

January 2025

# The Feather Report



A Leading Lady Collective Newsletter



## From the Desk of AliceAnne:



**A**s we turn the page on our calendars and step fully into 2025, I'm filled with an overwhelming sense of possibility and excitement. The start of a new year is an invitation to grow, to challenge ourselves, to redefine our potential, and to create meaningful change both in our businesses and in our lives.

The past few years have taught us resilience. We've navigated unprecedented challenges, pivoted countless times, and emerged stronger, more adaptive, and more connected than ever before. Now, it's time to transform that resilience into intentional, strategic growth.

Our Leading Lady Community has always been about more than just business. We're a collective of dreamers, doers, and change-makers. We understand that true success isn't measured solely by financial metrics, but by the depth of our impact, the authenticity of our journeys, and our commitment to lifting each other up.

As we start the new year, I'm particularly excited about our vision planning approach. It's about more than creating a beautiful collage of wishful thinking; it's about developing a strategic roadmap that transforms your biggest dreams into actionable plans. During our strategy sessions, we don't just dream; we design. We break down those big, audacious goals into meaningful, achievable steps that align with your core values and personal vision.

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“Be bold in your aspirations,  
generous in your support of others,  
and kind to yourself in the process.”

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**2025 will be a year of intentional connection.** Through our Leading Lady Leadership Series, Ambassador Program, and monthly workshops, we'll explore everything from financial mastery to emotional intelligence, from networking strategies to embracing change. Each event is carefully curated to provide you with the tools, insights, and community support to propel you forward.

As we step into this new year, I invite you to approach each day with curiosity, courage, and compassion. Be bold in your aspirations, generous in your support of others, and kind to yourself in the process. Remember, in the Leading Lady Community, we don't just witness change – we create it.

**Here's to a year of extraordinary possibilities, profound connections, and transformative growth.**

Believing in you,

# About the Ambassador Program

**L**eadng Lady Ambassadors are a thoughtfully selected collective of women entrepreneurs who represent the pinnacle of excellence, innovation, and support. Born in 2019 from a vision of collaborative empowerment, the Leading Lady Ambassador Program has grown from a local initiative to a national movement, connecting extraordinary women who are committed to lifting each other up.

Each ambassador is personally selected based on their demonstrated excellence, customer service, and professional mastery in their respective fields. They are innovators, creators, and visionaries who share an insatiable desire to support and elevate other women. **What binds us together is a profound commitment to holistic empowerment: emotionally, financially, personally, professionally, spiritually, and physically.**

Throughout 2025, our Collective members will have an opportunity to learn directly from these remarkable women. Each month, one or more of our ambassadors will lead a deep-dive conversation, sharing their expertise, insights, and transformative strategies. These sessions are designed to expand our collective understanding, challenge our perspectives, and reinforce our commitment to personal and professional growth. By bringing these extraordinary leaders to the forefront, we create a dynamic, interactive learning environment that goes beyond traditional networking – **we're building a community of empowered, supportive, and exceptional women who are committed to elevating each other's success.**

## Meet Our 2025 Ambassadors:



Julie Blamphin  
*Stretch Your Spirit*



Julie Campbell  
*Severn Leadership Group*



Tara De Leon  
*Tara De Leon Fitness*



Erin Harrigan  
*Erin Harrigan Coaching*



Elizabeth Harris  
*Elizabeth Harris Nutrition*



Jen Howat  
*Jen Howat*



Susan Mahaffee  
*People Rise, LLC*



Gala McCray  
*Two Arrows*



Jennifer Osterhouse  
*Jennifer Osterhouse  
Graphic Design*



Maureen Porto  
*Maureen Porto Studios*



Chrissy Rey  
*Pongos Interactive*



Heidi Schmidt  
*Heidi Schmidt Creative*



Lisa Van Wormer  
*Abrado Analytics*



Maria Winters  
*The Coaching Therapist*







# 2025 Leading Lady Leadership Workshop Series

**The Leading Lady Leadership Workshop Series is designed to provide transformative learning experiences** that equip women entrepreneurs with the skills, insights, and strategies needed to thrive in today's dynamic business landscape. Each workshop is a deep dive into critical aspects of personal and professional development, offering practical tools and powerful networking opportunities.

