



Monthly News



DRESS FOR SUCCESS®
PALM BEACHES

June/July 2025

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We're Moving



CEO's Corner



Hello Supporters & Friends:

A.I. Ai-yi-yi!

Yes, the time has come to more fully embrace this technology – or at least better understand its impact on our DFSPB world. It wasn't all that long ago when we were in wonder at the advent of the internet and resisted becoming adapters. Of course, it's now so thoroughly integrated into our lives that we can hardly manage without it. So, consider A.I. the next generation, and you'll soon grow to love – and depend on – it just as much.

I assure you that these monthly messages are not generated by A.I. And I still complete essay statements required for grant and funding submissions the “old-fashioned way”: composing them tailored to the specifics of the question. Our staff, though, is increasingly relying on A.I. They find it to be a time-saving assistant when creating spreadsheets and checklists, PowerPoint presentations, and reports. According to Operations Director Victoria Velez, when she's wearing her bookkeeping hat, she will ask ChatGPT to help if she's stumped on finding a formula in the Excel platform she's using. The A.I. “assistant” will instantly problem-solve for her, and, by her estimation, deliver in 15 minutes what might have taken her 1 hour. She's planning to use ChatGPT to help create a Checklist for our relocation. She'll key in that we're moving and that the space accommodates five offices, a kitchen/break room, four restrooms, two supply/storage rooms, and a reception lobby, as well as a conference/training room. (Volunteers are handling the boutique and inventory areas.) With that little bit of input, she expects ChatGPT to generate a checklist of furnishing needs and supplies for each of these spaces. While she'll have to tweak this master list to more accurately match the necessary room-to-room contents, she believes this computing assistance will be a valuable time-saver, avoiding the need to start from scratch.

So, A.I. is earning acceptance as a valued office assistant at DFSPB and, of course, elsewhere. But what this means out in the general workforce world is concerning, as we hear about A.I. replacing and displacing people in entry-level jobs. Many of those positions are the types of job opportunities that our clients often seek. What can we do to prepare them better? What are the alternatives?

First, the interview process is now more critical than ever before because it's the key opportunity for the job seeker to build her case for Human Advantage vs. A.I. The Human Advantage is the critical edge – the valuable differential that sets us apart. Our career coaches and mentors need to emphasize this dichotomy with clients, help them develop the language and script for stating their worth, and

work closely with them on mock sessions and direct interactions. We also need to be diligent in steering our clients to work options and career paths where the Human Advantage is highly valued, such as Care Giving/Healthcare, Hospitality, Teaching Assistants, and Foodservice, according to DFSPB volunteer Shirelle Francis. Shirelle, who founded her own business, iLeap Group, to help companies and organizations harness the latest technologies and effectively "cross the digital divide," is one of our savvy shepherds guiding us through today's digital landscape. We are grateful for the role she is also playing in acquainting Road to Success and Professional Women's Group participants with A.I., offering programs that arm them with basic knowledge. She urges clients to enter the job interview by acknowledging and accepting that there's a role for A.I., but that they bring a distinct value, too: The Human Advantage.

Working with experts like Shirelle and like our longtime tech guru, Tirzah Gabourel, reassures me that we're on the right path to demystifying A.I. and putting it to work for us and our clients. Are you also on board with A.I.?

Forever grateful,

Joe Ann Fletcher

A Message from our Board President

Pamela Atkins



Hello Supporters & Friends,

As we progress with our bold move to the new location, we embrace the theme "**Fresh Starts & Bold Moves**"—a reminder that every woman has the power to define her own success and take courageous steps forward in her career and life.

We recently celebrated a proud milestone: Joe Ann Fletcher's three-year anniversary as CEO of Dress for Success Palm Beaches! Joe Ann is a bold visionary who has been instrumental in shaping our growth, leading our relocation, and inspiring an army of ambassadors to expand our outreach. Her leadership has transformed our organization, creating a stronger, more connected network of women supporting women. It's no wonder she's been invited by Dress for Success Worldwide to present a workshop during their global Affiliates Leadership Conference in October in Toronto. "Teaching Our Clients How to Stay Employable in Today's Job Market" is the subject she'll be addressing and no wonder, either, that she's focused on the client needs.

At Dress for Success Palm Beaches, we see incredible transformations every day. Women walk through our doors seeking support, guidance, and a fresh start—and they leave with confidence, professional attire, and a renewed sense of purpose. Whether she's preparing for a job interview, reentering the workforce, or striving for new career goals, we are here to champion her journey.

In that mode, we invite you to:

- Set bold ambitions and take action toward achieving them
- Connect with fellow women who uplift and inspire
- Have the courage of your convictions

Together, we are creating pathways to success, one bold move at a time. Thank you for being part of our mission to empower women in our communities. Wishing you a summer filled with fresh starts, bold moves, and endless possibilities!

