

NewBridge Welcomes Two New Trustees

NewBridge Services is honored to welcome Joen Luy Ferrari and Patricia A. Lee to NewBridge's board of trustees. Ferrari, a retired AT&T professional and Lee, senior vice president and chief diversity officer at Wyndham Worldwide, bring to NewBridge a rich blend of philanthropic and corporate experience that will advance our mission and vision.



Joen Luy Ferrari

In retirement, Joen Luy Ferrari has made a career of volunteering.

Ferrari has a reputation as a superwoman of volunteers: over decades, she has poured her energy into worthy causes, often creating novel ways to raise money for them.

"One of my favorite causes is mental health because it's a lifesaver," Ferrari said. *"NewBridge is so comprehensive, its scope so broad and its reputation strong, that I want to do what I can to help further its mission."*

The Morris Township resident became very active in the local United Way after moving to New Jersey in 1981, and went on to hold leadership roles with the Morris Museum, the American Red Cross, and the Mental Health Association of Morris County. She also was deeply involved with the opening of the Community Theater (now the Mayo Performing Arts Center) in Morristown.

In addition to serving as a NewBridge trustee, Ferrari is: president of Friends of Historic Speedwell; the community representative on the Morris County Tourism Bureau; vice president of the New Jersey chapter of the National Society of Arts and Letters; executive committee member of Morris Arts; a member of the Morris Township board of adjustment; and an alto in the Morris Choral Society.

"Some nonprofits, like NewBridge, I consider my heartstrings organizations, and others I'm involved with for fun," she said. Either way, Ferrari said she has to believe in the mission and be satisfied with the way the organization is run before she'll devote her time and energy.

Ferrari has run many successful fundraisers for various nonprofits in Morris County. She co-founded the annual All County Garage Sale, first to support the Mental Health Association of Morris County, Homeless Solutions and the Red Cross, and now Historic Speedwell. The Old Bags Luncheon, in which donated high-end pocketbooks are auctioned, recently raised more than \$50,000 for Jersey Battered Women's Service. The Morris Arts' Great Conversations fundraiser brought in nearly \$200,000 this year, she said.

Ferrari has always been something of a pioneer. Born in Johnstown, Pennsylvania, Ferrari grew up in West Virginia and earned a bachelor's degree in chemistry and math at West Virginia Wesleyan College. Hired as a planning engineer for Western Electric in the 1950s, she went on to handle telephone line engineering for AT&T, overseeing the installation of cables under streets and overhead.

When she became a department chief in 1971, *"I was the only female out of 750 engineering supervisors at Western Electric,"* she said. At age 50, Ferrari earned an executive MBA from Fairleigh Dickinson University. She retired from AT&T after a 40-year career in 1996.

Ferrari and her husband, Gene, have three children, five grandchildren and two great-grandchildren.



Patricia A. Lee

Patricia A. Lee's career as a top executive at Wyndham Worldwide — one of the largest hospitality companies around the globe — keeps her busy, but she still makes time to volunteer in leadership roles for causes that resonate with her.

"There has to be a personal connection in some shape or form," said Lee, the newest member of the NewBridge board of trustees. *"I feel strongly about education and advocating for those who cannot advocate for themselves."*

The senior vice president and chief diversity officer at Wyndham Worldwide is discerning in choosing nonprofits. *"I do my due diligence to make sure the organization is solid, demonstrating a firm history of success and a good view of what the future holds,"* Lee said.

Parsippany-based Wyndham Worldwide has long been a generous supporter of NewBridge, and when a seat on the trustee board became available, Lee prepared an email for senior staff to see who might be interested. Before sending it, *"I clicked on the link (to the NewBridge website), and the more I read, the more I realized I have a connection,"* she said.

In 2015, her 20-year-old nephew died of an overdose after years of struggling with addiction and depression. Only 40 days earlier, her father had died after a 15-year battle with cancer. Lee had turned to organizations like NewBridge in South Jersey that could assist her father.

It's no surprise, then, that NewBridge's addiction treatment program and NewBridge Senior Assistance for Independent Living (SAIL), which helps seniors remain in their homes, are near to Lee's heart.

"So many people are impacted by these issues," she said. *"That's what NewBridge is about: making people feel there's hope out there."*

At Wyndham, Lee works *"to create an environment and culture that attracts and retains the best talent,"* she said. *"We're a people business, after all: we put people on vacation so we have to create a great atmosphere."* Wyndham Worldwide provides travelers with access to a collection of trusted hospitality brands in hotels, vacation ownership, and unique accommodations including vacation exchange, holiday parks, and managed home rentals.

Lee served on the board of directors of the Jersey Battered Women's Service board of directors for more than a decade, and as a Morris County Chamber of Commerce director for nearly four years. She currently serves on the advisory board of Rutgers University School of Management and Labor Relations, where she earned her master's degree in human resources and labor relations in 1995. Lee earned her bachelor's degree in classical history at Lehigh University in Bethlehem, Pennsylvania.

The New Jersey native grew up in Cranford and lives in West Caldwell with her wife, Marie DeSimone and their two rescue cats, Nikki and Drew.