

girls
inc.®

Girls Incorporated®
of Westchester County

power
of the purse



Thursday, October 25, 2012



Inspiring All Girls to be Strong, Smart, and Boldsm

Welcome to



A Gala Evening to Support Programs that

INSPIRE ALL GIRLS

to be

Strong, Smart, and BoldSM

Thursday, October 25, 2012

HOST CAROLINE CLARKE

5:30 – 7:15 pm

Cocktails, Supper, Silent Auction, Wine Wall

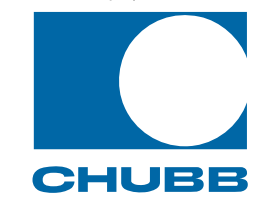
7:15 – 8:30 pm

Runway Show & Live Auction

8:30 – 9:00 pm

Dessert & Check Out

Presenting Sponsor



Congratulations
Kathleen Tierney

And all the 2012 "Purse-o-nalities"
being honored by
Girls Incorporated of Westchester County
for their success, leadership and inspiration
to the next generation of girls.

*We're Proud to Support
Girls Incorporated of Westchester County
and the
Power of the Purse.*

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What our Girls are Saying...

Girls Inc. gave me a place to make better decisions, to be **STRONG** and believe in myself.

GIRLS INC. GAVE ME A PLACE TO BE **UNITED WITH OTHER GIRLS,** TO BRING PEOPLE TOGETHER AND GET AWAY FROM DRAMA.

Even when I doubted myself, they ***believed*** in my potential.

I have the needed support to stay strong and focus on what matters to me.

We're all going through the same stuff and trying to figure it out.

Girls Inc. is a place where everyone's opinion counts, where I can honestly give my opinion and a place where I can seek advice.



**I LEARNED
NOT TO BE
AFRAID.**

You learn how to **accept** yourself and others around you.

Everyone encouraged me to be all I could be and **NEVER SETTLE** for less.

I was comfortable and free to tell about my problems along with accomplishments.

*We focused on what a **healthy** romantic relationship is and it allowed me to see and gain control over what I need or don't want.*

I have always had a problem with speaking in front of others. Girls Inc. helped me with that. It felt so good to know that I conquered one of my fears.

To our Friends

LAURA



SALLY



Dear Friends,

On behalf of the Board of Directors of Girls Inc. Westchester, our Committee, and – most importantly – our GIRLS, it is our pleasure to welcome you to Power of the Purse 2012. We are honored by the participation of our distinguished Purse-o-nalities and Designers. We are inspired by the extraordinary commitment of our board and volunteers and most grateful for the support of our Sponsors.

We gather this evening to celebrate our Girls, their dreams and aspirations. In many parts of the world, girls are discriminated against because they are girls. Our Purse-o-nalities and Designers know better. They know the many challenges that girls face and they embrace the unlimited possibilities that lie ahead for strong, smart, and bold girls. And so does Girls Inc. Westchester.

Our programs encourage girls to resist stereotyping, to explore, to grow, and to realize their fullest potential.

Through us, the girls learn they don't have to settle—the sky is not the limit; they are more than the images projected in magazines. You, our partners, make it possible. You have their backs! Your investments in Girls Inc. programs help girls recognize they have the right to claim their place among the doctors, engineers, educators, artists and entrepreneurs of tomorrow.

Thank you! We hope you enjoy the evening.

Sincerely,

Laura Goodwin
Board Chair

Sally Baker
Executive Director

Girls Inc. at Work

ISSUE **Financial Independence** Only 17% of girls consider themselves knowledgeable about financial issues and money management.

SOLUTION **Girls Inc. Economic Literacy®** Girls learn about money and the economy, including how to manage, invest, save money; how to become financially independent; and how to help others through philanthropy.

ISSUE **Teen Pregnancy** Between 2006 and 2008, the pregnancy rate for 15-17 year-old Westchester girls was 23.6%.

SOLUTION **Girls Inc. Preventing Adolescent Pregnancy®** Girls acquire the knowledge and skills for taking charge of and making informed decisions about their sexual health. They identify ways and reasons to avoid early pregnancy and prevent sexually transmitted infections, including HIV.

ISSUE **Violence Prevention** 40% of teenage girls ages 14 to 17 say they know someone their age who has been hit or beaten by a boyfriend.

SOLUTION **Project BOLD®** Girls learn self-defense techniques and strategies to lead safer lives in their homes, in relationships, in their communities, and online.

