



American Heart Association.



Welcome to the
**2025 New Orleans
Go Red for Women
Luncheon**

Go Red for Women is nationally sponsored by



Go Red for Women is locally sponsored by





American
Heart
Association.

American Heart Association.

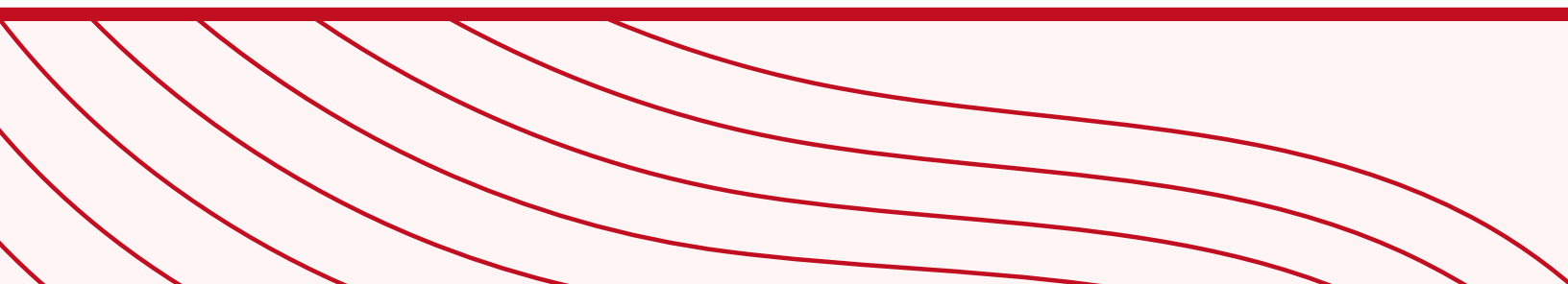


OUR MISSION

The American Heart Association is on a mission to be a relentless force for a world of longer, healthier lives.

OUR GOAL

Building on over 100 years of trusted leadership in cardiovascular and brain health, by 2028 the AHA will drive breakthroughs and implement proven solutions in science, policy and care for healthier people and communities. The greatest discoveries in health must reach people where they are.



FROM THE CHAIR



Dear Friend of Heart,

Welcome to the 2025 New Orleans Go Red for Women Luncheon. This event is close to my heart, inspired by my father's heart attack during my high school years, which fueled my passion for heart health advocacy.

The Go Red for Women campaign raises crucial awareness about women's heart health. Over the past three years, my work with the American Heart Association (AHA) has been enlightening. I look forward to seeing the impact of our collective efforts this year.

Our campaign's success depends on the generous support from people like you. Thank you for your contributions, especially Entergy, for their long-standing commitment. I also want to commend the dedicated AHA staff.

Together, we are paving the way to a healthier future. Thank you for being part of this journey.

Warm regards,



Deanna Rodriguez
President & CEO
Entergy

FROM THE HEART



Dear Friend of Heart,

With profound gratitude and heartfelt thanks, welcome to the New Orleans Go Red for Women Luncheon. Today, we come together to celebrate a remarkable year of hard work while reflecting, honoring and celebrating the progress made through the determination, dedication and passion of all who support our mission.

This event holds deep significance, as the American Heart Association has been at the forefront of the fight for longer, healthier lives for over 100 years. Alongside you, our cherished family of volunteers, donors, and advocates, we have driven breakthroughs in science, policy, and care. Together, we continue to advance health and transform lives every day.

Today, we celebrate our shared dedication to saving and improving lives within this community over the past year. I extend my deepest thanks to you for your presence and for your steadfast, generous support of our community. Congratulations on a remarkable year. With anticipation, I look forward to countless achievements as we enter our second century of transformative impact.

Enjoy the celebration!

