



# A LETTER FROM OUR PRESIDENT

From the desk of Kate Beck

Dear WIFS Portland Metro Members,

As your new president, I am honored and thrilled to step into this role and lead our extraordinary chapter into 2025. The foundation of this organization—our shared commitment to empowerment, growth, and connection—continues to inspire me, and I look forward to building on this legacy with all of you.

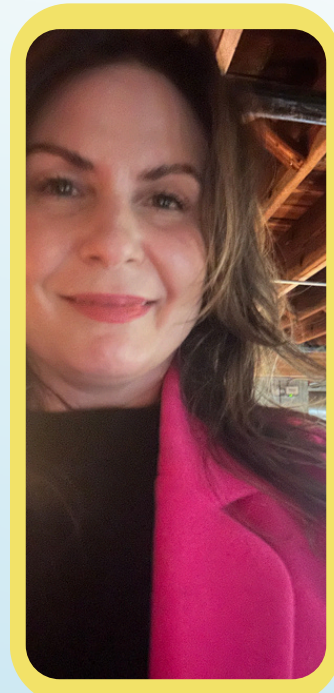
Our theme for the year, "Bloom Where You Are Planted," reflects the power of resilience and growth no matter where we find ourselves. Each of us brings unique strengths, stories, and perspectives to our work and our lives. Together, we will cultivate opportunities to flourish both personally and professionally while supporting one another in our journeys.

This year, we will focus on creating meaningful programming, fostering mentorship, and expanding our community impact. From dynamic events to initiatives that encourage connection and learning, we are committed to helping every member feel supported and inspired to thrive.

I also want to express heartfelt gratitude to our outgoing leadership team for their dedication and to each of you for your trust in me. It is your energy, passion, and commitment that make WIFS a truly special organization.

Thank you for being part of this vibrant community. I am eager to see how we will grow together and excited to meet many of you at our upcoming events. Here's to a year of blooming where we are planted!

With gratitude,  
Kate Beck  
President, WIFS Portland Metro



## upcoming events

**1/15 Mentorship in Full Bloom: Growing Through Guidance**  
8:30-9:30am  
kiln

**2/12 Galentine's Day with OWLS**  
Location TBD

**3/5 Conference Like a Boss with Nordstrom**  
5:00-7:00pm  
Nordstrom Washington Square



### National Conference

Ten members from our local chapter attended the WIFS National Conference in Philadelphia, PA, where we were awarded Chapter of the Year!

### Year-End Tax Planning

Shelley Cooper led a discussion on often-overlooked tax strategies that could mean big savings for clients and their businesses.



### Holi-YAY Party!

Our wonderful Finance Committee through a soiree to be remembered at Willamette Valley Vineyards - Lake Oswego

## From the National LeadHER Blog: The time is now. Do you feel it?

by Amber Stitt

In the vibrant world of insurance and financial services, there's a powerful shift happening among our female members that's reshaping the landscape in real-time today. Whether we gather virtually, attend board meetings, or connect at social events, the dynamic among our female colleagues is tangible and transformative. Over the past two years, I've witnessed inspiring evolutions within our organization and I wanted to share a glimpse of this transformative period. The impact has largely affected my life and could be a core reason my revenue double from last year. We could even call it a revolution. These revolutions stand on the foundation of social and technological changes and we are standing on the front lines here watching the changes happen and creating new opportunities because of it.

It begins with conversations sparked at WIFS National and Chapter events, where stories are shared and connections are forged. What starts as a simple exchange often ignites a journey of growth, as women across states come together, supporting each other through texts, calls, and even business partnerships.

In my role as Phoenix President for the 2023-2024 term, I've seen firsthand how those who embrace our community and culture take it to heart, making it their own. However, I didn't stop at the chapter level, my friendships have gone farther into multiple chapters to close knit friendships and business mindsets have been formed. I went seeking and found other like-minded individuals that share the same passions for growth and creation resulting in loving what we do while earning more revenue. They help me and I help them. It is reciprocating and very much magnetic. Click here to read more...

## ALLOW US TO BRAG



Jennifer Costarella took on a new role at Edward Jones as Divisional Area Recruiting Manager

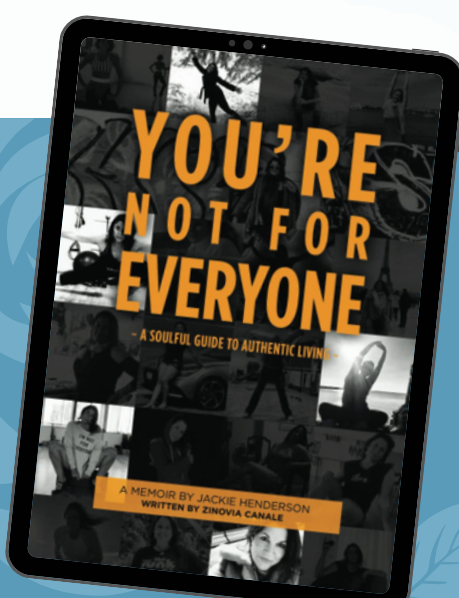
Kate Beck launched the Timeless Vitality podcast with Amber Stitt of WIFS Phoenix



Kirsten Meneghello earned her first degree black belt in Shotokan Karate after 7 year of training

## MEMBERS ONLY BOOK CLUB

January 28th:  
You're Not for Everyone: A Soulful Guide to Authentic Living  
by Jacqueline Henderson



March 18th:  
Empresses of Seventh Avenue  
by Bonnie Ware

