



## 2016 Impact Report

### Introductory Note

From December 2011 to December 2016, I served as the executive director of Call for Justice, LLC (C4J), a Minneapolis legal resources outreach nonprofit. As a consequence of my experience in the nonprofit world, I learned that metrics and impact measurements are critical.

Last month, I left C4J to devote my full time energies to my remaining life passion—training and speaking about the need for greater inclusivity of and compassion toward all persons, regardless of their race, gender, LGBTQ status, religion, disability status and the host of other things we humans use as ways to make people “other.” For much of 2016, I split my time between serving at C4J and engaging in my inclusivity/compassion-building work.

Given my nonprofit background, and given the political and social turns of events that 2016 brought us, I feel it necessary to report 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 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 remaining life’s mission work.”

Thank you for viewing this report through that lens. Further, so as to further reduce the “I” factor, the remainder of the report (with the exception of the closing) will be tensed in the third person.

### About Ellie Krug

Ellen (Ellie) Krug is a sixty year old lawyer and transgender woman who transitioned genders in May 2009 while engaged in a civil trial practice in Cedar Rapids, Iowa. Ultimately, Ellie’s gender transition resulted in the loss of her law practice and in March 2010, Ellie relocated to the Twin Cities to start over. She subsequently wrote and published a memoir and as well became a nonprofit executive director.

Shortly after her gender transition, Ellie began receiving requests that she speak on what it is like to be transgender. Over time, Ellie created “Trans 101” and related talks.

Eventually, her speaking platform expanded to include general diversity and inclusion topics, including a highly innovative training, "Gray Area Thinking"™, and motivational talks.

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 each of us has 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, she seeks to reach as many people as possible about the need for greater inclusivity of all who are considered "different." Inherent in this is the ancillary message that we need to exercise greater compassion for others and for one's self.

### Summary of 2016

2016 proved to be a watershed year for Ellie Krug in many respects. From just a numbers perspective, she nearly doubled her number of live presentations compared to 2015 (76 vs. 41 presentations) and increased the total number of live audience members by nearly 20% (3457 live audience members in 2016).

Interest in Ellie's signature inclusivity training program, "Gray Area Thinking"™ (GAT) remained very strong and resulted in contracts with several major clients in 2016, including the State of Iowa (contract to train the state's judges, magistrates, clerks of court and juvenile court liaisons), the City of Albert Lea and Freeborn County, Minnesota, the Fourth Judicial District (Minneapolis) (renewed contract), and Boulder County, Colorado (contract to train county commissioners and senior staff).

Additionally, Ellie presented (either as a plenary or breakout session speaker) at several conferences, including the annual or regional conferences for the Association of Minnesota Counties, the National Association of Judicial Educators, and the Association of Legal Administrators. Other presentations occurred at General Mills (headquarters), Dorsey & Whitney, LLP (at their New York City office), and at public libraries in Rochester, MN, Rapid City, S.D., Laramie, WY, and Cheshire, CT.

Ellie also expanded her geographic reach with presentations taking place in ten states ranging from New England to Arizona.

Highlights of the year include being named as one of "25 Legal Advocates Fighting for Trans Rights" by Advocate Magazine, one of the most established LGBTQ publications in the country. Ellie also appeared on multiple television and radio outlets, including KTSP, KIMT, AM950 and South Dakota Public Radio (the latter being a nearly 40 minute interview). In May, Ellie's opinion/editorial piece, "For Transgender People Like Me, Target's Bathroom Policy Offers Hope", appeared in the Minneapolis Star Tribune.

2016 included a summer cross-country "speaking road trip" where Ellie presented at the Center for Equality in Sioux Falls and the public libraries in Rapid City and Laramie. Ellie's recurrent message on this trip was the need for greater protection of transgender persons (particularly youth) and better inclusivity of all humans.

In September, Ellie formally codified her inclusivity work with the creation of Human Inspirations Works, LLC, a Minnesota corporation. ([www.humaninspirationworks.com](http://www.humaninspirationworks.com))

In November, Ellie presented “Transgender 101” to the Minnesota National Guard. Her talk was well-received and it is hoped that the Guard will invite Ellie back for additional training.

Ellie continued with her monthly *Lavender Magazine* column, “Skirting the Issues”, which she’s maintained since 2011; in November, the column garnered its second Gold Award for Excellence from the Minnesota Magazine and Publishing Association. Additionally, beginning in late 2016, Ellie began writing for *Lawyerist*, one of the nation’s largest online legal blogs.

Finally, in the third quarter, Ellie convened a personal board of advisors, known as the “Friends of Ellie” (FOE), which meets 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.—Fox Rothschild, LLP

Michael Freeman, Esq.—Hennepin County Attorney

John Medeiros, Esq.—Myers Thompson

Paul Quast, Esq.—PetersonHabicht

Rachel Schromen, Esq.—Schromen Law

Megan Shepard, Esq.—City of Minneapolis Civil Rights Commission

Jodi Young—Lost Lake Resorts

### The 2016 Numbers

Total presentations live: 76 (includes webcasts)

Total live audience members: 3457

Settings: Education (colleges, universities and secondary schools)—11

Legal (court system, law firms, bar associations)—17

Businesses—3

Nonprofits—5

Government—21

Other (clubs, organizations, etc.)—19

Total: 76

### Live and Print Media in 2016\*

Live Media Appearances: Radio—3

Television—6

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

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.)

