



Karie Reynolds

Messaging and Copywriting
Portfolio



Companies say they value gender equity and the role of working mothers, but are women buying it?

Since 64% of women decide to leave their job before they have their baby ([OviaHealth Motherhood in America Report](#)), there is an obvious disconnect between the company line and women's perceptions. Companies are already facing an exodus of working mothers during the pandemic; not meeting the needs of women planning their families, dealing with infertility, and adjusting to motherhood will accelerate the talent drain. And companies will pay for it: replacing an employee who leaves after giving birth can cost up to 213% of annual salary ([Center for American Progress Report](#)). Instead, they can provide these employees with essential support and reap the benefits.

Is maternity a problem that companies must solve?

Yes, if they are committed to prioritizing the advancement of women and want to reap the benefits of a gender-inclusive organization. Such companies:

- Report a rate of revenue growth as much as 61% higher than other organizations, while
- 60% report they are more innovative than their competitors,
- 73% say they lead their field in customer satisfaction, and
- 64% report happier employees and higher retention rates.

*[Source](#): International Labour Organization's "Women in Business and Management" report

Keeping women in the workforce is a challenge that has landed squarely in companies' laps.

U.S. Treasury Secretary Janet Yellen reminded reporters during her "Jobs Day" White House [press briefing on May 7, 2021](#): "By the eve of the pandemic, women's labor force participation was hovering somewhere near where it had been in the late '80s and early '90s. There are many drivers of these trends. But as my colleagues at the Council of Economic Advisers have pointed out, an undeniable one is a lack of support for people as they raise children and care for older relatives. Our policymaking has not accounted for the fact that people's work lives and their personal lives are inextricably linked, and if one suffers, so does the other. The pandemic has made this very clear."

What is the solution for companies unwilling to wait for policymaking to catch up with reality?

[LUMO](#), a collective of executive coaches for women in the workplace, offers unique programs that meet the specialized needs of working women and their employers. One such course, the [Expecting Moms Program](#), uses self-paced online modules and tools to support women before, during, and after maternity leave, and provides concurrent corporate leadership training to sync employee and employer expectations.

These powerful modules are much more than the old What to Expect When You Are Expecting books of yore. In each of the three stages of before, during, and after maternity leave, new mothers use coaching concepts to prepare, plan and communicate in anticipation of their return to the office. The skills and tools they learn enhance their adjustment to motherhood and productivity within their teams.

Working mothers have off-ramped their careers for years, can LUMO really change that?

“Working motherhood can be more than exhaustion and self-sacrifice driven by perfectionism and workaholism,” explains Sarah Olin, the founder and CEO of LUMO, “The problem is that the system is not set up for women to win, no matter how hard they are willing to work to redesign their lives. LUMO gives them a better approach.”

Is it possible to retain working mothers?

Today’s millennial mothers reject the concept of work-life balance and instead find work-life integration to be more realistic. They don’t want more, they want better. When moms feel their employers are actively assisting their professional development, instituting family-friendly policies, practices, and culture, they become loyal, powerful advocates for their companies and teams. This is how companies retain women and valuable talent.

How do working mothers feel about such targeted development?

B.B., a working mother in Charlotte, North Carolina says, “I have battled with guilt and perfection over work and motherhood. LUMO has helped me change my lens and let go of some deep seeded ideals of how a mom should operate.” And a fellow Charlotte resident, L.W., says, “LUMO’s holistic approach was incredibly refreshing – rather than separately navigate life events, LUMO helped me to refocus on myself.”

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LUMO BLOG POST + SOCIAL CAMPAIGN INSPIRED BY 40x40 INITIATIVE

Have you seen the 40x40 initiative? We know what kind of magic happens when women come together to support each other, and this is next level. Launched by [the Archewell Foundation](#) in honor of Megan Markle's 40th birthday, the 40x40 initiative asks mentors of all kinds to pledge 40 minutes of mentorship time to women re-entering the workforce after the pandemic. Considering the COVID-19 childcare crisis forced nearly 2 million U.S. women out of the workforce over the past year and a half, we'd say that Megan has impeccable timing (and taste...but that's a story for another time.) The 40x40 initiative has already attracted the likes of Hillary Clinton, Stacey Abrams, and Katie Couric, and it's just getting started.

Before we get to how the Luscious Mother team will be using our unique gifts to mentor mothers returning to the workforce, we want first to remind you and mothers everywhere -- and the people with the power to employ them -- that mothers have not spent the past 18 months languishing, but leveling up.

Moms were already creative and resourceful Chief Everything Officers before the COVID-19 pandemic, and their management and organizational skills only got stronger during their time away from an office environment. Here are just a handful of the skills moms were cultivating while they led their families through the pandemic:

Improvisation, innovation, creativity, emotional intelligence, resilience, intergenerational communications, tech literacy, super-human levels of multitasking, trauma processing, fundraising... even choreography! (TikTok, right?)

