

About the Presenters

Marisol Barrios, MSPA, APR, missiondrivenpr@gmail.com

Marisol Barrios is founder and principal partner of Mission Driven PR, Inc. She is adjunct faculty at Cal-State University Dominguez Hills, and currently chairs the Program Group on Communications and Public Affairs of the six-county Episcopal Diocese of Los Angeles. With decades of successful experience in communications, public relations, and the nonprofit sector, Marisol generates strategic community outreach and advocacy efforts, appealing to target audiences. She creates impact with GRACE, a five-step award-winning strategic process in public relations to transform an organization's mission.

During her years as senior director of communications and marketing for Hillside, a child-welfare agency in Pasadena, Marisol led the nonprofit through its rebranding and centennial celebration. While serving as publisher of Latina Bride, Marisol was recognized as a finalist to the prestigious Hispanic Business Entrepreneur of the Year. Marisol also served as the media coordinator and field representative for former Assemblymember Grace Napolitano. In addition, she worked for Toyota Motor Sales in their Interactive Marketing department under the umbrella of Corporate Marketing.

Marisol earned her accreditation in public relations through Public Relations Society of America, Universal Accreditation Board. She received her master's degree from California State University, Los Angeles, and her bachelor's degree from Loyola Marymount University. She is a board member of Print, Interactive, Radio and Television Educational Society, and holds memberships in PRSA, HPRSA, and PTA. She is an active member of PRSA Membership Committee and is committed to fulfilling its mission of advancing the profession and the professional.

Rose Hayden-Smith, Ph.D., rosemariehaydensmith@gmail.com

Dr. Rose Hayden-Smith is a digital engagement strategist and the owner of Shine Communications, a Ventura-based company providing a range of coaching, training, communications and copywriting services for clients ranging from solopreneurs to land-grant universities. Prior to opening Shine, Rose had a successful three-decade career as an academic at the University of California, where her work focused on gardening and food systems. Her most recent work at UC was as an academic editor and digital strategist for UC's Office of the

President. She is the creator of UC's popular Food Observer blog and social platform.

Her writing has appeared in numerous publications including the *Huffington Post*, *Civil Eats*, *KCET* and the *Davis Enterprise*. She is a practicing US historian, with a special emphasis on the history of gardening in the US. Her book about the history of Victory Gardens and US food policy was published by McFarland Press. She holds four degrees from UC Santa Barbara, including a BA in English, Masters in both Education and History, and a PhD in U.S. History.

Rose has been a member of St. Paul's Ventura for 30 years, and is active in a wide range of ministries, including music, digital discipleship, and DOK. She currently serves as the Senior Warden.

Payton Hoegh, pwhoegh@jubileeconsortium.org

Payton Hoegh leads communications efforts for Seeds of Hope and serves as Communications Director of Jubilee Consortium's digital media collaborative. He is the Program Director of Los Angeles' Episcopal Service Corps program, Jubilee Year, and is presently wrapping up his M.Div at the Claremont School of Theology while discerning the priesthood with the Diocese of Los Angeles. Payton is passionate about ecology, environmentalism, food justice, politics, and the arts. He specializes in design, dabbles in political art, and leads a budding spiritual initiative called All Wanderers.

Bob Williams, bwilliams@ladiocese.org

As diocesan canon for common life, Robert Williams has responsibility for communications ministries, interfaith collaboration, and the archival collections of the six-county Episcopal Diocese of Los Angeles. A member of the diocese's senior staff working group, Bob first joined the diocesan communications department in 1986 under the leadership of Canon Ruth Nicastro. In 1993 Bob was named diocesan director of communications and public affairs, and in 2008 he resumed that work as canon for community relations. Made an honorary canon in 2004, he is Diocesan Convention's appointed historiographer-archivist.

Bob holds a master's degree from the USC Annenberg School of Communication and Journalism; has taught media courses at the graduate level in

addition to serving for 28 years as a part-time instructor in the adult education division of the Los Angeles Unified School District.

In 2004-2008, by appointment of Presiding Bishop Frank Griswold, Bob directed the Episcopal Church's denominational communications office and its Episcopal News Service (ENS) for which he reported from Africa, Asia, Europe the Middle East, and across the Americas. In 1998 he was editor of the international Lambeth Conference of Bishops meeting in Canterbury and London.

A past three-term president of the Interreligious Council of Southern California, Bob is secretary of the Los Angeles Council of Religious Leaders. He serves by appointment of Los Angeles Mayor Eric Garcetti as a city commissioner advising the Department on Disability.

Bob is a parishioner and vestry member of St. James' in the City, Los Angeles. He serves the Venice-based Neighborhood Youth Association – a diocesan institution specializing in 100-percent college placement of underserved students – as president and chief executive officer of the board of trustees.

He resides in the Hollywood hills and loves being "Uncle Bob" to Joanna, Connor, Dominic, Mia, and godson Kel.