Gratefully yours,



Jeremy Beauchamp
Executive Vice President
American Heart Association, Southeast



OUR AGENDA

10:00 a.m. – Registration & Silent Auction

11:45 a.m. – Lunch & Program

12:00 p.m. – Auction Closes

12:15 p.m. – Survivor Story & Open Your Heart

12:45 p.m. – Fashion Show

OUR MENU

Baby Kale Salad

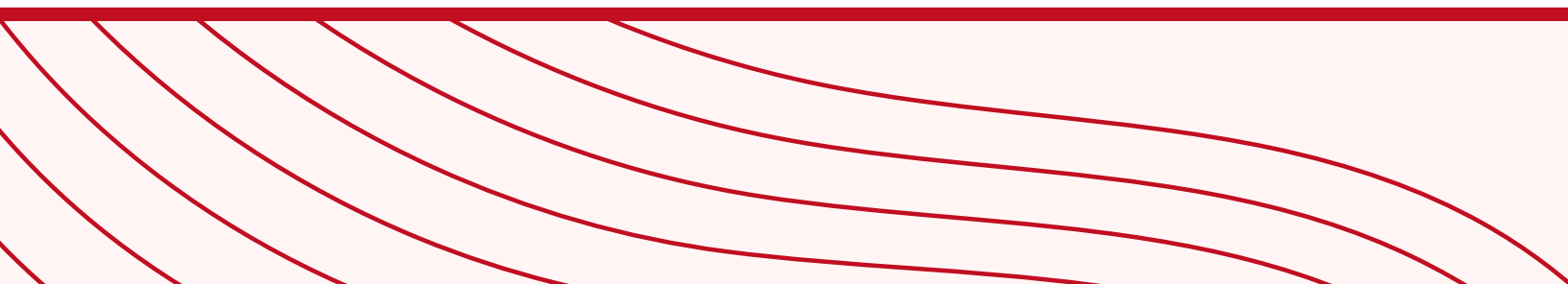
Spinach, Aged Sharp Cheddar, Green Apple, Cornbread
Crouton, & Vidalia Onion Vinaigrette

Herb Marinated Redfish

Butternut Squash Succotash, Corn Fava Beans, Scallions, &
Cream Lemon Butter Sauce

Passionfruit Cheesecake Tart

Toasted Meringue & Chocolate Hand Painted Heart



OUR SPONSORS

A special thank you to our
Go Red for Women Luncheon supporters

Go Red for Women is Nationally sponsored by:



Presenting Sponsor



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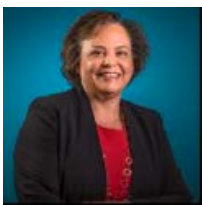


NEW ORLEANS BOARD OF DIRECTORS



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Alyana (Aly) Samai



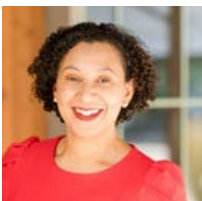
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American Heart Association®

Cor Vitae Society

Cor Vitae, Latin for heart of life, is the American Heart Association's annual giving society of individuals whose generous commitments are helping to change and save lives.

**MANY THANKS TO THE NEW ORLEANS
COR VITAE SOCIETY MEMBERS.**

Boysie & Joy Bollinger

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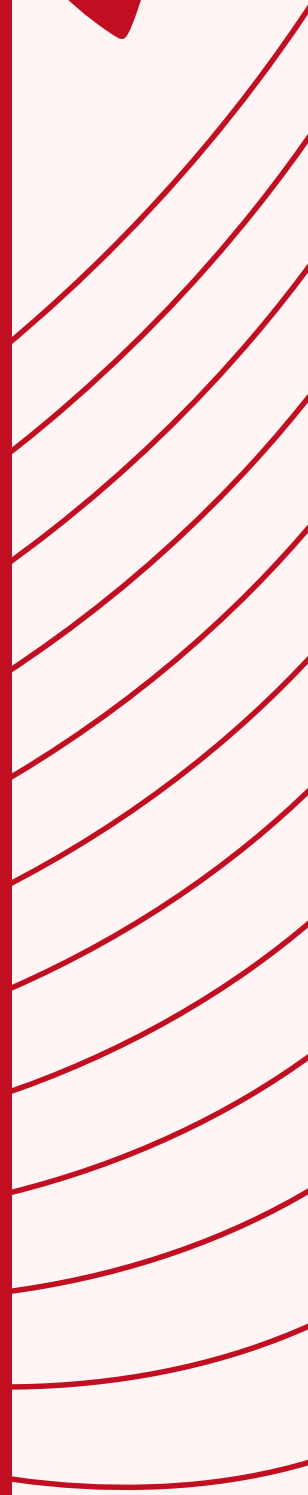
American Heart Association.



The Open Your Heart Campaign is a year-round giving campaign that provides critical funding for our mission to support awareness efforts and cutting-edge research related to cardiovascular health and stroke. The dollars we raise through Open Your Heart will be used to fund lifesaving research, support health and education initiatives in our community, improve the quality of care in our hospitals, advocate for healthy policies, and so much more.

