

# LAUNCH

Jeanne McPhillips '86 — Founder, SuperGirls



WILLIAM & MARY  
WOMEN



**LAUNCH**



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WOMEN

# LAUNCH!



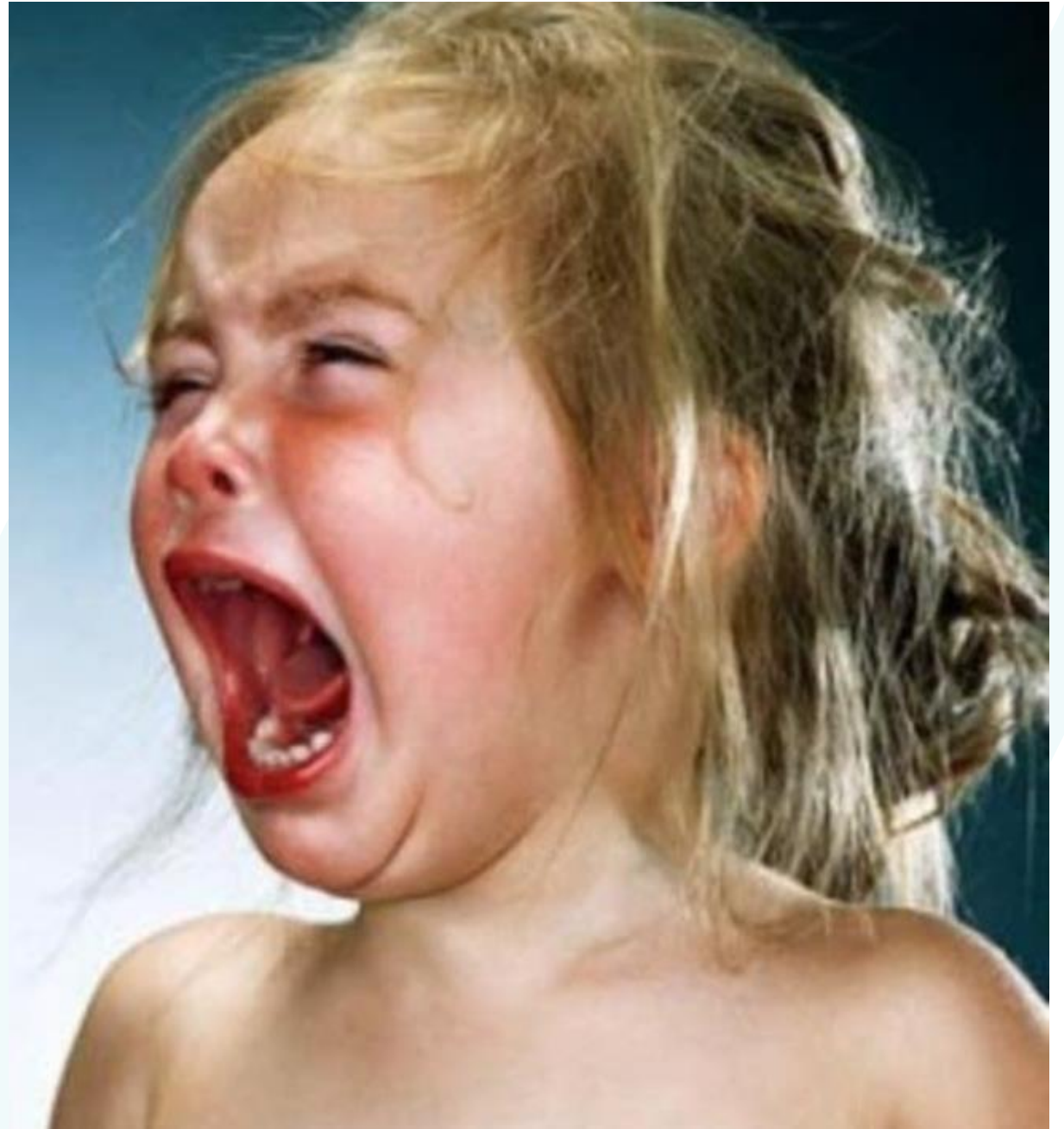
... a guide to prepare our younger sisters to navigate  
the complex challenges of life after college ...



**This is me before  
graduation ...**



**This is me after  
graduation ...**





**What if ... IT'S ALL  
ABOUT THE  
SISTERHOOD**



**SUPERGIRLLS**

**SUPERGIRLLS  
WAS BORN ...**

**BE YOUR OWN  
HERO**

"You have all the weapons you need. Now fight..." circa  
2011, Sucker Punch.





# the hero whispers ...

Jude senior retail exec ... "mentor  
in the moment"

Keisha client+ mom ... "trust your  
gut it will never lead you wrong"



Isela Mexican chocolate  
entrepreneur ... "ask for help,  
impossible to feel  
stress+gratitude"



**Do something every  
day that scares  
you ....LAUNCH!**



**This is me now ....**

**HELLO GORGEOUS!**

**a beautiful girl is all powerful**



# Super Girl<sup>♥</sup>lls



be your own hero.

**JOIN THE  
MOVEMENT!**



#WMWOMEN

 William & Mary Women

[www.wm.edu/womensweekend](http://www.wm.edu/womensweekend)

[wmalumni.com/gifts-gear/](http://wmalumni.com/gifts-gear/)