

## WHO WE ARE

The Washington Build Back Black Alliance ([#WBBBA](#)) was formed in the fall of 2020 when a group of Black and other BIPOC non-profit executives and business leaders decided to consolidate their influence to speak on behalf of the black community across Washington State. In an unprecedented move, they vowed to connect the black community (*young and established*) by advocating in a cooperative fashion for shared generational prosperity. Our purpose: Harness the power of [#BlackAdvocacy](#) to speak with one voice to local Mayors and City Councils, the Legislature, and the Executive Office regarding the need to fund a scalable and sustainable plan for the black community. [#WBBBA](#)

## OUR GOAL

We have a large tent; all voices are welcome to join our alliance. Our goal is simple: Build a 21st century, self-sustaining, economically vibrant, and cooperative black community. We know all small business communities faced tremendous uncertainty due to COVID-19. However, the disparities are multiplied in communities of color. The [#WBBBA](#) is an advocacy coalition designed to help local, state, and federally elected officials craft policies that dismantle structural racism and rebuild black businesses and communities; all while applying the lens of equity to all proposed WA legislation in the 2021 session and beyond.

## PILLARS OF STRUCTURAL RACISM

Lack of  
Economic  
Opportunity



Digital  
Inequity



Healthcare  
Disparities



Criminal  
Justice  
Reform



Food  
Insecurity



## DISMANTLING STRUCTURAL RACISM



**Build a united black voice** that bridges all ages, genders, ideology, and societal norms in the black community.



**Build a black advocacy voice** that is present at all levels of government; we are not a monolith and our issues cannot be couched under BIPOC issues.



**Build back black businesses.** The black business has been the heartbeat of the black community since reconstruction.



**Build back black generational wealth.** We have witnessed an erosion of equity in the black community through the loss of home and land ownership, coupled with health and educational disparities.



**Build back black communities.** Gentrification has displaced what was once burgeoning black communities. The WBBBA wants to reinvest, reinvigorate, and revitalize black communities throughout Washington.

### OUR CHIEF LOBBYIST

# PAULA SARDINAS, NBPLA

PRESIDENT & CEO, FMS GLOBAL STRATEGIES



Paula F. Sardinas, NBPLA currently serves as the President/CEO of FMS Global Strategies, a Black and other #BIPOC Governmental Affairs lobbying firm, and The Purpose Driven Girl, a 501(c)(3) nonprofit, focused on empowering #BIPOC women and girls who are often unable to use their voice due to intersectionality and structural racism. Her career in public policy spans 28 years working in Telecom, Engineering, Banking, IT, STEM, Cannabis Social Equity, and Financial Literacy.

On December 1, 2020, she was named the Chief Lobbyist for the WA Build Back Black Alliance.

She is a member in good standing of the National Black Professional Lobbyist Association, NCNW, #WinWithBlackWomen, SHRM, the Black Collective, and the Tri-Cities chapter of The Links. She began her career as an intern on President Bill Clinton's campaign in 1992 and has gone on to serve as the Statewide political director, Women for Change on the Obama Campaign in both 2008 and 2012. Most recently, she has served as the Coalition builder for both Pete Buttigieg and Joe Biden's Washington State Presidential campaigns.

Over the past decade, she has successfully passed legislation regarding Affordable Healthcare, Data Privacy (Consumer Protection), AT&T Florida Deregulation, Anti-bullying, Educational Appropriations (Higher-Ed), Digital Life, AT&T, Metal Theft protection, Credit Union Charter updates, Cannabis Banking, Cannabis Social Equity, Foreclosure Fairness (Consumer), and expanded access to Public Deposits banking. As Executive, Sardinas has worked for First Union (now Wells Fargo), Spherion, AT&T, NWCUA, and HAPO Community Credit Union.

At HAPO as the VP of Innovation, Sardinas was responsible for transforming HAPO's strategic business strategy across the organization into a digital platform for the future to increase brand awareness and new member deposit accounts. She also created the HAPO Academy, which was focused on Financial Literacy and Stem. As of 2019, she serves as a Gubernatorial appointment to both FEPPP and the Commission on African American Affairs.

Sardinas earned her AA and BBA from Columbia College in Missouri and studied at the College of William & Mary. She will complete her MBA at FIU with a specialization in Entrepreneurship and Innovation ('21). She has also worked with the Administrations of Presidents Clinton, Bush, and Obama on various programs to increase opportunities and access for women and children. She has closed out her 2020 by being named by 425 and Sound Magazine as one of the six "2020 Women to Watch."

### WA STATE LEGISLATIVE TASK FORCE & WORK GROUPS

- WA Build-Back Black Alliance
- Foreclosure Fairness, WA State Legislature
- Governor's Eviction Moratorium Workgroup
- Remote Learning Task Force Digital Equity, Governor's Office
- Legislative Task Force on Social Equity in Cannabis: Co-Chair
- Policy & Advocacy Work Group of the Regional Economic Recovery Taskforce for the greater Seattle area (Snohomish, King & Pierce County)
- Tacoma Black Collective – Political Strategies Committee
- Federal Way Black Collective -Economic Development

### CORE COMPETENCIES

- Diversity, Equity & Inclusion
- Racial Justice
- Non-Profit/NGO Advocacy
- Banking & Insurance
- Big Tech
- Cannabis Social Equity

### OUR MEMBERS



**OLLIE GARRETT**  
PRESIDENT/CEO  
TABOR 100



**PAULA F. SARDINAS, NBPLA**  
PRESIDENT/CEO & LOBBYIST  
FMS GLOBAL STRATEGIES, LLC



**ANDREA CAUPAIN SANDERSON**  
CEO  
BYRD BARR



**T'WINA NOBLES**  
PRESIDENT/CEO  
TACOMA URBAN LEAGUE



**MICHELLE MERRIWEATHER**  
PRESIDENT/CEO  
URBAN LEAGUE OF METROPOLITAN SEATTLE



**CHAUNE' FITZGERALD**  
EXECUTIVE DIRECTOR  
WOW TRI-CITIES



**GLENN TURNER**  
EXECUTIVE DIRECTOR  
EMERGENCY FEEDING PROGRAM



**DARRELL POWELL**  
CHAIR, COMMITTEE SERVICE  
SEATTLE KING COUNTY NAACP #1136

The Black Collective

**LYLE QUASIM**  
CHAIR, TACOMA-PIERCE COUNTY  
BLACK COLLECTIVE

## OUR 2021 AGENDA

### 2021 Session Priorities

- Simple Repeal I-200
- Police Accountability
- General Appropriation | Black Economic Stimulus Package (#WBBBA)
- Food Insecurity | Lowering Barriers to Access
- Cannabis Social Equity
- 2158 - Workforce Education Investment
- Decriminalize Low-level Drug Offenses | 10-year Lookback
- Affordable Housing | Eviction Prevention
- Juneteenth - WA State Holiday
- EUA Covid-19 Antibody

### 2021 and Beyond (5-year strategy)

- Foreclosure Fairness
- State Bank / Black-Owned Bank
- Reparations (EJT Recommendation)
- Digital Equity
- African American History K-12 Education
- Insurance Reform (Credit Score)
- 9-8-8 Mental Health Hotline
- Cannabis Social Equity (HB 2870)
- Estate Tax Package
- Land Restoration