



# PWA

ROME

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## PROFESSIONAL WOMEN'S ASSOCIATION

OCTOBER 2025



Everything is **negotiable**.  
Whether or not the negotiation  
is **easy** is another thing.

- *Carrie Fisher*

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Dear Inspiring PWA members! As we begin a new year together, it's essential to remember that at the core of PWA is helping, inspiring, and supporting one another.

We kick off our new year with the **October Conference/Workshop** on Negotiation. For women, it's not just the obstacles we face, but the strategies, successes, and stories that inspire change.

Like trees revealing their most vibrant colors in autumn—hues that have been hidden all year—**women, too, often carry strengths and voices that are not always visible.** One of those strengths is negotiation.

Too often shaped by expectations or doubt, it's a skill that, when brought into the open, becomes a powerful force for shaping careers, opportunities, and everyday life.

This month, we are delighted to have our very own member **Sofia Shefer** guide us in discovering these colors within ourselves. She will share essential negotiation techniques—from salary discussions to everyday interactions—helping us reframe negotiation not

as confrontation, but as a collaborative process. Our goal is to empower every woman to confidently claim her voice, both at the negotiation table and in daily life.

It is with great joy that we also welcome the **manynew and talented members** who have joined us in recent months.

A heartfelt thank you goes to our board, especially **Daniele Freitas and Tatiana Wartuschova**, for their dedication, and a warm welcome back to **Barbara Peponi**, who will be supporting us with membership and **Dora Rossetti** who is helping with formatting our articles.

We are deeply grateful to **Danielle DeVine** for her inspiring contributions through the Inspiring Leadership and Inspiring PWA Women articles over the past year. If you haven't yet had a chance to explore these exceptional stories, you can find them on our website under PWA Voices.

Our talented digital marketing director **Odette Lafrance** has also designed new welcome materials for members—including beautiful shoppers and, soon, personalized pins for each of you.

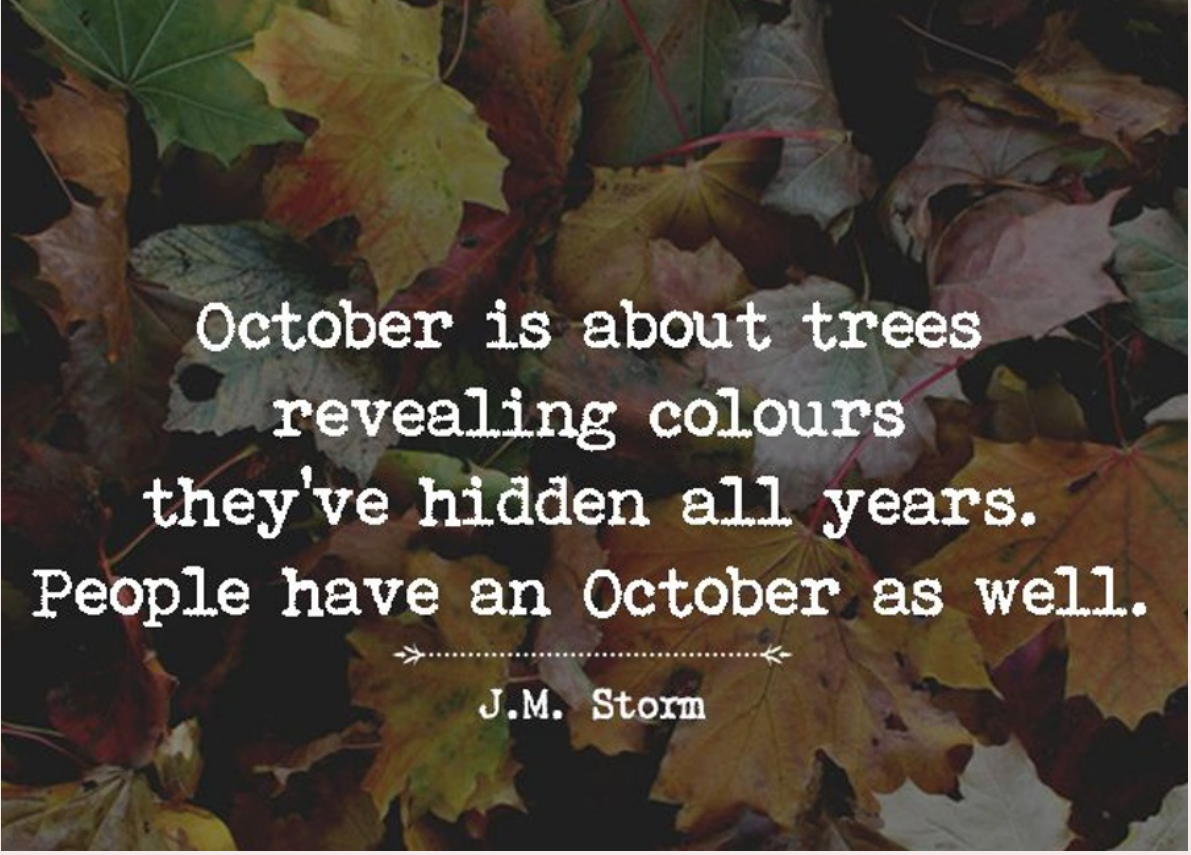
A special thanks to those who support us at the registration desk during our events—your help makes our gatherings warm and welcoming: **Martha Sgherza, Adriana Calò, Tatiana Wartuschova, Barbara Peponi, Eleonora Bindi and Franca Menonna**.

