

March Madness – Top Shelf Spirits and Basketball Bracketology Party! WHAT A SUCCESS

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Over 70 members, guests, friends and followers of the Financial Women’s Association (FWA) gathered on the evening of March 6th to kick-off March Madness!! Organized by the Men’s Alliance Committee of the FWA, women and men learned about the history of the NCAA Men’s Basketball Tournament – an event that dominates office conversation during the month of March, competed in March Madness trivia and socialized over food and drink, notably Patron Tequila and Ultimat Vodka courtesy of Balady Promotions. Most importantly, the event brought together men and women in the financial industry to network, exchange ideas and build relationships in a relaxed setting – one of the goals of the Men’s Alliance. Attendees left energized and excited to put their new knowledge of March Madness to the test. Winners left with basketballs, Patrick Ewing T Shirts, Office Basketball hoops, Beach Basketballs, and other fun prizes.



Many were new to the FWA and the Men’s Alliance, and all were into the Game. Men and women conversed easily while the Bracketology sheets were flying around, with those who were knowledgeable helping those who weren’t – just the way it is supposed to be!

For those who missed it, we are including Basketball Terms, Players to Watch, our Bracketology instructions. Attendees will be invited to the 2018 NCAA Pool by email.

Special thanks go to Michael and Helene Hartig for their beautiful apartment; Basketball expertise provided by Barbara Albom, Matthew Pilkington, and by Byron Yake and Chris Becker from Write on Sports. Catering by Jonathan Hartig of J2Food. Sweat equity by Lorna Leibowitz of Douglas Elliman who found the space, caterer, bartender and more. Linc Pens and pen sets for filling out Bracketology by Divya Jalan, and by Write on Sports.

This was our First ever FWA “Crowdfunding” – meaning we sought smaller sources of funding in a short period of time. Funding sources included Lorna Leibowitz (Douglas Elliman), Deborah Kaye (FWA Deputy General Counsel, Founder Men’s Alliance and Professional Services Liaisons Committee, Matthew Pilkington, Martha Everett, Susan Harper (Bates Consulting and FWA Past President), Linda Lerner (Crowell & Moring and FWA General Counsel) – all Men’s Alliance members; Joan Green Past FWA President; Mark Carr, Channel Design Group; and Andrew Malik, Chairman and Head of Needham & Co.

Let’s charge into the next game!

March Madness Information

Join the Madness – here is useful information for mastering March Madness.

[NCAA Basketball Tournament – Glossary of Terms](#)

[Players to Watch](#)