



Reset, Reflect and Recharge

Kathleen Walsh

Hello Thrivers, and welcome to Spring!

We know what we need to do, so let's commit to doing it. Get outside, **reset, reflect and recharge!** This may mean hitting the streets for a walk or run, heading to Fenway Park for a game, circling the neighborhood with a pet, or gardening (which will never be me... as I fear worms!)

Sunshine is actually underrated. It can change a mood faster than a prescription and literally "brighten" your day. So as we head into longer days, allocate some sun time as part of your daily plan.

As an added challenge, why not partner up with a THRIVER and hold each other accountable? Because, let's face it, the world needs women to stay healthy, sleep well, and remain positive!

Lace up those sneakers! I'm always looking for a running partner!

Kathleen Walsh is CEO of the YMCA Metro North. She is a member of the Board of Directors of the North Shore Chamber of Commerce, and member of the THRIVE Advisory Council.

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Golf for Thrivers! (New Dates)

May 5-June 2 (4 Mondays, No Memorial Day Class) \$225, Paradise Family Golf, Middleton, 4:15-5:15 pm

WEEK 1: Full Swing Fundamentals - Irons

- Discuss the basics of irons, grips, mechanics and swing

WEEK 2: Full Swing Fundamentals - Driver, Fairway Woods, and Hybrids

- Introduction to the full swing with these clubs

WEEK 3: Short Game & Putting Fundamentals

- Discuss short game and putting fundamentals, chipping and pitching mechanics

WEEK 4: On-Course Playing Clinic using Trackman Software

- Discuss basic Rules of Golf & proper etiquette, playing strategy & course management

Registration is due by April 18. Please email the Chamber's Events Manager, Patti Baker, to reserve your spot: patti.baker@northshorechamber.org.

Payment is due at the first class, with checks made to Phil Cornetta Golf School. Space is limited to 8 women so sign up soon!





8 Things to Think about with Aging Parents

Darcia Tremblay
President and Owner, Silver Lining Solutions

According to The US Census Report, there are 76.4 million baby boomers, those born between 1946 – 1964, living in the United States today. And many of us are the “sandwich generation,” tending to our children and grandchildren on one side and caring for our aging parents on the other side.

Having aging parents can be tough, which can lead to having difficult conversations with them. I understand some people in this generation are very private with their finances and medical history, and getting them to open up can be challenging. But better to start discussions than to have a crisis happen and try to “get a handle on things” in an urgent situation. Remember to treat your parents with empathy and respect during these conversations and not overwhelm them all at once with every detail.

Here are several questions to consider:

1. Do they have a designated power of attorney and health care proxy?

- a. Who is helping with their finances and paying their bills?
- b. Who is taking them to their doctor appointments?
- c. Who is overseeing their medications?

Suggestion: Contact an elder law attorney to appoint a DPOA and HCP.

2. Do they have a pre-need funeral contract?

- a. What are their final wishes?
- b. Cremation or full burial?
- c. Where will they be buried?

Suggestion: Contact a funeral home to set up pre-need funeral arrangements.

3. Do they feel safe living at home?

- a. Are they a fall risk?
- b. Do they accidentally leave the stove on?
- c. Do they have stairs to climb to go to bed?

Suggestion: Contact a local in-home care agency to provide additional support, remove any potential tripping hazards, and install grab bars where necessary.

4. Should they still be driving?

This can be one of the hardest discussions. Driving = Independence.

- a. Are they a hazard on the road to themselves or to others?
- b. Are their motor skills delayed?
- c. Do they get lost driving to the grocery store?

Suggestion: Contact local driving school that specializes in senior citizens driving certification?

5. Do they need to sell their family home?

- a. Who will help sort through a lifetime of belongings?
- b. Where can they donate useful items?
- c. What will their emotional attachment be to leave their home?

Suggestion: Contact a real estate agent that specializes in seniors downsizing.

6. Do they have assets they want to protect for future generations?

- a. Should they set up an irrevocable or a revocable trust?
- b. Who in the family will want to receive their personal belongings?
- c. How can they avoid probate court?

Suggestion: Contact an elder-law attorney to discuss options to set up estate plan.

7. What if they need long-term care?

- a. What is the difference between independent living, assisted living and nursing home care?
- b. Will they have their own room?
- c. What will the amenities, accommodations and activities be to help your parent feel welcome?

Suggestion: Contact a senior living locator consultant to schedule tours at local communities.

8. How will they pay for long term nursing home care?

- a. Will the nursing home take all of their money?
- b. How do they apply for Medicaid long term care coverage?
- c. How do they spend down their assets?

Suggestion: Contact a Medicaid Application Consulting firm to guide you through the entire Medicaid application process for a timely approval.



THRIVE NETWORKING *With A Cause!*

Making Connections Takes Center Stage



THRIVE was host to another outstanding Networking-With-A-Cause event, this time to support the nonprofit Beverly Bootstraps.

The March 13 evening social was held in the Broadway Club at North Shore Music Theatre, where GM **Karen Nascembeni** delighted guests with her warmth, humor and candid advice. She encouraged the women in the room to always support one another and do whatever it takes to help each other rise and thrive.



Deb Ploszay, Development Coordinator at Beverly Bootstraps, gave a brief overview of the nonprofit's work to support children and families in need, discussing programs such as its food pantry, thrift store, holiday gifts and educational programs. She was extremely grateful for the support of THRIVE and the many generous gift cards donated by the attendees.



Guests enjoyed an amazing spread of delicious food donated by **Nick Harron**, owner of both **REV Kitchen** and **REV Burger**. A member of the Chamber's Board of Directors, Harron continually supports North Shore Chamber events with his generous donations.

The event also included ample time to socialize, with many attendees making new contacts and building relationships. Together we THRIVE!



