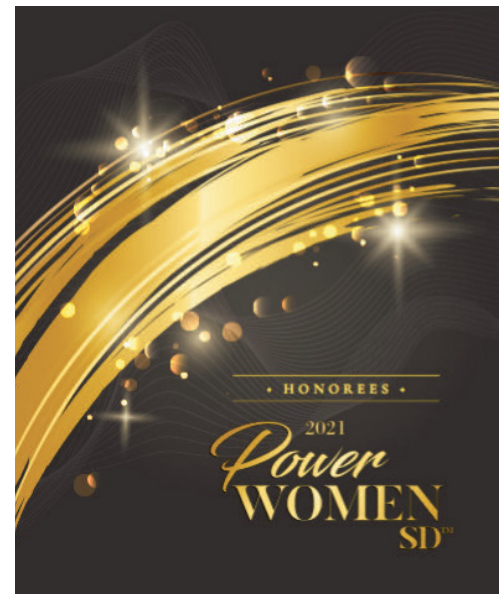


PROMOTIONAL

2ND ANNUAL POWER WOMEN SD™



Abby Boretto

Community Activist
Be the Girl Who Says Yes!

president on the Friends of Poway Seniors Board of Directors (formerly known as the Poway Senior Center). During the height of the pandemic, Abby and the Board quickly mobilized to connect with seniors sheltering in place and raised much-needed funds to pay the organization's bills. It was both exciting and challenging. Abby brings

the most impact to the ways and means mission of the non-profit organizations she serves. Her most recent accomplishment has been raising \$100,000 dollars for the former Senior Center and opening the ReRuns ReSale Shoppe on Poway road for the benefit of the Friends of Poway Seniors organization.

Dedicated to staying healthy and strong in addition to her desire to inspire led her to become an original model for Faces of Silver, an international campaign of women embracing their age and authenticity. Crowned the Silvers' first Cover Girl, she appeared on the 2021 inaugural issue, 40 Over 40, a women's empowerment project and also was the keynote speaker for Be Brave.

In addition to her maintaining a busy schedule of volunteering and working, Abby most enjoys spending time with her husband, Tod, and her three grown children, Tabatha, Lucy, and Hugh.

Photography by Brooke Preece

As someone who genuinely and sincerely thrives on being active within the community, Abby recently competed as Mrs. California All-Star United States, and although not chosen, she was awarded what to her, she considers the far more meaningful awards, titled the AmeriCorps National Honor for community service in addition to the pageant's highest overall Dedicated Community Service Award.

Raised in the Northeast and living in Poway the last 22 years, her love of community shines through, leading her to commit to a variety of volunteer activities. Many would say she is over involved! Belonging to several organizations, Cinderella's Attic, Soroptimist of Poway, Poway's Chamber of Commerce Non-Profit division, she recently joined forces with Floyd Smith of the 5th Dimension and his non profit organization, Music Therapy for Veterans raising money for PTSD therapy and a sound studio for veterans to use.

These days, Abby is dedicating herself to her duties as vice-