**Louise Grasmehr Bio**

Louise Grasmehr has more than 25 years in journalism and communications working in newspapers, magazines, and for Fortune 500 corporations, government, and non-profit organizations. Her career includes 17 years working in the field of national child welfare, helping organizations and executives with advocacy, strategic communications and thought leadership.

Louise now owns LMG Public Relations, LLC, a strategic communications consulting firm in Los Angeles. Her specialties include crisis communications, messaging public and agency policy, branding, change management, executive coaching and communications planning. She is also a National Strategic Consultant for Casey Family Programs, the country’s largest operating foundation focused on safely reducing the need for foster care across America. Louise assists the foundation and agencies throughout the country with its mission to provide, improve, and ultimately prevent the need for, foster care.

Louise previously served as the Director of Communications for the Los Angeles County Department of Children and Family Services, the largest child welfare agency in the country. At the agency she increased the positive image of the department both externally and internally and garnered several state and national awards for her work.

In her off-time, Louise can be found in the ballet studio studying classical ballet and, on her blog, and Instagram as the “Cursing Ballerina” where she seeks to empower women, especially women over 40, with fun fashion advice and lifestyle tips.

**Fun Facts about Louise:**

* Louise began her writing career at age 12 as a reporter for the Los Angeles Children’s Museum’s kid newspaper where she interviewed celebrities.
* Louise is a proud alumnus of the LAUSD where she was editor of her high school newspaper.
* Louise attended Cal State University, Northridge, where she earned a bachelor’s degree in journalism, a minor in history and served as Managing Editor of her college newspaper.
* When she was 19 years old, Louise assisted producing talk shows on Southern California’s largest talk radio station and writing the morning news.
* Louise has run two marathons in her 30s.
* Louise began studying ballet in her early 40s and went on pointe at 45.
* Louise started her own business at 40.