



ellen krug
writer, lawyer, human

2017 Impact Report

Introductory Note

This is my third annual Impact Report (see my website for Impact Reports from 2015 and 2016) and it derives from my previous background of serving as the executive director of a legal access nonprofit, where I learned about the importance of metrics to measure impact and mission fulfillment.

Considering America's continuing political and social situations, I feel it necessary to issue annual reports on the potential impact of my inclusivity/compassion 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 or who've heard me speak appreciate that I'm rather humble and simply grateful for the opportunity to occupy anyone's brain for even a few minutes as I go forth doing what I call "my remaining life's mission work."

Thank you for viewing this report through that lens. To further reduce the "I" factor, the remainder of the report (except for the closing) is tensed in the third person.

About Ellie Krug

Ellen (Ellie) Krug is a sixty-one-year-old lawyer who transitioned genders in May 2009 while engaged in a civil trial practice in Cedar Rapids, Iowa. Ellie's gender transition ultimately resulted in the loss of her law practice and in March 2010, she relocated to the Twin Cities to start over. She subsequently published a memoir and then served as a nonprofit executive director for five years.

Shortly after her gender transition, Ellie began receiving requests to speak on what it's like to be transgender and over time, Ellie created a formal "Trans 101" talk. Eventually, her speaking platform expanded to include general diversity and inclusion topics, including motivational talks and a highly innovative human inclusivity training, "Gray Area Thinking®." In 2016, she formed her company, Human Inspiration Works, LLC, which is dedicated to educating about the values of human inclusivity and compassion and teaching ways to welcome and accept humans who are "Other."



Self-described as an "inclusionist", Ellie's work is constantly informed by the words and examples of "The Special K's"—Dr. King and Robert F. Kennedy, who instructed that we each have an affirmative obligation to work to improve the world and to speak for those who lack voices of their own. Ellie's goal is maximum impact: via her spoken and written

words, and now in the role of radio host, she seeks to reach as many people as possible with a message about the need for greater inclusivity and compassion for others and for one's self.

Summary of 2017

A. Speaking and Training

2017 was the first full year of operations for Human Inspiration Works, LLC. While the year started with a limited number of engagements, Ellie's work became better known as the year wore on and she ended 2017 with a full schedule of bookings for early 2018.

A highlight of 2017 was Ellie's plenary presentation to 800 people at the annual conference of the Association of Legal Administrators (ALA) in Denver. The hour-long talk (a combination of Gray Area Thinking® and Transgender 101) was well-received and prompted invitations to present at ALA Chapters across the country and in Canada, something that has continued into early 2018.

Ellie also provided other keynote or plenary presentations at conferences for Minnesota mediators/alternative dispute resolution professionals, east coast court system administrators, and librarians in a suburban Twin Cities county.

Another highlight was a three-hour evening event at the Bloomington (Minnesota) Civic Plaza in June where the public was invited to train on human inclusivity and learn about what it means to be transgender. (See photo.)



The numbers reflect greater impact: 107 live presentations to 6937 direct audience members in 2017 (compared to 76 live presentations/3457 direct audience members in 2016).

Ellie also expanded her geographic reach with presentations taking place in seven states and Canada.

Just as she did in 2016, last year Ellie took a cross-country "speaking road trip" to states that lack legal protections for transgender persons. The trip included presenting all day at the University of Nebraska in Lincoln where her Gray Area Thinking® presentation was webcast to 400+ recipients across Nebraska located at the University's satellite campuses.

Another highlight of the year was multiple trips to California to speak to ALA Chapters and presenting to a national law firm with offices in Palo Alto and Los Angeles. This work resulted in booking additional California-based trainings for 2018.

B. Radio

In January, Ellie launched a weekly hour-long radio show, “Hidden Edges Radio” (H.E.R.) on KTNF, AM950, in the Twin Cities. The show’s mission is to focus on stories of human grit and resiliency in the face of surviving the Human Condition and is in keeping with one of Ellie’s core messages: that our commonalities far outweigh our differences.

The H.E.R. format is part-interview, part commentary. For much of the year, H.E.R. was taped in advance of each Sunday afternoon airing, but beginning in November, some



shows went live, allowing for listeners to call-in. One caller said he was raised as a “conservative” but listens to Ellie’s show because his teenage son told him to be more open to people who are LGBTQ; the caller said he enjoyed H.E.R.!

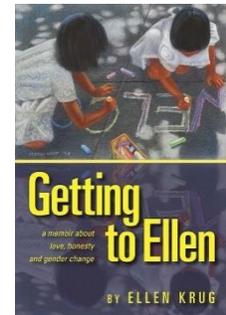
Beginning in January 2018, Ellie launched a second radio show, “Ellie 2.0,” which focuses on “practical idealism” and Ellie’s work to change the world. Initial reactions to that show have been positive.

C. Columnist and Writer

2017 marked the sixth year that Ellie served as a monthly columnist for *Lavender Magazine*. To date, more than 50,000 of Ellie’s words have appeared in the magazine and her columns continue to attract positive commentary.

In 2017, Ellie continued to publish her monthly inclusivity-focused newsletter, *The Ripple*. The number of newsletter recipients increased from 805 to more than 3,000. Readers appear to enjoy *The Ripple*: the open rate for the newsletter is approximately 35 percent compared to an industry average of 13 percent.

