

# BREC

## SEMINAR SERIES

PRESENTS:

# How women navigate the good, bad, and ugly of the business world

DATE

FRIDAY, FEBRUARY 25, 2022

TIME

Noon - 1 p.m.

FREE AND OPEN TO THE PUBLIC VIA ZOOM



CALIFORNIA STATE UNIVERSITY  
**BAKERSFIELD**  
School of Business and  
Public Administration



### NaTasha "T" Johnson, MPA, CDI

NaTasha "T" Johnson, MPA, CDI is the Founder and CEO of Upside Productions Management Inc., which is a strategic partnership consultancy company. She is a social activist and a community spark committed to igniting the next generation with the strong passion for community engagement and leadership. She is a passionate and persuasive leader with a voice for the people. She is often referred to as the "Community Connector" and an advocate for the creation, development, and general economic growth of small-to-micro minority businesses in Kern County. She actively serves on many boards including being the first African American President of The Historic Bakersfield Fox Theater, third African American governor (Brown) appointee to the Agricultural District 15th Kern County Fair Board, and Vice Chairwoman of the Bakersfield Women's Business Conference (Chair 2023). She serves as the Bakersfield Police Department - Community Collaborative working group Chair of the Communications and Community Outreach subcommittee; also serves as co-chair for the B3K Steering Committee Entrepreneurship Inclusion sub-committee. Recently, NaTasha was honored by the 2021 Beautiful Bakersfield Awards as Humanitarian of the Year for her relentless and selfless service to the Bakersfield community!



### Shannon LaBare

Shannon LaBare is the founder of Purveyor Branding Co., a branding studio that offers messaging, design, and marketing through the lens of brand strategy. Purveyor helps businesses transform into beautiful, compelling brands that get results. She comes from a long background of freelance design work, creative marketing for a Fortune 500 company, and a line of creative business owners. Through Purveyor, Shannon and her growing team serve businesses + organizations in Bakersfield and beyond. Shannon serves as the Chair of The Hub of Bakersfield, a non-profit committed to redefining + revitalizing Bakersfield's urban core.



### Dr. Jessica Grimes,

*Regional Chair/Dean of Economic and Workforce Development*

Dr. Jessica Grimes has a heart for students – guiding them to achieve their goals whether their goals are short-term or long-term in the pursuit of higher education. A dynamic mentor and gifted administrator, Jessica prioritizes collaborating with academic and corporate communities to enhance career pathways, especially among disproportionately impacted students. Jessica brings her positive leadership skills to broaden the minds and expand opportunity for students in Kern County and beyond in her role as Regional Chair of the Central/Mother Lode Regional Consortium and as Dean of Economic and Workforce Development at Kern Community College District.



### Dr. Sumita Sarma

*Assistant Professor of Management, School of BPA, CSUB and Director, BREC. Moderator*

For more information and to RSVP, please contact Dr. Sumita Sarma at [ssarma@csub.edu](mailto:ssarma@csub.edu) or visit [www.csub.edu/brec](http://www.csub.edu/brec)