



Kick-Off Event: Try Something New!
Get Inspired. Get Going. Get Unstuck!

FRIDAY, JANUARY 30, 2015

11 AM – 2 PM

Golf and Body NYC

883 6th Avenue NY, NY 10001

(212) 244-2626

[Register Here!](#)

Produced and facilitated by Karen Amster-Young and Pam Godwin, co-authors of *The 52 Weeks* and career and professional development guru, Caroline Dowd-Higgins, author of *This Is Not The Career I Ordered*.

With Special Thanks to MORE Magazine

MORE
FOR WOMEN OF STYLE & SUBSTANCE

Join us for some *Girls' Time Off!*

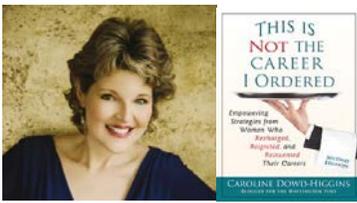
This kick-off event is about taking time for yourself, exploring new passions, upping your game, and learning how to *play* again. It's about getting inspired and getting unstuck in your life and career. It's about meeting new people and just taking some time *off*.

Did you know...

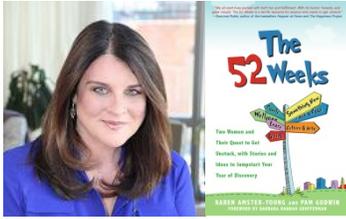
- ✓ *Taking time off increases your happiness and reduces stress.*
- ✓ *43% of professional women w/children leave careers or off-ramp for a period of time.*
- ✓ *One-half of American women feel they don't have enough free time.*

***Girls' Time Off* Inaugural Event Includes:**

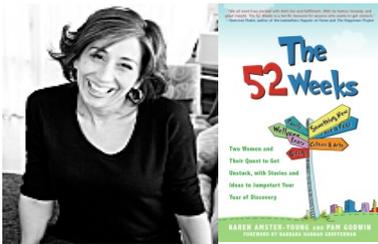
- Special guest speaker **Jennifer Braunschweiger**, Deputy Editor of *More Magazine*.
- Empowering career development wisdom from **Caroline Dowd-Higgins** to help you design your career destiny so it doesn't happen by default. This high-energy session with real-time coaching will enable you to up your game and play to your strengths.
- Interactive high-octane activities to give you a taste of Trying Something New!
 - Join **Ellen Leikind**, founder of **POKERprimaDIVAS**, and author of *Poker Woman: How to Win in Love, Life, and Business using the Principles of Poker* and learn how the strategies of poker can help you in your life and career. Then try your hand at a game of Texas Hold 'Em.
 - Time to try your **golf** swing with Golf & Body's state-of-the-art golf simulators!
- Gourmet brunch with specialty drink from **Captain's Neck & Co.**
- Custom **SWAG bag** filled with trends, treats, must-have samples and complimentary copies of the *The 52 Weeks* and *This is Not The Career I Ordered*.



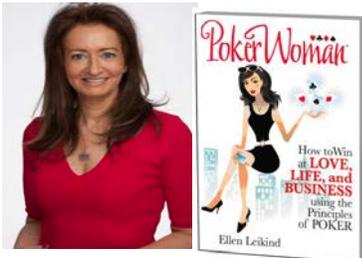
Caroline Dowd-Higgins is a powerhouse coach, author, speaker, and media host who specializes in career reinvention and empowerment for women. She authored the bestselling book, *This Is Not The Career I Ordered* (Reinvention Press) and writes for the *Huffington Post*, *America Online*, *CNN Money*, and British online magazine: *The Rouse*. Caroline worked as a professional opera singer - her first career passion, and knows the power of career transformation. With a desire to empower and energize women to achieve their personal goals, Caroline's style is engaging, high energy, and positive with a focus on unlocking the self-advocate within you. www.carolinedowdhiggins.com *Enjoy Your Career. Love Your life!*



Karen Amster-Young is a seasoned PR and marketing professional with over two decades of experience. In 1992 Karen founded Amster-Young Public Relations, Inc. (AYPR), a full-service PR agency. Amster-Young Public Relations won numerous industry awards. Karen was named one of the top "Forty PR Stars under Forty" by *PR Week* magazine and has been featured in numerous trade magazines. In 2002, AYPR merged with another firm and Karen took time off to try new things and press the "reset" button! She is the first to say her getting "unstuck" quest is an ongoing process! Today, Karen continues consulting and is often called upon by companies looking for strategic PR counsel. She is also a freelance writer and her work has been published in numerous magazines, predominantly in the Hamptons. Last year her book, *The 52 Weeks: Two Women and Their Quest to Get Unstuck, with Stories and Ideas to Jumpstart Your Year of Discovery* was released by Skyhorse Publishing. It all started with her co-author when they decided to shake things up! Karen lives with her husband and 13 year-old daughter in Manhattan.



Pam Godwin knows all about the power of trying something new and getting out of one's comfort zone. Her endeavors have led her to reach many new goals. She is the co-author of *The 52 Weeks: Two Women and Their Quest to Get Unstuck, with Stories and Ideas to Jumpstart Your Year of Discovery* (Skyhorse Publishing, November 2013) inspired by the blog *The 52 Weeks*, but began her career as a caseworker for a non-profit refugee resettlement agency. After getting her master's degree in Elementary Education, she then taught in the New York City public schools as both a classroom teacher and a literacy specialist for at-risk students. Pam lives with her husband and two children in Manhattan, NY. www.the52weeks.com



Ellen Leikind is an expert in understanding the dynamics of women in business. She has a 20+ career span in marketing, working for the Fortune 500 as well as leading companies in the direct Response industry. She is Vice President, Managing Director of EDL Marketing Group. In 2006, Ellen founded *POKERprimaDIVAS*, a company that provides corporate teambuilding and leadership programs which empower women to become fearless and decisive at the conference table through the skills they acquire at the poker table and is the author of *POKERWOMAN: How to Win at Love, Life, and Business using the Principles of Poker*. Ellen is a writer on women's issues in business for *Parade.com* and has been featured on *CNBC*, *Forbes.com*, *Newsday*, and *Success* magazine. She has an MBA in Marketing from Fordham University, is a native New Yorker, and avid animal lover. www.pokerdivas.com

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