



Minister Michelle Winklaar Speaks at Digicel's "Women of Influence" Event

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An idea conceived by Digicel Aruba and now popular in all the countries in which Digicel operates is "Women of Influence", an event with women as the central theme. This event recently took place at the Hyatt Regency Resort. Wanda Broeksema, Marketing Director of Digicel Aruba, Curacao and Bonaire expressed Digicel's commitment to organize events such as these.

Michelle Winklaar, Minister of Social and Economic Affairs and Culture, was the invited speaker during this evening dedicated to women. The former General Manager of the company, today a member of Council of Ministers of Aruba, Minister Winklaar raised the question of where women in Aruba have influence. The question is based on a theory taken from the book "Influence" by the well-known author Maddy Dychtwald. She refers to the three levels of economic power that belong to women: survival, independence and influence. In influence, women can use their economic power to influence their neighborhood, country and even the world. Studies indicate that countries that make maximum use of women in the labor force and in every area that requires a balance between men and women stand out economically.

Minister Winklaar accepted this special invitation because of her desire to take advantage of every possible opportunity to exchange ideas with women and stress the importance of women in the community.

Who are the women of influence in Aruba? "Every woman!" replied Wanda Broeksema.

Story courtesy of Awe Mainta

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