ISSUE **Media Literacy** One in every three articles in leading teen girl magazines (37%) focuses on appearance.

SOLUTION **Girls Inc. Media Literacy®** Girls increase their awareness of the scope and power of the media and the effects of media messages on girls and women. They learn to analyze the media, create positive media, and explore media-related careers.

ISSUE **STEM Careers for Women** Women received 18% of Computer and Information Sciences undergraduate degrees in 2008.

SOLUTION **Girls Inc. Operation SMART®** Girls develop an enthusiasm for and skills in science, technology, engineering, and mathematics (STEM) and explore those fields through **Eureka!®** – a college campus-based summer program for 8th – 12th grade girls that has been recognized by the Clinton Global Initiative.

ISSUE **The Growing Latina Population** Hispanics constitute the largest minority group in Westchester County and were the fastest growing immigrant group between 1990 and 2000, increasing 67%.

SOLUTION **The GIWC Latina Initiative** Girls Inc. develops Spanish language materials for programs, trains bilingual program facilitators, and offers Caregiver-Daughter Workshops in Spanish on topics like financial literacy and college readiness.

ISSUE **Girls as Leaders** In a survey about views of stereotypes about girls, 50% of adults and 1/3 of girls said it was true that people believe girls are not good leaders.

SOLUTION **The Girls Leadership Council, and Girls Inc. Leadership and Community ActionSM Programs** Girls build leadership skills, celebrate the heritage of girls and women as leaders and social change agents, and create lasting social change through community action projects.



► **The Nita Lowey Bag**

The Nita Lowey Bag captures the energy and commitment of a no-nonsense Congresswoman on the go. The custom-designed and hand-screen printed fabric carries the names of the towns in Nita Lowey's District 18. Lightweight, easy to organize, with a simple and functional aesthetic, the bag is large enough to accommodate everything you'll need from dawn to dusk.

1



◀ PURSE-O-NALITY
Nita Lowey
U.S. CONGRESSWOMAN

*"Strong is seeing a problem in your community and empowering yourself to work to solve it.
Smart is fulfilling your potential, working hard and setting goals no matter how out of reach they may seem.
Bold is standing up for women's rights at a time when they had no seat at the table – which I've been proud to do throughout my Congressional career."*



DESIGNER

Joey Korein

ARTIST AND TEACHER

"Strong is knowing your values and sticking to them. Smart is never being afraid to ask questions. Bold is having the guts and drive to bring your dreams to reality."

ALEXA

AMBASSADORS

Alexa Mato

"Strong is being able to take all the things life throws at you, and instead of giving up, getting back up and throwing it back."

Alina Rosario

"Being Bold means having the confidence to be one's self regardless of other people's judgment. It's accepting our mistakes and using them as a lesson in order to fully enter life."

ALINA

► **The Barbara Edwards Bag**

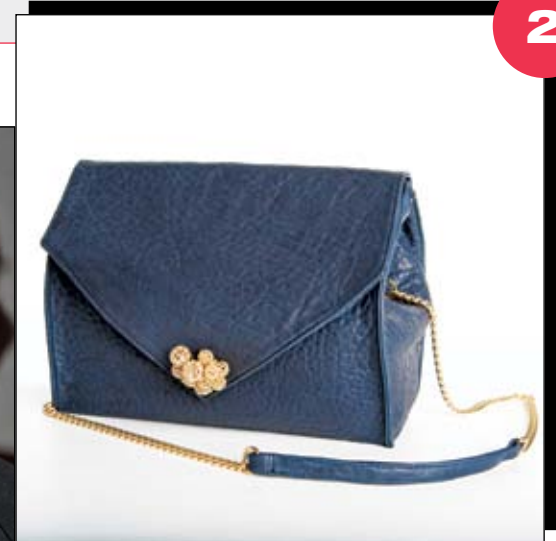
The Barbara Edwards Bag exemplifies functional elegance. Comprised of navy lamb leather with a cross-body carrying strap, the envelope-style handbag has expanding side panels to accommodate all your belongings, while maintaining its chic shape. The elegant, gold cluster hardware clasp provides the perfect transition to evening. An ideal accessory to accompany your busy life.

