



*Brave Women Project
Second Annual
Pillar Awards*

presented by

Vitalant

Friday, November 15, 2024
Sheraton Station Square
Pittsburgh, Pennsylvania





Mission

Brave Women Project's mission is to create a space for professional women to move into brave action. This comes from our community of women as we experience the power of unparalleled encouragement. Through peer-to-peer education and constant evolution, we engage and uplift women who identify areas in their lives where bravery is needed. By fostering confidence, resilience, and mutual support, we empower women to take bold steps toward their personal and professional growth, knowing they have the strength of an inspiring community behind them.

Vision

Brave Women Project exists to develop opportunities for women of diverse backgrounds to move into brave action through conscious choice and intentionality within our spheres of influence. We use the 5 Es for Life – Educate, Empower, Encourage, Engage, and Evolve – as a guide for women to promote equity through developing in four core areas: Relationships, Professionalism, Impact, and Wellness.

Motto

“Do one brave thing every day.”
with the 5 Es for Life:

Educate, Empower, Encourage, Engage, and Evolve

Share your photos! Use these hashtags with your social media posts!
#BWP #BraveWomenProject #BraveryInAction



*Brave Women Project
Second Annual Pillar Awards*

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Friday, November 15, 2024
Sheraton Station Square
300 W. Station Square Dr., Pittsburgh, PA 15219

Invitation-Only Pre Reception

presented by **Fort Pitt Capital**

Admiral Room | 9:30 am - 11:00 am
light refreshments | networking | photographs

Awards Luncheon

Ballroom | 11:00 am - 2:00 pm

11:00 - registration | networking | photographs

11:40 - welcome

11:45 - lunch

12:30 - Educate, Empower, Encourage, Engage, and Evolve
nominee and honoree recognition, acceptances, and photos
Bravery in Action Overall Pillar Awardee announced

2:00 - event concludes

Share your photos! Use these hashtags with your social media posts!
#BWP #BraveWomenProject #BraveryInAction

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CAPITAL GROUP

**Fort Pitt Capital congratulates all the
Brave Women Project Pillar Awards
nominees and honorees for their outstanding
achievements and dedication
to empowering women.**

**We are proud to celebrate your leadership
and the impact you are making
in your communities!**

Fort Pitt Capital has more than 25 years of experience providing financial services in Pittsburgh and beyond. Since the beginning, we've prioritized acting in our clients' best interests and honoring our fiduciary responsibility. Exceptional client service, transparency, and passion for helping others are the core of what we do. We proudly offer our research-backed services to individuals and businesses alike.

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Brave Women Project (BWP) Pillar Awards

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Miranda Safran

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To the Selection Committee

Brave Women Project extends our heartfelt thanks for your dedication and invaluable contributions as judges for this year's BWP Pillar Awards. The task was not easy, with so many deserving nominees, and your expertise and thoughtful evaluations were crucial to the success of this event.

Your discernment and commitment not only elevate the prestige of these awards but also provide a platform to celebrate the excellence and achievements of women across the region. We recognize the time and effort you invested, and we want you to know how deeply we appreciate your hard work and support.

Thank you for being an essential part of this process!

~ The Board

Share your photos! Use these hashtags with your social media posts!
#BWP #BraveWomenProject #BraveryInAction

New for 2025!



Bravery in Business

Join us to build a stronger, more connected community that continues to grow and empower women to take brave, intentional action in their personal and professional lives.

The **Bravery in Business** Learning Cohort is a continuous and formal learning environment, running for six consecutive weeks, providing tangible tools and mentors for women who desire more for themselves as they navigate the contemporary workforce.

Delivered in person, in partnership with our network of qualified members, the topics include:

Leadership Style:
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Owning Your Professional Journey

Taking Care of Business - Staying Healthy, Whole, and Happy

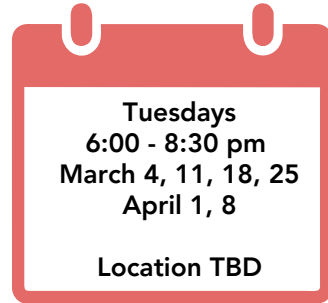
Connect with Impact: Effective Interpersonal Skills to Engage Others

Brave Enough to Say "Yes":
Goal Setting and Planning with Boundaries

Strategic Communications:
Visibility and Presence

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Igniting Her Mission Granted



Who is this for?

