

A Voice To Make A Difference



Lovern Augustine has kept herself quite busy over the last decade. In 1999, Augustine started as a temp for Boston Financial in their sales department, simply filling in for an employee out on maternity leave. She quickly fell in love with sales and garnered herself a permanent position with the company while attending college in the evenings. After two years, Augustine left to become a full-time mother with her first daughter, with the intention of returning to the work force.

“Growing up, I knew I always wanted to use my mouth—I’m really good at talking to people and understanding and negotiating. I always knew I wanted to end up in that arena whether it be news or business,” Augustine said.

Augustine went back to work, this time in TV broadcasting, and was the Boston Fox affiliate traffic anchor. When the economy derailed, she decided to rejoin the Boston Financial team about three years ago. She was drawn back to the leasing industry because she felt she could truly help business development in the sales department once again. “I love talking to CFOs and learning what their plans are so I really want to develop that and learn about other aspects of leasing and grow in the position,” Augustine said. “I love closing deals and helping companies learn how to

conserve cash. Marketing, sales—the skills I have in that area really pulled me back.”

While her professional success has brought joy, Augustine recently found happiness elsewhere—as a newlywed. “Leading up to our wedding on August 11th, 2012... there was all the usual excitement centered around making sure everything was ‘just right’ for the big day. All the planning in the world could not have prepared me for the moment I walked down aisle to meet the man I was anxious to start the rest of my life with,” Augustine said. “With over 100 people in attendance, it would seem at that moment and many times that evening...that no one else was in the room except for us. The love and support we had of family and friends culminated into a night more than we could ask for.”

Like anything else, married life takes work to grow and create success and even with an impressive professional background, Augustine sees the challenges and faces them head on.

“I’m already learning that getting married isn’t a guarantee that you and your partner will stay together; it’s the effort you put into the relationship when things aren’t that great that warrants merit and will get you through the years which we are looking forward to.”

After a dream-like honeymoon in Turks

and Caicos in the Caribbean, filled with great tasting food, clear water beaches, powdery sand, water sports and friendly locals, settling back into life as a pair is exciting but is not without difficulty. “It was hard to come back to reality after coming off of such great experiences but it’s been 4 months now since our nuptials and wouldn’t trade reality for anything else. Sure, living together as newlyweds brings its challenges some days but our differences and the way we do things as individuals, makes life interesting and it has me excited to go home every day,” Augustine said.

Aside from her work as a professional, wife and mother, Augustine has built a huge awareness of domestic abuse over the last three years. In 2010, Augustine participated in her first two beauty pageants, winning both titles, Mrs. Ethnic New England 2010 and Mrs. Ethnic World International 2011. After winning both titles, she put a great amount of energy into promoting Awareness Against Domestic Violence.

“I try to keep that part of my life and my professional life separate but I do try to get my coworkers involved,” Augustine said. “For White Ribbon Day held in March, I tried to get the men in the office to participate and wear the ribbons and just let the people around me become more informed.”

According to Humberto Carlo, the director of programs for the White Ribbon Campaign in Massachusetts, the White Ribbon Campaign’s pledge “never commit, condone, or remain silent about violence against women” is a call to action for every man and boy to think about and challenge their attitudes, beliefs, and behaviours and to work together towards a more peaceful, equitable world for women and girls, men and boys.

If it seems like Augustine’s life is jam packed already with her career, family and advocacy, it will only get more hectic this year but it is a joyful task that she is ecstatic to take on.

“We look forward to the next chapter in our lives...especially since we found out we are expecting in 2013!” ■