2

PURSE-O-NALITY
Barbara Edwards

SENIOR PARTNER, WEINBURGER, KAPLAN,
WILSON AND EDWARDS

*"Strong is having uncompromising convictions.
Smart is developing a blueprint for life's journey.
Bold is having focused dreams that shape vision."*



AMBASSADOR

Samantha Guillen

"Strong is dealing with the hardships we face as girls! Smart is making smart decisions and the right choices. Bold is being yourself and independent."

DESIGNER

Nina-Michelle (Shell) Roberts

WOMEN'S EVENING-WEAR DESIGNER

"Strong is having well-established morals and intellectual power. Smart is the ability to recognize and utilize the resources that will help you achieve your full potential. Bold is giving courage to your convictions."

► **The Deborah Slaner Larkin Bag**

The Deborah Slaner Larkin Bag, with its clean, classic lines and sophisticated, contemporary pattern, will make a statement on any court, day or night. Secure interior pockets will protect your valuables, and tucked inside is a special surprise – two tickets to the US Open!

3



◀ PURSE-O-NALITY

Deborah Slaner Larkin

EXECUTIVE DIRECTOR, USTA SERVES

“Strong is standing up for yourself, your friends and others who may not be able to stand up for themselves. Smart is treating yourself and others with respect; working hard and being prepared at school; participating in sports or physical activity; treating your body with respect; being aware of your surroundings; listening to yourself and trusting your good judgment. Bold is taking risks with guidance.”



DESIGNER

Deborah Williams

PRESIDENT AND CEO, HER GAME, INC.

“Strong is finding the ability inside to overcome any challenge or obstacle. Smart is a valuable asset that lets the world know that you are a force to be reckoned with. Bold is stepping forward, looking people in the eye, and communicating that you are confident and magnificent.”



AMBASSADOR

Vanessa Pierre

“I am ready to be fearless and do things to help myself and others. Strong is being brave and dealing with the issues life may present. Smart is finding ways to better yourself in everyday life. Bold is trying something new.”

► **The Jane Snowdon Bag**

The Jane Snowdon Bag, crafted of genuine, supple leather is a multi-functional WOW. It cleverly features both an extra-long detachable shoulder strap and a detachable wristlet evening bag. It doesn't take a scientist to see that this bag will create a reaction.

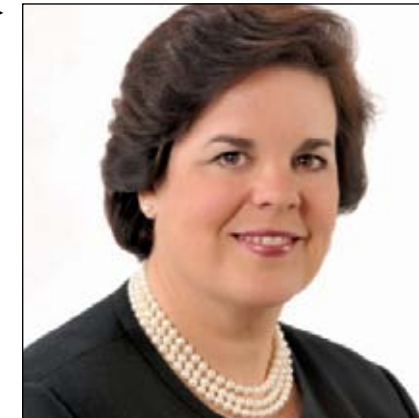
4

PURSE-O-NALITY

Jane Snowdon

DEPARTMENT OF STRATEGY AND
WORLDWIDE TECHNICAL OPERATIONS, IBM

“Being strong is being the person you respect and admire, and having confidence and resilience. Being smart is cultivating interests that expand your horizons and satisfy your curiosity. Being bold is following your dreams and aspirations that lead you to the forefront.”



AMBASSADOR

Daisy Mairena

“At Girls Inc. I found a place where I can be myself and know that I'm supported by others and won't be judged.”



DESIGNER

Mihe Coe

PRESIDENT, TOTO NEW YORK

“Strong is staying the course when you know it's the right course. Smart is changing your mind when new information demands it. Bold is being the only one to do it your way when you know it's the right way.”

► **The LaChanze Fordjour Bag**

The LaChanze Fordjour Bag is an inspired blend of multiple cultures, customs, and materials. Basketry from a fair trade women's co-op in Ghana, hand-made buttons from a women's community in South Africa, and fabric all the way from Belgium come together in a stylish New York City tote. A striking green tassel — a nod to LaChanze's love of trees — completes the look, beautifully punctuating this one-of-a-kind masterpiece.

5



◀ PURSE-O-NALITY
LaChanze Fordjour
ACTRESS

***“Strong** is trusting your instincts.
Smart is being able to forgive so that you can truly let go.
Bold is making a decision and supporting it.”*



DESIGNER
Elizabeth Harlow

“Strong is learning that taking care of yourself, becoming strong, is not selfish; it is imperative to be strong to help others change the world. **Smart** is learning that listening is not passive; you become smarter more from listening than talking. **Bold** is believing in one's limitless destiny.”

