

Women
+ Wealth
GALA

2024 Program

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Raintree
WEALTH MANAGEMENT

WELCOME
WELCOME
WELCOME



Women + Wealth welcomes you to the 9th Annual International Women's Day Women + Wealth Gala Presented by Raintree Wealth Management! Women + Wealth is a not-for-profit organization that holds events in celebration of International Women's Day to empower, inspire and support women across Canada who are, or are on their way to becoming, confident and passionate leaders of our businesses, organizations, governments, schools, and communities. International Women's Day is a day dedicated to celebrating and honouring the successes of women around the world. It is a time to recognize and acknowledge the progress women have made in social, economic, and political arenas while recognizing the obstacles they continue to face. This day is an essential reminder that our work is not yet done; we must strive for greater gender equality everywhere.

We thank you for celebrating International Women's Day with us and helping us work together for a more inclusive and just future!

Sincerely,

The Women + Wealth Board & Organizing Committee:

**Peter Kinkaide
Erin Viala
Alison Taylor
Wendy Ell
Chelsea Stellick**

**Ildi Arlette
Aymie Rondeau
Sean Wilson
Hannah Chorneyko**

ATTEND A FREE VIRTUAL FINANCE BOOTCAMP!



We will cover the key considerations and tips on the following topics:

- Cash Flow Management
- Investment Planning
- Retirement Planning
- Estate Planning
- Tax Planning
- Insurance and Risk Management

TWO TIMES TO CHOOSE FROM:



**April 3, 2024
12 - 1pm MDT**



**April 3, 2024
6:30 - 7:30pm MDT**

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The Women + Wealth Gala is a not-for-profit fundraiser event. **All raffle proceeds are donated to Mamas For Mamas.**

Mamas for Mamas is a national charitable organization that supports mothers and caregivers in crisis by providing ongoing support to individuals and families facing various poverty-related struggles. Their mission is to change the landscape of poverty through innovative approaches to financial barriers faced by struggling families.

To learn more, please visit
www.mamasformamas.org

PROGRAM PROGRAM PROGRAM

5:00 PM Welcome Reception

6:00 PM Opening Remarks, Joelle Tomlinson

6:15 PM Welcome from Women + Wealth, Peter Kinkaide

6:20 PM Introduction to Mamas for Mamas, Shannon Christenson

6:25 PM Dinner

7:25 PM Keynote & Fireside Chat, Ashley Freeborn

8:10 PM Keynote & Fireside Chat, Dr. Jody Carrington

8:55 PM Farewell & Raffle, Joelle Tomlinson

9:15 PM -
10:15 PM VIP Reception

MENU MENU MENU

Plated Dinner

Salad: Alberta harvest salad

Entrée: Alberta free range skin on honey glazed herb de Provence chicken breast

Vegan/Vegetarian Entrée: Revisited classic ratatouille

Dessert: Milk chocolate caramel layer cake

*Compliments of Pacific Centre for
Reproductive Medicine (PCRM)*

PCRM Pacific Centre
for Reproductive
Medicine
The Prelude Network

Dinner Wine

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Red: Chateau Bourdieu

White: Madia Incastro Bianco

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ASHLEY FREEBORN ASHLEY FREEBORN ASHLEY FREEBORN

CEO & Co-Founder of Smash + Tess

Born and raised in Vancouver, B.C., Ashley graduated from Simon Fraser University in Burnaby, B.C., with a BA in English, a BEd, and an MEd. She taught school for a decade before co-founding Smash + Tess with her mother in 2016.

The idea for Smash + Tess rose out of a Ashley's recognition for an unfilled niche in fashion—a void in the loungewear market. Deciding to fill that void with affordable, stylish, comfortable loungewear, she attended the summer fashion program at Conde Nast in London, UK. Bootstrapping her idea to life, S+T has grown from two employees to a team of 40+. As CEO, Ashley oversees everything from designing to financial planning to dreaming up fun and creative marketing campaigns. Under her direction, S+T has grown exponentially in revenue and transnationally in market share and public notoriety. It has grown famous for its celebrity collaborations with the likes of Hilary Duff, Paula Abdul, Jillian Harris, and Sarah Nicole Landry aka The Birds Papaya, and is best known for leading the Romper Revolution- a movement that was born out of

clothing that celebrates femininity, strength, style, and comfort in women of all shapes and sizes. Ashley is also committed to giving back. S+T has spearheaded several charitable endeavors, raising tens of thousands of dollars to support organizations like Matriarch Movement, Mamas For Mamas, Marsha P. Johnson Institute and more.

In 2020, Ashley was named one of Canada's Top 40 Under 40, which recognizes the most outstanding leaders in the country. She also led Smash + Tess through exponential growth, landing the company on The Globe and Mail's Top Growth Companies for the past three years in a row. Ashley is a published author and her children's book, Frankie and the Magical Romper, can be purchased at Chapters Indigo. She is also a celebrated presenter, touring North America to speak on topics including building a successful brand, e-commerce and D2C sales, authentic collaborations, and social media strategy.



2024 SPEAKER
W+U

DR. JODY CARRINGTON DR. JODY CARRINGTON DR. JODY CARRINGTON

Renowned Psychologist & Bestselling Author

Dr. Jody Carrington is a powerhouse speaker and fearless champion for authentic human connection. She is highly sought after for her expertise, energy and genuine approach to helping people solve the most complex human-centred problems. Jody's work focuses on the value of reconnection – the key to healthy relationships and productive teams. Her authentic, honest (and often hilarious) approach never fails to inspire and motivate audiences

Dr. Carrington is the founder and principal psychologist at the Carrington Practice, where she uses her twenty-plus years of experience to empower the clients she connects with. Jody's unique resume of clients – from kids to major institutions – provides her with the insights and depth of experience to present unmatched value to her audiences. Her core message resonates with everyone from the practice to the world stage: our power lies in our ability to acknowledge each other first.

She is the bestselling author of *Kids These Days* (2019), *Teachers These Days* (2021), and the emotionally charged and introspective chart-topping, *Feeling Seen* (HarperCollins, 2023).

Jody lives in small-town Olds, Alberta, with her husband and three children (she had three kids in 2 years to test her own resilience) and leads the amazing team at Carrington & Company.



JOELLE TOMLINSON JOELLE TOMLINSON JOELLE TOMLINSON

Journalist & Storyteller

Joelle Tomlinson is an accomplished and award-winning journalist, known for her passion, professionalism, and captivating storytelling.

With a career spanning over a decade, Joelle has made a significant impact in the field of broadcast journalism. She was the youngest Black female News Anchor and Producer across Western Canada in history, hosting CTV Morning Live Calgary for six years. Her engaging presence, daily interviews and informative reporting made her a trusted source of news and information for viewers. Joelle is now the community reporter for Global News in Calgary, covering human interest stories, emceeding major events and representing the voices of the city.

Joelle believes in connection, community and compassion, recognizing the importance of giving back and making a positive impact. She is particularly passionate about mental health and addiction initiatives after losing her brother to a fentanyl overdose. She is also an avid trail runner, a spin instructor, and can most often be found on Calgary's pathways with her two rescue pups and a coffee in hand.

Fierce.

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