

Woman with a Heart for Bakersfield

NaTasha Johnson



NaTasha Johnson has a heart for Bakersfield as an architect of change. She is passionate about empowering a new generation of leaders through personal and professional development. Her contribution to building community engagement and leadership is the union of her

experience as a social activist and community advocate. She is friendly, curious and ambitious in her quest to impact the lives of people in her community and actively portray herself as a positive role model for youths.

As the founder and owner of Upside Productions, L.L.C., an event production, and management company in Bakersfield and the co-owner of the Bakersfield Wing Festival, she has raised over \$385k for local non-profits in Kern County through fundraisers and special projects. As a passionate and persuasive leader, she is often referred to as a social media maven and likes to keep the community abreast of employment opportunities and community resources. NaTasha developed an employment-based curriculum to prepare job seekers with employment readiness skills and career-based resources while actively providing volunteer and community service opportunities to high school youth in Kern County.

With more than 19 years of business and career consulting experience, NaTasha is an in-demand motivational speaker with expertise in employment management and career development. She has implemented and facilitated workshops on a national level, including Being Fearless - Personal Development, My Worth, Is this a Date or an Interview?, Networking 007, CSI, FBI, CIA - Searching Beyond the 'NO' (Know), and many more. She is known for developing strategic plans that help businesses retain employability and find that hidden gem.

NaTasha is the third African American female to hold the state appointed position to the 15th District Agricultural Association, Kern County Fair Board, by

former California Governor, Jerry E. Brown, in September 2018; she has since supported activities and projects promoting agricultural education to inner-city youth. NaTasha has been recognized in professional and community-based activities/projects and served on the board of directors of the Fox Theater; Bakersfield City School District Education Foundation, awarding educational and technology grants to BCSD teachers and classrooms; Bakersfield City School District Education Foundation Citizens Bond Oversight Committee; The Patricia Jean Foundation, providing scholarships to high school seniors in Kern County; and West-Coast Regional Chair of The Wounded Heart Program, providing life-coaching and mentoring activities for military Gold-Star families.

NaTasha is a product of local schools in and around Bakersfield - Go Drillers! Go Renegades! Go Runners! She earned her master's degree in public administration at California State University, Bakersfield, with an emphasis in strategic planning and organizational development.

NaTasha has been married to Robert Johnson, III for 19.5 years and is the loving mother of two children, Robert Jr., and Katie. She is extremely active in a variety of community and social organizations, and is currently working on her first book, *People Credit Repair*, to be released in 2019. In her free time she cooks, reads and loves Facebook...a lot.