



present

STATE OF LUXURY POWER PANEL SERIES *with Ann Shatilla*

Ann Shatilla is an Emmy Award winning national and international TV news producer, former TV news anchor, veteran luxury lifestyles business media expert, and Strategic Corporate Luxury Communications & Crisis Management consulting expert for luxury businesses. In media, TV, radio, print as well as consulting, Ann Shatilla has covered, created, produced, consulted, coached, and taught luxury businesses for over 35 years.



Moderator & Panelist

ANN SHATILLA

**Emmy-Award winning
national and global TV news
producer and veteran luxury
lifestyle expert**

Ann Shatilla reports and produces lifestyle business news reports for Associated Press Television News based in Los Angeles for the last 18 years covering the latest news, business trends, and tips seen in luxury retail, hospitality, exhibits, and lifestyle and trends topics daily at the world news level with her reports fed to TV newsrooms globally. Prior, Ann was the news anchor at KCOP Channel 13 in Los Angeles and host of their “Shatilla’s Hollywood” half hour entertainment magazine covering Hollywood movies and one-on-one interviews with stars, directors and producers.

Ann Shatilla's business PR & Strategic Communications consulting services are through her L.A. Media & Business Boot Camp.

She also is the owner and producer of the business news-style 30-minute magazine trends TV show “STATE OF BUSINESS NEWS REPORT; Top Businesses Leading the Way” covering businesses and practices that are “eading the way” highlighting their latest cutting-edge services, innovation, advancements, efforts and creativity. This TV magazine show is an independent production airing on KTLA out of Los Angeles. Submissions for coverage can be sent to: StateofBusinessNewsReport@gmail.com

Ann Shatilla is also the editor of HollywoodTrendReport.com” and is an over 26 year voting member of the “Critics Choice Association” covering Hollywood. Submissions for Coverage: HollywoodTrendReport@gmail.com

And finally, as a 3-D mixed media artist through her “AnnofBeverlyHills” - Ann creates gifting artwork pieces for businesses, to give businesses, and themselves, that bring a corporate website, company offerings, history and legacy of a company to life on a canvas and within shadow boxes. AnnofBeverlyHills.com

Ann Shatilla can be reached at AnnShatilla@gmail.com



present

STATE OF LUXURY POWER PANEL SERIES *with Ann Shatilla*

Sam Rubin is a senior multiple-E Emmy award winning entertainment news anchor for the KTLA Morning News, the No. 1 news program in Los Angeles and markets KTLA airs in throughout USA and Canada on various cable networks.

Since joining the show over 30 years ago in 1991, Mr. Rubin has established a reputation as one of the best in 'getting the news' on a national scale. His insights and exploration of the deeper meaning and impact of the stories generate conversation within the business, as well as outside it. He is known for ethical and solid journalism, done with integrity of covering all national level news of the industry and live events.



Panelist

SAM RUBIN

KTLA Morning News
Entertainment Anchor

Sam has received a lifetime achievement award from the Southern California Broadcasters Association, was named best entertainment reporter by the Los Angeles Press Club and received a Golden Mike Award as best entertainment reporter. He has been honored by the National Hispanic Media Coalition with its 2013 Impact Award for outstanding integrity in broadcast journalism.

Sam is one of the founding members of the Critics Choice Association, formerly the Broadcast Film Critics Association, the largest organization of film and television critics in the United States. In 1996, the CCA began the Critics' Choice Movie Awards, now regarded in the same tier as the Academy Awards and the Golden Globes. The next and 28th annual Critics Choice Movie Awards telecast airs on KTLA Sunday January 15, 2023 - live from Century City at the Fairmont Century Plaza Hotel grand ballroom. It will be seen by millions on all cable companies that air KTLA throughout North America. Sam will again be broadcasting live from the red carpet for hours of pre-coverage with all Hollywood industry nominees, as he does for all award shows with co-host news anchor Jessica Holmes. Sam Ruben remains an integral part of the planning of the Critics Choice Movie Awards in Hollywood, including solidifying companies that would like to sponsors and working behind the scenes.

Sam is the author of two published books, and has seen his work published in both print and online around the world. Sam regularly appears on BBC television and radio in the United Kingdom, and is a regular contributor to Channel 9 television network in Australia and their Triple M radio.

As well as covering the news for over 35 years, Sam Ruben is the owner of SRE, Inc., a television production company that has produced more than 200 hours of broadcast and cable programming, including several "Live From" red carpet shows and 120 episodes of the talk show "Hollywood Uncensored." As a power panelist, his veteran knowledge of how to create and distribute your company or events story to the public and to the media get coverage, on a large scale level, spans over three decades of insider expertise. Since the beginning of the pandemic, the public and the media's needs have changed, Sam and Ann Shatilla will walk the audience through what is now needed to bring your company to the level of PR that is current for the specific needs of 2023 picking up from where 2022 left off.

Off the air, Sam supports various non-profit organizations including putting together a KTLA team for the annual MS 150 Bay to Bike Tour, the premiere cycling event in Southern California raising funds to find a cure for multiple sclerosis. He also is interested in revitalizing Los Angeles schools, including support for literacy programs and events such as the Los Angeles Times Festival of Books.



present

STATE OF LUXURY POWER PANEL SERIES *with Ann Shatilla*



Panelist

Wendy Burch

Manager of Community
Engagement and Community
Host for KTLA

Wendy Burch is the Manager of Community Engagement and Community Host for KTLA. She is a Emmy Award winning television journalist with a career that spans three decades. Prior to joining KTLA, she worked as a reporter for KCAL-TV, E! Entertainment News and was with KABC-TV's Eyewitness News team from 2003 to 2008. During that time, she received an Emmy nomination for best hard news reporting. Burch has gone on to receive numerous awards and honors, including six Emmy Awards and was the recipient of the Gracie Allen Award and the Genii Award and the Excellence in Journalism Award from the American Women of Radio & Television.

Burch is an expert in FUN-lanthropy, a movement encouraging people to put the 'fun' into charity work. In July 2015, she began consulting with various non-profit organizations across the country on ways to improve the 'fun-factor' at their charity events. The movement also promotes ways individuals can become philanthropists by organizing fun events on behalf of their favorite charities.

In 2007, Ms. Burch was founder of the founder of The Good News Foundation that brought together a powerful network of Los Angeles Television news women to support numerous community organizations. The Good News Foundation was a 501 (c) (3) charity founded by Burch and assisted by female newswomen of Los Angeles. It provided more than \$700,00 in charitable grants, scholarships and donations to worthwhile organizations throughout the greater Los Angeles community.

In this seminar January 25, 2023 - Ms. Burch will teach businesses how to take their philanthropy efforts to the next level and get the word out on what a company is doing. She will explain how to create the fun-factor with charity, sustainable, conscious efforts. She will provide instruction on how to take your cause and efforts and make it something larger to be noticed and stand out.