



American
Heart
Association®

American Heart Association®



2024 NORTSHORE GO RED FOR WOMEN LUNCHEON

Friday, September 27th
10:30 a.m. - 1:15 p.m.
Tchefuncta Country Club



American
Heart
Association.

American Heart Association.



NORTHSHORE GO RED FOR WOMEN LUNCHEON

*Live Fierce. Go Red!
Losing one woman to heart
disease and stroke is too many.*





OUR MISSION

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

OUR GOAL

Every person deserves the opportunity for a full, healthy life. As champions for health equity, by 2024, the American Heart Association will advance cardiovascular health for all, including identifying and removing barriers to health care access and quality.

OUR VISION

*Advancing health
and hope for everyone,
everywhere*

FROM THE CO-CHAIRS

Dear Friends of Heart,

Welcome to the 2024 Go Red Luncheon! It is our honor and privilege to chair this event. We are so grateful to those who stand with us in support of the American Heart Association's mission to be a relentless force for a world of longer, healthier lives.

We were introduced to this organization by a group of dynamic women, who understood the need to raise awareness and funds toward women's health and efforts to increase longevity. Heart Disease is America's #1 killer!

There are so many ways to get involved – whether volunteering, giving, or advocating, you have the ability to help fight heart disease and stroke. You have made the first step by being here today, and we are most grateful. Please hear the stories today and join us in this fight against heart disease. Every single one of you can make a difference today!

Thank you,



Maria Landry
Owner
Fleur-de-lis Insurance



Rhonda Eckholdt

FROM THE HEART

Dear Friend of Heart,

With immense gratitude and heartfelt appreciation, welcome to the Northshore Go Red for Women Luncheon. Today, we come together in celebration of our shared dedication to tireless year-round efforts to save and improve lives within this community.

This morning holds a special significance as we commemorate 100 years of the American Heart Association—a century of unwavering commitment to our mission. Alongside you, our cherished family of volunteers, donors, and advocates, we have transformed the way the world understands, treats and prevents cardiovascular diseases and stroke. The belief that everyone deserves the chance for a longer, healthier life has been at the core of our mission for a century.

Together, and with Bold Hearts™, we move into our Second Century, fueling science and innovation, funding life-saving research, championing the rights of patients and caregivers, empowering healthier communities and transcending the way people live, work and play. This relentless pursuit will persist until heart disease and stroke become tales of our past, not our present, and where equitable health and well-being propel us toward an unlimited future.

I extend my deepest thanks to you for your presence today and for your steadfast, generous support of our community. Congratulations on a remarkable year of impact, and with anticipation, I look forward to the countless achievements awaiting us in our next century of transformative work.

Enjoy the celebration!

Gratefully yours,



Jeremy Beauchamp
Executive Vice President
American Heart Association, Southeast



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OUR AGENDA

10:30 a.m. – Registration & Silent Auction

11:45 a.m. – Lunch & Program

12:30 p.m. – Survivor Story & Open Your Heart

12:50 p.m. – Fashion Spotlight

1:15 p.m. – Final Remarks

OUR MENU

Seared Tuna Asian-inspired Salad

Wild caught ahi tuna seared to perfection*

Mixed greens with tangy dressing and slivered almonds



Chantilly Cream & Fresh Berry Dessert

Lightly whipped cream with seasonal berries**

Sable sugar cookie



*Grilled chicken substitute offered upon request. No-meat option offered upon request.

**Dairy-free offered upon request (berries only).



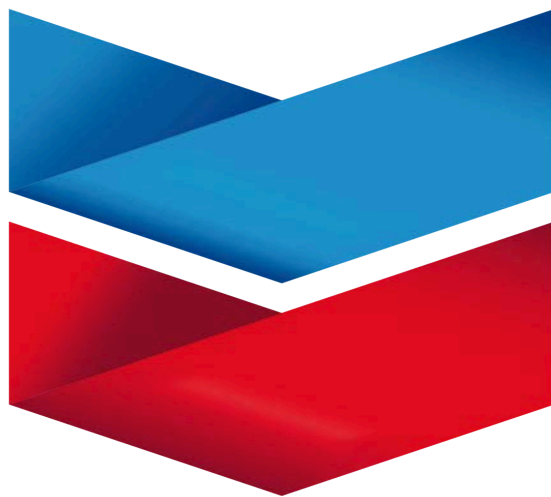
OUR EMCEE



Ashley Rodrigue is the Public Information Officer for the Tangipahoa Parish Sheriff's Office under new Sheriff Gerald Sticker. Before July, she had been the Public Affairs Director for the Louisiana State Fire Marshal's Office since 2018. Ashley came to the public sector after more than 13 years in the television news industry where her last stop was at WWL-TV as the Northshore Bureau Chief.

Ashley is heavily engaged in the community as a board member for the Northshore Humane Society here in Covington, a float captain with the Krewe of Iris in the city, and recently won the title of Woman of Impact for the New Orleans Chapter of the Heart Association. And she's thrilled to be part of continuing that mission joining us as the emcee today!

Chevron



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EVENT LEADERSHIP

Go Red for Women Co-Chairs

Rhonda Eckholdt

Maria Landry

Executive Leadership Team Members

Lauren Andrews

Annette Dowdle

Debra Ethridge

Susan Geoghegan

CJ Ladner

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Norma Richard

Melita St. Romain

Suzie Villere



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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
NORTHSHORE COR VITAE SOCIETY
MEMBERS**

**Elder Brown III
Tina & Rick Flick
Charlotte Scott
Melita St. Romain**



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

Lauren Andrews	Lori Murphy
Julie Arena	Cee Cee Nix
Susan Barnes	Tammy O'Shea
Joan Coffman	Jennifer Rice
Diane Cory	Norma Richard
Angele Darling	Charlotte Scott
Maura Donahue	Melita St. Romain
Annette Dowdle	Vicky Talley
Rhonda Eckholdt	Gabriela Thompson
Tina Flick	Susan Villere
Virginia Gober	Erica Williams
Rebecca Hernandez	Shelley Winstead
CJ Ladner	Zara Zeringue
Maria Landry	Patty Zipp
Heather Mahoney	



JBL
P U B L I S H I N G

Inside New Orleans  *terrabella*
Living *Living*

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American Heart Association.



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



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“Not only can we walk into the bank and know everyone’s name, they all know my name. Like everything else, Hancock Whitney is also community.”

Kait S.

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