THANK YOU TO THIS YEAR'S OPEN YOUR HEART DONORS

APC Construction
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Ayame Dinkler
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Debbie Savoie
Kea Sherman



American Heart Association.



EVENT LEADERSHIP

Go Red for Women Chairperson



Deanna Rodriguez
President & CEO
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Executive Leadership Team Members

Kim Boyle
Rebecca Conwell
Ayame Dinkler
Penny Francis
Dr. Kathy Johnson
Tamica Lee
Anastasia Minor
Mayra Pineda
Patty Riddlebarger
Kelli Saulny
Iam Tucker
Sharonda Williams



Circle of Red™

Circle of Red is a society of passionate individuals who are in the fight against heart disease and stroke, the leading cause of death in women, to win. Circle of Red members are leaders in their communities and families.

THANK YOU TO THIS EXCEPTIONAL GROUP OF WOMEN'S HEALTH CHAMPIONS

Dr. Allison Augustus-
Wallace

Dr. Kendra Barrier
Kim Boyle

Christine Briede
Dominique Bright-
Wheeler

Stephanie Burks
Scott Chapman
Marci Clines

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Dr. Daphne Ferdinand
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Circle of Red™

| | |
|--------------------------|-------------------------|
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*Listing as of 1/28/25

SPECIAL THANKS



Monomin

Looking expensive doesn't have to be.



STEM GOES RED

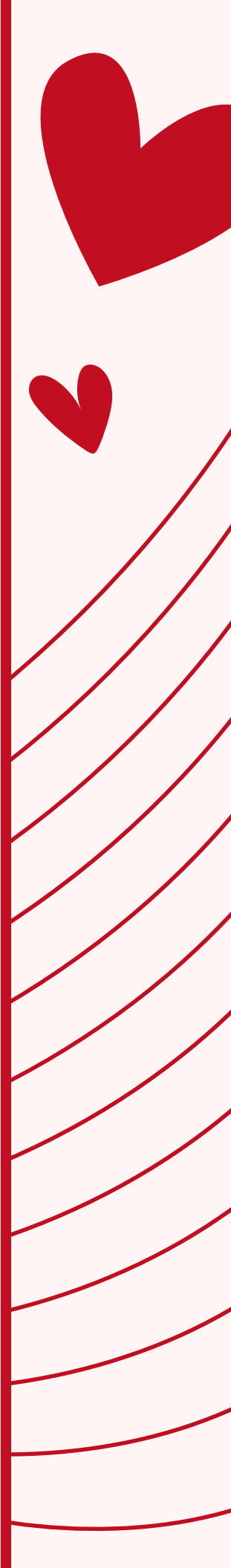
2025 New Orleans STEM Goes Red
Friday, March 28

America's STEM workforce is at the forefront for ideation, patent creation, science and research, and innovation that is vital to today's economy and tomorrow's future. Unfortunately, a troubling gender gap exists in STEM and the American Heart Association is working to close these opportunity gaps through STEM Goes Red.

STEM Goes Red is designed to provide young girls insights into the possibilities and potential they possess to make a real impact on the world around them. STEM Goes Red features a day-long event intended to inspire high school girls to explore STEM outside the classroom while also learning how to take charge of their health and wellbeing. Students, mentors and professional attendees have the opportunity to hear inspiring talks from leading innovators on industry trends, network and make memorable connections with others, learn invaluable knowledge of women's health, and fight the No. 1 killer of women - heart disease.



