



PWA ROME

PROFESSIONAL WOMEN'S ASSOCIATION

MARCH 2025

She is a dreamer, she is a believer, she is a doer, she is an achiever, and she is you.

Happy Women's Month to all our inspiring PWA members!



Dear Positive, Wondrous, Alluring members,

March is a month of global recognition for International Women's Day, a time to celebrate our achievements, progress, and the strides made toward gender equality. While we have seen significant advancements over the past few decades, recent setbacks remind us that the fight is far from over.

From the rollback of DEI initiatives to threats against women's reproductive rights, the removal of gender quotas on corporate boards, and other challenges, we are deeply concerned about what the future holds.

The World Economic Forum warns that, at the current pace, true gender equality may not be achieved for another 300 years. Now more than ever, we must stay committed to driving change and ensuring a more equitable future for all.


What can we do to make a difference?

Mark your calendars for one of the most important events of the year, **March 26th** where we will bring together Rome's women's empowerment associations to not only to celebrate International Women's day but to work together to create a STEM scholarship for a young Italian woman who needs financial support.

Every woman we can help educate and push the gender barriers in a space where there is a minority of women being represented is a positive sign for our future. A significant portion of each registration fee for our aperitivo will be donated to a scholarship supporting a high school female student pursuing a STEM education.

Together, we can make a difference!



A portion of the proceeds will be donated to a  scholarship for a young woman pursuing studies in STEM



Laura BASILI
President Stem Congress Italy



Barbara NEGRI
Responsabile Volo Umano e
Sperimentazione Scientifica
Agenzia Spaziale Italiana



Cristina BOWERMAN
Michelin Chef Glass Hostaria



Loredana MANCINI
Cybersecurity expert & Donne 4.0
Ambassador

MARCH 26, 18.30 PM **2025** HOTEL QUIRINALE - VIA NAZIONALE, 7 - ROMA

Rome's Women's Empowerment Networks come together to celebrate International Women's Day with an **Aperitivo for a Cause.**

Partners



REGISTER NOW

PWA continues to champion women's empowerment through economic

advancement, professional training, importance to our health, and increasing awareness for inclusion in the work environment.

We are thrilled to offer an inspiring lineup of workshops, conferences, and networking events designed to support your journey as we close the first quarter of the year.

Our recent conference on **Human Resources** provided members with valuable insights into what recruiters and corporate HR managers look for when hiring. **Eleonora Frezza** from Michael Page shared key do's and don'ts, highlighting the critical role of gender equality in the selection process. She also discussed how AI is streamlining recruitment and offered practical tips for acing interviews.

Maria Rosaria Bonifacio brought a corporate perspective, shedding light on hiring policies that promote work-life balance for both men and women. She emphasized how parental leave for men has become standard in most companies, though not all take advantage of it.

Massimo Scaracello, Associate Dean at Rome Business School, opened the conference with a thought-provoking take on human resources and the school's recent gender certification.



Mark Your Calendars for Upcoming Events!

Get ready for an exciting evening of **SPEED NETWORKING!**

Join us on **May 7th** for a dynamic night of connections and opportunities! With so many new members eager to meet, this is the perfect chance to expand your network, explore business collaborations, and make meaningful connections.



Our workshop series is thoughtfully aligned with our mentoring program, offering you the tools and guidance to make meaningful progress toward your goals. We will be offering a workshop on **women's health** and **preventative care** on **June 4th**.

From sexual health and contraception to infertility and breast self-exams, there is a pressing need to equip women with accurate information and practical knowledge. This workshop aims to bridge that gap by fostering open discussions, dispelling myths, and encouraging proactive and preventative health management.

□ **Our Can't-Miss Summer Party Date Announced!** □

Mark your calendars for our **Flower Power Summer Party** on **Thursday, June 12th**, at the stunning Parco di Roma Golf Club near Due Ponti. Enjoy a magical evening with a sunset aperitif, buffet dinner, live DJ, dancing, and exciting surprises! Don't miss this unforgettable summer celebration and a chance to meet our new board!



Join the 2025-2026 PWA Board!

Are you passionate about empowering women and driving meaningful change?

