



FOR IMMEDIATE RELEASE

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LANSING – The Lansing/East Lansing (MI) Chapter of The Links, Incorporated will host its **7th Annual White Rose Gala** on Friday, April 14th, from 5:30 p.m. to 7:30 p.m. at the University Club of Michigan State University.

During a strolling reception, the Links will present the Young Professional Leadership and Organizational Leadership ATHENA Awards and will highlight the chapter's ongoing community service efforts. This distinguished event provides the community with an opportunity to network with leaders from the business, legal, health and education sectors.

Facilitation of the evening's program will include entertainment by the smooth sounds of Lansing's own T.O.D. Jazz Quartet Band.

"Women leaders and organizations in support of a woman's ability to reach her full potential, have and continue to shape the evolutionary balance of our society through innovative thought, inspiration, and empowerment efforts. Our chapter recognizes the insurmountable value-added to societies by women and are excited to present the ATHENA Awards to those who exemplify such characteristics," said Deana M. Newman, President of the Lansing/East Lansing (MI) Links.

Whitney Anderson-Harrell, Vice President of Sales & Financial Education, Michigan State University Federal Credit Union, will receive the 2017 Young Professional Leadership Award. *"It's humbling to be recognized for this award and all it represents. This recognition would not be possible without the support of a wonderful team of employees and the Credit Union. By providing financial resources and hands-on education, we are creating a community where people are proud to live and work and have the skills and resources needed to achieve their goals and dreams."*

Güd Marketing will receive the Organizational Leadership Award. *"On behalf of our entire team, it's an honor to receive the ATHENA award for organizational leadership,"* said Deb Horak, who, along with Lisa Crumley, is co-owner of Güd Marketing, a Lansing-based full-service marketing and public relations firm founded in 1978. *"As a woman-owned business, we recognize the importance of helping empower more women to advance in their careers and break through historical barriers that have impeded their success and professional development."*

Guest presenters of the ATHENA Awards during the White Rose Gala include a 2015 ATHENA Award recipient, Sarah Jennings, CPA, CFE, principal at Maner Costerisan Certified Public Accountants; and a 2005 ATHENA Award recipient and fellow chapter member Paula Cunningham, AARP Michigan State Director.

Sponsorships remain available at various levels and tickets are available for purchase for \$50. For more information, contact any member of the Lansing/East Lansing Links or access the organization's website: www.lansingeastlansinglinksinc.org.

Young Professional Leadership Award

ATHENA Young Professional Leadership Awards are presented to emerging women leaders, 40 years of age or younger, who demonstrate excellence, creativity and initiative in her business or profession and provides valuable service to improve the quality of life for others in her community. Award recipients must clearly serve as role models for young women both personally and professionally.

Organizational Leadership Award

ATHENA Organizational Leadership recipients are presented to a business or organization, which creates an organizational culture that encourages women employees to achieve their full leadership potential. Organizational Leadership recipients give back to the larger community of women and girls by providing and/or supporting leadership development opportunities and initiatives.

ATHENA Award

The ATHENA Award was first presented in 1982 in Lansing, Michigan and has grown to include presentations to more than 5,000 individuals in hundreds of cities in the United States as well as in Canada, China, Russia and the United Kingdom. The Lansing/East Lansing Links believe in the values underlying ATHENA International's philosophy of incorporating the talent and expertise of women into the leadership of our businesses, our communities and our government. The spirit of the ATHENA Award® Program is captured in a quotation from Plato, "What is honored in a country will be cultivated there." By honoring exceptional leaders, others will be encouraged to excel.

Lansing/East Lansing Links, Incorporated

The Links, Incorporated is an international, not-for-profit corporation, established in 1946. It is one of the nation's oldest and largest volunteer service organizations of extraordinary women who are committed to enriching, sustaining and ensuring the culture and economic survival of their community. Sixteen accomplished professionals and community leaders chartered the Lansing/East Lansing chapter of The Links on October 28, 1972. Members of The Links, Incorporated are influential decision makers and opinion leaders, having attracted many distinguished women who are individual achievers and have made a difference in their communities and the world. Links are business and civic leaders, role models, mentors, activists and volunteers who work toward a common vision by engaging like-minded organizations and individuals for partnership.