



Leigh W. Karsch

As owner of La Petite Fleur, a full-service event boutique, Leigh offers event planning, flowers, décor, invitations, photography, and accessories. Before launching the boutique, Leigh spent 15 years as a marketing professional, providing strategic planning and branding initiatives for clients in the publishing, hospitality, legal & retail industries. She has implemented successful marketing campaigns, secured national media coverage in print, radio, and television, and won several national awards for design, including two consecutive Neographics Awards for Excellence. Ms. Karsch was also the co-founder of The Training Design Studio, where she developed and designed webcast and live training programs and related materials for a variety of clients.

“An area close to my heart and hometown has been repeatedly devastated by flood, adversely affecting many of the families and businesses I know well,” she says. “Our founder, Dan, is one of those affected individuals. With each disaster he’s grown more determined to do something greater for his community. His determination is contagious; when I learned of his mission to get involved—not just on a local level, but nationally—I wanted to help. I am honored and excited to be a part of that journey.”