Locally sponsored by



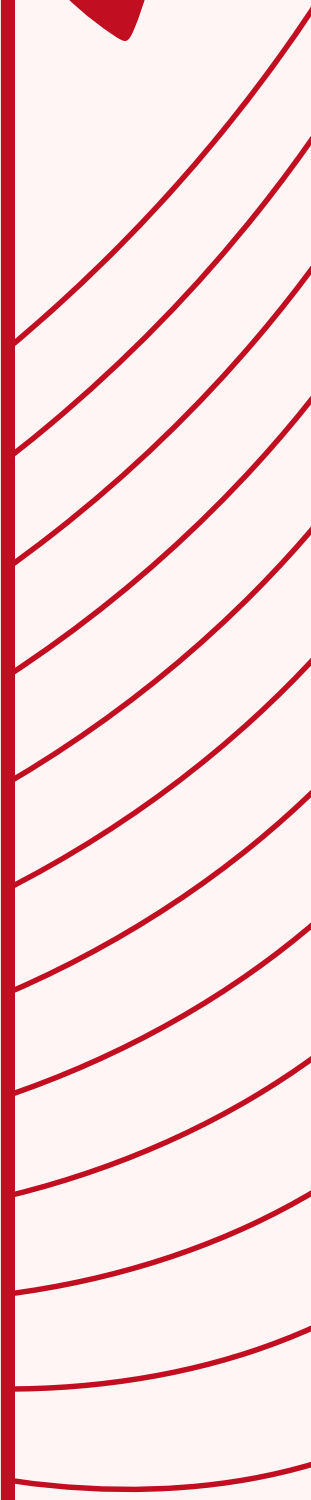


**YOUTH
EMPOWERMENT
PROJECT**



The American Heart Association is proud to collaborate with Entergy to provide two CPR kits and an Automated External Defibrillator (AED) to benefit YEP program participants.

Founded in 2004, YEP is one of the area's most impactful and trusted nonprofits, providing comprehensive services to young people living in poverty, those out of school or work, and individuals who have experienced trauma. YEP reaches 1,000 individuals annually across 13 parishes operating out of five sites in Greater New Orleans, offering four impactful programs all free to participants.



Local sponsor  entergy celebrates

2025 WOMEN IN STEM

Join us in honoring local female leaders in our community that have made an impact across New Orleans in STEM fields.



Daphne Barnes
Greater New Orleans Inc.



