



awc
SANTA BARBARA



Beth Farnsworth
KEYT Journalist/Anchor



Kimberlee Weil
Strategic Samurai

12th Annual
#WomenOfAchievement
Awards Luncheon

*“Making a Difference
With Stories that Matter”*

Friday, April 12, 2019
El Paseo Restaurant
Santa Barbara, CA

BEHIND EVERY
SUCCESSFUL WOMAN

IS A TRIBE
OF OTHER
SUCCESSFUL WOMEN

WHO HAVE
HER BACK

@awcconnect

Not Yet A Member?

Join **AWC-SB**
before *April 30, 2019*
and your **\$50** national
application fee
will be waived

Visit AWCSB.org



THE ASSOCIATION
FOR WOMEN IN
COMMUNICATIONS

CONNECT

ENGAGE

ADVANCE

LEAD





A Few Words About AWC-SB

Since 1909, the Association for Women in Communications has had three goals:

- Promote the advancement of women in all fields of communications,
- Protect First Amendment rights and responsibilities of communicators,
- Recognize and encourage excellence throughout the communications industry.

Our Santa Barbara chapter is the only one in the state of California. Our membership includes authors, journalists and broadcasters; entrepreneurs, social media experts and marketers; corporate communicators, coaches and designers; scholars, researchers and students.

AWC-SB supports the professional goals of members at every stage of their careers by connecting them with other professionals and providing career development. Monthly meetings feature speakers and panel discussions designed to help communicators stay at the top of their game. Topics during the past year included:

- Becoming a Fearless Communicator
- Speaking Up About Money
- How to Recognize and Respond to Burnout
- Strategic Social Media

Regular networking events provide further opportunities to cultivate supportive relationships with other professional communicators.

By providing a foundation for personal and professional growth, AWC-SB empowers members to achieve their professional goals, assume leadership roles and work collaboratively to shape a better future for themselves and their communities.



For more information, please visit AWCSB.org.



Previous Women of Achievement Honorees

- 2018** Dr. Carrie Hutchinson, SBCC Professor and Social Justice Activist
Hannah-Beth Jackson, California State Senator
- 2017** Helene Schneider, Former Mayor of Santa Barbara
Patty DeDominic, Founder International Women's Festival
- 2016** Lois Capps, Former U.S. Representative
Lois Phillips, Communications Consultant and Founder of AWC-SB
- 2015** Sigrid Wright, CEO/Exec. Dir., Community Environmental Council
Marilyn Tam, author *The Happiness Choice*
- 2014** Nancy Leffert, former President Antioch University
Marianne Partridge, Editor in Chief, *Santa Barbara Independent*
- 2013** Kathleen Sharp, author of *Blood Medicine*
Marsha Bailey, Founder and CEO of Women Economic Ventures
- 2012** Perie Longo, Poet
Paula Lopez, television journalist
- 2011** Lynda Weinman, founder of Lynda.com
Starshine Roshell, syndicated columnist
- 2010** Sarah Miller McCune, publisher Sage Communications
Marcia Meier, author and director of SB Writers Conference
- 2009** 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





The Association for Women in Communications
SANTA BARBARA CHAPTER

2019
12th Annual
#WomenOfAchievement
Awards

**A Luncheon Honoring Women Who
*Make a Difference with Stories that Matter***

Friday April 12, 2019, 11:00 a.m. — 1:00 p.m.

- 11:00** Registration and Networking
- 11:30** Guests Invited to be Seated for Lunch — Lisa Osborn, WOA Chair
Welcome — Carolyn Jabs, AWC-SB President
First Drawing Items Presented
Proclamation Presentations by Elected Officials
- 12:00** Recognition of Honorees — Starshine Roshell, WOA Emcee
Kymberlee Weil, Strategic Samurai and TEDx Entrepreneur
Poem in Honor of Kymberlee — Perie Longo
Introduction of Kymberlee — Alan Irwin
Remarks by Kymberlee Weil
- Beth Farnsworth, Journalist and Anchor at KEYT-TV
Poem in Honor of Beth — Perie Longo
Introduction of Beth — C.J. Ward
Remarks by Beth Farnsworth
- 12:50** Closing Remarks and Presentation of Last Drawing Items



2019 Women of Achievement Honoree

Beth Farnsworth



"I am humbled to be recognized by the Santa Barbara AWC as a 2019 Woman of Achievement honoree. I am inspired by the work AWC does and the way it brings women together. As a mother and working woman, I constantly remind my daughters (and myself at times) that you can say the same thing ten different ways; be careful how you choose your words. Be as straightforward, honest and as kind as possible. And interject humor where you can — always!"

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, C.J. 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.