Women who are:

- Emerging Leaders
- First Generation College Graduates
- Returning to the Workforce
- Discovering New Passions
- Changing Course
- In Need of Encouragement



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Visit bwp.life for more information.

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and is happy to acknowledge the
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every day.*



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EDUCATE SPONSOR

CONGRATULATIONS

To all of the 2024 BWP Pillar Award Winners!

You deserve to be recognized for your outstanding accomplishments.
Continue to share your valuable skills and knowledge.

- Lisa Krall, CFP®

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Educate - The Teacher

She excels in formal or informal instruction to build the portfolios of knowledge and experience for others. The Educate award winner is always willing to share her skills and experience to better those around her. Her love for learning and expanding her knowledge is apparent because she continually educates others and fills their cup with practical, actionable information that will help them in their career and personal life.

Nominees

Abby S. Bolton

Jenna Bosi

Beth Caldwell

Bethanie DeLuca

Dr. Lindsay Pfister

Leigh Solomon Pugliano

Melanie Rutan

Beth Caldwell



Educate - The Teacher

Brave Women Project proudly recognizes Beth Caldwell, Executive Director, Pittsburgh Professional Women, as the recipient of the 2024 EDUCATE Pillar Award.

Beth's dedication to educating and uplifting others is demonstrated most notably in her efforts over the past 20 years to help women access affordable business training through more than 200 workshops, conferences, teleseminars, and webinars with thousands of participants nationwide.

She was recognized in 2012 as one of the Top 20 Most Influential Women on LinkedIn for her online group, Pittsburgh Professional Women, which has grown into one of the premier leadership, empowerment, and business education resources for women in Pennsylvania. PPW also uniquely includes workshops that cover mother/daughter/granddaughter topics, along with emerging leader and mentorship programs for young women.

In 2020, Mayor Bill Peduto and the City of Pittsburgh officially recognized October 16th as Pittsburgh Professional Women Day, honoring Beth for her dedication to supporting businesses in Western Pennsylvania. This recognition highlighted her efforts in providing business training through the PPW online learning center, which was made publicly accessible during the global pandemic.

In 2021 Beth was placed in the Best of Pittsburgh Business Hall of Fame, having won the Best of Pittsburgh Award for six consecutive years in the category of Leadership Development for Women.

Beth rises with bravery, emerging from the depths of domestic violence and single motherhood to become one of Pittsburgh's most influential leaders, a 13-time author, a national speaker and a kind and generous woman who has dedicated her life to creating women leaders!



Empower - The Advocate

She excels in building other women's confidence. The Empower award winner continually shows her friends their value and helps them achieve greatness. She is the woman who makes you feel you can accomplish great things. She knows how to open opportunities and delegate properly. She guides people to carry out their roles, showing them they have the power to control their own lives. She ensures you feel capable and confident.

Nominees

Dr. Rachel Book

Cat Bruno

Adrianna Deithorn

Elizabeth Echevarria

Tarasa Hurley

Kristy Knichel

Dr. Melissa McCauley

Liz Mims

Miranda Safran

Miranda Safran

Empower - The Advocate



To empower women, she gives her time and passion to the next generation. The 2024 Honoree for the Pillar Award EMPOWER is Miranda Safran, Supervisor, Louis Plung & Company.

Miranda's focus on community started in grade school as a Girl Scout volunteering on service projects. As a young adult, Miranda took a leadership role in the Golden Triangle Performance ensemble with members ages 5 and up, and went on to dedicate volunteer time to the East Allegheny High School Marching Band, developing routines and preparing the students for competition. In addition to contributing to the community and the school district, this has allowed Miranda to mentor over 50 girls.

Specifically looking for ways to build confidence in young women, Miranda's most recent involvement in giving back to the community is volunteering for Little Bellas, a national organization that provides mentoring for girls ages 7-13 through the sport of mountain biking, helping young women realize their potential through cycling.