Peggy A. Honoré
LSU Health Sciences Center



Dr. Tami Singleton
Ochsner Health



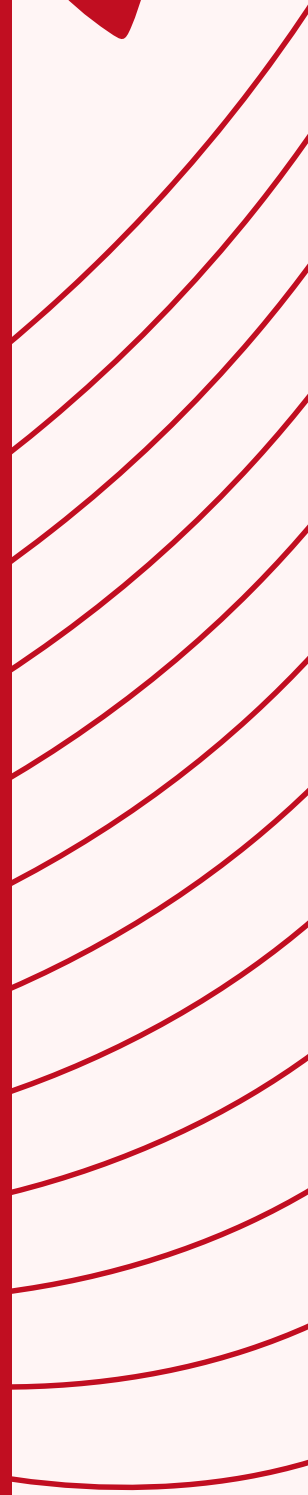
Dr. Tamika Webb-Detiege
Ochsner Health



Danielle S. Willis
Lakeview LCMC



Dr. Pamela Wiseman
LSU Health



2025 WOMAN OF IMPACT NOMINEES



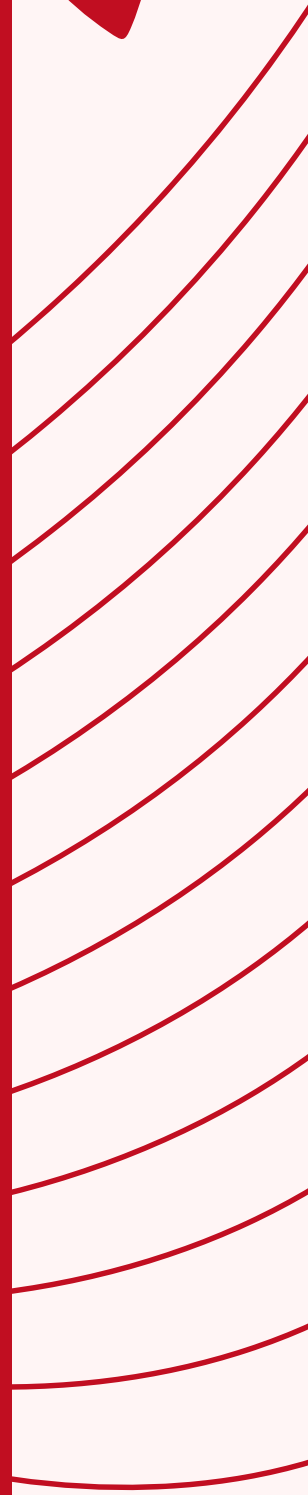
Regina Allemand

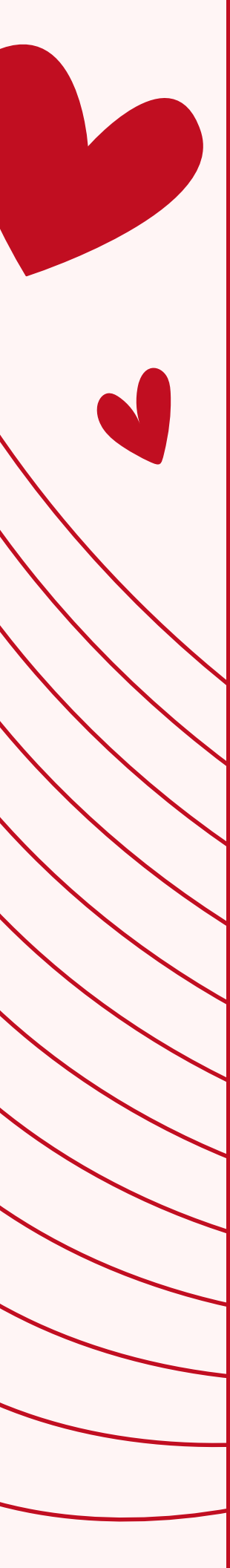


Latoyia Porter



Courtney Scrubbs





American Heart Association.



GET SOCIAL!

Use **#NOLAGoRed** in your social media posts throughout the event.



@AHALouisiana



@AHALouisiana



@AHALouisiana



Entergy New Orleans supports
the 2025 Go Red for Women
Luncheon and the mission of
the American Heart Association.





Proud sponsor of Go Red for Women

uhc.com

SAFETY ISN'T JUST A PRIORITY IT'S OUR FIRST DUTY.

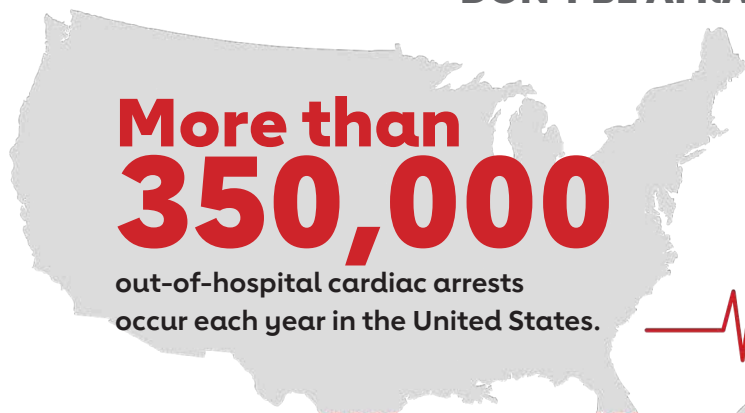


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THAT HEART'S NOT GOING TO START ITSELF DON'T BE AFRAID. GIVE CPR. SAVE A LIFE.



During cardiac arrest,
immediate CPR can

**DOUBLE
OR TRIPLE**

a person's chance
of survival.



But currently, bystanders only perform CPR



46% of the time.

With hands-only CPR, it takes just

**2 STEPS
TO SAVE A LIFE:**



1. Call
9-1-1




2. Push hard
& fast

Learn more at heart.org/cpr

St. Charles Avenue magazine is a supporter of the Go Red for Women Luncheon and the mission of the American Heart Association

AVENUE

For more than 25 years *Avenue* has been the voice of local philanthropy, celebration, society and culture in New Orleans. With coverage of over 150 events a year, the pages of *Avenue* will keep you informed on the latest local happenings.

