



California Women Lead
ENGAGE EMPOWER ELECT

Laura Niznik

Director of Communications and Member Services

Laura Niznik is the Director of Communications and Member Services for California Women Lead (formerly California Elected Women's Association for Education and Research - CEWAER). Her main responsibilities include overseeing all membership activities, developing events and programs, and managing leadership trainings. In addition, she handles all media outreach and public relations to increase the visibility of the association.

Laura is Vice Chair for the Antelope Community Advisory Planning Council (CPAC). Appointed in 2004 by the Sacramento County Board of Supervisors, Laura was reappointed to a second term. The CPAC is an advisory council which reviews all proposed amendments to plans, zoning matters, and use permits involving the present and the future development policies affecting the community. She has taught numerous classes on the appointments process to women throughout the state of California.

Laura's work experience includes working for several nonprofit and not for profit associations. As the Assistant Executive Director/Public Information Officer for the Southern California Veterinary Medical Association, Laura successfully assisted in the overall operation of the organization and worked with local government agencies, including the City of Los Angeles. In addition, she was the Assistant Director of Marketing and Communications for the California Chiropractic Association. While there, she helped develop community relations programs, membership marketing materials, and programs for the association's Political Action Committee. Helping to create a more positive image for the chiropractic profession, Laura produced outreach programs through media exposure.

In addition to her association experience, Laura worked in public relations and magazine publishing for more than seven years. Prior to her employment at California Women Lead, she was an Account Supervisor for Ogilvy Public Relations Worldwide in Sacramento. Laura served as the editor in chief and editorial director for several health care magazines including *Practical Pain Management*, *Physical Therapy Products*, and *Plastic Surgery Products* magazines.

In her spare time, Laura serves on the board of directors for two Sacramento-based nonprofit organizations – Linkage to Education and the Northern California Chapter of the Neuropathy Association. An avid photographer, Laura also volunteers her time for the Sacramento Heart Gallery photographing hard to place foster children who are seeking permanent adoption.