AMBASSADOR
Akeyla Sterling

“I know not everything is going to come easily for me but I am ready to be **Bold** and go above and beyond to accomplish my goals and aspirations. I know anything is possible when I put my mind to it.”

► **The Ruth Mahoney Bag**

The Ruth Mahoney Bag is testimony to Ruth's Irish American heritage. Fashioned of blue/white striped cotton with camel leather trim, the bag is just as special inside with its green paisley lining as outside, where the Girls Inc. motto — Strong, Smart, and Bold — appears in Gaelic, embroidered in red. There are two interior organizational pockets and the bag is large enough to fit a laptop. It's the ideal work-to-weekend travel tote!

6

PURSE-O-NALITY
Ruth Mahoney
PRESIDENT, KEYBANK,
HUDSON VALLEY/METRO NY DISTRICT

***“Strong** is being a leader, not a follower.
Smart is setting lofty goals for yourself, having a plan on how to achieve those goals, staying focused and ultimately celebrating your success when you achieve those goals.
Bold is not being afraid to take risks, seizing opportunities when they are presented to you.”*



AMBASSADOR
Lorretta Asantewaa

“Strong is using all your strengths to stand up to achieve your dreams. **Smart** is standing up for what is right all the time. **Bold** is speaking the truth with confidence.”

DESIGNER
April Bukofser & Marin Milio, AprilMarin

WOMEN'S CLOTHING AND ACCESSORIES DESIGNERS
“Strong is asking for help when you need it. Leaning on others and admitting you need a hand takes strength. **Smart** is building and maintaining a great network of strong, smart, and bold individuals. **Bold** is going after your dreams and not letting anyone get in your way (including yourself).”

► **The Darlene Rodriguez Bag**

The Darlene Rodriguez Bag, crafted in heavy, navy blue jacquard is a perfect companion for your busy lifestyle. Practical yet chic, it is lined in supple lambskin and boasts soft fringe and a black chain shoulder strap.

7



PURSE-O-NALITY

Darlene Rodriguez

CO-ANCHOR, TODAY IN
NEW YORK

“Strong is the girl who tries something new, even when she is afraid.

Smart is the young lady who knows her worth and won’t compromise herself for anyone.

Bold is the woman who has seen constant struggle and adversity, but moves forward anyway.”



DESIGNER

Rolando Santana

RSNY DESIGN, LLC

“**Strong** is knowing who you are and your place in the world. **Smart** is knowing what to do with your education.

Bold is not being afraid to follow your dreams.”

AMBASSADOR

Kayla Morales

“Now, I’m ready to fulfill my dreams.

Strong is not being afraid to make a mark in this world, because I know I can!”

► **The Kathleen Tierney Bag**

The Kathleen Tierney Bag is constructed of Italian naked lamb and patent leather and lined in pig suede. The versatile carry-all has a removable clutch that can be worn with or without a chain. An adjustable cross-body strap, back zipper pocket, and front slip pocket provide easy access to essentials for the busy woman on the move, like Kathleen. Handsome and practical, this is a bag for all occasions.

8



PURSE-O-NALITY

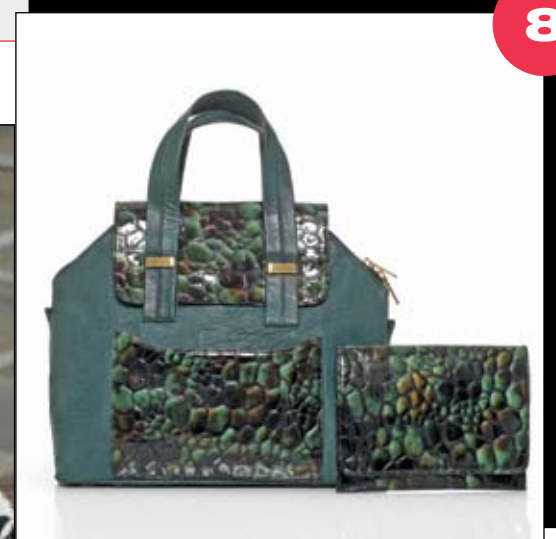
Kathleen Tierney

EXECUTIVE VICE PRESIDENT AND CHIEF
OPERATING OFFICER, CHUBB PERSONAL
INSURANCE

“Strong is finding your voice and using it often.

Smart is surrounding yourself with people who will always tell you the truth.

