of The Stonewall Democratic Club dedicated to promoting the rights of the LGBTQ community in Los Angeles and the nation as well as helping elect LGBTQ friendly candidates. Nadia is active with C.I.T.Y. x1 (organizing social events for LGBTQ youth & their allies that promote community and empower the lives of young people). A devoted animal lover, she co-founded PAWS LA (Pets Are Wonderful Support), an organization dedicated to helping people living with AIDS and low income seniors keep their beloved animal companions, where she is currently serving as a Board member. Nadia resides in West Hollywood with her cat, Barnaby.



**PANELIST:**

**Ruth Williams** | Chair, *City of West Hollywood Planning Commission*

Ruth has served as a Public Safety Commissioner for over 20 years and is recognized as one of the Founders of the City of West Hollywood having served on the West Hollywood Incorporation Committee, WHIC. A resident since 1948, Ruth's history of activism and involvement includes: serving on the first Rent Stabilization Commission helping draft WeHo's first rent control ordinance in 1984; Former Member of the Eastside Redevelopment Committee since its inception; helped establish rent control in Los Angeles County as a Coalition for Economic Survival Steering Committee member in the 70's; Former Board member & Founder of Good Neighbors, Former Board Member of MECLA (Municipal Elections Committee Los Angeles); Former Board Member National Women's' Political Caucus L.A. Westside; Former Chair, Fairfax High School Alumni Association; Current Vice Chair and former Chair, Fairfax Business Association, Founder of Save Our Sheriff and Founder of the Alliance of Citizens for the Eastside. Ruth also helped create the West Hollywood Democratic Club over 30 years ago proudly serving several terms as Vice President and President. Ruth is the recipient of numerous awards including: West Hollywood Democrat of the Year; Gerda Spiegler Member of the Year Award; West Hollywood Senior Advisory Board Award and the 2010 Los Angeles County Older American Recognition Day Award for her extensive work on behalf of senior citizens founding the first Citizens for Seniors in West Hollywood following Cityhood. Most proudly Ruth is Congressman Adam Schiff's Woman of the Year Award 46th Congressional District March, 2014.

# Thank You & Acknowledgements

## WEST HOLLYWOOD CITY COUNCIL

Mayor John Heilman  
Mayor Pro Tempore John J. Duran  
Councilmember John D'Amico  
Councilmember Lindsey Horvath  
Councilmember Lauren Meister

## CITY OF WEST HOLLYWOOD

Women's Advisory Board  
Lesbian and Gay Advisory Board  
Transgender Advisory Board

## Organizational Partners

360 Karma Community  
Bros4America  
California Women's Law Center  
Feminist Majority Foundation  
Hollywood NOW  
JVS SoCal  
LOL-Ladies Of LA  
Los Angeles LGBT Center-Audre Lorde Program  
National Council of Jewish Women | Los Angeles  
Planned Parenthood Los Angeles  
West Hollywood Chamber of Commerce  
Women in Film Los Angeles

## Exhibitors

Hollywood NOW  
JVS-SoCAL  
Los Angeles LGBT Center  
Ovarian Cancer Circle Inspired by Robin Babbini  
Planned Parenthood Los Angeles

**The Women's Leadership Conference is produced by the City of West Hollywood's Event & Film Services Division which is part of the Economic Development Department.**



Produced by the  
**City of West Hollywood**



**Join Us for Upcoming Events:**

**Tuesday, May 15, 2018**

FROM RIOT GIRRLS TO NASTY WOMEN –  
City of West Hollywood Women’s Advisory Board 25th Anniversary

RSVP: [WAB25th.eventbrite.com](http://WAB25th.eventbrite.com)

**Monday, May 21, 2018**

City Council Reorganization & Mayoral Reception

[www.weho.org](http://www.weho.org)

[www.wehowlc.org](http://www.wehowlc.org)