We invite you to join the PWA Board. We are seeking volunteers to be part of our dynamic PWA board!

As a nonprofit, we rely on the passion and commitment of individuals like you to shape our initiatives, advocate for women's rights, and create impactful programs. While this is a volunteer role, the rewards are immeasurable—leadership experience, networking with like-minded changemakers, and the satisfaction of making a real difference in our community.

We are seeking board members who are:

- Passionate about advancing women's opportunities
- Ready to contribute ideas and skills to our initiatives
- Committed to attending board meetings and supporting key projects

Open Board Positions:

- President – Lead and represent the association, driving our vision forward.
- Program Director – Develop and manage impactful programs for our members.
- Social Director – Organize events that foster connection and engagement.
- Digital Marketing Director – Manage our online presence and communication.
- Partnership Director – Build relationships with key partners and sponsors.
- Treasurer – Oversee financial planning and budgeting.
- Secretary – Manage board meetings and maintain organizational records.
- Membership Director – Grow and engage our community of members.

Candidates should submit their candidacy, professional photo, along with a motivation letter to the election committee's official email: election@pwarome.org.

If you or someone you know would be a great fit, we'd love to hear from you!
Please reply to president@pwarome.org

Together, we can build a stronger, more supportive community for women.

Looking forward to welcoming you on board!

[READ NOW](#)

Don't miss our PWA inspiring member of the month article on our young role model Gina Zehner!



MARCH 2025 ROLE MODEL

"Passion leads, opportunity follows"

We are deeply grateful for each of you—your inspiration, strength, and unwavering support are what make our community so unique, special, and inclusive.

Stay inspired!

Catherine and the PWA board

- Catherine Tondellii – President
- Ida Sirolli – Vice President & Programming Director
- Dora Rosetti – Secretary & Editor, Inspiring Women articles
- Franca Menonna – Treasurer
- Barbara Pepponi — Social Director
- Costanza Galante — Digital Marketing Director
- Elena Palloni — Partnership Director
- Eleonora Bindi — Special events
- Tatiana Wartuschova — Membership Director
- Sammi DiBacco — Co-director Digital

Additional member support:

- Danielle Devine — Editor, Leadership articles
- Adriana Calò — Editor, Partnership articles



WELCOME NEW MEMBERS!

Each month, we highlight our new PWA members. We're thrilled to have you join our community of inspiring, passionate women dedicated to empowerment, sisterhood, inclusion and fostering a supportive networking community.

As a member, you'll have opportunities to connect, learn, and grow alongside like-minded women who are committed to making a difference. We encourage you to get involved, share your ideas, and make the most of the events, resources, and support our association offers.



I am a professional working in an international construction group. More in detail, formerly a lawyer for many years, now on the management path, leading a department.

I was born in the green landscape of Verona, which I left soon looking for a more urban framework, which took me in many different cities and countries, including Rome where I have been living since 2022.

Passionate for mainly travelling, yoga and meditation, fashion. I am also a volunteer in Dress for Success Association.

Why did I join PWA? I believe in the power of women's support in terms of sharing experiences, insights, help and good moments as well as in the added value of woman's networks.



Growth advisor and business coach consultant committed to purposeful growth. My mission is to support the sustainable development of conscious leaders, innovative ideas, and responsible businesses through Positive Intelligence and aligned business strategies.

I'm excited to connect, learn, and collaborate with all of you here at PWA, and I look forward to making a meaningful impact together.



After years as both a classroom teacher and corporate trainer, I've embarked on a new entrepreneurial venture - starting my own Korean skincare business right here in Rome. As a self-proclaimed "non-traditional" Korean, my path has taken some unexpected turns.

I met my Italian husband in the US, and now we're raising our young daughter in Italy. This multicultural experience has given me a fresh perspective, which I'm eager to bring to our community. My passion for self-care and clean beauty has inspired me to share the amazing benefits of Korean skincare with all of you.

I look forward to connecting with fellow professional women like yourselves. I'm excited to learn from your experiences as we navigate motherhood, entrepreneurship, and immersing ourselves in the Italian lifestyle. Please join me in this new chapter. I'm confident I can contribute valuable knowledge and insights to our community.



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