Bold is doing the thing you think you cannot do.”



AMBASSADOR

Giselle Fonseca

“Thanks to Girls Inc., I am now ready to face the world with a positive outlook.

I learned that as a young lady I can make a change. **Smart** is having the intelligence to make the right decisions every day.”

DESIGNER

Alexandra Satine

CONVERTIBLE LEATHER ACCESSORIES
DESIGNER

“**Strong** is the ability to not let things slow you down and instead pick yourself up and keep pushing forward. **Smart** is when you are not scared to ask questions or ask for help. **Bold** is the ability to make changes in your life and not be afraid of the unknown.”

► **The Caroline Clarke Bag**

The Caroline Clarke Bag is smart and boldly sophisticated – just like Caroline. A supple, modern, red leather tote with both a functional inside pocket and an accessible side pocket, the bag has fun leather tassels, gold hardware accents, and golden words of inspiration, “Be strong, Be Smart, Be Bold, and Be You,” embroidered on the inside label. A matching clutch provides additional options for any time of day or evening.

9



◀ PURSE-O-NALITY
Caroline Clarke
BLACK ENTERPRISE BUSINESS REPORT

“Strong is having the courage to be who you are. Smart is knowing what you believe and what you want. Bold is being who you are, standing for what you believe, and pursuing what you want, no matter what.”



DESIGNER
Felecia Webb
SENIOR DIRECTOR OF DESIGN AND DEVELOPMENT, POLO RALPH LAUREN

“Strong is being true to your character and your values. Smart is taking every opportunity to learn and challenge yourself. Bold is not being afraid to fail. Failure can be success turned inside out.”



AMBASSADOR
DiAnna Brice
“At Girls Inc., I am supported and won’t be judged. Now I’m ready to move on with my life. Bold is being proud of who I am from inside and out.”

Auction Rules



LIVE AUCTION RULES

To participate in the Live Auction, place your bid by raising your bid number toward the Auctioneer.

The highest bidder acknowledged by the Auctioneer shall be the buyer.

The Auctioneer has the right to reject any bid, to advance the bidding at her absolute discretion, and, in the event of any dispute between bidders, to determine the successful bidder or to re-offer and resell the article in dispute.

Should there be any dispute after the sale, the Auctioneer’s record of the final sale shall be conclusive.

ALL ACQUISITIONS MUST BE PURCHASED IN FULL AND TAKEN HOME THE EVENING OF THE AUCTION unless the item/package indicates otherwise. Any arrangements and expenses for delivery are the sole responsibility of the purchaser.

Each auction item is sold AS IS without warranty. ALL SALES ARE FINAL WITH NO REFUNDS OR EXCHANGES.

The amount that is tax-deductible by law is limited to the positive difference between the amount paid for the item less the retail value stated in the program. Reservations for trips, stays in hotels, use of facilities, ticket redemption (or other applicable items or actions) must be mutually arranged by the winning bidder and the donor unless otherwise specified. Blackout periods, expiration dates, and restrictions may apply.

The utmost care has been taken to note restrictions as accurately as possible; however, Girls Inc. of Westchester is not responsible for any restrictions omitted or not otherwise indicated by the donor, or prizes not claimed within the scope of restrictions or expiration dates.

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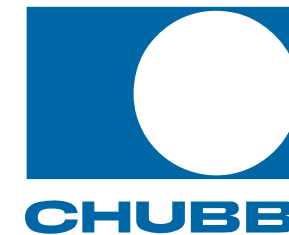
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We are most grateful for the encouragement and support of our sponsors and patrons.

All lists were compiled as of 10/17/12. We apologize if your name was inadvertently overlooked or received after our printing deadline. Please know we appreciate your thoughtful contributions.

Acknowledgements

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Francois Xavier & Joy Chaillou
Barbara Cohen
Joan Landorf
Barbara Langione
Mechlin Moore
Jennifer Purdon



Special gratitude to **Axis Promotions** for their ongoing support of Power of the Purse and our Girls Inc. Westchester programs.

To Jacqueline Vazquez, **Lifetime Events by Jacqueline**, our deepest appreciation. It could not have happened without you.

Our most sincere thanks to the **IBM** team for their outstanding IT support of the event.
Lorraine Herger
Bo Morosco
Elizabeth Poole
Jane Snowdon
John Walter

Silent Auction Donors



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GiRLS Inc.'S Got Game

On the 40th anniversary of Title IX
And as a long-time supporter of
Girls Inc. and all that it represents
I am thrilled to support
Girls Inc. Westchester,
Power of the Purse, and
the launch of the STEM initiative.

