



## MEDIA ADVISORY

For immediate release: Monday, April 28, 2008.

### **Family Dynamics in – and out – of the Boardroom**

#### **A presentation on handling family dynamics in a corporate environment ...and still talking to each other!**

A dynamic mother-daughter team will be featured at “A Family Affair-Tribute to Moms”, the next *momcafé* event on Friday, May 2 at the Rocky Mountain Flatbread Company, Vancouver.

Each has a significant daily impact in the Vancouver business community, and each has her own story to tell about how to succeed with both the benefits – and challenges – that family life present:

**Virginia Greene, President and CEO, BC Business Council** has been a major force in both the private and public sectors for many years. As founder and CEO of Go Direct, one of BC’s most successful advertising agencies, she built a multi million dollar company from the ground up, while still taking a significant role on many not-for-profit boards and community projects, and raising her family.

**Justine Greene, Director Operations, InspireHealth** worked in her mother’s business rising to General Manager, overseeing more than 40 creative, sales and administrative personnel, and managing many high profile accounts. Now mother of three children herself, Justine balances a busy role in Canada’s leading integrated cancer care centre, InspireHealth, with an active family life, while also preparing to run the 2008 marathon.

*momcafé* is an organization that provides support and resources for professional moms in the form of monthly meetings and quarterly seminars. On-site child care is available and partial proceeds of this meeting will be donated to BC Women’s Hospital & Health Centre Foundation.

**What:** momcafé Presentation – “A Family Affair-Tribute to Moms”,

**Who:** Virginia Greene & Justine Greene

**When:** Presentation 10:00AM, Friday, May 2, 2008

**Where:** Rocky Mountain Flatbread Company  
1876 West 1<sup>st</sup> Avenue, Vancouver

Both speakers and a momcafé director will be available for interviews following the event.

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