



Louise Fréchette

Women of Distinction Awards - Woman of Outstanding Achievement

Louise Fréchette has devoted her life to international public service, from her beginnings at Canada's Department of External Affairs in 1971 to the United Nations where she assisted Kofi Annan for eight years.

In the early 1970s, Fréchette began her career while Quebec was undergoing a major political upheaval. She made her political debut as a diplomat in the Western Europe Division of the Department of External Affairs. She first began working with the UN in 1972 as a member of Canada's delegation to the General Assembly. She subsequently held various positions in Athens, Geneva, Madrid and Ottawa.

In the early 1980s, she took on a leadership role and was named Ambassador to Argentina with concurrent accreditation to Uruguay and Paraguay.

When she returned to Canada, she served as Assistant Deputy Minister in the Department of Foreign Affairs and International Trade. She heeded the call of diplomacy once more in 1992 when she became Canada's Ambassador and Permanent Representative to the United Nations. Returning to Canada once again, she was tapped to be both Associate Deputy Minister of Finance and Deputy Minister of National Defence—positions where few women were able to make their mark.

Fréchette thought she would end her career in the senior ranks of the Canadian public service but, in 1998, she received a phone call that changed everything. Secretary-General of the UN, Kofi Annan, called her to ask if she would agree to be the Deputy Secretary-General of the UN. The position did not exist at the time, but the Secretary-General wanted someone to be his right hand. After being assured that he was not simply creating another level of UN bureaucracy, Fréchette accepted to take on the challenge. While Annan was dealing with international political crises, she was coordinating action plans and managing partnerships.

The next eight years were filled with significant international events, beginning with the Millennium Summit in September 2000, which brought together heads of state from 150 countries. Fréchette was instrumental in organizing this major event that allowed, for a time, the establishment of a climate of cooperation among member states.

However, international relations are rarely calm for long and she recalls that during these years, they had to negotiate against the backdrop of the US invasion of Iraq, the attack on the UN headquarters in Baghdad and the oil-for-food scandal. Fréchette admits, without reservation, that it was a challenging and difficult period that brought her significant criticism. This kind of frank commentary is characteristic of this great negotiator: vague words and doublespeak are not her style.

Back in Canada, she now divides her time between various prestigious organizations, such as CARE Canada where she acts as the Chair of the Board. She is also a Senior Fellow at the Graduate School of Public and International Affairs at the University of Ottawa.

Her leadership continues to be highly sought after and she is a member of the Montreal Centre for International Studies (CÉRIUM) and the International Advisory Board of Security Council Report in New York, to name a few.

Other organizations have also sought her advice since she left the UN, including the International Atomic Energy Agency, where she was a member of the Commission of Eminent Persons on nuclear energy challenges; the Centre for International Governance Innovation of Waterloo, Ontario, where she was a Distinguished Fellow; and the Pearson Peacekeeping Centre where she was Chair of the Board of Directors for four years.

Her career path combines commitment, perseverance and determination, qualities which she has relied on most often in diplomatic situations, but also in solving complex problems with concrete solutions that last beyond her mandate.

Louise Fréchette's career is a model for those who dream of making a difference in a world of globalization and international challenges.

Text prepared by Josée Thibeault, professional communicator



Colette Lafrance

Women of Distinction Awards – YWCA Woman

Ten years ago, in her mid-fifties, Colette Lafrance knocked on the door of the YWCA Montreal. After years of a life fraught with pitfalls and setbacks, she wanted to get out and the YWCA was her lifeline.

Born in a small town in the Laurentians where the church still held a strong influence, she served as a scapegoat for her brothers and sisters. She spent her childhood being told by her alcoholic mother that she was the incompetent and ignorant good-for-nothing of the family. She had nothing to help her build self-esteem or believe that life could be beautiful.

And so began a vicious cycle. Between odd jobs as a waitress and a string of bad relationships, alcohol became a way of dealing with her chronic insomnia. Her relationship with the eldest of her two sons deteriorated with her increasing misery and the illness that led her, at age 54, to move into a home for semi-autonomous individuals, where she was badly treated.

Then one day, during a meeting with a social worker, something clicked. She decided that she wanted to live again, that she'd lived with guilt long enough. She moved into a halfway house and stopped drinking. With the help of counsellors, she worked on her relationships with her family, her emotional stability, and her physical and mental health. Colette now uses her new support tools and works hard to take care of herself.

