



# nerej

## Professional Ladies Association - PLA! - kicks off 2024 networking event series

February 16, 2024 - Front Section



Boston, MA Professional Ladies Association (PLA!) Boston has begun their 2024 networking event series, kicking off during the month of February. Coming off a record year of philanthropy, PLA!'s first event is their annual "Sip Shop PLA!" collaboration with Kendra Scott, a jewelry store on Newbury St. The event encourages PLA! members to enjoy a private shopping and networking in the store, with 20% of the total proceeds to be donated to PLA's charity partner, the Ellie Fund.

The Ellie Fund is a Mass.-based non-profit committed to providing essential support services for breast cancer patients to ease the stresses of everyday life, allowing the focus to be on family, recovery and healing. PLA! enjoys a long-standing relationship with the Ellie Fund, and hosts several annual events benefitting the organization.

“We are thrilled to have the opportunity to bring together so many incredible, accomplished women throughout the A/E/C industry and to offer special events that provide space for networking, mentorship, friendship, deep discussions, and philanthropy. Kris and I take great pride in the community we’ve created here. It’s exciting to witness how the group continues to grow and evolve with the addition of new members, events, and the return of familiar faces and fan favorites. We can’t wait to dive into 2024 with some surprises up our sleeves!” said co-founder Maureen Rystrom, partner/vice president of marketing at J.Calnan & Associates.

In addition to PLA!’s hallmark events; Sip & Swing golf clinics throughout the summer at Granite Links Golf Course, the end-of-summer soiree, planned this year at the Seaport’s chic new Moxies, and their most anticipated fundraiser of the year, “Brunch for Ellie,” which is scheduled for October 17th, PLA! is adding a few new program offerings to the calendar this year.

Get ready for Pickle Me Pink, a pickleball event to be hosted at Harpoon Social Club this coming May, and Tarot & Treats in November, a spiritual evening sponsored by Contract Sources.

As a result of event sponsors, PLA! is thrilled to offer most programming for free to members.

PLA! Boston, co-founded in 2011 by J. Calnan & Associates’ partner and VP of marketing, Maureen Rystrom and business development expert Kristina Esposito, has a reputation throughout the A/E/C industry for connecting women through networking, mentorship and philanthropy. For more information on upcoming events and sponsorship opportunities, please follow PLA! on social media or email [professionalladiesassociation@gmail.com](mailto:professionalladiesassociation@gmail.com) to be added to our mailing list.

PLA! is an acronym for the Professional Ladies Association and is geared towards helping women connect through networking, education, “just for fun” events and philanthropy. Our intent is to grow it into the premier women’s networking association in Boston and beyond! Currently, PLA! has nearly 300 professional women including brokers, end users, property managers, project managers, architects, designers and service providers of all levels who have attended various events hosted by PLA!

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540