

FOR IMMEDIATE RELEASE

Cape & Plymouth Business announces Enterprising Women Awards honorees

October 14, 2015 —*Cape & Plymouth Business* is celebrating professional women in the community at its fifth annual Enterprising Women event on November 19, 2015. In addition to a full roster of inspiring speakers, *Cape & Plymouth Business* will honor local businesswomen who are making their mark on our community by bestowing three awards at the event.

The Businesswoman of the Year Award recognizes women in our region who are inspiring others by successfully running their own businesses or are at the forefront of their profession. She will have shown initiative, excellent leadership and a proven track record of achievements in her industry.

The 2015 Enterprising Women Businesswoman of the Year Award will be given to Jitka Borowick, Founder and Owner of CleanGreen. A native of the Czech Republic, Borowick came to Cape Cod in 2003 and later launched CleanGreen. Over the past six years, Borowick has grown CleanGreen from a one-woman start-up to a thriving eco-friendly cleaning business covering the entire Cape. Borowick is an active member of the Rotary Club, the American Business Women's Association, BNI, and Cape Cod Young Professionals.

The Nonprofit Leader of the Year Award honors those who drive social change for a better quality of life in our community. This inspiring leader has helped their nonprofit organization achieve tremendous successes.

The 2015 Enterprising Women Nonprofit Leader of the Year Award will be given to Diane Pratt, Executive Director of the Cape Cod Center for Women. Under Pratt's direction, the center, which is the only 24-hour emergency shelter on Cape Cod and the Islands for victims of domestic violence, is expanding and growing its programs and support for women and children.

The Rising Star Award honors young women who are poised to be the future leaders in our region. The honoree will have shown initiative, drive, community spirit and an innovative approach to success.

The 2015 Enterprising Women Rising Star Award will be given to Sassy Richardson Roche, Business Manager of WB Richardson Growers - The Farm. Since taking over management of The Farm, a family-run nursery, Roche has enacted innovative programs, developed new product lines, and created more year-round business in a seasonal industry. She also devotes much energy to serving the community, including working with Katy's Korner and the Lower Cape Outreach Council, and launching a Turkey Drop to organize donations of turkeys to ensure that all members of the community can enjoy a Thanksgiving dinner. Roche is also active with the Orleans Chamber of Commerce, serving as Chair-Elect this year.

This year's Enterprising Women luncheon keynote speaker will be Betsy Myers, a renowned speaker, author and public servant. Myers is the founding director of The Center for Women and Business at Bentley University. Prior to that position, Myers was a senior adviser to Barack Obama's presidential campaign, and also served as executive director of the Center for Public Leadership at Harvard's Kennedy School of Government and was the President's senior advisor on women's issues during the Clinton Administration. She published her first book in 2011, *Take the Lead: Motivate, Inspire, and Bring Out the Best in Yourself and Everyone Around You*, which is about the changing nature of leadership.

Other speakers at Enterprising Women 2015 include Debbie Fay, Farah Bernier and Bonnie Kirchner, who will address public speaking, personal branding and financial management topics.

Debbie Fay is a public speaking coach and founder of BeSpeak Presentation Solutions. Farah Bernier is an experienced human capital and personal branding professional and founder of Living Fabulously Fierce, an organization committed to closing the "confidence gap" through action-based professional coaching. Bonnie Kirchner is a business owner, certified financial planner and author of the book *Who Can You Trust with Your Money*.

Following Enterprising Women, SCORE and ABWA Cape Cod will present a number of Peer-to-Peer Roundtables from 1:30 to 3:30 p.m. This program of practical applications will feature small group sessions and audience-driven roundtables. These roundtables will provide a forum to discuss some of the timely issues facing women in business, and offer participants the opportunity to exchange, learn and develop actions to address their individual issues. You must be registered for Enterprising Women in order to attend the Peer-to-Peer Roundtables.

Presenting sponsors for Enterprising Women 2015 include Cape Cod Healthcare, Denterlein, Nutter and Cape Cod Five Cents Savings Bank. Enterprising Women, brought to you by Cape & Plymouth Business, will be held November 19, 2015, from 8 a.m. to 1 p.m. at the Cape Codder Resort & Spa in Hyannis. The cost of \$75 includes lunch and all sessions. Learn more and register at www.capeplymouthbusiness.com.