One of her secrets is that she stays active, participating in self-development activities and workshops, and she doesn't hesitate to ask for help from the YWCA whenever she needs it. She also decided to start volunteering and worked for a time at Robin des Bois, a not-for-profit restaurant that helps its volunteers overcome isolation and solitude.

In addition, she was able to triumph over her cigarette addiction. A heavy smoker, Colette managed to quit smoking and start breathing in life, both literally and figuratively. She says that working on herself has been an internal journey that has transformed her.

The journey has also taken place externally. For the past nine years, Colette has been living in an apartment at the Jardins du Y, one of the YWCA's three affordable housing projects.

Today, Colette Lafrance continues to participate in YWCA workshops, speak with counsellors, and meet other women who, like her, are relearning day by day how to love both themselves and life.

Another great source of joy recently came into her life. She became a grandmother—one more reason to love life!



Mary-Ann Bell

Women of Distinction Awards - Business and Professions Category

Mary-Ann Bell is one of many Women managers whose skill is well established. For 30 years, she worked at Bell Canada and Bell Aliant in leadership roles with increasing responsibilities and in large operational teams at the national level.

At Bell Aliant, she made a significant contribution by helping to establish this company that, even while serving a regional market, was a pioneer in Canada in deploying fibre optic networks directly to people's homes. The telecommunications market has undergone a radical transformation in recent decades, from virtual monopoly to hyper competition, and she was at the heart of this cultural change, demonstrating her inspiring leadership.

She has now taken on other challenges. Having left Bell Aliant last year, she devotes her time to managing companies as a member of the boards of directors for such prominent organizations as Valener, Gaz Métro, Cominar and Nav Canada, where she can employ the experience she has accumulated throughout her career. In addition, she is Chair of the Board of INRS, one of the most successful research universities in Canada. This commitment to the governance of public companies was recently recognized by Les Affaires magazine which, last January, named her the second-most influential and active woman in Quebec.

For Bell, part of her work involves sharing her knowledge by mentoring numerous young women and men. As a popular speaker, she applies the training she received through the International Women's Forum to provide advice and support to women who want to develop their career and increase their professional influence.

As an active member of the Réseau des Femmes d'affaires du Québec (Quebec women's business network), she strives to inspire other women to take on senior management roles. For instance, she took part in the Femmes Leaders (women leaders) conference tour to share her experience and give advice on how to achieve positions on prestigious boards. Her commitment to the advancement of women's leadership is only equalled by her support for research and innovation. An engineer by trade with a master's degree in science, she firmly believes that scientific advances will allow society to develop and grow.

Mary-Ann Bell sets a lasting example for women who want a career in business or other traditionally male-dominated fields.



Martha de Francisco

Women of Distinction Awards - Arts and Culture Category

Martha de Francisco is an artist, but an artist whose work is to make the work of other artists great. Lend us an ear for a moment . . .

This classically-trained pianist, who originated from Colombia but educated in Germany, has dedicated her professional life to becoming one of the world's top sound engineers for classical music. Quite an accomplishment, considering that sound recording is an almost entirely male-dominated industry—only 5% are women.

Even though she has been teaching since 2003 at McGill University, her professional skills make her one of the most sought-after engineers in the world. Famous conductors such as maestro Kent Nagano, organizations like the New York Philharmonic Orchestra and world-class artists such as Anne-Sophie Mutter and Lang Lang have chosen her to record their music. De Francisco has credits on nearly 500 recordings, many of which have won prestigious awards. She is also a member of a select group of 12 audio producers whose recording services are in demand by classical music artists throughout the world. She is the only woman in the group.

De Francisco takes advantage of her international recognition to share her skills—both with her students at the Schulich School of Music at McGill University, notably in the Master of Music in Sound Recording program, and at master classes and lectures that she gives internationally. For the last 10 years, she has visited Mexico and South America each year to promote the vocation. Some young students, including several women, took the program at McGill University and then returned to Ecuador, Colombia and Mexico to teach at their local universities.

Even though she has travelled extensively for her career, de Francisco always encourages her students to follow their hearts and never feel that they need to choose between career and family. She believes that being a woman in a highly male profession where job insecurity is the norm is undeniably difficult. But she is certain that high-level professional skills and an open and engaging personality can make all the difference.

