

IMPACT

EXTRAORDINARY WOMEN CREATING BETTER FUTURES.



IWD 2023

CREATING LEGACY THROUGH IMPACT WORK

Fostering community through public service in City Parks & Recreation | p. 3

INSTILLING HOPE FOR AT RISK YOUTH

Contributing towards transformative mental health & wellness programs | p. 8

ELIMINATING FOOD INSECURITY

Distributing over 2.5 million pounds of food throughout the Inland Empire | p. 10

2023 INTERNATIONAL WOMENS DAY

Dedeaux Properties is proud to celebrate the stories of four women from the Inland Empire communities we work with. These women are agents of IMPACT in creating ripples of hope, change, and strength for a resilient community and better world.

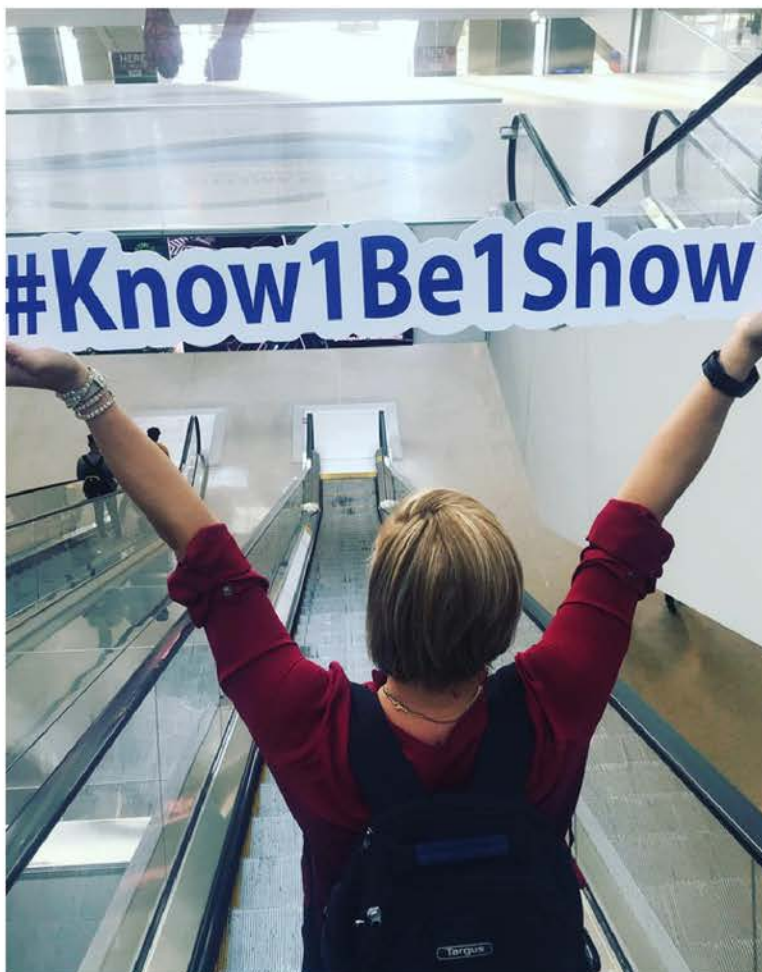
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LYDIE GUTFELD

Director of Parks, Recreation and Community Services • City of San Bernardino

Lydie Gutfeld has had a wonderful career in parks and recreation for the last 30 years. She started her career by completing some community service hours at a community center in the City of Beverly Hills. In her own words, Lydie shares more on her path to leadership in her career journey -

"The reason for this being my first "real work" experience was that I had gotten into some trouble and my mom had a hair salon in Beverly Hills. On weekends, she would take me to work and I would walk to the center to complete my assigned hours. I quickly fell in love with helping people, specifically seniors and active part patrons. I was a competitive swimmer in high school and one of the coordinators at the site encouraged me to apply for the lifeguarding position. And so it began. I worked my way from lifeguard to pool manager, to camp director and then was promoted to Park Ranger. I

was the first female park ranger in the City and it was something I held on to with great pride. After that I developed my skills in fee based contract programs, specialty camps, and afterschool programs. These skillsets proved to help me in the hunt for the next big thing. After 9 years of fun, an opportunity for a senior leader spot in Irvine opened, and I made the move to Orange County.

