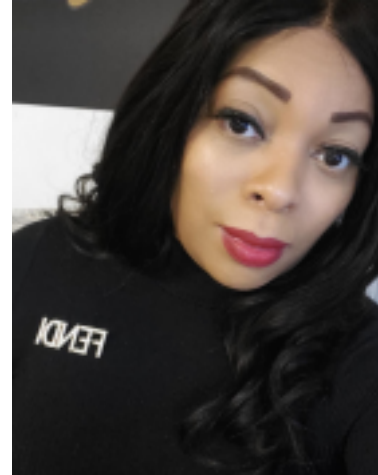


## Dr. LaShawn Lukes

Dr. LaShawn Lukes is an African American business owner, advisor, strategist, and philanthropist with over 20 years of experience in brand strategy. She holds a doctoral degree in business leadership. Dr. Lukes is a certified Workforce Development Specialist (WDS) through the NYS Division of Criminal Justice Services Office of Probation and Correctional Alternatives, collaborating with the NYS Department of Labor. She also holds a Motivational Interviewing Certification from the Department of Criminal Justice and a Narcan Trainer Certification from the New York State Department of Health.



Dr. Lukes serves as President-Elect of the Hempstead Chamber of Commerce, the first person elected to serve a three-year term since its formation in 1914. She leads efforts to promote racial harmony and economic development in Hempstead and surrounding communities.

Dr. Lukes is the founder of Cultivating Lives 501(c)(3), a non-profit organization dedicated to educating, mentoring, and empowering individuals and families in underserved communities. The organization offers programs focused on financial literacy, education, career building, character development, life skills, and reentry. Cultivating Lives has been a two-year recipient of the Barack Obama "My Brother's Keeper" grant, providing financial literacy and mindset development training to young Black and Brown males from pre-kindergarten through twelfth grade. Their annual "No Child Forgotten" Christmas event provides toys and clothing to children of incarcerated parents, homeless or displaced families, and single fathers with sole custody, ensuring a joyful holiday season. Cultivating Lives Inc. also distributes school supplies and safety tips to help children prepare for a productive school year and navigate rising gun violence. Their Free financial literacy series will be given in Hempstead New York for the fifth year in October 2025. Lukes has helped stabilize over 50 families through these free yearly sessions

Dr. Lukes served as Social Media Chairwoman for several political candidates, managing their online presence, engaging on social media, and posting on their behalf. She also structured productivity reports, analyzed data, and accessed voter information to promote the candidate's brand. She strategized to increase traffic to the campaign website and participated in all campaign meetings. Her influence in New York State has helped raise awareness of the "Power of One Vote" and stimulated voter registration.

Dr. Lukes has consulted for various brands, entertainment personalities, celebrity influencers, and politicians, building long-term relationships. She coordinates creative events, such as the Rapid Realty & Freedom Mortgage business venture event in Manhattan, and has assisted in raising over \$500,000 for organizations like Seeds of Africa. She hosts business networking events and has presented awards to figures like Mayor Eric Adams and Emmy Award-winning journalist Nicole Johnson just to mention a few.

Dr. Lukes has been an alumni speaker at Boys and Girls High School in Brooklyn, discussing

career options with at-risk students. She has coordinated celebrity-hosted workshops for the Queens Borough Public Library System on innovation, technology, and storytelling, as well as technology events at the B&H Manhattan store, which aired on 97.1 FM. She promotes women's empowerment through the arts, showcasing how women can overcome abuse. Her "Bag Lady Photo Experience" project, which includes photo exhibits and workshops, has directly empowered over 125 women and their families. The 4th Photo Installation will be released in Fall 2025. She has received numerous awards and citations and has been featured in domestic and international magazines.

Dr. Lukes began her career at the Sheldon Gerver Esq. Law Firm, rising from receptionist to office manager during her 10-year tenure. She then worked at Schwartz and Schwartz as an Account Specialist and Department Trainer, becoming licensed and bonded in Texas, Chicago, and New York. While working and raising her children, she pursued her passion for creatively helping people. Dr. Lukes's humble beginnings helped her become the selfless server she is today

Dr. Lukes continues to build a successful career as a multi-hyphenate entrepreneur and sought-after influencer. She considers her most cherished role to be that of mother to five accomplished young adults and two adventurous grandchildren.

**Quote from Dr. Lukes - Never be afraid to stand up and speak out against what is not right. Your single voice can activate millions.**