



A SPECIAL SHOUT-OUT

WIFS PDX members came together on September 29th to form a team for the Breast Friends 5k, raising awareness and showing support for those impacted by breast cancer. Since 2000, Breast Friends has provided emotional support to people from the moment of diagnosis, through treatment, and beyond. Our chapter first connected with this inspiring organization at The Standard Volunteer Expo earlier in the month, and this experience reminded us why WIFS PDX exists: to be allies for belonging and connection, and have a meaningful impact in our community.



From the National LeadHER Blog: Be Your Own Woman of the Year

by Christy Aleckson, MBA, BFA™, RICP®, WMCP



Winning WIFS National Woman of the Year in 2018 was unexpected and so exciting. I was honored to be chosen by my fellow WIFS Members as the person they felt had excelled that year enough to be honored.

The Portland Metro Chapter asked me to speak about how to become Woman of the Year. Initially I didn't like the topic. I didn't set out on my journey to 'become' Woman of the Year. I simply was doing things that I had a passion for, and it happened that way. So, I asked to change the focus to how we can all be our own Women of the Year in how we approach our lives.

We all deserve our rock star moment. That is a moment that you might have envisioned or even dreamt of and then it happens! As a child, I wanted to be a rock star. I lived in a small town in Alaska and there was no internet yet for me to be 'discovered,' so this dream was a little far-fetched. However, I have since sang live in front of 250 WIFS Members on a roof top in San Diego, and sang for the Securities America, now Osaic, national conference on video during the pandemic. So maybe I have achieved a solid status as a performer? Probably not.

Being named as 2018 WIFS National Woman of the Year was a rock star moment for me. It gave me the acknowledgement that all I was doing was noticed and appreciated. I was making a difference. My legacy is to leave the world better for having lived and this let me know my actions were having impact.

The idea behind being your own Woman of the Year is to truly understand your Zones of Genius. What are you made to do? Not the things you are good at or even great at, but the area you are truly in your being. I am good, maybe even great, at processes and paperwork, but they drain my soul of joy. Being with people, helping them see solutions and shift choices to achieve what they desire, that is my gift.

I find that doing things like volunteering for a board, mentoring, taking part in events, donating your time and talents, etc. all need to come from a place of authenticity and out of a desire to serve others. Living in this genuine space will lead you to an outcome that could include recognition, and recognition is not the goal of why you do the activities.

Be humble, be persistent, be authentic, and follow your passion by doing things in your Zone of Genius. These are the things that will have you living as your own woman of the year most days. And give yourself some grace. You truly are doing the best that you can in the moment with the capacity, skills, tools, support, and knowledge that you have. And then you learn and do more and better.

What will your rockstar moment look like?

UPCOMING EVENTS

10/14

Roses & Rosé:

Networking Collab with CHIEF

5pm - 7:30pm

Ora et Labora Vinum Lounge

12/10

Holiday Party

5pm - 7pm

Harvest Moon Sangria Bar

ICYMI...



BOOK CLUB OPEN TO NON-MEMBERS

July marked the first book club meeting open to members and non-members alike. Next year's reading list is filling up with local women authors that will continue to inspire.

PUPS & CUPS: DOG PARK MEET-UP

Members and their furry friends met up for some sun and socializing at Revolution Hall.



3 STEPS TO A FULFILLING FINANCIAL SERVICES PRACTICE

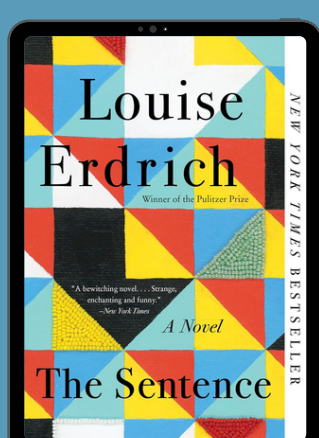


Caitlin M Davis, CFP®, AAMS®, Edward Jones advisor for nearly 17 years, shared her secrets for operating a successful financial services practice and balancing family life.

BOOK CLUB

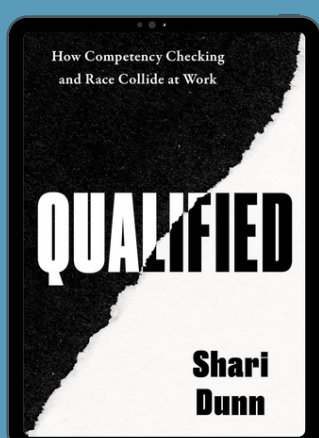
WIFS PDX Book Club is open to both members and non-members!

RSVP at wifspdx.org



Nov 18th

The Sentence
by Louise Erdrich



January 2026

Qualified: How Competency Checking and Race Collide at Work

by Shari Dunn