City of Irvine is a massive master planned city that provides exceptional customer services and vibrant sustainable spaces. The expectations of the community members are high. The programs and services provided are designed to specifically meet the needs of the community. It is the place where I learned the importance of developing programs that create true long lasting impact. I had 14 wonderful years in Irvine that allowed me to continue to grow as a



Lydie Gutfeld speaks to 31st Congressional District Rep. Pete Aguilar and City of San Bernardino Mayor Helen Tran, about the improvements needed to the Roosevelt Bowl in Northern San Bernardino.

professional. I finished my undergrad at Cal State University Fullerton and continued to work as a full time coordinator for the city in teen, afterschool, athletic, aquatic and senior programs. I knew that if I wanted to continue to promote, I would need to begin my journey in a Masters Program. A promotional opportunity came soon after and I was selected to become the Community Services Manager for the City of Mission Viejo.

In Mission Viejo, my focus changed from staff led programming and events to contract and membership heavy programming. Still a master planned city, but a much different approach to services. I finished my Masters Degree and was encouraged to engage in leadership options within the professional organization for Parks and Rec Professionals, California Park and Recreation Society (CPRS). I was elected to the state board in 2016 and continued my leadership till 2020 when I finished the presidential series. During these 5 years of board leadership, I began to get a lot of requests from different organizations to speak to them about leadership, management and emotional intelligence. It became my new passion project. To help develop future park and recreation professionals with basic concepts. The feedback was so positive and I began to engage with other speakers and leaders in the field and recognized quickly, there was a need. So I sought out to fill it. Public speaking became my therapy. While researching topics, I learned, I grew and I developed a stronger mindset on how to handle the next level role of director. I knew that after 21 years of service and completing my Masters and Presidential Series I had done the work to check off the boxes to be prepared for a directorship.

I began applying for director spots in OC, and quickly

I realized I needed to take a deeper look at what being a director meant to me. I wanted to do legacy and impact work. I wanted to make a difference. I wanted to make sure my high public service motivation and energy could be used in the right way instead of stifled or just dismissed.

As a female executive, the world can seem small sometimes and I try to remember how special it is to have the role, but also remember how many women had to fight for me to have an equal chance at the role of Director. The job for San Bernardino came up, and quite honestly, I had no idea where San Bernardino was. I was contacted by the recruiter and asked a few questions. I decided to apply. The process was really seamless. I had a great interview with an outside panel, but for me, the decision was easy once I left my interview with then City Manager, Rob Field and Assistant City Manager, Edelia Eveland. The two executives were open and honest of the many problems facing the city. They went into detail about what they needed "to fix the airplane, in fact rebuild it, while it is flying". Immediately, I knew, I was in the right place and it was my time to set a path for me and my new team to change the city and work towards a new standard.

Lydie gives a presentation on time management to 200 attendees at the 2022 CPRS Aquatics Intensive.

Why is the community work you do today important to you - what is your driving force?

The community is the voice. This is the voice that guides me daily. The community gives me so many things to think about. How we look at programs and services, who they are really going to help, how they will happen, and when will they make impact? My driving force is knowing my team has the ability to solve real life issues. We work tirelessly to develop plans to help people improve their quality of life. It's crucial that I continue to engage my team in the problem solving process. They are a part of the community. Many have not only grown up in the city, but also raised their families here. They know the pulse and they know what programs mean. When I put the staff and community input together, a little magic happens. I get to share innovative thoughts that they take and develop into insanely productive events, programs and services. Beyond these voices, I lean on our strategic target goals to make sure we are headed in the right direction.

As we celebrate international women's day, what is the advice you have for other women who want to be leaders of purposeful IMPACT in their communities?

IMPACT is addicting. As a female leader, it is so crucial that we understand what it means to those we serve.



