



BWA News...

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Sponsorship

For sponsorship information contact us at:
browardwomensalliance@gmail.com

**Save the Dates
2018 -19**

Events Calendar

May 13th

June 10th

Scholarship Awards....
Exec. Board slate approval

President's Message

“Spring is nature’s way of saying ‘Let’s Party!’”

Robin Williams

Happy Spring to you all! Our 2018/2019 BWA calendar is winding down and the highlights of the coming months are worth noting:

April-

You won’t want to miss our April 8th general meeting at the Tower Club! Come listen to a fantastic speaker who undoubtedly will inspire us all to stretch beyond our perceived limits. Pam Wall has been encouraging women to face their fears and insecurities on the water by teaching the basics of life on a sail boat. Her story is both enlightening and impressive. Sign up by Friday April 5th!



May-

At our May 13th meeting we will be celebrating Mother’s Day by acknowledging all the important mother models in our lives. Bring your favorite Mom stories, memories, and anecdotes involving your own mother or role models who have influenced your life path. This is sure to bring some laughs and maybe some inspiration!

Our annual Spring Raffle will take place at our May meeting as well. We need donations such as gift cards, theater tickets, gift baskets, event tickets. We hope this raffle will take us over-the-top for our Scholarship Fund. Please donate items on our website or email Tracy Carroll with details of your donation. Deadline: May 9th!

*Speakers and topic's subject to change without notice

June-

The best way to end our BWA year is a favorite! Come meet our 2019 Scholarship winners and hear about their dreams and aspirations. This meeting reminds us every year of why we belong to BWA and support the mission of helping women pursue their careers.

You can help spread the word about our mission to support other women in their education endeavors. Please forward our information to friends and colleagues. Remember to "like" BWA on Facebook and add your name to our LinkedIn page as well.

Thank you for your continued support of the Broward Women's Alliance Foundation. We look forward to seeing you at our April luncheon.

Diana Plucienkowski

President 2018-2019

Meeting Information

Regular registration ends April 5th. Sign up now, seating may be limited!

If you must cancel after Friday, April 5th or, if you have questions about registration you must contact Debbi Hartman at Browardwomensalliance@gmail.com or 954-483-3060.

Most women I know would never think of the possibility of living aboard a sailboat or crossing an ocean on a sailing yacht. How does a frightened and nervous woman become happy and excited to sail and discover the magic of really loving it? Keep in mind, a sailboat is a moving home. It is always either on its side, or bouncing along the waves and swells. With knowledge of the how and why and 'I can do this', the possibilities become unlimited.

Share with Pam and her students how these women

'wanna be' sailors become active and proficient sailors after attending Pam's WOW, Women on the Water Week, at the beautiful Bitter End Yacht Club in the British Virgin Islands. Enjoy the power point presentation that vividly demonstrates how empowering women teaching other women can be.



[Pam Wall](#) has encouraged so many women not only to learn how to sail properly, but to enjoy it and feel comfortable on board while seeing the world. She will explain how this critical and difficult task is accomplished. During Women on the Water Week, you will see these frightened women transformed into women proud of their achievement as knowledgeable and competent sailors who look forward to spending time at sea.

Pam is quite certain this personal pride of achievement resides in each of us, and we all can relate to similar situations in our everyday lives.

Register

WELCOME
new members
.....



Christine Madsen, President and CEO

Mad 4 Marketing

Chris is founder and president of Mad 4 Marketing, a highly creative integrated marketing, advertising and interactive agency celebrating 26 successful years in South Florida.

Mad 4 Marketing manages clients ranging from entrepreneurial ventures to big businesses, and specializes in effectively marketing products, services and organizations from a variety of industries including: Retail, Education, Healthcare, Financial and Marine.

The agency's award-winning work, and Chris's leadership role in the community have not gone unnoticed, being recognized with many prestigious awards, including the South Florida Business Journal's Ultimate CEO Award, the Jim Moran Entrepreneurial Excellence Award, the South Florida Good to Great Award, Symphony Style and Substance Award and March of Dimes Women of Distinction, among others.

Chris has served as the Chair of the Greater Fort Lauderdale Chamber of Commerce and as President of the Fort Lauderdale Executives' Association among many other leadership roles in South Florida. She was also the first woman President of the Coral Springs Chamber of Commerce in 1981 when she held the position of Marketing Director for the (then) Bank of Coral Springs.

Ellen Crane is an independent consultant, providing strategic public relations planning and execution to both companies and marketing/pr agencies. She specializes in a wide variety of industries, including health care, legal, real estate, education and nonprofits.



Most recently, she served as director of external affairs and communications for Boca Raton-

based Cancer Treatment Centers of America® (CTCA), a national network of centers that treat adults fighting cancer.

Just a few months after her first anniversary at CTCA, she herself was diagnosed with breast cancer and learned she is a carrier of the BRCA 1 gene. Today, she is a proud cancer survivor.