It is no wonder many artists have said that Martha de Francisco has a distinct signature sound. She believes that her unique sound is inherited from a rich musical culture, which she tries, through her teaching and her work, to impart as a legacy that transcends technology.



Line Pagé

Women of Distinction Awards – Communications Category

While the world of news media is often perceived as an open and progressive environment, few women have reached the career pinnacle of being director of information. Line Pagé, who started out as a radio reporter for Radio-Canada, 36 years ago, earned this position through perseverance and skill. She was the second woman to hold this position, which she occupied from 2010 to 2014.

She was among the pioneers that had to prove, through determination and discipline that women's voices had a place in news broadcasting, and not just in social and women's issues that had historically been assigned to them. In addition, the fact that she fought hard to make environmental issues a newsworthy topic during the 1980s, when there was little interest in the subject, deserves special mention.

Passionate about her work, Pagé was at the helm of one of the few shows that looked behind the scenes at journalistic work and how the media functions. *Médias*, a weekly show, aired for three years and inspired many to pursue broadcasting careers.

Technological advancements, the continuous stream of information, integration of the TV and radio newsrooms and multiplatform broadcasting—all of these changes defined her career and shaped the head of information that she became. She made a point of hiring young, versatile female journalists, researchers and directors to provide a high-quality news service with an increasingly tight budget.

She was also able to achieve her vision of diverse public radio by proposing the creation of certain flagship programs of CBC's French-language radio service, such as Montreal's *Le 15-18* with Michel C. Auger and *Pas de midi sans info* hosted by Jacques Beauchamp.

Pagé was also involved in a major change in corporate culture by heading a women's committee at Radio-Canada demanding pay equity. She also participated in the discussions that eventually took place to try to end the disparities of additional remunerations for on-air personnel. The criteria and pay scales established following these negotiations made it possible to reduce the gap between the higher bonuses given to men and the lower ones given to women, often for similar responsibilities. There is still work to be done, but the first step has been taken.

Throughout her career, filled with many responsibilities, Line Pagé has always been a caring, inspiring manager and a true professional of the news media.



Susan Bartlett

Women of Distinction Awards – Education Category

When it comes to chronic disease, it's not the same for everyone. And educating those at risk and those who care for them is essential in reducing the impacts and costs to both society and those who are ill.

This is the basis of Dr. Susan Bartlett's research at McGill University and the cause that she has championed at numerous forums for many years.

Her research has shown that we can take action against the negative consequences of chronic diseases such as asthma, rheumatoid arthritis and obesity, whether by acting on psychological factors or health and lifestyle habits.

To have a significant impact, Dr. Bartlett developed therapies based on the needs of both chronically ill patients and those who take care of them: doctors, social health workers and caregivers. Her people-centred approach has earned her numerous awards and recognition, and has also sparked an interest in these programs that she now shares with her colleagues throughout the world.

Dr. Bartlett is recognized by her peers for her ability to foster teamwork and identify the gaps in health systems that make it difficult to provide the best care to chronically ill patients. Conducting targeted research and finding concrete solutions, which she in turn shares, is the basis of her work as a researcher, doctor and teacher.

Her desire to share her knowledge is clear by her impressive amount of volunteer work. Currently, Dr. Bartlett donates her time to organizing the conference for the International Society for Quality of Life Research (ISOQOL), which will be held in Vancouver this fall; to various workshops discussing the results of applying new methods of care; and to annual meetings of scholarly associations. And if that wasn't enough, she also reviews scientific publications and attends meetings for the National Institute of Health in the United States and the Canadian Arthritis Society, to name but a few.

The dissemination of her research has already had a significant impact on society, but also on her specialized medicine students, of whom 24 out of 25 are women. Dr. Susan Bartlett encourages them to become leaders in their field and acts as an inspiring role model.



Diane Chênevert

Women of Distinction Awards - Social Commitment Category

For many Quebecers who have come to know her in recent years, Diane Chênevert is an example of resiliency—and courage. Nothing could have prepared this communications professional for the challenge that came with the birth of her son Philippe.

Philou, as he is affectionately called, is a child with severe disabilities who requires lots of care and attention. This forced Chênevert to make the decision to take care of him full-time, but also propelled her to provide respite to other parents with children like Philou, which was not provided by public services.

