

The 7th Annual

JEFFERSON FORUM

Jefferson
Regional
Foundation

Embracing Transformation

HELD VIRTUALLY THROUGHOUT THE MONTH OF MAY 2021

Virtual Keynote: Transforming Your Mindset

Asset Framing for Equity with Trabian Shorters

May 20th 10 am – 12 pm

You don't want to miss this transformational keynote from a national, award-winning speaker!



Asset-framing works to define people by their aspirations, not their challenges – and has been recognized as a major innovation in fields of social impact. Based on insights from global authorities in cognition, decision-making, narrative and social impact, nationally acclaimed thought leader Trabian Shorters offers forward-thinking leaders a reliable way to increase engagement, support and impact for their enterprises across races, genders and economic classes.

About the Speaker – Trabian Shorters

BMe Community CEO

Trabian Shorters is a dynamic speaker, New York Times Bestselling author, social entrepreneur, and the leading authority on an award-winning approach to Diversity, Equity, Inclusion, and Impact called “Asset-Framing.” His experience in the tech, nonprofit and foundation fields led him to apply amazing work on cognition and decision-making to create an equitable model of social impacts we can all embrace. Trabian’s organization, BMe Community, is an award-winning network of innovators, leaders, and champions who invest in aspiring communities. Along with training leading organizations in Asset-Framing, BMe runs the BMe Vanguard Fellowship, and is the leader of the “Next Narrative for Black America.” Learn more about BMe at www.bmecomunity.org.

All are invited and encouraged to attend this keynote. Please also feel free to share this within your organization – the virtual presentation offers the opportunity to pass this along to more staff, volunteers, Board or other partners.

Please note: This keynote is offered live only over Zoom on May 20th – recording is not permitted.

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The Jefferson Forum is taking place virtually throughout May 2021. View and register for additional sessions at www.jeffersonrf.org/Forum. Participation is free but registration is required!

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Forum Kick-Off Morning – Speaker Bios



Arcade Comedy Theater is a 501(c)3 non-profit theater organization located in the heart of Pittsburgh's Cultural District that produces, presents, and educates in the art of comedy.

The theater presents a variety of programming in improv, stand-up, sketch, and other comedic forms. Arcade also offers corporate training and entertainment to strengthen the communication skills of professionals and make work fun.

Contact: operations@arcadecomedytheater.com |

Website: www.arcadecomedytheater.com



Rep. Austin Davis was elected into office on January 23, 2018, becoming the first African American to serve as State Representative for the 35th District, which represents the communities of Clairton, Duquesne, Lincoln, McKeesport,

Munhall, South Versailles, Versailles and Whitaker. At an early age, Davis made the decision to dedicate his life and career to public service and took a post-college role serving as an executive assistant to County Executive Rich Fitzgerald. Davis currently resides in McKeesport with his wife, Blayre Davis.

Contact: 412-664-0035 | **Website:** www.pahouse.com/ADavis



Angela Garcia is the Executive Director of Global Links, a Pittsburgh-based organization that works to improve health for vulnerable communities, locally and globally. A Pittsburgh native, Angela has combined years of experience working abroad with a passion for community health,

now at Global links for more than 20 years and serving as the Executive Director since 2018. Angela has led the creation and expansion of the Community Partners Program, which supports our local community by providing medical materials (including personal protective equipment during the pandemic) to nonprofit organizations.

Contact: agarcia@globallinks.org | **Website:** www.globallinks.org



Jim Guffey has served as South Hills Interfaith Movement's (SHIM) Executive Director since August of 2007. With more than three decades of experience in the government/nonprofit sectors, Jim has been able to transform SHIM from a \$320,000

organization in 2007 to a \$2.5 million organization today all the while meeting the diverse and growing needs of the South Hills. Jim resides in the South Hills with his wife (Stephanie) and three children (Joshua, Emily, and Benjamin).

Contact: jguffey@shimcares.org | **Website:** www.shimcares.org



Rev. Dr. T. Charles Howell IV is the current Director of Workforce Development and Financial Coaching for Mon Valley Initiative. He has served in numerous capacities in the city of Pittsburgh. His experience has been primarily working to expand equity and opportunity through education,

vocation and ministry for under-served populations in Allegheny County. Dr. Howell also works alongside his wife as co-owner and pastoral counselor at Agape Wellness Centre.

