

## SLOW START IN 2022

Less news is good news for this small business. 2022 has been so busy I skipped Zena News for two months. The April issue will follow soon, find 2021 back issues [here](#).

## E/D/I, D/E/I, D&I, I/D/E/A... WHICH ACRONYM & WHY

I'm honored to be presenting at the *Washington State Nonprofit Conference (WSNP)*, on May 18. Garry Clark, President and CEO of Economic Alliance Snohomish County (below), will be joining me for a webinar on this topic:

**Equity Outcomes Begin with Language:** *Are You Creating Lasting Change or Throwing Around 'Feel Good' Buzzwords?*



Lee Mozena and Garry Clark

## AVOID FAKE EQUITY

Words matter. I developed a similar training for the [Puget Sound Grantwriters Association](#), in 2018. WSNP attracts a wider variety of professionals, so we'll explore a range of D/E/I challenges they face.

However, ethics will remain a core theme. Equity affects everyone, but when it's fake, vulnerable groups live the consequences. It can be hard to know if you're adding to the white noise, jumping on a trendy bandwagon, or supporting sustainable growth. My process can guide organizations to the right words or labels to align with values, capacity, and stakeholder needs.

## SECTOR PERSPECTIVES


These concepts apply to all sectors and often change with sectors. It's confusing. Garry's economic development expertise and for-profit perspectives. His experience of growing up in the projects of Washington, D.C. will further enhance our discussion. (See his autobiography, "[Unlikely Viking](#).")

Can't attend? Contact me to get a conversation started.

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### EVENTS



**Washington State  
Nonprofit  
Conference**

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***Equity Outcomes Begin with  
Language***  
*Are You Creating Lasting Change  
or Throwing Around 'Feel Good'  
Buzzwords?*

**Who:** Clark and Mozena  
**What:** 75-minute webinar  
**When:** May 18, 1:00-2:15  
**Where:** Online  
**How:** \$200 non-members,  
\$150 members

*Learn more or register [here](#)*

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