

Just Women

HEALTH, BEAUTY, BUSINESS & LIFESTYLE

OCTOBER 2006
VOLUME 2, ISSUE 3

"nurturing our happiness"

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four pages bursting
with **upcoming
business events**

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Kathy Boston

FOUNDER & OWNER:

KATHY'S CARE CARDS®



THE VOICE OF WOMEN'S ORGANIZATIONS & CAUSES IN COLUMBUS!



Kathy Boston

Care & Cards... the true heart of a business!

Story by: Diane Wingerter, Editor Photography by: Shannon Taylor, freelance photographer

We all have faced times in our lives when someone we know and love is hurting either physically, mentally or emotionally....and we want to say something, but we don't know "what to say." Kathy Boston, a registered nurse and caregiver for over 20 years, knows exactly what it is like to witness and share all the emotions that families experience during life-changing events. Kathy understands the comfort that a greeting card can extend and the encouragement a greeting card can provide. Frustrated when she couldn't find an appropriate card to console grief, loss, sorrow, pain, loneliness, illness, and those battling diseases....Kathy decided to fulfill this void and thus founded Kathy's Care Cards®.

Kathy's amazing story of "launching a business" has come full-circle through a series of events. The "care card" concept was on the tip of her tongue and at the forefront of her thoughts when she stopped by the home of Ed Hurley, her Team Leader for Race for the Cure in 2004. She was surprised and thrilled at the same time to discover that Ed was an artist. She fell in love with his paintings and just had to share her idea about Kathy's Care Cards with him. He was touched by the thought of his talent bringing a smile to someone's life and immediately agreed to be Kathy's first artist by donating the first artwork used for the cards. As the full-circle story unfolds, the first shop to display and sell the cards was a

gift shop located in St. Anne's hospital, Jan's Place. A little while after the cards had been placed in the shop, Kathy came to find out that Jan's Place was named after Ed Hurley's wife, who lost her battle with breast cancer in 1998. An amazing progression of events which now serve a mightier purpose....truly unbelievable!

Because of Kathy's nursing background, she has become a strong advocate for representing nurses everywhere and their special ability to know what to say. "As someone is dealing with depression, miscarriage, illness or any life-altering event; the worst thing to say is nothing at all," shares Kathy. The team of individuals who write the text for the cards is comprised of patients and survivors who share their perspective and words that they want said to them; along with nurses, caregivers by nature, who enhance the text with their knowledge and experience to say the right thing. This special and remarkable team creates the new ideas and text critical to creating dialog to help the healing process. "The company features nurses as one united entity," proudly boasts Kathy. "Their words are truly touching thousands of lives locally and nationally."

All of the artwork on the front of the cards is donated by individuals of all ages and backgrounds. Each card shares a brief story of the artist on the inside of the card. Every one of these stories are heart-warming and pay tribute to someone who is fighting or has lost a battle.

As Kathy traveled and shared her message at medical and greeting card conventions, she began to receive a lot of compliments on the simple, delicate jewelry that she was wearing in honor of survivors and those women who have lost their battle. And thus, another need becomes fulfilled with Kathy's Hope Jewelry@...a line of beautiful, handmade jewelry that is worn with a purpose! Awareness for eight types of cancer are represented via the eight colors of swarovski crystals which are teamed with sterling silver, all colors representing a corresponding disease. "Women lose everything feminine about them when they are battling several of the diseases...their hair, eyebrows, fingernails, etc. and simple jewelry is a way to maintain some femininity. It helps patients feel good about themselves and since it is stretchable, it is comfortable", explains Kathy.

Always thinking as a nurse keeps Kathy's vision focused on ideas that serve others. In addition to Kathy's Care Cards and Kathy's Hope Jewelry, the idea of a calendar called "The Men Behind the Women Battling Cancer" is in the final stages of production. This amazing calendar acknowledges how important these men are in the lives of women battling with life-altering diseases, and pays tribute to their unconditional love and support of these women. "Men have such a hard time talking to others about what they are experiencing when a woman in their life is affected," expresses Kathy.

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Kathy and team create card ideas and text that help the healing process.



Kathy's Hope Jewelry®... is worn with a purpose.

Kathy's Kids Cards® was launched and designed by students at Genoa Middle School in Westerville, who suffered from the loss of three teachers who all died within the same year. Kathy listened to the concerns of these children and this line of cards was a way for them to deal with the emotions they were feeling and the need to share these feelings. It is truly remarkable how Kathy can listen and offer comfort to all ages.

It was not surprising to also discover that Kathy has created a foundation called "The Heart of Nursing". A percent of sales revenue and all fundraising dollars are placed into this foundation which is awarded to second-year nursing students. The Board of Directors for the foundation consists of caregivers, patients, The Columbus Medical Association and also partners with the Ohio Nurses Association. Kathy clearly illustrates a woman who gives her heart back to her profession.



Kathy confesses, "Nurses are caregivers, not entrepreneurs!" Warmth and genuine gratitude beam from Kathy as she shared some examples of support that she has received from Westerville and the community. "Fifth-Third Bank made it possible for me to buy this home and operate the business and distribution from here. They believed in me and I am sincerely grateful to them. Otterbein College offered a classroom of business students to create my business plan and some students have

continued on with me as interns. What a true blessing they are...Kathy's Care Cards is a community company!"



Initially, from the outside looking in, Kathy's Care Cards looks like a "business"; but there is so much that emanates from the inside.. out. She is literally touching and bettering thousands of lives, as her cards are in over 100 locations throughout the United States. When I asked Kathy about the courage it took to launch this "business," Kathy humbly stated, "The only difference between me and everyone else out there...I didn't just listen to those suffering, I acted."

Needless to say, Kathy's actions have been a positive source of hope and comfort to numerous survivors, patients and families; and a source of pride for the nursing profession and the community. Comforting others and touching lives comes easy for Kathy...and that is a gift we all can be grateful for!



Kathy's Care Cards[®]
*can be found within these
caring retail establishments:*

CVS/pharmacy[®]

620 S. Cleveland Ave, Westerville, 614.891.9771

145 S. State Street, Westerville, 614.890.4660

1202 County Line Road, Westerville, 614.891.8300



1987 Guilford Road, Upper Arlington
614.486.9116



4049 W. Dublin
Granville Rd, Dublin
614.293.9393



495 Cooper Rd, Suite 130, Westerville
614.898.8800

*Kathy's Care Cards[®] is supported by the strength and talents
of these businesses, individuals and artists:*



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Gifts for cancer awareness.
www.GotHopeIDo.com 614.899.2115



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