



NAMI Tri-Valley

General Meeting

Presents

Be SMART: Livermore Valley Moms Demand Action for Gun Sense in America



Janie Dobbs

(Left) Be SMART Livermore Lead,

Anne Matarrese Everton

(Right) Be SMART Livermore Co-lead



Cynthia Shon

*Be SMART Livermore
Co-lead*

Tuesday, June 10th, 2025
7:00 p.m. to 8:30 p.m.

This presentation will be given on Zoom.
To participate, please access the following link:

<https://tinyurl.com/ntvgeneralmeetings2025>

Meeting ID: 896 4959 6577 / **Passcode:** 637136

For further information, contact Armine Matentsian at 408-836-0851

The presenters will speak on the history and ongoing events in their organization, plus safe & effective strategies on gun storage around children. The Be SMART campaign was launched in 2015 to promote responsible gun ownership and reduce child gun deaths. It is a framework that parents, caretakers, and community leaders can follow to help keep their communities safe. Although their group works to stop gun violence in all of its forms, one of their main focuses is suicide prevention. The simplest way to prevent gun deaths is to securely store firearms.

Janie Dobbs is a retired elementary school teacher and teacher trainer for English Language Learners of 34 years. She is the local group lead for Livermore Valley Moms Demand Action. She is passionate about keeping our communities safe from gun violence.

Anne Matarrese Everton is a volunteer for Livermore Valley Moms Demand Action. As a parent, and retired middle/high school social studies teacher, she strongly believes in the Be SMART safe firearm storage program, which she co-leads in her Moms group with Cynthia Shon.

Cynthia Shon is the founder and president of Corporate Games, an internationally recognized team building company based in Pleasanton. She has been an active member of the Livermore Valley Moms Demand Action since 2019 and is the co-lead for their Be Smart program. She has given presentations on this topic to many schools and local organizations, helped to encourage our local cities to pass safe storage ordinances, and worked with the Livermore Police Department to educate citizens about safe storage and red flag laws.