Finally, I am pleased to announce that **Eleonora Bindi** has been appointed as Vice President for the 2 year term of the new board.

Enjoy the gorgeous burst of **oranges, bright yellows, and deep reds that color our world this month**.


**With gratitude and admiration,**  
*Catherine and the PWA Board!*

Just as trees reveal their brightest colors in autumn—hues they've been carrying quietly all year—so too do **women often hold strengths, talents, and voices** that are not always seen or recognized. **Time to show your colors!**



October is about trees  
revealing colours  
they've hidden all years.  
People have an October as well.

↔.....↔  
J.M. Storm



**"Learn to negotiate. It's not merely about salary, contracts, and money. Negotiation skills will serve every area of your life."**

*~ Ann marie Houghtailing*

REGISTER ON  
LINE



**PWA** ROME  
PROFESSIONAL WOMEN'S ASSOCIATION

# CONFERENCE

## “5 NEGOTIATION TECHNIQUES THAT WILL CHANGE YOUR LIFE”

**OCTOBER 22ND 2025**



**SOFIA SHEFER**  
ENTREPRENEUR, TRAINER, AND  
MENTOR.



**ANTONELLA DI DONATO**  
FOUNDER AND PARTNER  
AT EVEN BETTER



**IDA SIROLLI**  
PROGRAM DIRECTOR PWA

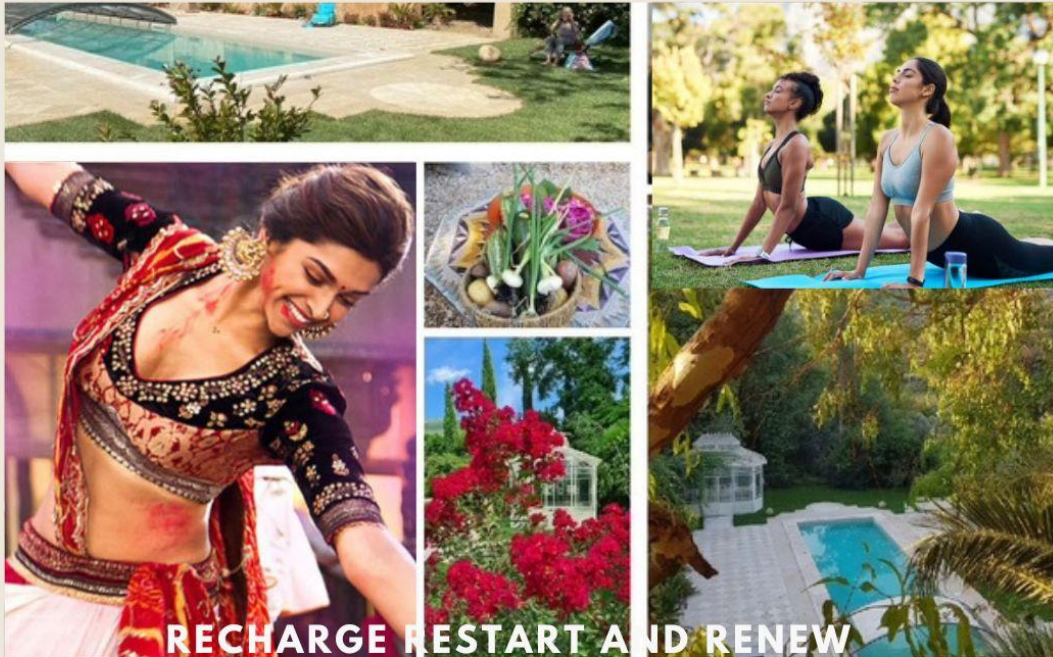
18.30 OPENING REMARKS  
18.45 CONFERENCE/WORKSHOP  
20.30 APERITIF