Mark your Calendars

Thursday, May 29, 5 to 7 p.m.
Ferencroft Country Club
10 Village Road, Middleton



Come mingle on the deck of Ferencroft Country Club and enjoy light fare, passed hors d'oeuvres, and a cash bar. Stay tuned for details on how to support the next "good cause," to be announced soon.

\$25 for Chamber members | \$35 non-members
Registration required.





Getting To Know The THRIVERS!

Please meet ...

Bernadette Butterfield
SVP Business Strategy & Development
Groom Construction

Tell us about your journey to become Senior VP at Groom?

As a Holy Cross graduate with a degree in English, I wasn't quite sure of my next steps and deliberated between a post grad degree in Journalism or Law. The result -- neither -- as an opportunity to work in Australia on the America's Cup presented itself and I couldn't resist. Then, I worked for Louis Vuitton in marketing/public relations in Australia and ultimately the Stars & Stripes Syndicate. Upon returning, I went on to work directly for the MA Attorney General, Jim Shannon.

Marriage and three children came next with an opportunity to work part time. When I was ready to return to the workforce, I joined Groom Construction in the Retail Division. The hourly position became a full-time position after a few months, which a few years later, evolved into the Marketing/Business Development role. Community Partnerships and Client Relations is now a large part of my role, which evolved over the course of making the position my own and being an authentic leader, despite being in a male dominated industry.

Representing Groom has allowed me to meet and work with truly wonderful people making change in our community. It's been a great opportunity to grow with a national family-owned local company committed to serving the community and giving back. You never know what doors will open and where they will lead if you choose to step through. I feel extremely fortunate.

What was the most challenging professional obstacle that you overcame and how?

The Pandemic. Creating Covid strategy and protocol both internally and with client/ community stakeholders was a challenging time. Working much longer hours from home (in a crowded house!) navigating ZOOM, worker pandemic training, locating PPE, crafting corporate messaging and advocacy/enforcement of covid regulations, amid constantly changing information from the WHO / CDC was not dull! We established a Covid Taskforce team. By working collaboratively and calmly, with clear, direct messaging and communication, we were able to move forward well throughout the many stages of the pandemic.

What are your guiding principles as a female leader?

Lead with authenticity, be yourself, show your vulnerabilities and strengths, while staying true to your values. Be open and empathetic and listen to diverse voices.

What would you tell Bernadette Butterfield as an 18-year-old?

Trust your instinct, and don't let fear hold you back from taking risks. Be kind to yourself- and patient. Self-compassion and prioritizing self-care both mental and physical is a necessity. "You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face." (Eleanor Roosevelt)

What is in your physical and emotional self-care tool kit?

Spending time with family, friends, exercise, green smoothies, sleep, great books!

Name three things that bring you GREAT joy outside of work?

Family, Friends, Travel

If offered \$1,000,000 to use in anyway but for yourself & family, what would you do with it?

Gift to housing advocates. I'm proud to be involved with two local non-profits Lifebridge North Shore and Harborlight Community Partners. We're in the midst of a housing crisis that demands everyone's attention and needs both public and private intervention.

What do you want your legacy to be?

I think everyone wants to leave the world in a better place. I believe that we have instilled this in our children and that they and their current and future families will leave their own positive mark.

Odds and Ends

Congratulations! **Darcia Tremblay** has won an outstanding honor – the MA Small Business Administration’s Women-Owned Business of the Year award. This is no surprise to anyone that knows her and her brand, Silver Lining Solutions. In fact, her work is featured in this newsletter!

Mill River Winery has a few great tasting events coming up in April and May. Swirl, sniff and sip 4 wines and match them to the corresponding tasting notes! Owned by THRIVER **Donna Martin**, her beautiful winery is located at 498 Newburyport Turnpike in Rowley. Super fun!

The Institute for Trustees annual conference kicks off on May 1, featuring our very own **Cara Hutchins**, THRIVE Steering Committee member. Check it out at eccf.org. This is a fantastic opportunity for non-profit leaders to fill their toolbox.

THRIVE Women’s Build event will take place May 6 in support of Habitat for Humanity in Essex County. This is exactly what it says – women helping women by building, learning, and camaraderie in a collaborative and friendly atmosphere. No experience necessary; there will be real builders on site to lead the project. Contact Bernadette Butterfield at bbutterfield@groomco.com to sign up. (And in the meantime, google “how to use a drill.”)

As the newsletter editor, here’s my shameless plug: **YMCA of Metro North Golf Tournament** is Monday, June 23 at Kernwood Country Club. Sunshine is guaranteed. You can join as a participant, volunteer or sponsor. Put those golf lessons to beneficial use!

www.ymcametronorth.org/support/ymca-of-metro-north-charity-golf-tournament/



Have an idea for content for the THRIVE monthly newsletter? Please email **Kathleen Walsh** at kwalsh@metronorthymca.org.

Be sure to share this newsletter with your network, and encourage others to sign up for THRIVE!



Market your Business at THRIVE Summit 2025

Looking for a great way to market your business? Exhibit at the **THRIVE Summit Marketplace!**

The 3rd annual Summit is set for Wednesday, **JUNE 18** at the Peabody Marriott, with registration beginning at 7:30 a.m. The day includes breakfast and lunch keynote speakers, panel discussions, lots of networking, and of course, the popular Marketplace.

We’re currently taking applications for Marketplace exhibitors and give preference to women-owned and women-led businesses. Space is limited to 12 booths. The \$350 cost includes 1 ticket to the Summit (\$150 value).

If interested, please email Karen Andreas: karen.andreas@northshorechamber.org. Provide details about your business, the theme of your booth, and your planned raffles/giveaways or items for sale. We look forward to hearing from you!