Warmest regards,

Tammera Atkins



Meet Joanne “Jojo” Bien-Aime

Jojo is a current Road to Success participant and we've also employed her as a summer Admin Intern at Dress for Success Palm Beaches. A dedicated mom of three, Jojo brings a passion for helping others and a strong commitment to personal and professional growth. She is currently pursuing her Bachelor's Degree in Human Services at Palm Beach State College and is on track to graduate this coming August.

Originally from Florida and proud of her Haitian roots, Jojo has spent much of her career in education, including roles as a preschool teacher, preschool director, after-school counselor, and ESOL teacher during the school year. Her dream is to work in the nonprofit space, ideally in a leadership role, where she can empower women and support at-risk youth.

Jojo is driven by her desire to give back, grow, and positively impact as many lives as possible. We're thrilled to have her energy, heart, and leadership here with us this summer!



Back-to-School Teacher Appreciation

FREE PERSONAL
SHOPPING EXPERIENCE
FOR WOMEN EDUCATORS
& SCHOOL WORKERS

SERVING MARTIN, PALM BEACH, & BROWARD COUNTIES

A chalkboard graphic with a wooden frame, containing four colored sticky notes with event details. In the bottom left corner, there is a stack of three books (red, white, and grey). In the bottom right corner, the text "thank you!" is written in a cursive font.

PALM SPRINGS

Address
2459 S. Congress Ave. #204
Palm Springs, FL 33406

Dates
July 24, 25, 26, 29, 30, 31,
& August 1, 2

Time
12 - 4 PM

Phone
(561) 249 - 3898

BELLE GLADE

Address
1089 S. Main Street
Belle Glade, FL 33430

Dates
July 23, 24, 25, 29, 30, 31,
& August 1, 2

Time
11 - 3 PM

Phone
(561) 983 - 8179

FREE EVENT

APPOINTMENTS

CALL YOUR PREFERRED
BOUTIQUE OR SCAN THE
QR CODE TO SCHEDULE

WHAT'S INCLUDED

One Free Professional Outfit
School Supplies
Jewelry
Gift Cards
Swag Bag

Daily Raffles & Giveaways
Community Agency Booths
Free Resources & More!

thank you!

We're excited to announce that Teacher Appreciation Week is back!

We had hoped to host this 5th annual event at our new Greenacres location in addition to what is scheduled at Belle Glade. But we hit construction delays, so please note: Appointments also can be scheduled at our main Palm Springs boutique.

More than 80 teachers are already signed up for their back-to-school styling appointments, and we anticipate many more since last year we served more than 150. We're so grateful for the opportunity to show our appreciation for the incredible educators whose dedication, passion, and hard work help shape the future of our community.

Road to Success Summer Session Kicks Off!

On June 18th, we launched the 6-week summer session of Road to Success, welcoming 25 incredible women into the program and immediately immersing them into the CliftonStrengths assessment with leadership expert Kelly Merbler. This powerful exercise helped participants identify and embrace their unique talents. Each participant has been tasked with creating a LinkedIn account to begin building their professional online presence and developing an individual resume. We've staged mock interviews and begun suiting and makeover appointments. And, with graduation ahead on July 22, this group of women and their volunteer mentors should be applauded for completing RTS undeterred by the surrounding tumult of packing and purging that has greeted them each week in our preparations for the move. Bravo to them for their grit and stamina!



**Moving Soon to 6838 Forest Hills
Blvd. Greenacres, FL 33413
River Bridge Centre**

***We're
moving!***



DRESS FOR SUCCESS®

PALM BEACHES

6838 FOREST HILL BLVD, GREENACRES, FL 33413



Additional Ways to

SUPPORT US





Help Ensure Our Future by Becoming a Member of the Circle of Impact

Our Circle of Impact is a select group of current and former business leaders who have pledged an annual minimum donation of \$1,000. Members are acknowledged for their generosity, their names appearing on a distinctive plaque at our headquarters, plus they enjoy several exclusive perks throughout the year. View our flyer [here](#) for more information or to donate, please visit our [website](#).

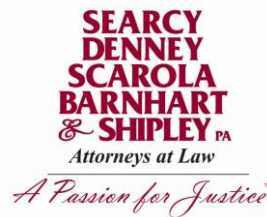
Company Matching Grants

Many organizations offer a company match program for donations made by their employees to nonprofit organizations, and some even offer volunteer grants. If your employer offers such programs, please consider requesting a donation to Dress for Success Palm Beaches.

Charitable Bequest

Leave a legacy! Please consider adding a charitable bequest to our organization to your will. **Be sure to designate our organization by our full name: Dress for Success Palm Beaches.**

Business Partners



DRESS FOR SUCCESS®
PALM BEACHES

[Donate](#)

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