

PURPLE PASSION 4 Alzheimer's Visit Rotary Club of Palm Beach Happy Hour



February 16, 2012

- As guests of Bill Pearl, President of The Rotary Club of Palm Beach, PP4Alz attended the club's Happy Hour Meet and Greet at The Breakers Hotel – Tapestry Room in Palm Beach, Florida. This was an excellent opportunity for Cynthia and Joe to network with local business and charity leaders, as well as to spread our mission of raising awareness and funds for the fight against Alzheimer's.



Becky and Retired Senator Frank Deem made us feel welcomed immediately, as Cynthia updated her on our organization's latest news. We shared stories of our recent visit to Chelsea Meadows at Chatsworth of PGA National. As a retired elementary school teacher, Becky was particularly interested in Cynthia's recent visit to Bright Futures Academy's Ms. Crawford's Kindergarten class, where Cynthia read to the children for Valentine's Day.

Other attendees who we met were also exposed to our organization and how we attempt to raise awareness and funds. As is usual when we are talking about Alzheimer's, we learned about caregivers and their personal struggles with the disease. One lovely woman, Cecilia, became choked up as she was discussing the issue with Cynthia and Joe.

In another example of the "Power of the Sash," Cynthia was approached by a group of men who were also at the hotel on business. We are always amazed at how approachable Cynthia is when she is wearing her sash, as people who would normally be too shy or polite to approach a stranger feel compelled to meet, speak with, or have their picture taken with Mrs. Palm Beach America 2012.

Under normal circumstances, these gentlemen would not have approached her, especially with Joe right next to her. However, the sash provides an ice-breaker and gives people the opportunity to approach her. Joe takes it in stride as he understands the value of having Cynthia speak on behalf of the organization.



Understanding the power of the sash, and the responsibility that comes with it and her title, Cynthia always takes the opportunity to tell her suitors who she is and why she is passionate about her cause. As a spokesperson for PURPLE PASSION 4 Alzheimer's, this is a powerful way to spread our message.



The night ended with Joe and Cynthia participating in a video recap of the evening. Joe introduced himself, Cynthia, and PP4Alz before Cynthia spoke of the lovely evening and the wonderful venue. Bill indicated that the video will be used for future Rotary purposes; he promised to send us a copy to share with our readers and supporters.

Rotary is an organization of business and professional leaders united worldwide who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

Rotary club membership represents a cross-section of the community's business and professional men and women. The world's Rotary clubs meet weekly and are nonpolitical, nonreligious, and open to all cultures, races, and creeds.



Rotary membership provides the opportunity to: Become connected to your community. Work with others in addressing community needs. Interact with other professionals in your community; assist with RI's international humanitarian service efforts. Establish contacts with an international network of professionals. Develop leadership skills. Involve family in promoting service efforts.

Thank you Bill Pearl for the invitation and the lovely evening.

To learn more about The Rotary Club of Palm Beach, visit:
<http://www.palmbeachrotary.org/>.

Remember that you can follow Cynthia's [Mrs. Palm Beach America 2012 Facebook Page](https://www.facebook.com/pages/Mrs-Palm-Beach-America-2012/146944275418213):
<https://www.facebook.com/pages/Mrs-Palm-Beach-America-2012/146944275418213>.

Thank you for your continued support.

To learn more about us or to make a donation,
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