

## President's Message – March 2011

Welcome Joy!

At our March KC Express meeting, we had the opportunity to meet Joy. Joy is the woman in our new logo representing all of the women of the Express – past, present, and future.

During the process to become an independent non-profit/501(c)(3) organization, we realized it was time to update our logo to capture the true heart of the women in our club. This is only the third logo in the club's almost 30-year history. We will be celebrating our 30<sup>th</sup> anniversary in 2012.

We quickly learned how difficult it is to verbally convey all that Express stands for when working with an outside agency. After many revisions, Terry Mann, Publicity Chair, reached out to fellow member Subashini Nadarajah for assistance in bridging the communication gap. Suba is a Creative Art Director at Hallmark with years of brand design experience. Thankfully Suba stepped forward offering her expertise and perspective as an active member, to take on the design of our new logo. She partnered together with Michael Ong, a Multi Media Studio Manager at Hallmark, as a special project outside of their full-time work. Thus Joy was brought to life through this labor of love!

The inspiration for Joy came from the strength of the Express members (both emotionally and physically) as well as our motion (whether walking, running, or engaging in other exercise). In addition, Suba and Michael took into consideration the emotional connection we each have to each other, our families and our communities: happiness, health, fun, passion, and love. Just like Joy, none of us are perfect, yet we embrace who we are as women and celebrate each other's victories. The victories may range from walking each day for a month to qualifying for Boston; from experiencing the birth of a child to enduring the death of a marriage; from working through plantar fasciitis to surviving breast cancer.

The women of the Express provide the support and love for each other through many miles together on the roads and trails of Kansas City, which leads to the heart behind Joy. Yes, we exercise to take care of

## President's Message – March 2011

our heart and health. However the heart is greater than the physical organ; it stands for everything we hold in our heart - encompassing our emotional, spiritual, and physical health. In our logo, the heart is green. Green is fresh, young, everlasting, and associated with Spring (which I'm more than ready for!) But just like the real women of the Express, the color is flexible. When the need arrives, we can adapt and adjust. For breast cancer awareness, the heart may change to pink; for heart health month, the heart may be red; for sending your son off to K-State, the heart may change to purple (oops, sorry KU and MU fans I got carried away!)

You'll be seeing Joy on our: Mother's Day 5K brochures, billboard, banners, new website, and clothing this spring. Joy is a real woman, and she's a healthy woman. I hope you've enjoyed meeting her.

Join me in leading a "Joyful" life!