

TODAY'S EVENT IS PRESENTED BY:



Foundation for Women's Financial Education is a non-profit organization dedicated to making a positive impact in the world by increasing women's financial security. By offering unbiased financial education, women gain knowledge about financial matters—the key to establishing a lifetime of financial wellbeing and independence.

Foundation for Women's Financial Education offers financial literacy seminars and workshops to empower women to seize control of their financial well-being. By sharing knowledge, experience, and quality, product-neutral information and education, we promote a space where women can fully explore their financial situation without judgment.

UPCOMING EVENTS

- **Second Saturdays:** A divorce advice workshop for women to help explore the legal, financial and personal issues of divorce.
2nd Saturday of each month, 9:00 AM - 1:00 PM
- **Understanding the Basics of Money Management & Investing:**
From cash flow to debt management, credit reports to planning for the future, knowing the basics can help you get started on the right foot (or get you back on solid footing).
September 17, 2019, 6:00 - 7:30 PM
- **Mom Needs Help, Now What:** Whether it is a sudden unexpected event or a slow process, helping our parents age gracefully can be a complicated situation. Learn the signs to watch for and tips on how to navigate the ever expanding variety of services designed to help.
October 9, 2019, 6:00 - 7:30 PM

For more information, contact Kitty Bressington

☎ 585.310.7232 ✉ womensfinancialeducation@yahoo.com
www.womensfinancialeducation.org



UPSTATE
Women in Finance
May 2, 2019 | Rochester, NY

Presented by:



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To help us plan for next year's event, please complete and return the survey cards. We appreciate your feedback in helping us make our next event a great success.

The goal of the Upstate Women in Finance event is to bring together professional women in finance from our area for the purpose of networking, education and industry knowledge.

Help us spread the word and share our event with colleagues in the industry or ask us how you can get involved. Profits raised from the Women in Finance event support the mission of the Foundation for Women's Financial Education.

| Program of Events | Time |
|------------------------------------------------|-----------------|
| Networking & Luncheon | 12:30 - 1:00 PM |
| Opening Remarks | 1:00 PM |
| Keynote: Responsible Investing | 1:10 PM |
| Networking Break | 2:05 PM |
| Session I: The Changing Face of Philanthropy | 2:15 PM |
| Session II: Developing an Influential Presence | 3:20 PM |
| Networking & Reception | 4:15 - 5:30 PM |
| THANK YOU FOR ATTENDING | |

“The Family Wealth Advisors Council estimated that by 2030, women will control two-thirds of the nation’s wealth.”



Lenore Reiner, CFP
Responsible Investment Strategy
Specialist, Eaton Vance

Lenore Reiner is a vice president of Eaton Vance Distributors and responsible investment strategy specialist for Eaton Vance's suite of strategies focused on responsible investing, encompassing

actively and passively managed U.S. and international equity strategies, fixed-income strategies and asset allocation funds. She is responsible for client and internal communications and insights on investment strategy and portfolio positioning. She joined Eaton Vance in 2017.

Lenore began her career in the investment management industry in 2004. Before joining Eaton Vance, she was director of national sales and marketing at Motley Fool Asset Management. Previously, she was a regional vice president with Calvert Investments and was affiliated with Investors Group Financial Services Inc. in Canada as a financial advisor.

Lenore earned a BES Honours, summa cum laude, from York University. She holds the CFP designation and FINRA Series 6,7,63 and 24 licenses.



Miranda Wilcox
Growth Catalyst, Thrive Potential, LLC
Specialist, Eaton Vance

Miranda Wilcox is a fierce advocate for improving workplace performance and satisfaction—and for promoting equity for under-represented groups.

As a Professional Certified Coach, communication instructor, mentor, organizational behavior expert, and entrepreneur, Miranda helps emerging leaders, executives, and organizations actualize potential and thrive.

As part of her mission to empower and develop others, Miranda delivers presentations related to personal and professional leadership at meetings of professional associations, conferences, panels, retreats, and workshops.



Cicely Strickland-Ruiz,
Chief Operating Officer
United Way of Greater Rochester

Cicely Strickland-Ruiz has more than 15 years of leadership experience in the nonprofit, education and human service industries. As Chief Operating Officer at United Way of Greater Rochester, she has implemented strategies to increase revenue, reduce

costs, strengthen customer relationships and improve business practices. Prior to taking on the role as COO, Strickland-Ruiz served as Chief Development Officer at United Way, leading a team of 20 fundraising professionals to raise more than \$30 million annually through workplace campaigns, corporate giving and individual philanthropy.

Strickland-Ruiz serves on the Executive Board of RESOLVE of Greater Rochester as Vice Chair, is a member of the Irondequoit Public Library Board of Trustees, and participates on the RIT Saunders College of Business Management Advisory Board and Roberts Wesleyan College Multicultural Advisory Board. She is a member of business and community organizations, including the Rochester Chamber of Commerce, Rochester Young Professionals, Rochester Chapter of The Links, Inc., and Rochester Women's Network. In addition, she volunteers her time as a mentor with Women Helping Girls and the Rochester City School District, and has prepared taxes as a volunteer with the United Way-supported C.A.S.H. program.

Strickland-Ruiz completed her B.S. in Organizational Management and attained her M.S. in Strategic Leadership at Roberts Wesleyan College. She is also an alumni of the United Way African American Leadership Development Program and Leadership Rochester. She believes in supporting the community where she lives and works as a member of the United Way Women's Leadership Council and African American Leadership Giving Societies. Strickland-Ruiz resides in West Irondequoit, NY with her husband.