



## Redefining The Path To Success For Women



The old ways of thinking about the path to attaining senior roles, including within the C-suite, and to achieving success in the business world, are being redefined. Read more from Forbes [here](#).

Our *latest podcast episode* features our conversation with **Teresa Freeborn**, accomplished executive and author of the new book, "Suits and Skirts: Game On! The Battle For Corporate Power." We discuss women's decades long struggle for corporate power equity and how men have been keeping women from attaining powerful c-suite and board positions to the detriment of corporate bottom lines.



To mark the launch of the C-Sweet Charlotte Chapter, please join us for a *virtual wine event* featuring a conversation with **Teneral Cellars'** CEO, **Jill Osur**. For those who rsvp'd by April 14, they will be sipping bottles from Teneral Cellars' amazing line of award-winning wine.

## A Warm Welcome to Our New Members!

### **RUTH BURGOS**

RUTH JOINS C-SWEET IN THE NEW YORK CHAPTER AND IS A VICE PRESIDENT LEADING A TEAM OF BANKERS FOR CITY NATIONAL'S PARK AVENUE BRANCH, BUILDING BENEFICIAL RELATIONSHIPS WHILE HELPING HIGH-NET-WORTH INDIVIDUALS AND BUSINESSES TO MEET THEIR FINANCIAL GOALS. SHE IS COMMITTED TO DELIVERING EXEMPLARY SERVICE, PROVIDING SOLUTIONS TO CLIENT NEEDS, AND MAINTAINING OPERATIONAL INTEGRITY.



### **GLORIA BURTON**

GLORIA JOINS C-SWEET IN THE LOS ANGELES CHAPTER AND IS PROCUREMENT AGENT AT EDISON MATERIAL SUPPLY, A SUBSIDIARY OF SOUTHERN CA EDISON.



## Congratulations to the C-Sweet members who completed their ACE Board Certification Training!

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“I owe my success to C-Sweet. If I wouldn't have joined the organization, I wouldn't have learned about this opportunity.”  
-Virginia Sanchez



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“I'm happy to share that I've just passed the Corporate Directors International Certification Exam and can add the CDI.D designation next to my name. Thank you to C-Sweet's Beth Hilbing and Dianne Gubin and, of course, MICHELE ASHBY for supporting the effort to get more women on boards... now to find a board!”  
-Sara Mazer



### Complimentary Marketing Evaluation

Ever wonder if your marketing is working? Do you have questions about your messaging or how to boost your marketing campaign performance? Maybe you just want a second opinion?

C-Sweet is providing another value-add by offering a complimentary marketing evaluation to our community through the marketing agency we also use, Thrash Haus and its founder, Melissa Thrasher.

Thrash Haus utilizes a fresh approach to brand positioning and audience growth. Leveraging their unique storytelling expertise in entertainment, they redefine how modern brands can captivate their target audiences. By seamlessly integrating data-driven research with creative strategies, Thrash Haus showcases an unwavering commitment to cultivating brand loyalty.

# THRASH HAUS

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## Upcoming Events

### ***Accelerating Diversity, Equity, and Inclusion by Operationalizing Data Justice***

**Thursday, April 27th, 12:00 PM PST/ 03:00 PM EST**

Learn how Data Justice is being used to push back against systemic inequalities, rather than reinforce and perpetuate them. Behind each piece of data there is a person. Research has shown that biased data can be a barrier for innovating meaningful strategies, actions and measurable progress.

[Register Here](#)

### ***C-Sweet Virtual Wine Event - Launching Charlotte, NC Chapter***

**Thursday, April 27th, 5:30 PM - 7:30 PM EST**

We are pleased to launch the C-Sweet Charlotte NC Chapter. Build strong and invaluable relationships, expand your network, and make new friends.

Join us for this program featuring Teneral Cellars Wine CEO Jill Osur, discussing the "In Her Shoes Lioness Cuvee and the Rise Pinot Gris Collection".

[Register Here](#)

### ***May C-Sweet Business Roundtable***

**Thursday, May 4th, 7:30 AM PST/ 10:30 AM EST**

Topic: RETHINKING HOW WE SUPPORT NONPROFITS

Discuss how we as individuals, as well as our organizations, can support nonprofits by serving on boards, providing unrestricted financial support, etc. ? What should non-profits have in reserves and what should they do with these reserves?

[Register Here](#)

For more upcoming events, click here.

Upcoming Events



Join Back to Space's first "flight crew" live stream featuring a range of interdisciplinary industry leaders on May 4th at 4:00 PDT/7:00 PM EST. Participants of the "flight crew" include Apollo 16 Moonwalker, Charlie Duke, Flight Director during the Apollo mission, Gerri Griffin, Former COO/General Council of Lucasfilm LTD and SpaceX, David Anderman, and former SpaceX Engineer and now Space Travel Entrepreneur, Nick Orenstein, along with other notable guests.

Back to Space is founded by Danielle Dallas Roosa, the granddaughter of Apollo 14 astronaut, Stuart Roosa. She left NASA and felt compelled to combine her passions of space exploration and entertainment. With CEO Gabriella Zielke's experience as a successful innovative businesswoman (founder of the first B2B accelerator in the world) and science fiction author, they are using mixed reality to build immersive experiences that will give humans the "experience of going to space". Back to Space sits at the intersection of imagination and reality and hope that all attendees can feel inspired by the past and excited for the future of space exploration.

Join the live stream by subscribing/joining Back to Space's YouTube

JOIN NOW

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