#### Impact Specifics—Mentoring

Mentees through established programs: 2 (Law Students)

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

Total mentoring hours: 200+ (includes serving as a Big Sister to an 11 year old biracial girl)

#### Analytics

By September 15, total page views for [elliekrug.com](http://elliekrug.com) exceeded all page views for the entirety of 2015. Year's end totals: 8916 page views, 3708 unique visitors to [www.elliekrug.com](http://www.elliekrug.com). The website for Human Inspiration Works, LLC is too new to offer meaningful analytics.

#### Other Impacts

Panel participant to discuss, *The Black Panthers: Vanguard of the Revolution*, at Metro State University, November, in St. Paul.

On a morning in early April, Ellie handed out "thank you" letters to Target Corp. headquarters employees as they arrived to work via the skyway system. The letter expressed Ellie's gratitude over Target's policy to not discriminate against transgender persons relative to restroom usage in Target stores nationwide. Many Target employees responded with emails expressing great appreciation.

Ellie drafted and circulated via her blog a "Ten Point Plan for Changing the Diversity and Inclusion Landscape" in the Twin Cities and Greater Minnesota. The plan was given to Governor Dayton via a third party; thereafter, Ellie attempted to meet with the Governor to discuss the plan. Ultimately, Ellie met with James Burroughs, Minnesota's Chief Inclusion Officer, and with Kevin Lindsey, Commissioner, Minnesota Department of Human Rights, to discuss the plan and the status of Minnesota's work toward greater inclusivity. Ellie also met with Nick Kor of the DHR, who invited Ellie to join the DHR Civic Engagement Steering Committee.

Ellie approached the City of Lakes Rotary Club (of which she is a member) and requested that it create a diversity and inclusion committee; subsequently, and with the collaboration of others, Ellie became the co-chair of a brand new D&I Task Force for the club. In November, Ellie conducted an abbreviated GAT training at the club.

On a light-hearted note, Ellie learned that she has a four-legged namesake: shortly after attending Ellie's presentation at the Equality Center in Sioux Falls in early August, an attendee found herself in possession of a Dachshund puppy. Apparently, Ellie made such an impact as to cause the attendee to name the puppy, "Ellie." Obviously, Ellie Krug ripples to others in a variety of ways...

### New Initiatives 2016

2016 brought Ellie's first "speaking road trip", as reported above. While some logistical issues (e.g. promoting the event via third parties) proved challenging, the concept of traveling a "circuit" to speak was extremely rewarding. Future speaking road trips are planned for 2017.

In March, Ellie conducted her second "C\* Project" workshop in Alexandria, Minnesota. 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 (just as occurred with the first C\* Project event in Albert Lea, MN in late 2015), the event did not attract community leaders (although specifically invited, city government and local human right commission representatives failed to attend the workshop). Ellie plans to conduct further C\* Project events in 2017 with the goal of attracting key community culture leaders.

A huge new project was the launch of Ellie's monthly newsletter, *The Ripple*, in June with an initial mailing list of 252 recipients. Reactions to *The Ripple* have been extremely positive; as of January 1, 2017, the mailing list had 805 recipients.

### Goals for 2017

Now that she is no longer serving as a nonprofit executive director, Ellie can devote 100% of her time to inclusivity and compassion-building work and Human Inspiration Works, LLC. With that, she has a goal of 110 presentations/trainings/consulting projects for 2017. This will include continuing her focus on training local and state-wide judicial systems on inclusivity. Additionally, Ellie plans to conduct several additional "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.

Beginning on January 8, 2017, Ellie will host "Hidden Edges Radio" (H.E.R.) on AM950, a weekly radio show/podcast aimed at taking on "the human condition and our internal limitations... (and)... how all of us are hard-wired for certain things, like bias and empathy, and the ways in which we draw lines between "us" and "them" and even within ourselves." The hope is that H.E.R. will help elevate Ellie's profile and give her access to larger audiences, all for greater positive impact.

A tangible goal is to increase the number of recipients on the mailing list for *The Ripple* from 805 to 2000.

Ellie also hopes to expand to half-day, full day, and multi day retreats centered around the theme of "Gleaning Authenticity from Moments of Truth" and on how we're all

survivors of the human condition. This will require much planning, help from a contract assistant or employee, and much luck.

Lastly, in 2017 Ellie hopes to resume writing on the second installment of her memoir series, *Being Ellen: A Newly-Minted Woman Challenges the World*.

#### A Huge Thank-you to My Many Supporters

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 help in making various connections. I also thank two dear friends—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 are in a position to invite me to speak and train.

Finally, to those who follow me or read my memoir, thank you for your continuing support and encouragement. I hear from many of you with wonderful words of positivity about my work, which means so very much to me. (There are times when I really need all of that!) Thank you and please remember to act with compassion and kindness toward others and yourself! Include in your life others who are "different" from "us."

Respectfully submitted,

ellie

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