**Together we can empower and
inspire the next generation of
strong, smart, and bold female
champions.**

DEBORAH SLANER LARKIN



working together

Sharing a common goal.

We enjoy living and working in our community for the same reasons you do – the celebrated traditions, the recreational opportunities, and the company of others who share our dreams.

KeyBank is proud to support Girls Inc. and Power of the Purse. We are delighted to honor one of your many Purse-o-nalities, our President, Ruth Mahoney, Congratulations!

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Lucy Chan and friends commend
Girls Inc. Westchester
and Purse-o-nality
Dr. Jane L. Snowdon,
Senior Manager,
Technical Research Strategy
for their commitment to
STEM and diversity



To Ed Nammour,
our Director
Jennifer Altman,
our Executive Producer,
Robin Lynch,
our Art Director
and all of their teams

Because of you...
through you...
We found our voice and
can share it with the world.

With immense gratitude from all of us at
GIRLS INC. WESTCHESTER

THE
OSBORNE
GROUP

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CONGRATULATIONS LAURA GOODWIN

STRONG, SMART AND BOLD CHAIR OF
GIRLS INC. WESTCHESTER

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in its mission, vision, and work.

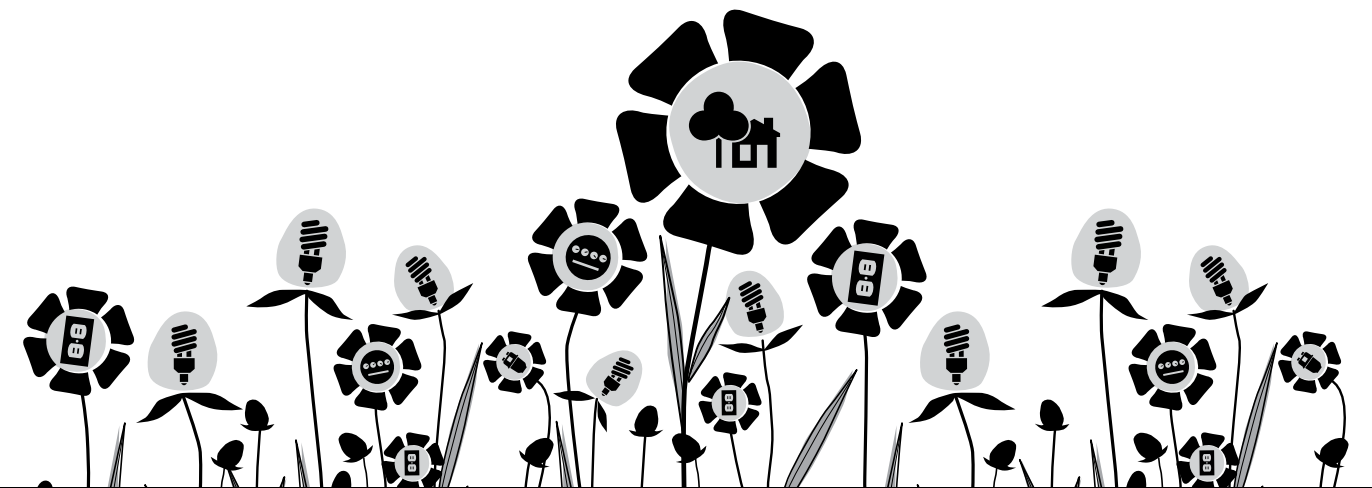
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and congratulate the 2012 honorees.



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Barbara L. Edwards
We Salute You!!



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Keep up the great work!

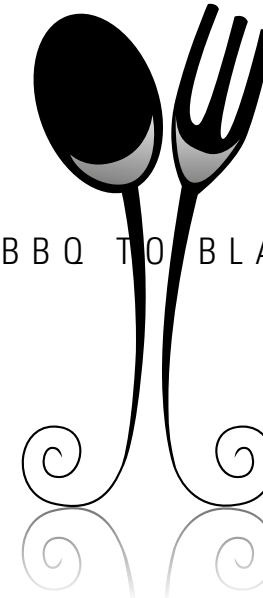


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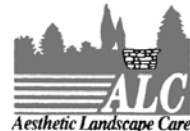
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