



ellen krug

writer, lawyer, human

2015 Impact Report

Introductory Note

My present “day job” is in the nonprofit world where metrics and impact measurements are critical. With my “other job” now involving more and more diversity and inclusion presentations, training and consulting—all with the personal goal to make this world more compassionate and kind—I feel it necessary to report on the potential impact of this work. I understand that some might perceive this report as ego-feeding or some kind of “brag sheet.” It is not. Those who know me and who’ve heard me speak appreciate that I’m rather humble and grateful for the opportunity to occupy anyone’s brain for even a few minutes as I go forth doing what I call “my life’s mission work.”

Thank you for viewing this report through that lens.

Summary of 2015

2015 proved to be a growth year for impact. Ellie Krug (with the exception of the closing, the remainder of this report will be tensed in the third person) as a diversity and inclusion speaker/trainer/consultant presented in various contexts on more than 40 occasions with audience size ranging from 6 persons to 200+ persons. She appeared in three states (Minnesota, Iowa and Texas), continuing her efforts for greater regional and national presences. Additionally, she expanded her media reach with more radio and television appearances than in any previous year.

Highlights of the year include consulting with two separate national employers for employee on-the-job gender transitions, which also involved presenting to co-workers on what it means to be transgender. Ellie was also asked to present to several therapists and social worker organizations relative to her past experience as a therapy participant and on how various therapeutic approaches impact transgender persons.

Work included being asked back to train Fourth Judicial District (Hennepin County) judges and staff (“Gray Area Thinking”™) and the Hennepin County Attorney’s Office (“Transgender 101”). In May, Ellie appeared on a Minnesota Continuing Legal Education webinar (“Trans 101”). In November, she gave a variation of “Trans 101” mixed with her personal story to City of Rochester employees, followed by a request

that she again return in 2016 to conduct additional training that may include Olmstead County employees.

Ellie continued with her monthly *Lavender Magazine* column, "Skirting the Issues," something which she's maintained since 2011. Additionally, in January, Ellie published an article in the *William Mitchell Law Review* entitled "We Hear You Knocking: An Essay on Welcoming 'Trans' Lawyers," which received positive reactions.

In May, Ellie's podcast interview on the religion blog of Huffington Post aired. In November, a national publication for the Buddhist community, the *Shambhala Sun*, published Ellie's essay on how Buddhism played a positive role in her gender transition.

With greater public perceptions and curiosity about transgender persons generally (owing in part Caitlyn Jenner's coming out), Ellie repeatedly appeared as a commentator on various media outlets, including Minnesota Public Radio, Iowa Public Radio, and MyTalk 107 in Minneapolis.

Finally, a definite highlight of 2015 was Boom! Theater's presentation of "Getting to Ellen" during the Minneapolis Fringe Festival at Mixed Blood Theater. The 50 minute play, adapted from Ellie's 2013 memoir by the same title, was performed five times and attracted several hundred attendees. The play won acclaim as the "Best New Queer Play and Production" for 2015 by Theater Critic John Townsend.

Impact Specifics—Live Presentations in 2015*

Settings: Education (Colleges, Universities and Secondary Schools)—10
Legal (Court System, Law Firms, Bar Associations)—9
Businesses (Consulting, Presentations)—5
Nonprofits—4
Government—2
Other (Clubs, Organizations, Etc.)—11
Total: 41

Live Presentation Attendees: In all contexts other than live or print media—
2897+ (estimate)

Impact Specifics—Live and Print Media in 2015**

Live Media Appearances: Radio—5
Television—2

Estimated Live Media Reach: 200,000+ (estimate)

Lavender Magazine "Skirting the Issues": Ten issues with an estimated monthly reach (print and electronic)—40,000 readers

William Mitchell Law Review, "We Hear You Knocking: An Essay on Welcoming 'Trans' Lawyers": Estimated reach unknown

The HuffingtonPost.com, Inc., "God is Trans: The Extraordinary Spirituality of Transgender Lives," HuffPost Religion; Paul Raushenbush, May 11, 2015—
Estimated reach unknown

Shambhala Sun, "Coming Home: A Buddhist Transitions Genders," November 19, 2015—Estimated reach unknown (634 Facebook views)

Impact Specifics—Mentoring

Mentees Through Established Programs: 2 (Law Students)

Mentees via Other Avenues: 8 (Lawyers and Others)

Total Mentoring Hours: 210 (estimate) (includes serving as a Big Sister to a 10 year old girl)

Other Impacts

Panel participant, Association of Writers and Writing Programs, "Self-Publishing Primer: How to Become Your Own Publisher," April 2015 in Minneapolis.

Presented a Community Leadership Award by the Hennepin County Attorney's Office, October 2015.

New Initiatives 2015

In June, Ellie launched a new motivational talk, "Getting to Ellen: Gleaning Authenticity from a Moment of Truth," which she presented at Target Corp. headquarters. This talk both informs about Ellie's personal story and invites listeners to examine their own lives relative to living authentically. The talk was repeated at several venues in the second half of the year, including at Winona State University. The talk has been well-received; a male Winona State student exclaimed that Ellie's presentation was "Savage!" (Presumably, a favorable reaction.)

In October, Ellie presented at the inaugural workshop for "The C* Project" in Albert Lea, Minnesota to 25 attendees. This workshop is intended to foster increased awareness and communication about diversity and inclusion in the greater Midwest. The workshop was partially a success—attendees were very favorable but on a disappointing note, it did not attract community leaders (although specifically invited, city government and local human right commission representatives failed to attend the workshop). A lesson learned—Ellie did not charge for the workshop; future workshops will be fee-based so as

to ensure that the community has actual "skin in the game." (The next C* Project workshop will take place in Alexandria, Minnesota on March 16, 2016.)

Goals for 2016

Ellie has set a goal of 60 presentations/trainings/consulting projects for 2016. (She presently enjoys 5 weeks of vacation through her day job, most of which she devotes to engaging in her "life's mission work.") A primary focus will be expanding her work with local and state-wide judicial systems to train on diversity and inclusion. Additionally, Ellie plans to conduct several additional "The C* Project" workshops in Midwestern states. Ellie also hopes to collaborate with various potential partners in Colorado and Connecticut for multiday speaking engagements and trainings.

Lastly, in 2016 Ellie hopes to complete the second installment of her memoir series, *Being Ellen: A Newly-Minted Woman Challenges the World*. Assuming best circumstances, the book will be published in early 2017.

A Thank-you to Supporters

To those who follow me, thank you for your continuing support and encouragement. Please remember to act with compassion and kindness toward others and yourself!

ellie

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*Since coming out as a transgender woman in 2009, Ellie has presented to audiences in various contexts more than 200 times. Her message has consistently been the need for greater compassion for others and for ourselves. Evaluations by audience members uniformly reflect that this message is meaningful and motivating.

**Ellie's 2013 memoir, *Getting to Ellen: A Memoir about Love, Honesty and Gender Change* (Stepladder Press), continues to sell in print (Amazon) and electronically (Kindle, Nook, etc.).