Ellie’s memoir, *Getting to Ellen: A Memoir about Love, Honesty and Gender Change*, published in early 2013, continues to sell on various platforms (Amazon, Kindle, etc.). In fact, 2017 marked the biggest year for sales since the book was launched in 2013.



D. Board of Advisors and Nonprofit Creation

In 2016, Ellie convened a personal board of advisors, known as the “Friends of Ellie” (FOE), to meet quarterly to provide perspective and advice relative to Ellie’s work, specifically with Human Inspiration Works, LLC. The board members are:

Lisa Billingham—Wells Fargo
Gina DeConcini, Esq.—Moss & Barnett
Michael Freeman, Esq.—Hennepin County Attorney
John Medeiros, Esq.—Myers Thompson
Paul Quast, Esq.—DeWitt Ross & Stevens
Rachel Schromen, Esq.—Schromen Law, LLC
Megan Shepard, Esq.—City of Minneapolis Civil Rights Commission
Jodi Young—Lost Lake Resorts

In 2017, the FOE did not meet as often as intended. However, one meeting resulted in a recommendation that Ellie create a nonprofit to help fund trainings for entities that cannot afford diversity and inclusion trainings, such as youth and adult shelters and other nonprofits and certain government entities. That recommendation resulted in forming the nonprofit, Human Ripple Works, Inc. (HRW) with an independent board of directors. HRW has engaged in limited fundraising but has not funded any trainings to date.

The Board of Directors for HRW are:

Gina DeConcini, Esq.—Moss & Barnett
Stephanie Glaros—Humans of Minneapolis
Paul Quast, Esq.—DeWitt Ross & Stevens
Vanessa Tenneyson—Operations Expertise & Management, LLC
Dennis Tharp—Attorney, Boulder Colorado

Plans for HRW include finalizing a website and grassroots fundraising. It is hoped the Board of Directors can make decisions on funding requests by the second half of 2018.

The 2017 Numbers

Total presentations live: 107 (includes webcasts)

Total live audience members: 6937

Live and Print Media in 2017:

Live Media Appearances or Stories:	Radio or Podcasts—5
	Television—3
	Print—3

Estimated Live Media Reach: 200,000+

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

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.)—10,000 readers (est.)

Websites

www.elliekrug.com
www.humaninspirationworks.com

Impact Specifics—Mentoring

Mentees through established programs: 2 (one law student and a twelve-year-old girl through Big Brothers Big Sisters of the Twin Cities)

Mentees via other avenues: 10 +/- (Lawyers and Others)

Total mentoring hours: 250+

Other Impacts

Continuing with work started in 2016, Ellie has co-chaired a Diversity and Inclusion Task Force with the City of Lakes Rotary Club (of which she is a member). In late December, Ellie presented the Club Board of Directors with a draft Diversity and Inclusion Plan for the Club; it is hoped the Board will adopt that plan (or a variation) in 2018, which would be the first such plan of its kind for the Club.

What Didn't Work

One goal for 2017 that didn't transpire was the plan to expand to half-day, full day, and multi day retreats centered around the theme of "Human is Human®". This required too many moving parts given Ellie's limited capacity. The workshop concept is presently on hold.

New Initiatives and Goals for 2018

In early February 2018, Ellie hired Renee Grassi, a social media specialist, as HIW's "Inspiration Director" to promote Ellie's work on social media. Renee hit the ground running and assisted greatly during Ellie's Speaking and Listening Road Trip through the South that took place the first nine days of February. The goal is for Renee to increase Ellie's/HIW's social media impact to open new markets/create larger audiences for Ellie's work.

A continuing goal is to expand the reach of Ellie's work to the greater Midwest and other locations where diversity and inclusion concepts are not commonly taught or considered. She further seeks to do more trainings around the concept of bridging our differences; the relatively few "Bridging the Great Divide" presentations that Ellie's undertaken have been well-received.

Also, under consideration is hiring a full-time team member, which would hopefully allow for greater reach and a bit more time for Ellie to engage in other things that she enjoys, like riding her bike.

Another goal is to continuing increasing the number of recipients on the mailing list for *The Ripple*; at present there are nearly 3700 newsletter recipients.

Lastly, in 2018 Ellie hopes to resume writing on the second installment of her memoir series, *Being Ellen: A Newly-Minted Woman Challenges the World*. This was a goal for 2017 but because of the press of business, the goal wasn't met.



Thanks and Gratitude

My work wouldn't be possible without the support of many, many people. Specifically, I thank the Friends of Ellie for their advice and time and now thank the Board of Directors for Human Ripple Works, Inc. for helping to get the nonprofit off the ground.

I also thank two dear friends/benefactors—who will remain anonymous—for their financial underwriting; without that underwriting, I would not be able to go forward with certain critical elements of my work.

I also thank those who attend my presentations and then share about me and my work with others. This is very much a word-of-mouth endeavor (movement?) and it wouldn't be possible for me to have nearly as much impact without the goodwill of others who “talk me up” to those who make decisions about organizational programming and training.

Also, I want to thank the growing list of people who have become super champions of my work—their relentless championing has allowed my message to reach many people who otherwise would never hear it.

There are many others who continue to reach out to me in a variety of ways: please know that it means so very much to me! There are times that this work becomes incredibly taxing and getting an email or message from someone who appreciates the work makes all the difference in the world!

Finally, please remember to act with compassion and kindness toward others and yourself! Include in your life people who are “Other.”

Respectfully submitted,

ellie

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