Before joining CTCA, she managed her own public relations firm for more than 15 years. Among her clients were the statewide law firm Broad and Cassel, Canon Solutions America, Broward Education Foundation, John Knox Village Foundation, YMCA of South Palm Beach County and the Lighthouse of Broward.


Throughout her career she held senior public relations positions with such major companies as the Aluminum Company of America in Pittsburgh, American Airlines in Fort Worth, Texas, and Hill and Knowlton in Tampa and Fort Lauderdale. She also worked for Offerdahl's Bagel Gourmet during its transition to Einstein Bros Bagels, the Fort Lauderdale law firm of Tripp, Scott, the e-learning company LearningPays.com, and the Barbar Group, a Boca Raton-based real estate firm.

A graduate of Leadership Broward, Palm Beach and Boca Raton, Ellen earned a bachelor's degree in journalism from the University of Georgia and was active at Pine Crest School, where her three daughters studied for 14 years. Tara, her oldest, now attends the University of Florida and her twins, Leah and Carly, attend Northwestern University and Vanderbilt University respectively.

Named one of the Top 100 Women in Broward County, Ellen also was named a Woman of the Year by the Association of Women in Communications and a Woman of Distinction by the March of Dimes. In addition, she has received the Miami Dolphin's Community Quarterback Award and been honored by the Salvation Army as an Advisory Board Member of the Year. A member of the Public Relations Society of America, she holds an accreditation in public relations (APR). She also is a black belt in mixed martial arts.

Member News

SAVE THE DATE



HISTORY
Fort Lauderdale

Presents




HISTORY MAKERS

**CELEBRATING THE
CITY OF FORT LAUDERDALE'S
108TH BIRTHDAY**

Cocktails • Food Stations • Entertainment

Tuesday, April 30 • 6 pm
New River Inn
231 SW Second Avenue, Fort Lauderdale


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Fort Lauderdale City
Commissioner, District 2

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Give Moms at Women In Distress a Happy Mother's Day

Mother's Day is
Sunday, May 12th

Your donations benefit families affected
by domestic violence abuse and
help them rebuild their lives.

Monetary donations support programs and
services such as Safe Emergency Shelter,
a 24-Hour Crisis Hotline, counseling and
therapy hours and more.



Drop-Off Dates & Hours

April 30th–May 10th
Monday–Friday
9am–6pm

Donation Ideas

Gift Baskets
Beauty Products
Perfume
Jewelry
Handbags
Bath Products
Toiletries
Gift Cards

Please bring items new and unwrapped.

Monetary Donations

Donate online:
WomenInDistress.org

Mail checks to:
Women In Distress
Attn: Development
P.O. Box 50187
Lighthouse Point, FL 33074



For more information contact:
Jacqueline House, Development Manager
jhouse@WomenInDistress.org
954-760-9800 x1237



WOMEN IN DISTRESS
OF BROWARD COUNTY, INC.
JIM & JAN MORAN FAMILY CENTER

Media Contact: Mary Helen Olejnik

FOR IMMEDIATE RELEASE

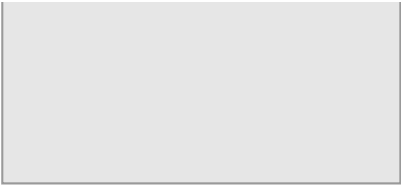
mholejnik@womenindistress.org

954.557.4910

Annual Women In Distress Starfish Luncheon to Benefit Families Affected by Domestic Violence

*Broward College/President Gregory Adam Haile and
Memorial Healthcare System/President & CEO Aurelio M.
Fernandez, III to be honored for helping families on their
journey to empowerment*

FORT LAUDERDALE, Fla. (February 8, 2019) –Community partners Broward College and President Gregory Adam Haile, Memorial Healthcare System and President & CEO Aurelio M. Fernandez, III, along with a survivor of domestic violence, will be honored at the Women In Distress 13th Annual Starfish Luncheon with Premier Sponsor Lorraine Thomas and Presented by JM Family Enterprises/Southeast Toyota Distributors, LLC and Ultimate Software on May 9 at the Signature Grand in Davie. A special Starfish Award will



be given to a domestic violence survivor to recognize their journey to empowerment along with the Marti Huizenga Endowment for Educational Advancement Scholarship.

The annual event helps Women In Distress provide free and confidential services to families affected by domestic violence, such as: a 24-hour crisis hotline, counseling and therapy services, prevention and education services for the community, access to an emergency shelter, and the Women In Distress Pet Shelter, Broward County's first pet shelter for families affected by domestic violence.

More than 500 guests are expected to attend the starfish-themed event inspired by Loren Easley's "The Star Thrower" - a story that celebrates how each of us has the ability to make a difference in the life of another. Women In Distress will recognize Broward College (BC) and President Gregory Adam Haile for their efforts bringing about greater awareness of domestic violence and becoming part of the solution through BC's broad range of educational opportunities. BC is a partner in job readiness and education programs offered to survivors through Women In Distress Education & Prevention department and classes offered at its Ultimate Training Center on the Jim and Jan Moran Family Center campus. Students and faculty also take part in domestic violence awareness programs and trainings.

