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Fresh Start Women's Foundation announces new CEO, once was a woman in need of their services.

The Fresh Start Women's Foundation has hired Susan Berman as their new Chief Executive Officer effective November 1, 2011. She replaces the outgoing CEO and founding board member Barbara Ralston who announced her retirement in July.

Berman was formerly with ChildHelp USA a national non-profit as the Director of Programs, where she over saw the National Child Abuse Hotline. Prior to ChildHelp Berman ran the Workforce Development Program throughout Maricopa County for more than ten years.

Berman also ran a private counseling practice that focused primarily on women and family issues.

Berman was selected from a pool of more than 140 applicants who were then thoroughly narrowed down by a search committee made up of executive board members.

"Like all non-profits we struggled during the economic downturn and ironically demand for our services has never been higher. Barbara Ralston stepped in, took the reins and developed a strategic plan to address these challenges and prepared us for new and creative avenues for fund raising. Now we are thrilled and confident that Susan Berman can hit the ground running focusing on service delivery, aligning staff, and implementing our robust strategic plan. " Said Barbara Hoffnagle, current Executive Board Chair and member of the search committee.

"As the CEO of Fresh Start my goal is to help all our clients identify ways to cope and grow, and to find empowerment and confidence I believe that we all have the right to become the very best we can – and that we often need a helping hand to get there." Said CEO Berman.

The Fresh Start Women's Foundation is a 501c3 non-profit founded in 1992 by sisters Pat Petznick and Beverly Stewart. Fresh Start is 100 percent privately funded and provides legal, career, self esteem, image consulting, child care, library, educational classes and financial counseling to women. Fresh Start is most known for their core Empowerment Program where women are paired with Masters level social workers who create tailored plans that help women set goals and gain self sufficiency to become thriving members of our community.

Fresh Start's \$8 Million state of the art building is located at 1130 E. McDowell Road in downtown Phoenix with a branch in the East Valley. An average of 25,000 women visit the center each year.

In September Fresh Start launched a national website to provide workshops and services to women across the country and world. The website is www.wehelpwomen.com.

Fresh Start has long had one of the Valley's most influential women's executive boards along with two auxiliary boards. Fresh Start also hosts the high-profile Fashion Gala which nets \$1 million each year hosted by Katie Couric in 2011. The organization recently opened The Fresh Start Treasures thrift store at 40th Street and Thomas Road in Phoenix.