



Boston Women Communicators

invites you to

New Year – New Crisis

With Solomon McCown & company

Thursday, 21 January 2016



About BWC

- Working to ensure equal opportunities within the communications industry
- Encouraging professional development & recognizing the achievements of outstanding women communicators
- Don't forget your business card for our door prize drawing.
- And please bring toiletries for *Hale House Rosie's Place & The Women's Lunch Place*.

We are out of stock. Soap, shampoo - anything nice - is really needed.

"Bringing Order and Sanity to a Climate of Fear and Violence: Lessons Learned from the Planned Parenthood Shootings"

Last month, a Colorado Springs Planned Parenthood was targeted by an anti-abortion gunman whose rampage left three dead and nine wounded. Twenty-one years ago, long-time **BWC** members **Helene Solomon** and **Ashley McCown** worked with the Planned Parenthood League of Massachusetts in the aftermath of the tragic attack at its Brookline clinic to manage the media maelstrom and protect the organization.

What has changed and what remains the same in the 20 years that separate these two attacks? What are the challenges for Planned Parenthood in getting its message out and not being labeled as just an "abortion clinic"?

Join Helene and Ashley for a lively discussion in which they will share their perspectives along with best practices honed from that experience.

Helene Solomon is CEO and Ashley McCown is President of Solomon McCown & company, a strategic communications firm based in Boston with an office New York.

- Date:** Thursday, 21 January 2016 / 6:00 pm to 9:00 pm
Location: The College Club of Boston, 44 Commonwealth Avenue, 617.536.9510 between Arlington and Berkeley, www.thecollegeclubofboston.com
Transportation: **T:** Green line, Arlington station. Orange line, Back Bay station
Parking: Boston Common Garage, 617.954.2098, www.mccahome.com. Bring your receipt and buy a discounted ticket for \$10 at The College Club.
- Program:**
6:00 - 6:30 pm Reception
6:30 - 7:00 pm Buffet dinner created by *Chef Remy*
7:00 - 7:30 pm Introductions/Business Meeting/Door Prizes
7:30 - 8:30 pm Presentation of Speakers
8:30 - 9:00 pm Networking/Meet speakers
- Reservations:** Reserve through our website, www.bostonwomencommunicators.com
Or mail your check with form below. Preference to **BWC** members; seating limited
- Tickets:** \$50 - Members • \$60 - all others. (Walk-in surcharge: \$10)

Please bring toiletries/cosmetics for Rosie's Place, Hale House, The Women's Lunch Place





Fill out and return this form
with your payment,
or register online through:
bostonwomenscommunicators.com

Enclosed is my check, payable to **Boston Women Communicators**, for the **21 January 2016** event.

Mail to: Boston Women Communicators, Back Bay Station, Box 170424, Boston, MA 02117

I am a **BWC** Member: \$50 I am not yet a Member: \$60 (Walk-in surcharge: \$10) *Canceled check is your receipt.*

- ◆ Make your reservation ASAP. Preference is given to **BWC** members.
- ◆ After January 16th, call 617.723.5642 for information on ticket availability.
- ◆ Please bring copies of your publication, your resume and business cards for our exchange table.

Name _____ Telephone _____

Company _____ Title _____

Address _____ City _____ State _____ Zip _____

Email _____

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