My advice to women who have future ambitions to be leaders is three part:

1. **Don't be afraid to be great.** No matter who says you can't, you can. You are in control of you. That is ownership. No one else gets to do that for you. Don't take it for granted. Its called GRIT and you need it to be GREAT. Good leaders don't get it easy, men and women. Leaders must make conscious decisions to get through the mud and rise up. When you have a tough day, pick yourself up, have a pity party for yourself for a little bit and then place one foot in front of the next, and walk. The best leaders are the ones who can use failure to grow.
2. **Learn emotional intelligence and practice it daily.** As women, we have an innate ability to take on emotion greater than most. It can be an ally or an enemy. Emotional intelligence gives you

control to manage emotions and allow for more learning and collaboration with others. It can help you mitigate difficult conversations, and it can be your greatest ally when dealing with situations that require you to be the decision maker.

3. **Respond. Don't React.** Reactions are almost always perceived as negative. A response allows you to lead with grace, empathy, honesty and respect.

What is one thing we can all do to support women as leaders?

The best thing we can do is lead by example. Show women leaders that they can. Encourage them to continue their education and professional growth. Provide them with opportunities to engage in public service and empathy.

PAMELA GALERA

Director of Parks, Recreation and
Community Services • City of Riverside

Pamela Galera is the Director of Parks, Recreation and Community Services in the City of Riverside. With 30 years of experience, Pamela has assisted in creating strong communities to meet the needs of growing, aging, and changing populations. Pamela is a licensed Landscape Architect and received her undergraduate degree from Cal Poly Pomona and a Master's in Public Administration from Cal State Fullerton.

She began her career in the private sector and was employed by the Orange County Transportation Authority, City of Orange, and most recently served as the City of Anaheim's Parks Manager. Through her collaborative efforts on social and green infrastructure, she has had a positive impact on policy makers, allied professionals, colleagues, and neighborhoods. She also has actively participated in several efforts on homelessness, and under her leadership, parks have been returned to the uses that they were intended for, including sports and recreational activities by families and seniors.

Pamela managed the funding and implementation of a system of trails and parks in the City of Orange on the Santiago Creek and in Anaheim on the Santa Ana River. She is now working on 'putting the river back in riverside' with economic development opportunities that will create an urban interface with a network of natural habitats, art installations, parks, bike paths and trails in Riverside.



What led you to your career with the City of Riverside's Parks, Recreation, and Community Services Department?

I am a licensed Landscape Architect in the State of California and was drawn to Park Planning and Recreation to serve communities. Although I started my career in the private sector, I served as the Park Planner in the City of Orange, Park Manager in the City of Anaheim, and now the Director in the City of Riverside.

Why is the community work you do today important to you - what is your driving force?

My driving force is making life better for the community. I am inspired when I enhance the quality of life for the underserved, seniors, families, at risk youth etc.

As we celebrate international women's day, what is the advice you have for other women who want to be leaders of purposeful IMPACT in their communities?

Just do it! Listen, work hard, and be kind.

What is one thing we can all do to support women as leaders?

Mentoring is the best and easiest way to support all emerging leaders, especially young women.



Pamela is with ILoveRiverside for their annual clean-up day at the Cesar Chavez Community Center/Bobby Bonds Park. At this event, Pamela was able to take part in ensuring PRCS D Parks stay clean for Riverside residents.

“ MY DRIVING FORCE IS
**MAKING
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FOR THE COMMUNITY ”



Tammy and team surprised an Oak Grove student - who has been without family and support - with a trip to Disneyland for her birthday.

TAMMY WILSON

Chief Executive Officer • Oak Grove Center

Tammy Wilson is a Licensed Marriage and Family Therapist (LMFT) with over 30 years of relevant experience, 20 of which have come in the nonprofit sector, and more than 15 years in the role of Chief Executive Officer at Oak Grove Center. She has led both for-profit and nonprofit organizations, and has amassed a wealth of expertise in areas such as business strategy, risk management, fundraising, performance improvement and business process improvement. Tammy is a dynamic woman who is well-versed in program development and expansion, public relations, fiscal management, grant writing and fundraising, and has continuously demonstrated the knowledge and ability to develop short and long term initiatives to improve operations and drive organizational productivity.