Memorial Healthcare System and President & CEO Aurelio M. Fernandez, III are WID Impact Partners and have supported the mission since 1996. They are also at the forefront of domestic violence as their clinicians ask all patients the question – "are you safe?" Patients, including children, who indicate they are not safe are provided help aimed at moving the patient away from a harmful situation into a safe environment, including connecting them with Women In Distress for additional services.

"Our Starfish Luncheon is such an important opportunity to put the issues surrounding domestic violence front and center in our community," said Mary Riedel, President and CEO of Women In Distress. "Faced with challenges of federal funding being delayed and uncertain going forward, the support of our donors and community partners is essential to keep the life-saving services in place for domestic violence survivors and their children."

Since 1974, Women In Distress has been providing an environment that helps participants recover from the traumatic effects of victimization and develop an understanding and awareness of the dynamics of domestic violence by empowering them to gain independence and self-sufficiency. The agency currently operates a 132-bed shelter in a confidential location, as well as an outreach center at the Jim & Jan Moran Family Center in Deerfield Beach, with satellite locations in several cities throughout Broward County. Last year, Women In Distress provided more than 33,000 nights of safe shelter, answered nearly 27,000 calls to its 24-Hour Crisis Hotline and provided 21,000 hours of counseling and therapy.

A silent auction kicks off the event at 11 a.m., followed by the program at noon. Individual luncheon tickets are \$100, table

sponsorships are \$2,500, and journal ads are \$500. **Sponsorship opportunities are still available.** Raffle tickets for a chance to win a stay at Atlantis Paradise Island Resort in the Bahamas may be purchased online in advance and at the luncheon for \$20 each or six for \$100.

In addition to Premier Sponsor Lorraine Thomas and Presenting Sponsors JM Family Enterprises/Southeast Toyota Distributors, LLC and Ultimate Software, event sponsors include: Broward College, Easy 93.1., Holy Cross, Memorial Healthcare System, Miami Dolphins, Northern Trust, and The Thomas Family Foundation. The Leo Goodwin Foundation is also supporting the event with a special \$10,000 Match Challenge.

For more information or to purchase tickets online, visit <http://www.womenindistress.org> or contact Cindy Bibliowicz at 954-760-9800 x 1236 or cbibliowicz@womenindistress.org.

About Women In Distress

Women In Distress is the only nationally accredited, state-certified, full service domestic violence center serving Broward County, Florida. Our mission is to stop domestic violence abuse for everyone through intervention, education and advocacy. We strive to accomplish this mission through a 24-hour crisis line, emergency shelter program, individual counseling, support groups and professional trainings which are aimed at educating the community on domestic violence. More information visit www.womenindistress.org.



Public Relations • Marketing • Special Events

Established, Award-Winning South Florida Public Relations Agency Durée & Company Opens Aspen, Colorado Office

Having Served Colorado Clients for Many Years, the Agency is Now Expanding into a Larger Office to Accommodate its Clientele

Fort Lauderdale, Fla. — March 7, 2019 — Award-winning Fort Lauderdale-based full-service public relations, marketing and special events agency Durée & Company, Inc., launched in 1999, is now expanding in Aspen, Colorado, to serve its growing list of Colorado clients. The office address is 600 East Hopkins Avenue, Suite 303, Aspen, Colorado 81611.

A part-time resident of Aspen for nearly 20 years, Durée & Company President and Founder Durée Ross is leading the expansion. While the agency has done business in Colorado for many years — and enjoys strong South Florida/Colorado

connections — a full-time, larger office is now necessary to handle the client workload throughout the state.

The agency serves a rapidly expanding Colorado client base, such as real estate developers, real estate agents, restaurants, hospitality, wellness and the growing CBD business, nonprofits, lifestyle clients, and others.

“Many people have businesses and homes both in South Florida and Aspen, so we see a large number of our clients and friends in both destinations,” said Ross. “Having done business in South Florida for 20 years, and having strong ties to the Aspen area for numerous years, we have the knowledge, experience and business savvy to serve our clients in both areas.”

Durée & Company services the corporate, agency and nonprofit arenas for local, national and international clients focusing on public relations for real estate, restaurants, law firms, charities, health and wellness, and many other industries.

For more information about Durée & Company's services in both the Aspen area and South Florida, visit <https://dureeandcompany.com/> or call 970.452.2195.

About Durée & Company

Durée & Company, Inc. is an award-winning full-service public relations, marketing and special events firm with offices in Fort Lauderdale, Florida and Aspen, Colorado. The firm serves the corporate, agency and nonprofit arenas for local, national and international clients focusing on public relations for real estate, restaurants, law firms, charities, healthcare, and many more. Durée & Company services include public relations, social media, marketing, advertising, special events, and radio promotions and outreach. To learn more, go to <https://dureeandcompany.com/>, visit Durée & Company on Facebook at <https://www.facebook.com/DureeCoPR/>, Twitter at <https://twitter.com/dureecopr> or YouTube at <http://www.youtube.com/user/DureeAndCompany>, or call 954-723-9350.

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