PWA ROME

PROFESSIONAL WOMEN'S ASSOCIATION

EMPOWER
INCLUDE • EMBRACE DIVERSITY

NOVEMBER & DECEMBER *Newsletter*

A Season of Connection, Inspiration & Innovation

As we approach the end of another exciting year, November and December bring us two wonderful opportunities to come together as a community of inspiring women.

Join us as we explore the exciting possibilities of Artificial Intelligence at our upcoming conference, and then celebrate friendship, achievements and the power of our network at our annual Christmas Party.



AI CONFERENCE

AI FOR YOUR CAREER: WORK SMARTER, NOT HARDER

WEDNESDAY, NOVEMBER 25, 2026

SINA BERNINI BRISTOL HOTEL
Piazza Barberini, 23 – Rome

Practical insights, expert speakers and hands-on tools to help you harness AI for your work and career.



PWA CHRISTMAS PARTY

A FESTIVE EVENING TO CELEBRATE TOGETHER

SATURDAY, DECEMBER 12, 2026

HOTEL CARDO
Viale del Pattinaggio, 100 – Rome

A beautiful dinner, great company and our fun Secret Santa!

We look forward to celebrating, learning and being together with you!

Closing 2026 Together: Learning, Connecting & Celebrating!

As we approach the end of 2026, we are delighted to bring you two exciting opportunities to close the year on a high note! From exploring the ever-evolving world of Artificial Intelligence and discovering how it can shape our professional lives, to connecting with fellow members, raising a glass and enjoying a wonderful dinner at our annual Celebrating Christmas Culture our **PWA Christmas Party will be just that celebrating the wonderful mix of our international community.** We can't wait to celebrate with you all.

But what truly makes **PWA special?** It is **YOU** – our members!
It is the positive energy, the diversity of experiences and perspectives, the genuine friendships and the willingness to support one another that make **our community so extraordinar**y. At PWA, we believe in creating an inclusive environment where everyone feels welcome, connections turn into opportunities, and **women are encouraged to grow, succeed and thrive in business.**

As we look back on another year of shared experiences and achievements, we want to thank each and every one of you for being part of this journey.
Thank you for making PWA not just an association, **but a community where women connect, inspire, empower and lift each other up.** Together, we make PWA one of Rome's most vibrant and sought-after professional communities!

We look forward to celebrating the end of the year with you and welcoming an exciting 2027 together!

#BettertogetherStrongertogether#

With gratitude and admiration,

Catherine and the PWA Board!

November 25th AI Conference Sina Bristol Hotel



Celebrating Christmas Culture Saturday Dec 12th



Read about Paola Pietrafesa



🌿🚀 Meet our PWA Inspiring Woman Leader **Role model Paola Pietrafesa CEO and Vice Director General Allianz S.p. A Italy.**

Read about Paola

Another inspirational interview written by our very own talented and inspiring Leadership writer **Danielle DeVine.**

📍 Read the full article on our homepage or via the link below. Here is an excerpt in the meantime...

What is the most rewarding aspect of your role today?

*"The ability to **make a difference through the decisions I make.** Being able to make managerial and professional choices that genuinely place the client at the center is what matters most to me".*

☕ Take a moment, grab a coffee, and be inspired.💫
Thank you Danielle!

*Written by **Danielle DeVine** | Leadership writer Professional Women's Association*



Do you ever wonder who's behind those intriguing inspiring articles that feature some of the most fascinating women?

This month we would also like to shine a spotlight and thank our wonderful **PWA Inspiring Editor and Writer, Danielle Devine,** whose **creativity, talent,** and **dedication** bring our members' , partners and women leaders intriguing stories and experiences to life.

Through **her thoughtful and engaging articles**, Danielle continually gives us something new to discover, reflect on, and enjoy. **Thank you, Danielle,** for all your **hard work and for producing such intriguing pieces** that keep our PWA community **informed, inspired, and connected!**

Shadowing:
A day in the Business World for students and young members

PWA is proud to provide one day shadowing opportunities for students of our partner universities: **American University of Rome, John Cabot University and Rome Business School. Shadowing** gives students a one day experience in a professional setting understanding how companies work and helps them have something to talk about when they are ready to start interviewing for their first jobs out of school.

Thank you PWA member Carla Gervasio for volunteering to make this program a huge success!



"Thank you for being an integral part of our mission and vision."

THE AMERICAN UNIVERSITY OF ROME

FIRSTMED

ROME BUSINESS SCHOOL

JOHN CABOT UNIVERSITY
An American university in the heart of Rome

KOLBE HOTEL ROME ★★★★

STUDIOHRUSKA
TRAMANDIAMO SORRISI.

We are deeply grateful for each of you and our partners—you keep our garden colorful, inclusive and growing!

Stay inspired!
Catherine and the PWA board



- **Catherine Tondellii** – President
- **Eleonora Bindi** — Vice President & Social Director
- **Ida Sirolli** – Program Director
- **Martha Sgherza**– Secretary
- **Tatiana Wartuschova** — Membership Director
- **Franca Menonna** – Treasurer
- **Odette Lafrance** — Digital Marketing Director
- **Adriana Calò** — Partnership Director and Membership support
- **Daniele Freitas**- Social Media Director PWA

Board support

- **Danielle Devine** — Editor, Leadership and Inspiring PWA member 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. Thank you for joining!

As a member, you will be able to attend conferences at no cost including the aperitivo and you'll have opportunities to connect, learn, and grow alongside like-minded women who are dedicated to making a positive impact.



I'm **Sara,** I was born in Italy, spent many years in the Netherlands and built a career in international business.

I've recently made beautiful Rome my new home!

Entrepreneurial at heart and always inspired by people, places and new perspectives.

Delighted to be part of this network and looking forward to meeting you in the coming weeks!



I'm **Florencia** and am an Argentine/Colombian/Italian public health professional turned chef (8 years ago), mother of two boys (ages 11 and 12), and founder of Tribusana, a Rome-based social enterprise promoting preventive health through real food and sustainability.

After working internationally for 20+ years in public health, motherhood inspired me to follow my passion for food and become a professional chef. Today, I combine both worlds to make healthy eating simple, joyful, and accessible to busy families.

I love cooking, exploring local markets, discovering cultures, and connecting people around food!

I am particularly excited about connecting with inspiring women at PWA because I strongly believe that empowering women can have an extraordinary ripple effect on our families, workplaces, and communities so that we can make a positive impact together.
Looking forward to meeting you all at the next PWA gathering!

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

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