Earning an unusual level of responsibility early in her career, Miranda is a member of remarkable professional committees and initiatives, focused on helping women in accounting and ways to improve her firm's knowledge base and service to clients. She has been one of the key members of the Louis Plung Social Committee, a group that plans and coordinates events and activities to boost office morale, teamwork, and work-life balance, while supporting and helping charities within the community.

EMPOWER SPONSOR

Congratulations to all the brave women nominees and awardees, and also to the women who serve behind the scenes doing thankless jobs at home and in the workplace. As a woman who stepped out in faith to lead a business in a sector of mostly men, I commend you all for showing up daily and constantly, doing brave things to shatter ceilings and inspire other women and girls.

**~Holly Turkovic, President
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Encourage - The Cheerleader

She excels in guiding other women and supporting their endeavors. The Encourage award winner is the woman who is always raising up other females and making their efforts known. She's the woman who pushes other women to go above and beyond their comfort zone and asks, "Why not you?" She listens and acknowledges your fears and celebrates your successes. She doesn't just talk the talk - she walks the walk - pulling her friends around the toughest turns.

Nominees

Sandy Diaz Haley

Julie Hooks

Erica McIlroy

Kelly Moore

Nicole Reihl

Kate Speer

Dr. Darla Timbo

Kelly Moore

Encourage - The Cheerleader



Kelly Moore, Business and Community Development Officer of cfsbank, shows up in the community in big ways, making cfsbank synonymous with community and commitment, and earning her the ENCOURAGE Pillar Award.

Kelly loves her work, her bank, and her community. She makes sure she helps everyone she encounters in some way. It is because of Kelly that the immigrant and refugee population in Charleroi now has a trained banking professional who is from their community and able to provide translation and interpretation services.

Kelly is the creator and the heart of W.I.L. (Women in Leadership). In the past 6 months alone she has brought together over 250 women from various life journeys, backgrounds and experiences in one room to celebrate, uplift, educate, encourage and strengthen one another.

She has been a tireless advocate for Dress for Success Pittsburgh, creating community engagement, support and interest consistently wherever she goes.

Kelly's true bravery is in uplifting other women; rather than focus her energy and attention on her own insecurities and fears, she focuses all of herself on building up other women, professionally and personally. Reaching out to women regularly, whether to remind them of their talent, strength or beauty, she gives them the confidence to stand tall and go for it. She is known and loved by so many women and that is because she genuinely wants to know and love them. Everyone needs a Kelly Moore!



Engage - The Professional Matchmaker

She excels in bringing people together for greater good.

The Engage award winner understands the meaning of strong relationships and connecting people for a mutually beneficial outcome. She is a networking guru; she knows half the room and sets out to meet the other half at every event. She's your "wing woman" - inviting you to events and connecting you with the people who will give you opportunities for growth.

Nominees

Kate Bays

Bethanie DeLuca

Jennifer DiLucia

Kelly Fetick

Diana Froats

Lynzy Grover

Michele McGough

Carrie Nolan-Robson

Samantha Petrick

Rachel Winner

Samantha Petrick

Engage - The Professional Matchmaker



As a Registered Nurse for more than 15 years, Samantha Petrick, the recipient of the ENGAGE Pillar Award, advocates for communities all over Western Pennsylvania.

Samantha Petrick, Nurse Case Manager for UPMC for You, started her mental health nursing career working at Western Psychiatric Hospital (WPIC) as a registered nurse and charge nurse. She trained new staff and worked with patients from the age of 2 through the elderly who had intellectual disabilities, autism, and/or were aggressive or self-injuring. She went on to work with mental health patients in the community as a home health case manager, and currently advocates for Medicaid members. Sam advocates for others every chance she gets.

A relationship builder, she partners with people, ensuring they have what they need and connecting them to the best outcome. Seeing everyone at the same level and that we all should be treated as equals, Sam recognizes that just one person offering kindness can make a difference. She doesn't just talk the talk; she does the work. Sam further exemplifies her commitment to helping others and uniting people for the greater good through her volunteer efforts, including expanding drives for feminine hygiene products and winter coats in the community.