There is NOTHING mothers didn't do during COVID-19. They breastfed on Zoom, turning pages in a picture book for their toddler and keeping an eye on their phone timer to ensure they didn't burn dinner.

Mama, you need to recognize the new skills you developed over the past 18 months and put them on your resume with confidence and pride. And then ask your best friend to read it. We all know moms aren't always the best at naming their most impactful skills and contributions in writing. Get supported in taking a 360 look at your skill sets, including those you developed at home juggling childcare and homeschool, budget tightening, multitasking, and remote EVERYTHING. And consider paying it forward and doing the same for another mother.

You have MAD skills, and you may need help seeing them. That's where our team of highly trained life and leadership coaches comes in.

There's A LOT a Luscious Mother coach can help you accomplish in 40 minutes:

- Ask clarifying questions to help you understand what you want and what's in the way.
- Help you determine your conditions for satisfaction (what are your non-negotiables, and where are you willing to be flexible?)
- Illuminate your superpowers so you see everything you have to offer!

Humbleness is so pre-pandemic. It's time to own your luscious power.

In honor of Megan Markle's lusciousness, we're giving away 40 40-minute coaching sessions to women who need support returning to the workplace.

If you'd like the chance to be mentored by a Luscious Mother coach, please comment on this post on our Instagram feed. We'll choose 40 women from these comments.
teams.

BUSINESS PURPOSE DRIVES WEBSITE CONTENT

Karie made me feel brave! I put off creating a website for over twenty years before I met Karie. She listened – truly listened, as I shared why I started my consulting firm and what it means to me. Then, she crafted a beautiful narrative that perfectly and passionately captured why I do what I do. People who visit my site always comment about how the story of my business connects deeply with them.

Mary Chambers, Chambers Consulting Group



Our Mission

Over 25 years ago, Mary Chambers walked out of yet another long and raucous community meeting, looked skyward, shook her fists over her head and shouted to the universe, *"With God as my witness, I am never attending another poorly led, unfocused, no-results, and no follow-up meeting again!"*

On that day, she knew three things for sure:

1. Solving the complex, intractable challenges and divisions faced by our community depends on our ability to come together in shared purpose and engage in courageous, meaningful conversations;
2. We are more effective, powerful, and creative collectively than we are individually, and;
3. To matter, meetings must be well planned, thoughtfully focused, and skillfully led.

And, there yelling on the sidewalk, she vowed to make helping visionary leaders transform their ideas into positive social change through brave and meaningful conversation her life's work.

WHY: Mary's "Why" is shared through a story on her Mission page and inspired the header language on the home page.

WHAT: (Services) Community Meetings, Board Retreats, Strategic Planning, Funder Collaboratives, Date Gathering

HOW: Meticulously planned, interactive and engaging meetings with beautiful details, and clear action plans for moving forward.

CONNECTING BRAND MESSAGING TO THE CONVERSATION OF THE MOMENT

As the Director of PR and Partnerships for [Belabumbum](#), I worked with the CEO to determine the content strategy and develop and deploy it across communications channels (blog, email, social media.) Below are examples of emails sent shortly after Shelter in Place orders went into effect in many cities.



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BUY 2 SAVE 20% | BUY 3+ SAVE 30% SHOP NOW

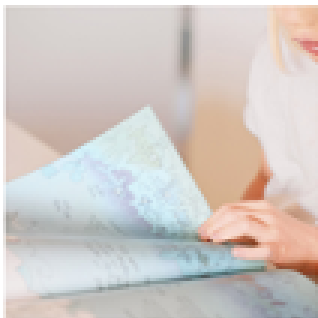
Other Goose Homeschooling to the Rescue!

Right now, many of you are (a) stuck indoors with small children, (b) trying to keep your kids busy while schools are canceled, or (c) attempting to work from home with littles underfoot.

To help get parents through this uncertain time, [Other Goose homeschooling program](#) is offering three weeks of free curriculum during the quarantine. The program provides a curriculum for children aged 3-7 years old.



"Resist the temptation to re-create a classroom at home. Your house is not a schoolhouse; it's a home! Math might look more like mixing pancake batter and less like fraction worksheets."



We had the chance to talk to Erin about how [Other Goose](#) came to life as she became a homeschool mother herself.

[Read More](#)



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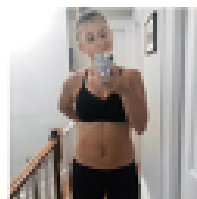
Keep Moving, Mama!

Many experts are saying that exercise is more important than ever. Find a workout you love and fit it into your day. We've shared a few resources to help you get your glow on and stay sane!

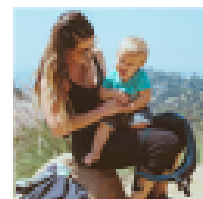
[Read More](#)

Moms We Love:

Check out our fitness-minded friends who are sharing great exercise and well-being information.