In 2004, four years after her son was born, Diane ended her career and, with her husband, founded the Centre Philou. Twenty-four hours a day, seven days a week, the centre provides care for children aged 0 to 15 for short periods of time. A total of 125 families of children with disabilities use the centre on a regular basis. This allows, among other things, parents to recharge their batteries, take care of their other children, and reduce family stress. The Centre Philou functions as a kind of extension of the family, where the children are cared for according to their particular needs.

Chênevert didn't stop there. In addition to the Centre, she started a summer camp for children who were not accepted into specialized camps because of the severity of their condition. As well, she created two cognitive and physical development programs tailored to children with multiple disabilities. She also helped train 200 young women to learn to connect with the hidden worlds of these children. And all the while, she continued to seek the necessary funding from private donors during a difficult economic climate so that she could carry on with all of her programs.

The people that she helps are mainly mothers who are often the de facto caregivers for children with disabilities; additionally, all of her employees are women. This focus on women adds to the promotion of human solidarity that she stands for and to her support for the exceptional role of being a mother. This makes her a well-appreciated mentor and life coach among both the staff at the Centre Philou and those whom she helps and cares for.

Her past life as a professional communicator has been advantageous when it comes to raising community awareness about the challenges that mothers of children with disabilities face. Lectures and interviews are her tools—a dynamic and persuasive personality, her main asset. For 10 years, Diane Chênevert has fought tirelessly to inform the public of the difficult social and professional realities of the families that she helps and cares for and the importance of not abandoning them.

<http://www.lapresse.ca/vivre/famille/201504/13/01-4860569-recit-un-bebe-dans-un-corps-dado.php>



Anne-Marie Chagnon

Women of Distinction Awards - Entrepreneurship Category

We rarely consider artists and artisans as entrepreneurs and yet it is the perfect way to describe jeweller Anne-Marie Chagnon.

Twenty years ago, this visual arts graduate from UQAM founded a jewellery-making business that now boasts a staff of 40. The Quebec-based company designs, manufactures and produces original pieces of jewellery that are sold in 500 independent shops in a dozen countries, including Japan, Chile and France. Several museums also carry her pieces in their gift shops. Her influence has not gone unnoticed. Last year alone, her name and works appeared in roughly a hundred publications.

Making a living through art and establishing a business aren't easy in the jewellery industry. Artisans' lives are often a struggle, but Anne-Marie Chagnon has shown that you can achieve success if you are determined and believe in your dreams.

After an initial boost from her father, who loaned her \$1,000 to buy the equipment she needed for her first production, one thing led to another. The designer found a way to get her work out there and gain some visibility. Through partnerships, her jewellery has adorned models at fashion shows and can even be found donned by celebrities on the red carpet or on television. And though she enjoyed the business development aspect of creating a product that is in high demand, she understood that you need help if you want to last in this competitive sector. She now has a general manager who takes care of the management side of things, which leaves her more time to create.

Giving back to the community is also in Chagnon's DNA. Over the past several years, she has earned a reputation for her commitment to causes that help women and families. Her contributions range from donating a set of jewellery for targeted fundraising to designing exclusive pieces whose proceeds are donated to charity. In recent years, she has sponsored 75 benefit events and given more than \$100,000 in donations and sponsorships to the causes that she supports.

Without a doubt, Anne-Marie Chagnon has successfully turned her passion into a model of entrepreneurship.



Sheila Watt-Cloutier

Women of Distinction Awards – Environment Category

Sheila Watt-Cloutier is a woman who holds a unique public position in the defense of the environment. Since she completed her education, her life's work has been to defend the right to a healthy environment for northern communities, including her own Inuit community.

Being born in Kuujuaq, Nunavik, in northern Quebec, far from the centres of power, didn't prevent her from making her voice heard loud and clear. After she finished university in the South, she returned to her home where she became the spokesperson for Aboriginal claims for more than 10 years.

Most notably, she worked for the Makivik Corporation, which was established under the James Bay and Northern Quebec Agreement to ensure development in the North by local Aboriginal residents. Her participation was also important at the Inuit Circumpolar Conference, where her work was crucial to the signing of the Stockholm Convention in 2001. This international agreement aims to ban the use of polychlorinated biphenyls (PCBs) in the production of many manufactured products. Studies have shown that the breast milk of Inuit women has been contaminated due to an elevated amount of PCBs in the food chain.

Watt-Cloutier's activism is now aimed at climate change, which threatens the sustainability and way of life of northern communities. The easy access to natural resources that were previously buried under the ice now attracts developers to these rich deposits, causing her, in recent years, to once again turn the focus of her activism to the respect of the rights of Aboriginal Peoples.