She instills in her children her mindset of not leaving anyone behind and engaging everyone to make a difference. They are also active in their community and across the county, helping to collect and distribute health items, coats, and books.

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Congrats

2024 PILLAR AWARD WINNERS

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brave women who make
a positive impact on our
communities.

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Evolve - The Changemaker

She excels in her own growth. She's self-aware and socially minded. Simply said, the Evolve award winner has grown leaps and bounds in the past few years – on a personal level, professional level, or both. This woman has reinvented herself or developed exponentially. She's the one who concentrates on making herself better to have a greater impact on those around her. She understands that being her very best is how she makes those around her their very best.

Nominees

Maria Allshouse

Danielle Maurer

Jenna Bosi

Ariel Meadows

Morgan Cable

Ginny Rothschild Reisinger

Adrianna Deithorn

Heidi Sadecky

Marissa Escajeda

Leigh Solomon Pugliano

Jen Hyde

Ellie Tourney

Markeya Lowry

Holly Turkovic

Kim Zapf-Beatty

Adrianna Deithorn

Evolve - The Changemaker



This year's honoree for the EVOLVE Pillar Award is Adrianna Deithorn, Founder & President of Wish, Hope, Dreams, orchestrator of luxury weddings and special events.

Adrianna demonstrates what it means to bravely improve the experience for everyone around her, from her close friends to her clients and team of consultants. She not only excels in her career but also in her ability to inspire and lead others to evolve alongside her.

As a changemaker, fighter, advocator, and survivor, she approaches every situation with a level-headedness and grace that is nothing short of extraordinary. Adrianna's extraordinary ability to remain calm, composed and compassionate in situations that would overwhelm most people is truly one of her defining qualities. In her line of work, where emotions can run high and unexpected challenges are a constant, Adrianna is the steady hand that guides everyone through.

Adrianna's own journey is a testament to the power of resilience and the importance of continuous growth. Adrianna used her illness as a catalyst for change, both in her life and in the lives of those she touched. She uses her self-awareness to continually push herself to evolve, always striving to be the best version of herself. Adrianna's social mindedness is equally as amazing; she is deeply committed to the growth and well-being of those around her.

Through every challenge, she has remained a beacon of strength and inspiration, embodying the EVOLVE pillar in every sense of the word.



*Do one brave thing
every day.*



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Educate | Empower | Encourage | Engage | Evolve

Join us!



bwp.life



The 2024 Overall
Bravery in Action
Pillar Award
goes to...

Congratulations!

Visit bwp.life after today's awards
to read the bio on the
2024 Bravery in Action Winner.

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Wish, Hope, Dreams proudly congratulates all the nominees. Your dedication to empowering women and transforming dreams into realities is truly inspiring, and we are honored to support this incredible initiative. Together, we are building a brighter future where women lead with strength, courage, and hope.

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WE'LL ALWAYS
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TO WHAT SHE'LL
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Today, we recognize that women are shaping the future. As a research institute dedicated to changing the way the world treats women, we celebrate all the ways women are making their influence felt at home, in the workplace, in our communities, and across the globe. When she's at her best, so are we.

Congratulations to the
2nd Annual Brave Women
Project Pillar Award winners



MageeWomens.org

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**Supporting all
Brave Women!**

**We believe bold ideas and brave actions create a
masterpiece—just like the inspiring women
honored at the Pillar Awards.**



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*Good luck to Danielle Maurer, Kelly
Moore and Jennifer Hyde on their
Pillar Nominations!*

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**Decorating Details proudly congratulates
the nominees, honorees, and the
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on their 2nd Annual Pillar Awards!**

**We celebrate your courage, strength, and
unwavering commitment to making a
difference. Here's to the incredible women
leading the way—today and every day!**

**Renee DeMichiei Farrow,
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proudly congratulates the inspiring nominees
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Brave Women Project is a 501(c)(3) nonprofit organization.

