



2023
*International
Women's Month
Nowruz & Purim*

honoring

Honorable Mayor Lili Bosse

Dr. Homa Mahmoudi

Shideh Bina

Shirin Raban



Iranian Jewish Women's Organization

in a Gala Celebration of

*International Women's Month 2023
and the Treasured Traditions of Nowruz & Purim*

*invites you, your spouse, family and friends
to honor*

Honorable Mayor Lili Bosse

Three-time Elected Visionary Mayor of Beverly Hills,
Advocate for Women's Rights, Human Rights,
Inclusivity and Abolishing Antisemitism and Hatred of Any Kind

Homa Mahmoudi, Ph.D.

Professor, Clinical Psychologist & Human Rights Activist

Shideh Sedgh Bina, B.S.E.

Co-Founder of Insigniam, for Business Development & Marketing

Shirin Aynehchi Raban, M.V.A.

Lecturer, Visual Communication & Film Director

Recipients of the

"Shamsi Hekmat Achievement Award, 2023"

Mistress of Ceremony: **Roxana Rastegar**

Live Entertainment

Sunday March 5, 2023

Social Hour: 11 am | Lunch: 12 Noon | Ceremony & Entertainment: 1 to 4:30 pm

The Beverly Wilshire Hotel | 9500 Wilshire Blvd., Beverly Hills, CA 90212

Fully tax deductible Tribute & Sponsorship opportunities provided in below pages.

Partially tax deductible tickets: \$200.00 per person

Pay online by clicking on the button or at IJWO.org by clicking BUY NOW

(914) 850-4641 | (818) 705-8367 | (310) 993-8994

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The Honorable Beverly Hills Mayor Lili Bosse is currently serving her third Mayoral term. She has spearheaded numerous initiatives surrounding public safety such as the City's Real Time Watch Center that monitors the City's surveillance network 24 hours a day and BHPDAlert that keeps the community informed.

Mayor Bosse has been a leader assisting residents with power and utility outages, ensuring the community has resources during emergencies.

Mayor Bosse launched a Mayor Mental Wellness Series and has also assisted with the unhooused with the rollout of a 24 hour phone number. Additional initiatives include Walk with the Mayor, Business with Bosse and Live With Lili. She is the daughter of Holocaust survivors and has spoken out about antisemitism around the globe, most recently at the Antisemitism Summit in Athens, Greece. In October 2022, Mayor Bosse along with the Beverly Hills City Council adopted a resolution calling on President Biden, Secretary of State Blinken and members of Congress to increase sanctions against the Iranian Regime and for the United Nations to expel Iran from its Women's Rights Commission following the death of Mahsa Amini. Mayor Bosse has the words "Justice for Mahsa Amini" illuminated on City Hall, making Beverly Hills the first City in the country to display this.

She has stood up for human and women's rights, taking part in numerous marches and rallies alongside prominent Iranian and Women's Rights activists.

She is the co-founder along with Angella Nazarian of Visionary Women, a non-profit organization that empowers women.



Homa Mahmoudi, Ph.D. is the first Iranian woman with a Ph.D. in Clinical Psychology and a professorship at (UCLA) School of Medicine. She is the Founder of Transcultural Communications Center providing training on cross-cultural issues and the author of 12 books and over 30 academic papers in the areas of cognitive behavior therapy, cross-cultural, women and peace issues. Dr. Mahmoudi is a radio and TV personality who hosted a weekly television program focusing on psychological problems. She is the recipient of "An Incredible Woman Making History" award by UMCA of Greater Los Angeles, in 1997.

Dr. Mahmoudi served as a leader in the development of programs for understanding gang members after the 1992 LA riots. She conducted research on organizational behavior and the role of women managers in South East Asia. Dr. Mahmoudi also served as a speaker and a delegate in women's conferences held in Moscow, Beijing, Uruguay, Helsinki, Berlin, and in New York at the UN Commission on the Status of Women. She is a member of The American Psychological Association, World Congress of Cognitive Therapy, and several other professional and charitable organizations.

Her previous positions include: chief psychologist at Cedars-Sinai Medical Center, Psychiatry Department; professor at UCLA Psychiatry Department; Director of LA County Department of Occupational Health Services; research psychologist for the LA County Sheriff's Department; visiting professor at Sofia University in Tokyo Japan and at the University of South Africa in Pretoria, South Africa. Dr. Mahmoudi is currently involved in executive coaching and private practice in Los Angeles.

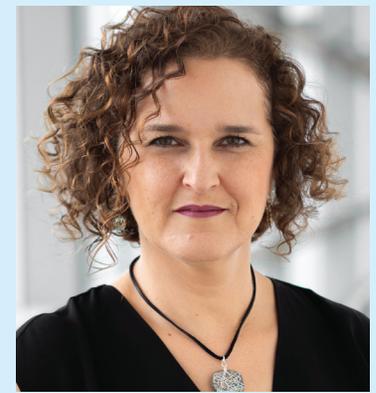


Shideh Sedgh Bina, B.S.E. the daughter of Manijeh and Shokrallah Sedgh, was born in Tehran, Iran. Her parents emigrated when she was three-years-old and she grew up in Long Island, New York. Shideh earned her Bachelor of Science Degree in Economics from Wharton School at University of Pennsylvania in 1977.