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LAMMICO is proud to join the American Heart Association as we **Go Red for Women!**

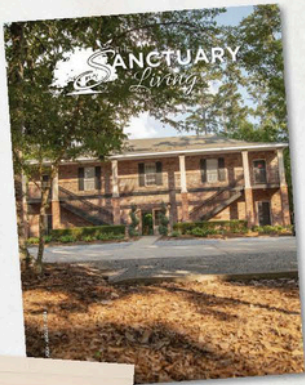


Protecting those who care for our **hearts.**

LAMMICO provides medical professional liability insurance and risk management education to healthcare providers, hospitals and facilities.



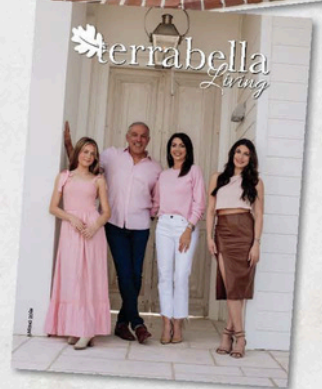
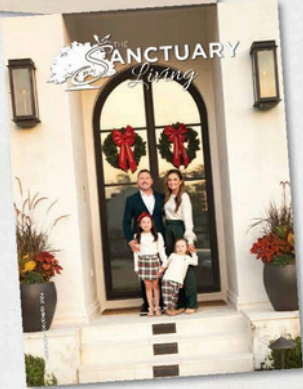
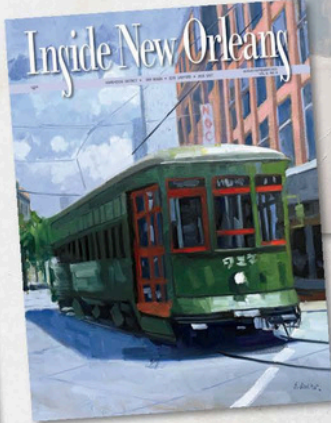
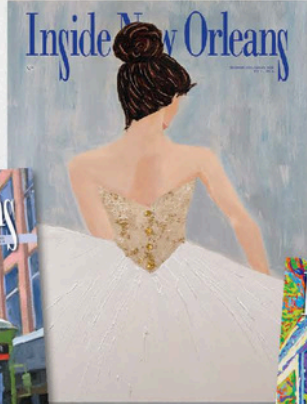
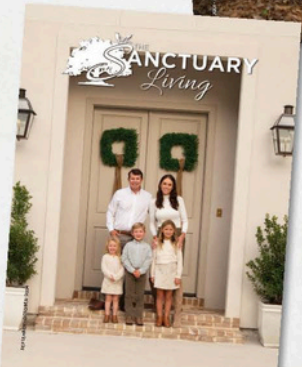
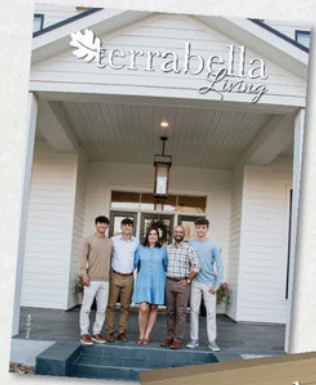
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Inside New Orleans  terrabella Living