[@saskifit](#)



[@threemomsthree](#)



[@kristinmccoy](#)

[Shop Activewear](#)

Karie Reynolds

CONNECTING BRAND MESSAGING TO THE CONVERSATION OF THE MOMENT

Covid-19 and Los Angeles County's Shelter in Place order upended many of Girl Friday Personal Assistant Services' standard services. To stay connected to its clients, Girl Friday increased its newsletter frequency and connected its passion for supporting families and its expertise as a resource.

The company made it through Covid-19 with new clients and additional vendors to support them.



Hello!

I hope I made you laugh a little by starting with a look at what life looks like right now.

How are you doing? I know...kind of a loaded question these days. I hope you are managing shelter-in-place and new recommendations to wear a mask in public as well as you can. I promise I won't suggest "pivoting" in your business or looking for the silver linings right now.

Of course, challenges often bring out creativity and the best in people. We have seen that in so many ways in our community already, with new announcements each day about how people are working hard to help their neighbors, colleagues and friends. Gives new meaning to making lemonade out of lemons.

I'm happy to pass on information I've received this week. I hope you find this as helpful as I did.

Be well,

Lindi

PRESS RELEASE FOR CHAMBER FILM SCREENING



SOUTH PASADENA CHAMBER OF COMMERCE ANNOUNCES SCREENING OF HOLY FRIT – THE MULTI-AWARD-WINNING DOCUMENTARY AND LOVE LETTER TO SOUTH PASADENA SATURDAY, MARCH 19, 2022, AT THE HISTORIC RIALTO THEATRE

Sponsored by Judson Studios, Bullseye Glass, Mosaic Los Angeles, and the South Pasadena Arts Council (SPARC), featuring a Q&A with Film's Director and Star

SOUTH PASADENA, CA (March 3, 2022) The South Pasadena Chamber of Commerce brings the award-winning documentary Holy Frit to the Rialto Theatre on Saturday, March 19, 2022, at 6 p.m. A quintessential South Pasadena story, the film grew out of casual conversations between two local neighbors, one a burgeoning filmmaker, the other an unknown artist who had charmed his way into winning the commission to create the world's largest stained-glass window. Together they wind their way through South Pasadena, from Judson Studio's nearby 100-year-old stained glass studio to Little League games in the Arroyo, documenting the artist's three-year race against the clock to tackle a career-defining commission. Holy Frit debuted at the Slam Dance Film Festival in 2021 and has won numerous major festival awards from Los Angeles to Warsaw. Tickets for the Chamber's screening and Q&A with the film's director, star, and one of the producers and a pre-screening food & wine reception are available on Eventbrite.

The first feature documentary by Director/Producer Justin Monroe, Holy Frit is a dramatic and comedic collision of art, business, religion, and human ambition as artist Tim Carey, the famous glass maestro turned mentor Narcissus Quagliata, and the teams at Judson Studios and Bullseye Glass attempt to create a stained glass window the size of a basketball court for a \$90 million mega-church in Kansas. With stress through the roof and time running out, the viewer becomes a fly-on-the-wall witnessing the effort and wondering whether they can deliver this massive, complicated, and controversial art piece to their nervous client in time. To learn more and watch the trailer, please visit the film's website.

"What an honor to be screening Holy Frit at the iconic Rialto Theater! For a couple of South Pas Artists, immersing ourselves in our respective crafts and coming home after the long festival journey...we couldn't be more excited to show this "love letter" to our amazing little town," shared Justin Monroe and Tim Carey.

The South Pasadena Chamber is proud to bring Holy Frit to South Pasadena in partnership with two central characters in the documentary, Judson Studios and Bullseye Glass, the South Pasadena Arts Council, and Mosaic Los Angeles. The film's director and star will be joined by Chris Saito, one of the film's producers and a South Pasadena resident, for this special evening sharing their work with their neighbors and friends. Tickets for the Chamber's Holy Frit screening (\$10 per ticket) and pre-screening reception (\$10 per ticket) are available on Eventbrite.

About South Pasadena Chamber of Commerce

The South Pasadena Chamber of Commerce is a collaborative, innovative, and creative organization that works tirelessly for local businesses. Capitalizing on the unique characteristics of the South Pasadena community and harnessing the collective power of its businesses, the Chamber creates events and programs that encourage residents and visitors to Shop/Eat/Do in South Pasadena. The Chamber's signature event, the Eclectic Music Festival & Arts Crawl, brings arts of all genres to the streets of South Pasadena. Bands, musicians, artists, food, galleries, and activities for kids of all ages attract residents and visitors to South Pasadena's business district for an afternoon and evening exploring and experiencing all that "is" South Pasadena. Visit the South Pasadena Chamber website to learn more about the Chamber and the local businesses it supports.

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