## **2025 Workshop Schedule:**

- **January 14: Goal Setting & Vision Planning** – Craft a strategic roadmap for your year, transforming aspirations into actionable plans.
- **February 11: Confidence with Your Brand** – Develop a powerful personal brand that authentically represents your unique value proposition.
- **March 11: Leading with Impact** – Explore leadership strategies that create meaningful change and inspire others.
- **April 8: Financial Mastery** – Gain insights into financial planning, investment strategies, and wealth building.
- **May 13: Time Management** – Learn advanced techniques to maximize productivity and create balance.
- **June 10: Networking Event** – Connect, collaborate, and build strategic alliances with like-minded professionals.
- **August 12: Embracing Change and Transitions** – Develop resilience and adaptability in a rapidly evolving business landscape.
- **September 16: Leading with the Heart (Value Mining)** – Discover the power of emotional intelligence in leadership and business.
- **October 14: SEO and Social Media Presence** – Enhance your digital strategy and expand your online visibility.
- **November 11: Promoting Diversity in Leadership** – Explore strategies for creating inclusive and equitable workplace environments.

**See event calendar QR code on next page for details and to register.**



# Looking Ahead – Monthly Themes

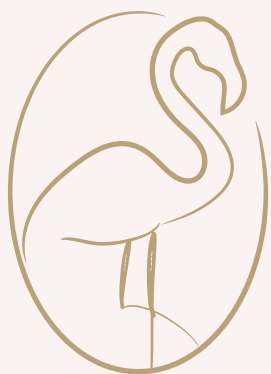
Our 2025 monthly themes are intentionally designed to provide a holistic approach to personal and professional development. Each month offers a focused exploration of key areas critical to women's success, providing insights, strategies, and community support.

# 2025

- **January: Goal Setting & Vision Planning** – Lay the foundation for a transformative year by developing strategic, actionable plans that align with your deepest aspirations and values.
- **February: Building Confidence & Personal Branding** – Unlock your unique value proposition and develop a powerful, authentic personal brand that resonates with your audience.
- **March: Women's Empowerment & Leadership** – Explore innovative leadership strategies that challenge traditional paradigms and create meaningful change.
- **April: Financial Empowerment & Wealth Management** – Gain financial literacy, investment insights, and strategies for building long-term wealth and financial independence.
- **May: Work-Life Integration & Mental Health** – Develop holistic approaches to balancing professional ambitions with personal well-being and mental resilience.
- **June: Networking & Building Strategic Alliances** – Master the art of meaningful connection, collaboration, and strategic partnership development.
- **August: Navigating Change & Career Transitions** – Build adaptability, resilience, and confidence to thrive through professional and personal transformations.
- **September: Emotional Intelligence & Leadership** – Harness the power of emotional intelligence to enhance leadership effectiveness and interpersonal relationships.
- **October: Technology & Digital Leadership** – Stay ahead of technological trends and develop digital strategies that amplify your professional impact.
- **November: Diversity, Equity, & Inclusion** – Create inclusive environments that celebrate diversity and promote equitable opportunities for all.
- **December: Reflection & Personal Growth** – Pause, reflect, and integrate the lessons and growth from the year, setting the stage for continued evolution.



Scan QR code for event calendar.



## Flamingo Fact #201: Emerging

Flamingo chicks are born with gray or white feathers and only develop their iconic pink coloration as they mature, gaining their vibrant color from the specific diet of algae and crustaceans they consume.

Just like a flamingo's transformation, your brand and business can evolve. Every new beginning is an opportunity to reinvent yourself, nourish your potential, and show up in your most authentic, vibrant form.