Jonée Daigle-Ferrand
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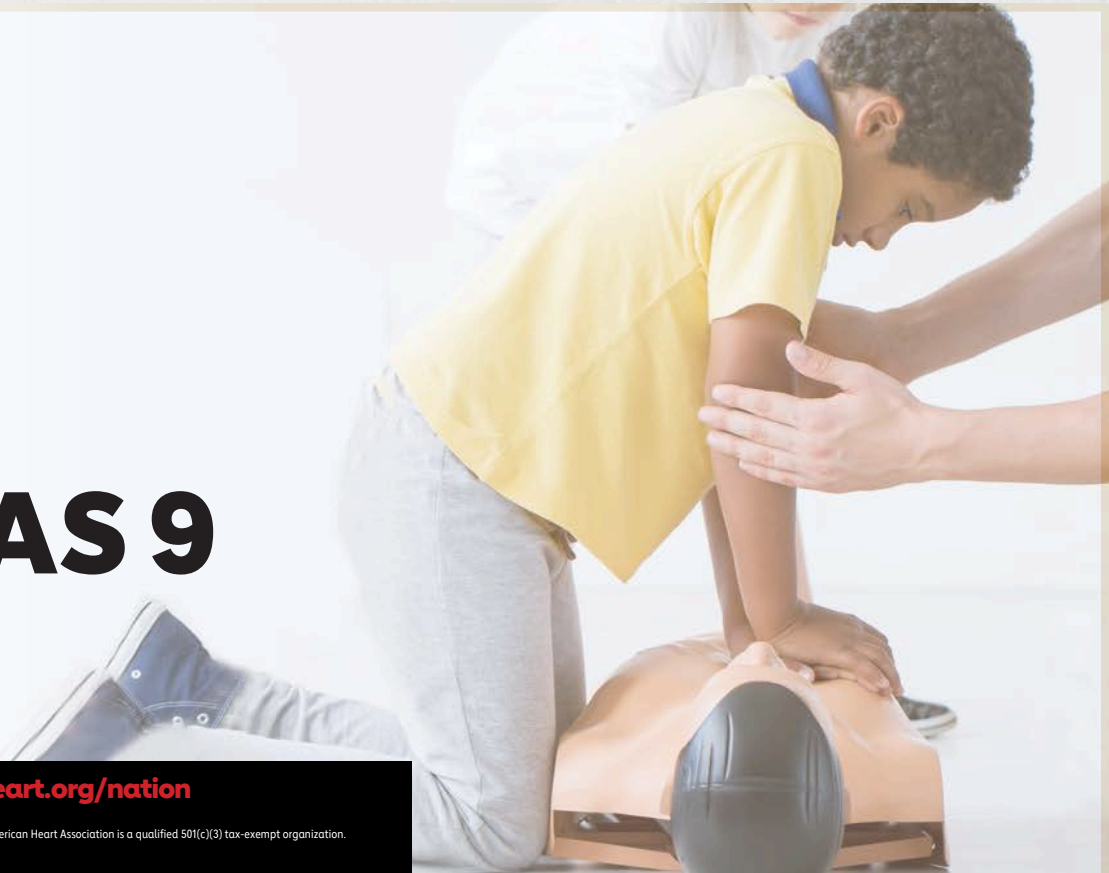
Live Fierce™
Take Action



Did you know
**KIDS AS
YOUNG AS 9**
can learn CPR?

Learn more and find a class at heart.org/nation

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**American
Stroke
Association.**
A division of the
American Heart Association.

let's talk about
STROKE



Prevention

let's talk about

Hispanic and Latino Americans and Stroke

A stroke occurs when a blood vessel that carries oxygen and nutrients to the brain is either blocked by a clot or bursts. It can cause permanent disability or even death.

Although stroke is the fifth-leading cause of death, Hispanic people in the U.S. face an even higher risk. It's the No. 4 cause of death for Hispanic men and No. 3 for women.



Hispanic Latino American adults are more likely to develop diabetes at a younger age than other American adults.

80%

of Hispanic Americans over the age of 20 are overweight or obese.



Nearly 30% of Hispanic adults have high levels of LDL cholesterol

What can put you at risk for stroke?

Uncontrolled high blood pressure, diabetes and obesity are major risk factors for stroke. Additionally, health can be impacted by language barriers, access to health care, transportation, income and education.

While most people who survived a stroke had at least one of the following risk factors, you can still take steps to lower your stroke risk and honor your heritage.

- **High blood pressure** – High blood pressure occurs when there is too much pressure in the arteries and the heart is overworking itself. This increases the risk for heart attacks and strokes. Blood pressure is considered high when it's over 120/80. Work with your health care professional to monitor and manage your blood pressure.
- **Diabetes** – Diabetes is a condition that causes blood sugar to rise. People who have diabetes are twice as likely to have a stroke compared to people who don't. If you have diabetes,

work closely with your health care team to keep it under control.

- **Overweight and obesity** – Aim to achieve or maintain a healthy body weight through a balanced diet that includes eating a variety of fruits and vegetables and choosing foods with little or no added salt.
- **High cholesterol** – Cholesterol is a waxy substance your body needs to build cells. However, too much can limit blood flow to the brain.
- **Smoking** – Smoking is a major risk factor for stroke. Smoking nearly doubles the risk of stroke.
- **Stress** – All people face daily stressors, and stress can increase risks for stroke.
- **Social determinants of health** – These factors can affect your ability to obtain medication, get physically active and otherwise relieve stress. Some social determinants that can affect your health include education, health care access, language barriers, neighborhoods and social communities.

(continued)



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