

Happiest Hour Monthly Newsletter

September Edition: Happy Birthday Happiest Hour!!

Happy First Birthday Happiest Hour!

But the truth is, it started long before that.



When I stopped drinking in November of 2022, I felt completely lost and incredibly alone.

I went to therapy. I tried 12-step meetings. I dove headfirst into sober Instagram, podcasts, books, and anything else I could get my hands on.

I was looking for answers, but more than anything, I was looking for connection.

I wanted to find women whose stories felt like mine. Women I could relate to. Women who could be honest about how complicated changing your relationship with alcohol can actually be.

So I started reaching out.

A few of us began meeting together for support, and without really knowing it at the time, that became the beginning of Happiest Hour.

It wasn't always easy.



I was constantly searching for a safe and private place for us to meet, trying to keep things affordable, and making sure I showed up every single week, no matter what was going on in my personal life.

And I watched something really special happen.

Some women got sober and stayed sober. Others wrestled with addiction, moderation, relapse, and figuring out what recovery looked like for them.

There was no one story and no one path.

At the same time, my own life was changing.

My children were getting older. There were graduations, holidays, parenting challenges, and the beginning of an empty nest on the horizon.

I had wondered for years what would happen to my sense of purpose when motherhood began to look different.

Instead, somewhere along the way, I found another piece of it.

As our little group moved into its second year and continued to grow and evolve, I realized I wanted to do this work in a bigger way.

I got an office and became certified as a Recovery Coach Professional through the Connecticut Community for Addiction Recovery, took additional courses, and on September 1, 2025, Happiest Hour officially became my business.

This past year has stretched me in ways I never expected.



I've had to learn how to take the empathy and experience I found through my own recovery and turn it into professional coaching and mentorship—while simultaneously learning what it means to build a business from the ground up.

And I have loved it.

The private conversations with women who need somewhere completely confidential to tell the truth.

The group coaching where someone realizes, sometimes for the first time, “Oh my God, it isn't just me.”

Watching women who met through Happiest Hour become real friends.

And now, the podcast—where women continue to have the courage to share their stories so someone listening can feel a little less alone.

That part still means everything to me.

Because that was exactly what I was searching for when I stopped drinking.

Relatability. Honesty. Connection. Hope.

So as Happiest Hour celebrates its first official birthday, I really just want to say thank you.

To every woman who has trusted me with her story.

To every podcast guest who has vulnerably shared hers.

To everyone who has followed, listened, shared a post, sent a message, attended a group, worked with me privately, or simply quietly supported what I'm building.

And especially to my children, my husband, my family, and my friends who have supported me while this little idea became something so much bigger than I imagined.

I'm incredibly grateful for this first year.

And I'm nowhere near finished.

I will keep pouring my heart into creating spaces where women can get honest, get vulnerable, find connection, and begin to see just how beautiful life can become when we have the courage to change.

Here's to year two.

— Paula

Happiest Hour Happenings



 The Happiest Hour Podcast is growing, and I've been having some incredible conversations about changing your relationship with alcohol without shame or labels. If you haven't listened yet, you can find The Happiest Hour with Paula Devine on Spotify & Apple Podcast. I think you'll find an episode that feels like it was made just for you.



[Link here](#)



My next 6-Week Happiest Hour Experience begins September 17.

If you've been thinking, "Maybe it's time I actually do something about this," this is a supportive, small-group experience designed for women who are sober curious or ready to change their relationship with alcohol—without judgment and without having to do it alone.

**Join today! CODE: HAPPY50 for \$50 off
until 9/8/20216**

[Click here to book a free discovery call on private coaching packages](#)