Contact: chowell@monvalleyinitiative.com |

Website: www.monvalleyinitiative.com



Giulia Lozza Petrucci is the Executive Director at Dragon's Den, a former church revamped into a vibrant community center that fosters team-building, experiential learning, and self-development for children and families in Homestead. Originally from Northern Italy, Giulia developed

the unique concept of Dragon's Den five years ago and opened in September 2020 in the middle of the pandemic. The driving force behind this innovative program, Giulia brings energy, inspiration and a fresh outlook that comes from growing up in another country and culture.

Contact: giulia.lozza.petrucci@dragonsdenpgh.org |

Website: www.dragonsdenpgh.org

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Workshop Speakers and Leaders

Transforming Work – People Practices in the New Normal



tHRive People Practices for Nonprofits is designed to elevate the human resources and people-

centric practices within nonprofits to enhance organizational capacity and community impact. tHRive is led by a team of seasoned HR professionals who have held leadership roles in Pittsburgh's nonprofit sector. tHRive also offers a Human Resources Fundamentals Learning Cohort, supported by The Heinz Endowments and The Forbes Funds, which offers additional training, coaching, consulting services specifically to the nonprofit community.

Contact: info@thrivehr.work | **Website:** www.thrivehr.work

Transforming Influence & Policy – Digital Engagement & Government Funding



Senator Jay Costa is now serving his sixth Pennsylvania state senate term representing the City of Pittsburgh, East Hills communities, and areas of the Mon Valley and South Hills in District 43. Costa is the Senate's minority Floor Leader. As a lifelong resident of Allegheny County, Costa was born and raised

in Pittsburgh and now lives with his wife Roxanne in Forest Hills. He is also currently a Principal in the downtown Pittsburgh law firm Dickie McCamey & Chilcote P.C.

Contact: 412-241-6690 | **Website:** www.senatorcosta.com



John Denny is the Founder and Principal of Denny Civic Solutions where he works to create positive change by managing civic campaigns and engineering public policy. From his days as one of the youngest people in the U.S. to manage a statewide presidential campaign, John has experience

across the public, private, and nonprofit sectors. Major efforts include working collaboratively with legislators to change the name of the state Department of Public Welfare to the Department of Human Services

Contact: jrdenny@dennycivicsolutions.com |

Website: www.dennycivicsolutions.com



Dr. Kathi Elliott serves as CEO of Gwen's Girls. The organization was founded by her mother Gwen in 2002 to empower girls and young women to have productive lives through holistic, gender-specific programs, education, and experiences. Dr. Elliott holds multiple degrees and over 15 years

of experience in social services and community health. She leads the Black Girls Equity Alliance, which engages community stakeholders to address the structural inequities and subsequent disparities experienced by Black girls in our community.

Contact: kelliott@gwensgirls.org |

Website: www.gwensgirls.org

Workshop Speakers and Leaders, continued



Rochelle Jackson serves as Founder and Director of the Black Women's Policy Agenda – an initiative to address the complex challenges black women, femmes and black girls face in the Pittsburgh region. Rochelle has served for many years as an advocate for equity and economic justice, inspired by her

own personal journey as a single mom and through previously-held policy roles at the Women and Girls Foundation and at Just Harvest. Rochelle currently lives in McKeesport, PA.

Contact: rochelle@blackwomenspolicycenter.org |

Website: www.blackwomenspolicyagenda.org



Laura Chu Wiens is Executive Director of Pittsburghers for Public Transit where she has been involved as a board member since 2013 and on staff since 2017. Laura has her roots in labor organizing with Unite HERE and draws from her experience recruiting and training leaders in the service industry to

mobilize transit riders in the fight for equity, access and transparency within our public agencies. Laura is Chinese-American and believes in the collective power of people to transform their communities.

Contact: laura@pittsburghforpublictransit.org |

Website: www.pittsburghforpublictransit.org

Transforming Community Health – Access & Technology



Rev. Paul Abernathy is an Orthodox Christian Priest and CEO of the Neighborhood Resilience Project, which supports the transformation of neighborhoods from trauma-affected communities to resilient, healing and healthy communities through trauma-informed

community development. Also a combat veteran of the Iraq war who is familiar with the signs of PTSD and trauma, Rev. Paul has worked in a predominantly Black underserved community in Pittsburgh and runs the organization with the understanding that generational trauma is the greatest barrier facing the development of his community.