What led you to your career with the Oak Grove Center?

In 1990 a man I had worked for in San Diego began trying to recruit me. After 4 refusals, I finally said yes and started at Oak Grove Feb of 1991. Although I thought it was a mistake in the beginning, I was very motivated by the challenge and am so proud of the many changes that have occurred since that time. Oak Grove's culture is so much more positive, affirming, strength based, resiliency focused and we provide transformative care and healing opportunities. So proud of the work and the team of dedicated staff!

Why is the community work you do today important to you - what is your driving force?

We work with at-risk and special needs children and youth. Most of them come from backgrounds of trauma, many of them have been through so much adversity and pain. It's important to us to teach them they do not have to be defined by past pain and trauma, to advocate for themselves and that they are strong, brave and can forge their own positive path. *Our driving force is knowing that the youth we work with can heal, grow strong, break the cycle of abuse and become leaders. They inspire me!* Our driving force is to help empower success and transform lives.

As we celebrate international women's day, what is the advice you have for other women who want to be leaders of purposeful IMPACT in their communities?

Find a mentor who will challenge you and that you can learn from; have a friend who will support you and not be afraid to give you feedback that will stretch you; invest in others and remember to pay it forward; and to give back. Be authentic!

What is one thing we can all do to support women as leaders?

I think it's important for women to be able to work with other women. We can support women as leaders by not only being open, but to invite and welcome input, creativity and encourage new ideas. Help them amplify their voice as opposed to just hearing them. I think it's important to remember to give grace and accept who they are in their development and be affirming. Working in a nonprofit, we are very giving to those we serve, but I feel it is also important to support each other, to encourage women leaders to take some risks, be willing to be vulnerable, to affirm that it is a sign of strength to ask for help and to help lift each other up.

"We can support women as leaders by not only being open, but to **invite** and welcome input, creativity and **encourage new ideas**. Help them **amplify their voice** as opposed to just hearing them."



Tammy is leading the Running Club that started with Oak Grove youth during COVID.

ANGELA JUGON

Development Director • Feeding America Riverside | San Bernardino

WORKING TOWARDS ELIMINATING FOOD INSECURITY

As the Development Director at Feeding America Riverside | San Bernardino (FARSB), Angela Jugon is inspired by the work done in her community to help eliminate food insecurity. She works with local FARSB community partners to distribute over 2.5 million pounds of food per month throughout the Inland Empire. At FARSB, Angela is responsible for overseeing the organization's Development Team which include marketing, communications, grants, events, fundraising, and volunteering.

Some of Angela's favorite pastimes include spending time with her husband and fur baby, catching up on the most recent movie releases, or taking trips to Disneyland.





Angela and team in front of a mural in the FARSB warehouse.



Can Tree Wonderland, 2022 - Angela and team managed a food/fund drive with 30 teams and sponsors at the Galleria at Tyler in the City of Riverside.



Curbing Hunger Luncheon, 2023 - Angela and team set up a fundraising luncheon that provided an overview of FARSB's work and current programs. The bowls featured above were sold at the luncheon and donated by several schools throughout the Riverside Unified School District. 100% of the bowl's proceeds went directly to FARSB.

What led you to your career with FARSB?

I feel like all my jobs have led up to this position at Feeding America Riverside | San Bernardino (FARSB). Whether working in a grocery store or running events and marketing for a financial advisor. I have been able to pull my knowledge over the years and help this community through FARSB.

Why is the community work you do today important to you - what is your driving force?

Many people in this community and nation are just one life event away from food insecurity. Whether missing a paycheck, losing their job, or having a medical emergency. So, I am grateful to know we have these programs in place in the Inland Empire to help those who need assistance.

As we celebrate international women's day, what is the advice you have for other women who want to be leaders of purposeful IMPACT in their communities?

Learn from your mentors about their career growth. Every situation, good or bad, is a learning experience. Never stop learning!

What is one thing we can all do to support women as leaders?

Continue to elevate and train your colleagues. Your knowledge is their knowledge. We are not in competition with each other.