**SINA BERNINI BRISTOL HOTEL**  
**P.ZA BARBERINI 23, ROMA**

**REGISTER ON  
LINE**

# MEMBER WELLNESS RETREAT

## A day in the Roman countryside



**RECHARGE RESTART AND RENEW**

### DAY SCHEDULE

**9.30H WELCOME WELLNESS BOOST PROTEIN SHOT  
10.00H YOGA FLOW AND ENERGIZE BRING YOUR MAT  
11.00H HOW TO HAVE HEALTHY AND RADIANT SKIN.  
12.00H 30 MIN JIN SHIN JYUTSU (SIMPLE PRACTICES)  
12.30H LIGHT LUNCH BY THE POOL  
1.45H 15 MINUTE FITNESS WALK  
2.00H BOLLYWOOD DANCING LESSON  
15.30H MANIFESTING YOUR DREAMS  
17.00H CLOSING CIRCLE**

**€ 45 EUROS FOR ENTIRE DAY**

**ADDRESS: STRADA DI ROTAVELLO 4, PALOMBARA SABINA**

If you haven't read the article on Anna Gricini that was written by our own Danielle DeVine there is still time till end of October. For all past Leadership articles you can find them under PWA voices on our website. Happy reading!

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**ANNA  
GRICINI**

**REGIONAL DIRECTOR  
SALES & MARKETING**

**ROCCO FORTE HOTELS**

**LEADERSHIP**

PWAROME.ORG



[Read about  
Anna](#)

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Meet our PWA Inspiring woman for October Tacko Ndiaye interviewed and written by Danielle DeVine. See her beautiful artwork and how she uses it to create peace for women. Happy reading!

PWA

# INSPIRING WOMEN

TACKO  
NDIAYE



OCTOBER 2025 ROLE MODEL

*“Creating Peace for Women through Art”*

[Read about Tacko](#)

Save the date for our upcoming events!

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**PWA** ROME

PROFESSIONAL WOMEN'S ASSOCIATION

**SAVE  
THE  
DATE**

FALL  
2025

## UPCOMING MEETINGS

### CONNEXIONS

**Women in  
Business  
aperitif**

NOV  
**05**

7.00-9.30 PM  
VENUE TBD  
APERITIF NETWORKING

### CONFERENCE

**TOPIC TBD**

NOV  
**19**

6.30-9.30 PM  
SINA BERNINI HOTEL  
APERITIF NETWORKING

### MEMBERS ONLY

**Private visit  
+ aperitif**

DEC  
**03**

7.00-9.30 PM  
VENUE TBD  
APERITIF NETWORKING

### MEMBERS ONLY

**PWA WELLNESS  
RETREAT**

OCT  
**25**

9.30 AM 5.00 PM  
RETREAT IN THE COUNTRYSIDE

[WWW.PWAROME.ORG](http://WWW.PWAROME.ORG)

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We are deeply grateful for each of you—you keep our garden blooming!

### Stay inspired!

Catherine and the PWA board

- Catherine Tondellii – President
- Eleonora Bindi — Vice President & Social Director
- Ida Sirolli – Assoc VP & Program Director

- Martha Sgherza– Secretary
- Tatiana Wartuschova — Membership Director
- Franca Menonna – Treasurer
- Odette Lafrance — Digital Marketing Director
- Adriana Calò — Partnership Director

**Board support**

- Daniele Freitas- Social Director
- Barbara Pepponi-Membership support
- Danielle Devine — Editor, Leadership and Inspiring PWA member writer.
- Caitlin Carollo- Newsletter and Website.



**BOARD MEMBERS 2025 -2027**

					
<b>Catherine Tondelli</b> PRESIDENT	<b>Martha Sgherza</b> SECRETARY	<b>Ida Sirolli</b> PROGRAM DIRECTOR	<b>Franca Menonna</b> TREASURER	<b>Adriana Calò</b> PARTNERSHIP DIRECTOR	<b>Eleonora Bindi</b> SOCIAL DIRECTOR
					
<b>Odette Lafrance</b> DIGITAL MKTG DIRECTOR	<b>Tatiana Wartuschová</b> MEMBERSHIP DIRECTOR	<b>Barbara Pepponi</b> Support Board MEMBERSHIP SUPPORT	<b>Daniele Freitas</b> Support Board SOCIAL MEDIA DIRECTOR	<b>Danielle Devine</b> Support Board LEADERSHIP WRITER	

**WELCOME NEW MEMBERS!**

Each month, we highlight our new, wonderful, and inspiring PWA members. We're thrilled to have you join our community of talented, 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 dedicated to making a positive impact. We encourage you to get involved, share your ideas, and make the most of the events, resources, and support our association offers.