Our organization is dedicated to fostering a supportive environment where women can bravely thrive in their professionalism, relationships, impact, and well-being. To maintain a space that prioritizes personal and professional growth without the pressures of sales or marketing, we have determined that network marketing or multi-level marketing (MLM) is incompatible with our membership and associations.

While we recognize and celebrate the success of network marketing, our focus is on allowing our members to fully engage and connect without the added layer of sales dynamics. Thank you for respecting this reasoned choice in how we operate.



About BWP

Women coming together and doing hard things has long been the bedrock of civilization. At various times in our lives, we need to be brave enough to lean on a community of encouragers as we face scary things. As the founder of the Brave Women Project, Holly McIlwain shifted her focus from doing one scary thing every day to having the courage to do one brave thing every day instead. She expanded her reach through this shift.

Holly's vision is to create a community for even more women to join our journey toward radical bravery. A space for continuous growth, and an ongoing evolution of ideas and shared successes. A space for education and process improvement. A space for encouragement through struggle and sorrow. A space that allows WOMEN to gather.

Our Brave Women Project was born through 9 months of labor and bravery. We've gathered some brave women together, through perseverance and tears, to build the foundation for this Project into a tangible offering for more women to move into brave action and Do Brave Things. Our community focuses our journey leaning into the 5 Es for Life: Educate, Empower, Encourage, Engage, and Evolve.

Something is happening. Our Brave Women Project is taking shape. As a powerful network of professional women supporting each other, existing in kindness, generosity, and encouragement. We are building a community of women making moments count and where everything matters. We are creating our Brave Women Project and inviting you into this space.

A village of brave women are gathering; in it for each other and ready to open a door and have a seat at the table; we are for the women looking for their strong, brave community.

Brave Women Project exists to develop opportunities for women of diverse backgrounds to move into brave action through conscious choice and intentionality within our spheres of influence. We use the 5 Es for Life - Educate, Empower, Encourage, Engage, and Evolve - as a guide for women to promote equity through developing in four core areas: relationships, professional, impact, and wellness.

The ability to move into brave action comes from our community of women as we experience the power of unparalleled encouragement. Through peer-to-peer education and constant evolution, we engage women as they identify areas in their lives where bravery is needed.

The support from our community, friends, and family has given BWP the opportunity to grow. We would love for you to join the movement too. If you're interested in becoming a member or a corporate sponsor, please contact us!

In Loving Memory



In loving memory of Mj Callaway, whose legacy of strength, bravery, and inspiration continues to touch countless lives. As a consultant, author, motivational speaker, and Corporate Results Catalyst, Mj's work empowered so many to break barriers and achieve their highest potential. Her brilliance as a Certified Sales Professional was matched only by her passion for helping others thrive.

Mj was more than her professional titles—she was a devoted mother, grandmother, and friend, and her love for all things purple symbolized the vibrant spirit she carried through life. Though she is no longer with us, her courage, kindness, and unwavering bravery live on in the hearts of all who were blessed to know her. We honor Mj Callaway today and always, as a Brave Woman whose impact will never fade.

"Every day we could bounce one level higher to where we want to be. We can make the right investment in who we envision as our future selves to get to that place or position we want. Remember, you can do it. You can create small "wins" every day to reach your goals, grow your company, or keep your business afloat. Be fearless by making an intentional choice to control what you can control. Wherever you are today, these strategies will help you become fearless in your decisions and **BOUNCE-UP™** higher and stronger than you were before."

Taken from Mj's chapter
"**Bounce-Up Fearless: When Everything Goes Wrong**"
in the book *Twenty Won*.



Join us in honoring the memory of Mj by supporting Pittsburgh's Young Women's Breast Cancer Awareness (YWBCA) initiative. Your contribution, no matter the size, will make a difference in the lives of young women facing the challenges of breast cancer. Together, we can carry forward Mj's legacy of bravery.

Join BWP's
virtual
blood drive
today!



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BWP is a 501(c)(3) nonprofit organization.
Terms and Conditions:
Members agree to confidentiality, no solicitation,
and respectful dialogue.

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#BWP #BraveWomenProject #BraveryInAction