

News Release

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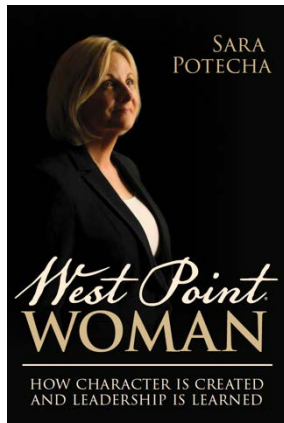
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www.WestPointWoman.com

New Book Offers a Leadership Arsenal built upon Personal Experiences from a West Point Woman Graduate

One of the first women graduates share her experiences to arm others with leadership skills needed to fight “battles” in their professional and personal lives.

RICHMOND, VIRGINIA (October 10, 2018) — Many men and women aspire to be leaders — in business and in life — but those who rise to lasting greatness are those who learn from their own experiences and apply that knowledge to how they inspire and guide others. Sara Potecha’s new book, *West Point Woman: How Character is Created and Leadership is Learned*, is a unique and powerful memoir that ties deeply personal stories to leadership lessons for people from many professions and walks of life.



As one of the first women to graduate from United States Military Academy (USMA) at West Point, Potecha learned lessons first hand through challenging situations that illustrate several poignant and modern principles about leadership and character. These lessons, which are found within her new book, have the power to inspire current and future leaders, particularly those who have faced or anticipate adversity and hardship and the subsequent need to develop resilience.

“*West Point Woman* is one of the best books on leadership that I have encountered,” said Michele McCauley, SVP of Human Resources at Apex Systems/Apex Life Sciences. “Sara Potecha takes her unique experiences

from the business world, motherhood and as one of the first women graduates from West Point and blends them all into stories that teach. Potecha’s style makes the stories both relatable and translatable into actions that can be taken to improve the reader’s outlook on perceived challenges and obstacles and ability to lead.”

This leadership memoir is for readers at all levels of organizational leadership, and is applicable across industries, genders and professional expertise. Topics explored in the book include:

- Doing the right thing, no matter the cost
- Why building camaraderie matters
- Why humble servant leadership works
- How to become a Solution Finder

- Humor Power
- Failing fast and moving ahead more quickly
- The role of love in leading
- Surviving death and loss in the midst of leading
- Thriving in chaos
- Leaving a leadership legacy through sponsorship and mentorship

West Point has been the educational starting point for some of the greatest leaders in the world, and Potecha's book demonstrates why. Consistency, perseverance, resilience. Today, readers of her new book are offered leadership lessons based on her experience — lessons to prepare them for the challenges and opportunities of life and work.

The book is available for pre-order on [Amazon](#) and will be available in paperback mid-October 2018.

About the Author

Sara (Gaba) Potecha, an accomplished leader, consultant, coach and professional speaker, has changed the culture of organizations and invested in the professional growth of emerging and established leaders for years. In authoring her new book, she is eager to share her personal experiences to empower others to become extraordinary leaders in all aspects of life, despite any challenges they may face. In fact, her book argues that it's through these hardships that one can learn some of the deepest and most impactful life lessons.



Sara lived in Midlothian, Virginia area for 20 years where she was an active member of the West Point Society of Richmond and formed BizNet, a resource and referral network for graduates of all the national service academies. While in Richmond, she worked for several companies eventually establishing her own management consulting firm. She also raised three daughters, Larisa, Gwenyth and Joye. In 2014, she married Reed Potecha an Assistant Chief Pilot with UPS. Sara and Reed were subsequently moved to Louisville as part of a corporate move.

West Point Woman Richmond Book Launch to Benefit Families of the Wounded Fund

A long-time client of the author, Apex Systems, is hosting a book launch and celebration for Sara on Thursday, November 1 from 5:30-7:30 p.m. The event will be held at one of Apex Systems locations: 5020 Sadler Place, Glen Allen, Virginia 23060.

A portion of book sales from this event will be donated to Families of the Wounded Fund. The Families of the Wounded (www.fotwf.org) provides financial resources (lodging, meals, transportation, healthcare, child care, etc.) in support of family members/caregivers of military service men and women who have either been wounded in combat operations or injured as the result of line-of-duty activities in support of combat operations. This assistance is generally

provided when these patients apply for medical treatment at Hunter Holmes McGuire Virginia Medical Center or Fort Belvoir Community Hospital.

While this event is invitation only, due to some space limitations, if a member of the WPSR is interested in attending, please email Reed Potecha at rpotecha@gmail.com.

Learn more about Sara Potecha and her new book, West Point Woman: How Character is Created and Leadership is Learned, at www.WestPointWoman.com.

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