WELCOME TO PWA!



**LEONA  
DOWLING**

NEW MEMBER

**Leona**, originally from Ireland, began her journey at the Irish World Academy of Music and Dance in Limerick. In her early twenties, she toured internationally with Riverdance, fulfilling her passion for Irish dance while traveling the world. This formative experience combined her love of performance with her natural drive to embrace new opportunities and cultures.

After her time on stage, Leona transitioned into education, moving to Dubai to pursue her teaching career. Over six years, she rose through the ranks to become Head of English at one of Dubai's top-performing schools, leading with dedication and inspiring both students and colleagues. Longing to be closer to home, she accepted a position at Marymount International School in Rome, where she has been teaching in the elementary section since last September.

With an entrepreneurial spirit, Leona is now embarking on a new creative project: a podcast titled Leona in Roma. Through it, she shares her journey, insights, and daily experiences of life in Rome. Blending her background in performance, teaching, and storytelling, she continues to inspire others by celebrating both her

WELCOME TO PWA!



**YULIA  
POTYAEVA**

NEW MEMBER

My name is **Yulia** and I'm from Russia and have been living in Rome for 9 years. I work in financial and strategic consulting, helping entrepreneurs understand their numbers, build financial models, business plans, and make well-grounded decisions. At the moment, I work in the insurance field, but I have experience across many different industries.

I look forward to getting to know each of you better!

professional path and her adventures abroad



I'm **Kathrine** and originally from Norway and now based in Rome, where I'm the founder of Axis Medica, a multidisciplinary medical center focused on musculoskeletal health. I'm a chiropractor, also specialized in functional training and movement, with a passion for helping women stay strong, active, and balanced.

I'm inspired by seeing my clients regain energy and confidence, and at PWA I look forward to connecting with inspiring women, exchanging ideas, and building meaningful collaborations. Excited to be here!



I'm **Luisa** I'm Brazilian-Italian and have been living in Italy for over 6 years, from which the last year and a half in Rome. After attending the Welcome Back aperitivo as a guest, I'm thrilled to now become a PWA member and continue connecting with so many inspiring women!

Professionally, I'm a marketing manager with a strong background in IT and technology, and a passion for sustainability. I currently work as the marketing lead for the Italian market at a multinational HR services and software company.

WELCOME TO PWA!



**LARA  
SOZER**  
NEW MEMBER

My name is **Lara** and I am delighted to have the opportunity to meet and learn from you. I am currently pursuing a Bachelor's degree in Digital Communication at Link Campus University and completing my internship at Impact Hub Rome, where I contribute to both the events and news teams, supporting various projects.

Beyond my academic and professional background, I have been a professional dancer for over 10 years, with a primary focus on salsa solo as well as modern dance. More recently, I have also started creating my own music, which I am very passionate about.

I look forward to exchanging ideas and learning from your experiences in marketing, the arts, and entrepreneurship. My ambition is to continue developing my skills in these areas and to eventually pursue my goal of becoming a successful entrepreneur.

WELCOME TO PWA!



**KATY  
MOGUL**  
NEW MEMBER

I'm **Katy** and am delighted to be part of this amazing group of women. I was introduced to the group by Sarah Dennis and I've attended a few events. I moved to Rome from San Francisco in 2022. I was working for Google in User Experience, and left that in 2023. Since then I've been doing some UX consulting and working on my own business plan. I've been missing being part of a community and I'm looking forward to joining this one, making new connections and learning more about how we can support each other and perhaps collaborate on projects!

WELCOME TO PWA!



**VIRA  
DRUZ**  
NEW MEMBER

**Vira** is an international HR leader with over 10 years of experience in technology and global organizations. She specializes in building HR strategies, talent development, and organizational culture to support business growth and change. Her background spans leadership, recruitment, L&D, branding and event management, with a proven ability to align people strategy with business goals. Having worked in Germany, Ukraine, Cyprus, and now based in Rome.

WELCOME TO PWA!



**CLAUDIA  
ANDREI**  
NEW MEMBER

I'm **Claudia**, I have a Ph.D as a clinical psychologist. I e co-founded a psychotherapy practice in NYC and am the Director of Training for the Truman Group, a large teletherapy group. Born in Romania, I spent 20 years in the US ( calling NY home and myself a New Yorker). Rome is the next chapter iin my family's life. Accompanied here by my partner, daughter and my dog.

**New PWA Shopper for all new members!**



PWA | Via Ennio Quirino Visconti 103 | ROME, 00193 IT

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