Shideh founded Insigniam, an international management consulting firm that pioneered the field of organizational transformation. Executives of large, complex organizations around the world call upon Insigniam to get support for their enterprises in producing outcomes that are critical and unprecedented. Insigniam has worked with clients in over 60 countries. Their clients include over 110 companies of the Forbes Global 1000 and over 1/3 of the Fortune 50. All of the world's 15 largest pharmaceutical companies have worked with Insigniam. In 2020, Vault named Insigniam one of their Top 50 Consulting Firms. In 2014, Shideh was named Woman of the Year by the Healthcare Businesswomen's Association, and in 2016, PharmaVOICE named her one of the 100 Most Inspiring People in Life Sciences.

Shideh has authored dozens of articles, and her work was featured in Fortune Magazine and Reuters. She served as Editor-in-Chief of IQ Insigniam Quarterly®, an award-winning international thought-leadership journal. She has spoken at numerous executive conferences for Fortune 500 companies, and was an adjunct faculty member at St. Joseph's University's Haub School of Business.

Shideh is married to Dr. Shahab Bina, who also emigrated from Iran. They live in the Philadelphia area and have three sons: Kavian, Carey, and Kian.



Shirin Aynehchi Raban, M.V.A. is the director of the award-winning documentary film, *The Fifth Question: Why is this Passover different?* The film has addressed the much needed common ground between generations and communities at the USC Casden Institute, UCLA and Sinai Temple and is broadcast on Jewish Life TV. Shirin's film, *Between the Shells*, about the life and art of Jalil Harooni, Iranian-American-Jewish master shell artist was recognized as official selection at the Lift Off, Film Girl, YoFiFest, CineTornado, Red Dirt, and Farhang Short Film Festivals. Both films are distributed by Film Media Group and IndiePix. Shirin is currently working on a new documentary called, *My Lost Iran*.

Shirin has a Master's Degree in Visual Anthropology from USC and over thirty years of work experience as a brand designer and director of National brands such as Mattel, Saban and Korbel Champagne. Her branding for Sadaf Halva won the American Graphic Design Award.

As instructor at UCLA Extension and lecturer at CSUN and CSULA, Shirin teaches Design Thinking, History of Graphic Design, Packaging, Branding, Typography and Illustration. Her teaching has contributed to the personal, academic and professional growth of over 1500 students from across the globe. Shirin is the recipient of the 2010 and 2017 Outstanding Instructor Award from the UCLA Extension Design Communication Arts Certificate Program, where she serves as an Advisory Board Member.

Shirin and her husband, Faramarz Raban, live in Los Angeles. They have two sons. David is an attorney in the public sector. Daniel is a PhD student in statistics at UC Berkeley and his wife Jasmine is in medical school.

Tributes

Luncheon Gala is on March 5, 2023 at 11am, at Beverly Wilshire Hotel.

To Pay by Credit Card:
CLICK ON THE BUTTON

To Pay by check:
“payable to IJWO”
Please mail it to the following address:

IJWO
C/O Mrs. Shahla Javdan
1430 Loma Vista Dr.
Beverly Hills, CA 90210

Sponsorship of \$10,000

(100% tax deductible 501 C 95-3872622 - with only one name) will include:

A table of ten with front row seating

Diamond	\$5,000
Gold	\$2,500
Silver	\$1,000
Bronze	\$500
White	\$300

*Deadline date for Tribute messages is **February 20, 2023***

To place a congratulatory message to our honorees,
email your camera ready message to mehrytahery@gmail.com

Instructions for the messages:

Indicate the donation amount

If you are making your own design, page proportion is 5.5” x 8.5”

Resolution for images must be not less than 300 dpi

Use “Times New Roman” Font

Save your file as high resolution PDF

Thank You

President: Shahla Zargarian Javdan

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- 7) Mehri Ganjian Sinai
- 8) Aliza Taftian Halavi
- 9) Louise Mashioff Golshan
- 10) Mehry Pezeshk Tahery
- 11) Shahla Zargarian Javdan

** deceased*

Iranian Jewish Women’s Organization honors the memory of:

Shamsi Moradpour Hekmat (Senior Advisor),
Akhtar Morovati Hakim, Maliheh Sapir Kashfi, Poursan Cohan Moghavam,
Touba Haghani Karoubian, Flora Israel Afshani,
Parvin Hakim Benaresh and Badiheh Hakim Hakim

Objectives of Iranian Jewish Women’s Organization

The objective of this organization, in addition to its social, cultural and charitable activities, has been to protect the dual identity of the Iranian Jewish community in Los Angeles, as well as to recognize the impact and role of Iranian Jewish Women in society