

# Women, Money & Power

*Trixie Rowein*

Did you know...

- 90% of women feel financially insecure despite controlling more wealth, having more education and being more involved in financial decisions?
- 50% of women fear losing everything and becoming a 'bag lady' living on the streets?

Knowledge is power – that's what I'm referring to when I say "Women, Money and Power". Knowledge of self: personally and financially. From a financial point of view that means having a plan outlining your financial goals and what needs to be done to realize those goals. I grew up in an immigrant household and I saw first-hand what hard work, planning and regular savings can accomplish over time. And it's that message I want to share with everyone, especially women – planning and regular savings along with knowledge of self and finances can go a long way to achieving a sense of security.

When I first joined the investment industry in 2000, being a female financial advisor in a male-dominated business was not easy. Prospective clients were not receptive to the message I wanted to share. I'll be honest – I wanted to give up after two years, as I felt I wasn't good enough or smart enough. Having a strong support network of family, friends and colleagues helped me through the early years and I'm proud to say I'm still here!

Raymond James strongly supports women through their Network for Women Advisors (NWA), which helps me stay motivated and focussed on what I can control to succeed in this business. The NWA provides mentorship, coaching and training programs to help achieve whatever goals I set, and also hosts an annual Women's Symposium and more. When women support one another great things happen! Men are encouraged to get involved too so we can leverage off one another.

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After getting through those first few challenging years in the business, I earned my Certified Financial Planners designation and then went on to earn the Chartered Investment Manager designation, which led me to become a Portfolio Manager.

I'm passionate about education and began hosting an annual women's only seminar in 2007 for clients and their friends and family. Women share much more openly in the presence of other women. I want women to feel empowered by money rather than intimidated and the first step is to become more knowledgeable. With two young daughters of my own I'm teaching by example that a woman can achieve financial security with proper planning.



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