Her numerous denunciations have humanized and put an Inuit face on the negative consequences of climate change for isolated populations in northern communities. Today, she continues to raise awareness and voice her criticism, and never misses an opportunity to represent her peers, whose voices have little impact below the Arctic Circle.

Her tenacity has earned her the recognition of the international community as shown by the many awards and honorary doctorates that she has received over the years, as well as a nomination for the 2007 Nobel Peace Prize.

Ever active, Sheila Watt-Cloutier teaches, gives lectures and mentors at the Pierre Elliott Trudeau Foundation. She recently published *The Right to Be Cold*, which she says is not a book about climate change, but rather her own story about how climate change has affected her and her people.



Anne-Sophie Thommeret-Carrière

Women of Distinction Awards - Young Woman of Distinction Category

At the tender age of 25, Anne-Sophie Thommeret-Carrière has a career path and achievements that make you wonder how she manages to balance everything. Of course, this future doctor has the vitality of youth, but also a lot of determination, a sense of social justice and a desire for change.

When she realized what little contact medical students have with the most vulnerable communities, she decided to create INcommunity, an immersion program for medical students that places them among neglected populations so that these future doctors may have a better understanding and eventually take better care of drug users, homeless people, sex workers and offenders. The training program was so successful in responding to a real need that, in 2013, the faculty of medicine at the Université de Montréal decided to add the program to the curriculum of third- and fourth-year students.

Along with this achievement, diving into the reality of patients who often fall through the cracks of the system earned her the recognition of Forces Avenir in 2014 when she won the Personality Par Excellence Award, in honour of the fact that such an initiative provides young doctors with the opportunity to have a more honest and informed look at certain realities.

Passionate about social justice, Thommeret-Carrière is involved in the International Federation of Medical Students' Associations, where she sits on human rights and world health committees. Talking is good, but truly understanding what you're talking about is better, which led her to do internships in vulnerable communities in Vancouver, Peru and Lebanon as well as with the Innu of Pessamit.

Thommeret-Carrière's other interest is politics. Not the politics of our current elected officials, but the Parlement jeunesse du Québec (Quebec Youth Parliament) that she has participated in for the past five years. She became an MP in her first year and Premier in December 2013. For her, the Youth Parliament is a place where you can learn to share ideas and get things done. Sitting on the board of directors, she was, for instance, able to pass a charter of binding environmental practices, even though the board was resistant at first.

By becoming a family doctor, Thommeret-Carrière is determined to contribute to creating a health network that is more in touch with the community and provides better care through genuine access to frontline services.

Advocating for better social programs, better healthcare coverage for immigrants and the opening of supervised injection sites are just some of the projects that Anne-Sophie Thommeret-Carrière intends to devote her time to in order to achieve her ideals of social justice.

Read more here:

http://ici.radio-canada.ca/emissions/desautels_le_dimanche/2013-2014/chronique.asp?idChronique=364146

Text prepared by Josée Thibeault, professional communicator



Cara Tannenbaum

Women of Distinction Awards – Health Category

Dr. Cara Tannenbaum has spent much of her career working to improve the health of women, especially the elderly, by targeting the main health issues of concern to these patients through extensive research.

As a result, she identified three health issues on which she has focused over the past few years: incontinence, memory loss and inappropriate prescribing. And then she took action.

Specifically, she is responsible for establishing incontinence clinics and finding non-surgical ways of treating the issue. She launched a website on the difference between normal memory loss due to aging and memory loss that is problematic. She also developed and tested brochures to raise awareness among the elderly about the inappropriate prescribing of medication, which increases the risk of side effects. It is often the projects that are rooted in reality that have a positive impact on the lives of patients.

In fact, Dr. Tannenbaum believes that when it comes to health, it is important to act on several fronts. For her, research goes hand in hand with the training of healthcare professionals and the dissemination of information. This is what leads to improving the quality of life for people undergoing treatment, especially when they are older.

Her interest in these issues struck a chord at a time when an aging population is a fact to be reckoned with in both medical and hospital settings. Earlier this year, she was appointed Scientific Director of the Institute of Gender and Health of the Canadian Institutes of Health Research. She is one of three women out of 13 chairholders to direct an institute and is one of the youngest.

One question that her research groups are attempting to answer is: why does disease manifest differently in women and how does it affect our response to treatment?