Contact: pabernathy@neighborhoodresilience.org |

Website: www.neighborhoodresilience.org



Dr. Elizabeth Cuevas is an MD and Division Chief of the Allegheny Health Network Center for Inclusion Health which provides compassionate, accessible care to our region's high-risk patients. Dr. Cuevas was instrumental in helping to launch the Center for Inclusion Health in 2014 as one

of the nation's first programs focused on meeting the comprehensive health needs of patients from underserved or marginalized populations. Dr. Cuevas also continues to practice Internal Medicine and holds 20 years of experience in providing care.

Contact: elizabeth.cuevas@ahn.org | **Website:** www.ahn.org/services/medicine/center-for-inclusion-health



Dr. Jennifer Elliott is a PharmD and an Associate Professor in the School of Pharmacy at Duquesne University. Elliott has spent her career creating and implementing programs in pursuit of health equity through education, research, outreach and advocacy. She leads a team that developed

a community-based screening model to identify children with undiagnosed and uncontrolled asthma and connect them with appropriate care, which is offered as a free service in schools and has included extensive work in the Mon Valley.

Contact: elliott3@duq.edu |

Website: www.duq.edu/academics/schools/pharmacy

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Workshop Speakers and Leaders, continued



Dr. Jerome Gloster is the CEO/CMO for Primary Care Health Services (PCHS) and is a Pediatrician with 25 years' experience in clinical medicine, all of which have been with Federally Qualified Community Health Centers. PCHS is a Federally Qualified Health Center Corporation which includes ten

clinical health center offices throughout the greater Pittsburgh area in McKeesport, Braddock, Homestead, Hazelwood, West End, Hill District, East Liberty, Wilkinsburg and Homewood.

Contact: jgloster@pchspitt.org | **Website:** <http://pchspitt.org/>

Transforming Data – Data as a Tool for Change



Carrie Tancaitor is Associate Director of the Bayer Center for Nonprofit Management and is responsible for the collection and analysis of customer, demographic, and survey data which is used to help local nonprofit agencies strategically plan for the future. She also contributes original

research to various studies including 74%: Exploring the lives of women leaders in nonprofit careers and heads up the Bayer Center's biannual Nonprofit Wage and Benefit Survey efforts. She's a marathoner and the proud parent to three spirited boys.

Contact: tancaitor@rmu.edu |

Website: www.rmu.edu/about/bcnm



Bobbi Watt Geer is President & CEO of United Way of Southwestern Pennsylvania and has had a 30+ year career in the nonprofit sector. Bobbi served previously in a variety of leadership positions within United Way, including

Senior Vice President of Administration and Regional Vice President of United Way of Southwestern Pennsylvania. Bobbi holds several degrees including a doctorate in public administration. She is actively engaged in her community and has served in a number of volunteer leadership roles.

Contact: bobbi.wattgeer@unitedwayswpa.org |

Website: www.uwswpa.org



Rich Overmoyer founded Fourth Economy in 2010 and since then has been leading the charge to help clients translate complex ideas and data into solutions for their communities. He is creative, thoughtful, and entrepreneurial, and uses his own experiences as a guide in his work to connect

people who share similar ideas and values. In his spare time he's a pinball whiz and believes in the power of craft beer to create stronger communities.

Contact: rovermoyer@fourtheconomy.com |

Website: www.fourtheconomy.com



Bhavini Patel is the CEO and Co-Founder of BeamData, a civic tech company that operates at the intersection of social issues and data. Her company created Be the Change, a non-partisan participatory civic action app that helps people provide feedback on legislative issues and mobilize

around Community Causes. Bhavini is a passionate systems thinker, who thrives on cultivating intimate connections with people of all cultures, backgrounds, and sectors.

Contact: bhavini.patel04@gmail.com |

Website: www.beam-data.com

Transforming Equity – Racial Wealth Gap Simulation



Common Cause Consulting was founded by and is led by community innovator **LaTrenda Leonard Sherrill**. LaTrenda has 12 years of experience in coalition-building, project management and strategic planning working in the areas of policy, communications and operations. This training is

based on an open-source, virtual learning experience adapted by local partners including FISA Foundation and United Way of Southwestern PA from an original Bread for the World training model, and adjusted specifically for Jefferson partners with input from the Jefferson Regional Foundation's Vision Council of Community Leaders.

Contact: latrenda@choosec3.com | **Website:** www.choosec3.com