2019 Women of Achievement Honoree

Kymerlee Weil

Kymerlee 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.

Kymerlee 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. Kymerlee 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 experiences training and performing in improv comedy.

Kymerlee 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, Kymerlee 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, Kymerlee can be found most mornings at CrossFit where she tests and pushes her own boundaries every day.

Kymerlee'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.



"One sentence can change, and sometimes save, someone's life. As storytellers, we communicators have a responsibility to affect change in those around us. This recognition of my work in Short-Form High-Stakes Communications is deeply appreciated. Leaders need to master these skills to stand out in our attention starved world."



Special Guests

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, Gloria Allred 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.

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.



2019 AWC-SB Board of Directors



Carolyn Jabs
President



Lisa Angle
Past President



Jennifer Blaise Kramer
Programming



Sharon Cox
Membership



Monica Kunz
Communications/Design

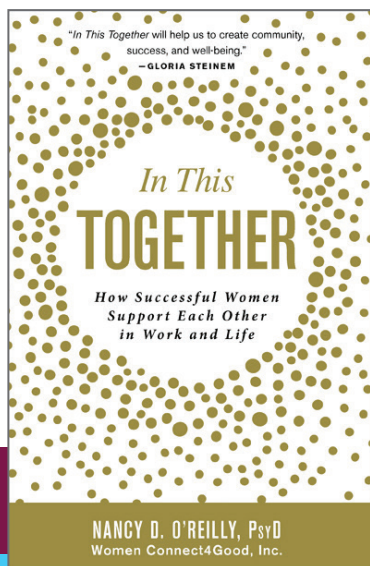


Lisa Osborn
WOA Co-Chair



Nancy Seagal
WOA Co-Chair

Support other women so we can all advance!



In This Together features thoughts, advice, and stories from 40 successful women across a variety of careers—from authors to actresses, CEOs and professors—encouraging women to support each other in the workplace and in life.

Order your copy today!

Available Online and In Stores



DR
NANCY

International Philanthropist,
Licensed Psychologist,
Author and Speaker

In This Together
will help us to create
community, success,
and well-being.

– Gloria Steinem





Beth Farnsworth

CJ Ward

This has been our home for many years,
it's where we've raised our kids.

**The news that's important to you
is important to us too!**




*Stay in the know
on the go with our
NewsChannel 3 and
First Alert Weather apps.*

NATALIE ORFALEA FOUNDATION

Is proud to support the
12th Annual Women of Achievement Awards


We salute the achievements of the recipients
and honor the work of
the Association for Women in Communications,
SB Chapter



YES WAY, ROSÉ!

**The California Central Coast Boasts More Female
Wine Makers than Most Places in the World!**

**Gretchen Lieff & the La Lieff Team
Congratulate 2019
Women of Achievement Honorees!!**



Every
person
HAS a
story
to TELL



@awcsb

Need a Voice?

LISA OSBORN
Voice Overs

phone systems + on-hold
narration + podcasts

podcast & media coaching
services

www.lisa.FM

lisa@lisa.FM

310-980-3180



TOGETHER, WE HAVE THE POWER TO KEEP
THE FUTURE BRIGHT

We are proud to support the Santa Barbara Association for Women in
Communications **12th Annual Women of Achievement Awards Luncheon**



CONGRATULATIONS TO TODAY'S
HONOREES.





Congratulations to the 2019
Women of Achievement honorees

Beth Farnsworth and Kymberlee Weil

Catherine J. Swysen
Sanger Swysen & Dunkle

www.sangerswysen.com



Santa Barbara
Independent

Voted Best Columnist 10 years!

Starshine Roshell



Three Fabulous Collections
AVAILABLE at LOCAL BOOKSTORES
and STARSHINEROSHELL.COM

Hatfield Design
Co.

MARKETING DESIGN &
STRATEGY

hattie.husbands@hatfielddesigncompany.com

805.705.6747



**2018
Founders Award
Recipient**

Jen Baron
founder of

Girls Rock

CONGRATULATIONS

**Beth Farnsworth
&
Kymberlee Weil**

Exceptional Communicators
Who Exemplify
Cooperative Wisdom

Cooperative Wisdom:
Bringing People Together
When Things Fall Apart



An award-winning book about an innovative approach to conflict
Co-authored by Carolyn Jabs, President, AWC-SB
Available at Chaucer's and Amazon.com
More information at cooperativewisdom.org

The SBCC Foundation
Congratulates

the AWC-SB 2019
Women of Achievement honorees:

Beth Farnsworth
KEYT Journalist and Anchor
and
Kymberlee Weil
Strategic Samurai

Thank you for making a difference
with stories that matter.



sbccfoundation.org

CONGRATULATIONS

AWC Women of Achievement

You inspire us to be
strong, smart, and bold

**girls
inc.**

of Greater Santa Barbara

girlsincsb.org | [f](#) [@](#) [@girlsincsb](#)



Monica Kunz Design

Digital Design
and
Marketing Professional

Graphic • Web
Design &
Marketing

experienced digital marketing
designer/developer with creative
vision and strong collaborative
and communication skills.