Her commitment to medical research involves concrete ways of helping the community. As such, she received the May-Cohen Gender Equity Award for mentoring young women in medicine. And, in addition to supporting various causes, she believes, as the daughter of immigrants, that 10% of her income should be given to various charities. Female victims of domestic violence, street youth and the Breast Cancer Foundation are among the charities that she has recently supported.

Diseases manifest differently depending on gender and, for Dr. Cara Tannenbaum, the key to a healthier life for everyone is through research on how sex and gender affect treatment.



Brigitte Vachon

Women of Distinction Awards - Science and Technology Category

The fact that the cliché remains a reality—that few women work in the pure sciences such as physics—makes Brigitte Vachon's career and accomplishments even more remarkable.

A tenured professor at the Department of Physics at McGill University, Vachon is only the third woman to hold this title since the department was established in 1890. Her career has been marked by prestigious scholarships, research chairs and international publications.

The honours she has received range from the Canadian Governor General's Academic Gold Medal for her master's thesis to the Lederman Fellowship, which allowed her to complete her post-doctoral work at the Fermi National Accelerator Laboratory near Chicago, Illinois. This honour is bestowed on young researchers who have demonstrated outstanding ability in basic research and a strong interest in sharing knowledge. She also holds the Canada Research Chair in Particle Physics (Tier II).

In 2004, Vachon returned to her alma mater in Montreal. She now teaches at McGill University, where the majority of her 500 students have never had a female physics professor before. For some of her female students, the event is a triggering point.

Basic research can be hard to understand for those that don't work in the field. Professor Vachon chose to study the impact of collisions between the highest-energy particles in the world. To put it simply, the goal of her research is to discover what the world is made of by deepening the knowledge about the interactions and properties of the basic components of matter. Those who follow scientific news will make the connection with the recent discovery of the Higgs boson as Vachon is a member of the international team that conducted this research.

But Vachon is nothing like the stereotypical image of the researcher hidden away in her laboratory. Mother of two, she took a 12-month maternity leave for each of her pregnancies to spend quality time with her young children, despite the demands of a high-level scientific career. As such, she is a model for young women who are concerned about balancing a scientific career with raising a family.

Brigitte Vachon also advocates for more women to consider a career in the sciences. She founded the Canadian Conference for Undergraduate Women in Physics and is a member of the Canadian Association of Physicists' Committee to Encourage Women in Physics. Each year, she gives numerous lectures and workshops to explain the importance of her areas of expertise and to generate interest among young women who are not often drawn to the pure sciences.



Danielle Danault

Women of Distinction Awards - Sports and Wellness Category

Pitching a fitness program that involves training outside, rain or shine, all year round? Nobody believed in it. Except Danielle Danault when she founded Cardio Plein Air in 2000.

The idea came to her following a convention where a Minister of Health asked fitness professionals to find a way to get people moving. She put two ideas together: creating new structured outdoor exercises and providing an opportunity for people who don't like group sports or private gyms to get fit while enjoying nature. The training program is supervised by a professional and dynamic instructor.

When she began, she had about a dozen participants doing exercises in public parks. Today her program, which combines warm ups, weight training, cardio and stretching, boasts 20,000 participants, mostly women, in Quebec and the Maritimes.

The idea was such a hit that the fitness professional became an entrepreneur and developed a network of franchises to meet the growing demand. Cardio Plein Air now has 40 franchises, 37 of which are owned by women. The system is highly flexible because it requires few fixed costs and little equipment, and promotes a healthy work-life balance.

But Danielle Danault isn't stopping there—she has a number of new projects on the go. Over the past few years, Cardio-poussette (a cardio program for moms with strollers) has met the needs of young mothers who want to get back in shape. Often, after taking these classes, women continue with other Cardio Plein Air programs. The company's customer retention rate is 80%, making it the envy of many in the industry.

Danielle now has a new clientele in her sights. At the start of the year, she pitched Cardio-ainés, a program aimed at seniors aged 70 and up, who also want to get active and get some fresh air.

Her contribution to wellness also includes giving lectures about her career path from a dancer and fitness instructor to an entrepreneur and manager. She also talks about her belief that the benefits of physical activity can act as a tool for preventing numerous illnesses. And she continues to provide guidance by mentoring young women who want to become entrepreneurs. Her advice: follow your instinct, have confidence in yourself and surround yourself with good people to support your project and develop your business.