805.453.0907
monica@monicakunzdesign.com

KELLY SWEDA PHOTOGRAPHY



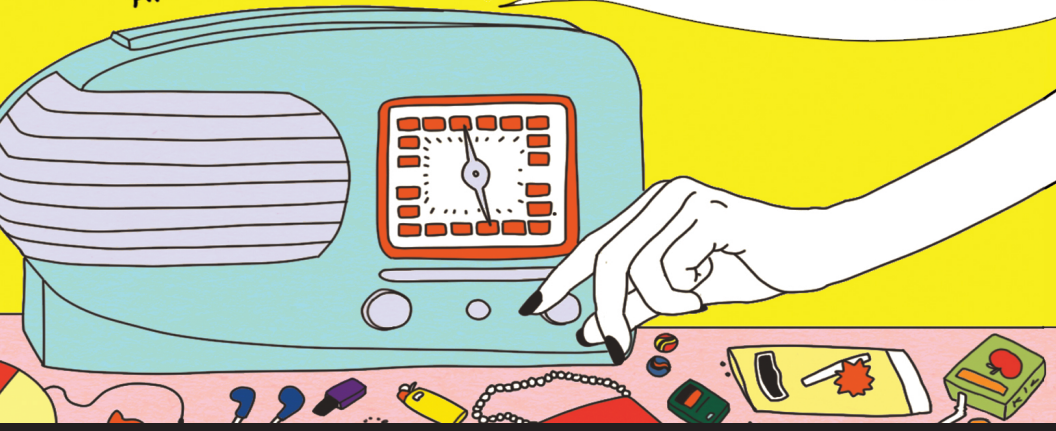
Natural, Authentic Family Photography
Lifestyle Photography for Creative, Women-run Brands

www.kellyswedaphotography.com
kelly@kellyswedaphotography.com
805.453.7858

now streaming @ kcsb.org

KCSB FM
91.9
music • culture • news • sports

FIND OUT WHAT'S
HAPPENING IN AND
AROUND SANTA BARBARA



AWC-SB 2018 Holiday Party



Rachel Sarah Thurston
Photography



Communication is the language of leadership.

Congratulations to **Beth Farnsworth**
and **Kymberlee Weil**. Your dedication
to making a difference to our local
communities really matters!



To prepare your remarks for a staff meeting, a pitch to investors or donors, a toast for a special occasion or your TED talk, the Speaker's Journal and Templates ensures a flawless presentation.

**Contact Lois or Anita c/o
lois@loisphillips.com, 805.637.3959**

Women Seen and Heard Speaker's Journal

WORKBOOK AND TEMPLATES



Lois Phillips, Ph.D. and Anita Perez Ferguson, Ph.D.

Congratulations to AWC's Women Of Achievement!



Patricia Rachel Schwartz, MA, PCC, BCC
EXECUTIVE COACHING • TRAINING • FACILITATION

Maximize Positive Engagement and Thrive
Complimentary Consultation

Relationship Building for Prosperity®

Coaching and Facilitation:

- Business Development
- Change Leadership
- Nonprofit Leadership
 - Board Engagement
 - Major Donor Engagement
- Onboarding for Leaders
- Stakeholder Engagement
- Strategic Visioning and Planning

805.965.8595 • www.PatriciaSchwartz.com • Patricia@PatriciaSchwartz.com



Galaxy Cycling

Serving the Santa Barbara cycling community spanning juniors to elite athletes.

Soren & Hilary Molina
galaxycycling.com





Thank You to All Our Drawing Donors



Bag of Books Donated by AWC-SB Members

Christine Bell • Elizabeth Gould, M.S. • Nancy Seagal • Starshine Roshell
Dale Stamos • Mary Sterns • Lois Phillips & Anita Perez Ferguson • Carolyn Jabs

CONGRATULATIONS

2019 WOMEN OF ACHIEVEMENT:

BETH FARNSWORTH AND KYMBERLEE WEIL

Santa Barbara
Independent
INDEPENDENT.COM

IS PLEASED TO SPONSOR THIS EVENT,
WE SALUTE YOU FOR "MAKING A
DIFFERENCE WITH STORIES THAT MATTER."

visit us online @

[independent.com]



@SBINDEPENDENT



@SBINDYNEWS



@SBINDEPENDENT