

## *About the author*

Kelley Keehn, financial expert, speaker, and author of four books including *The Prosperity Factor for Kids* and *The Woman's Guide to Money*, uncovers the "inner games" we play surrounding wealth.

As a former financial professional for over a decade, she's witnessed first hand the problems individuals have with money and has developed a fun, practical guide to making changes to our money mindsets at a fundamental level.

As quoted in the Toronto Star  
by James Daw,

“*She's worth the price of admission.*”

Kelley has been a regular columnist with Sun Media, The Edmonton Sun, Canadian Money Saver Magazine, Orb Magazine, Husband and Wife Magazine, was a daily guest on California 103 fm radio, has a monthly segment on CTV Edmonton, and is a regular guest on television and radio shows around the globe. Kelley travels extensively throughout North America as a sought after corporate speaker, as a faculty member with the Canadian Initiative for Elder Planning studies, and for her book tours.

Kelley's most recent book, *The Prosperity Factor for Kids* was released nationally by Insomniac Press in the spring of 2007 and globally January 2008.



## Kelley Keehn, EPC

- Financial expert
- International Author
- Writer
- Speaker
- Coach
- Columnist
- Corporate Trainer
- Elder Planning Counselor
- Faculty with CIEPS

## Media Talking Points - *partial list*

### The top 5 excuses women make for not taking charge of their finances

Keehn can discuss how to stop making excuses and how to start taking control of your financial future.

### Piggy Banks & beyond - how to teach kids of any age money habits for life

Most of us learned the best and worst spending habits from our parents. Keehn discussed simple strategies for all age groups that will help them save, spend, and even understand credit from ages 2 - 18

### Better than a budget - how to create a realistic financial outlook

Keehn equates budgeting with financial imprisonment. The tighter you squeeze, the worse you feel and the more likely you are to blow it. Instead, she offers tips to track your dollars and find opportunities to cut back as well as indulge.

### What's mine is yours? Not necessarily

Money disagreements are the number one cause of divorce. Keehn proposes special spending and savings accounts for each spouse and can talk about mitigating arguments over money with sound account advice.

### Credit card debt & spending

Women feel more guilt with spending than do men but also lead the pack in looking after the household finances. Often times, like with over eating or any other destructive pattern, over-spending can be a sign of trouble.

### The holiday spending trap

Many fall prey to the holiday spending rush by waiting until the last minute and spending more money than they had intended to. Keehn offers solid solutions to avoid the holiday spending trap.



*quick  
facts  
about  
kelley*

- > Financial Professional: 12 years
- > Sold her practice: June 2005
- > Books written: 4
- > Books published: 3
- > Books coauthored: 1
- > Columns/ articles published: 33
- > Speaker for ten years lecturing to thousands of women, CIEPS students & financial professionals
- > Lecturer and faculty with CIEPS (the Canadian Initiative of Elder Planning Studies)
- > Elder Planning Counselor (EPC)
- > Favourite city: Toronto & Washington, DC
- > Age: 32
- > Nominated for the Global of Woman of Vision award, Rotman's Woman Entrepreneur of the Year award & the YWCA's Woman of Distinction award
- > Business woman
- > Entrepreneur
- > Mom of three cats (hopefully real kids one day)
- > Media: interviewed by hundreds of radio & TV shows and featured in hundreds of newspapers and magazines.
- > Regular features: CTV (monthly guest), Forever Young (columnist), Sun Media (columnist), Canadian Money Saver Magazine (regular contributor), Orb Magazine (COIN columnist)

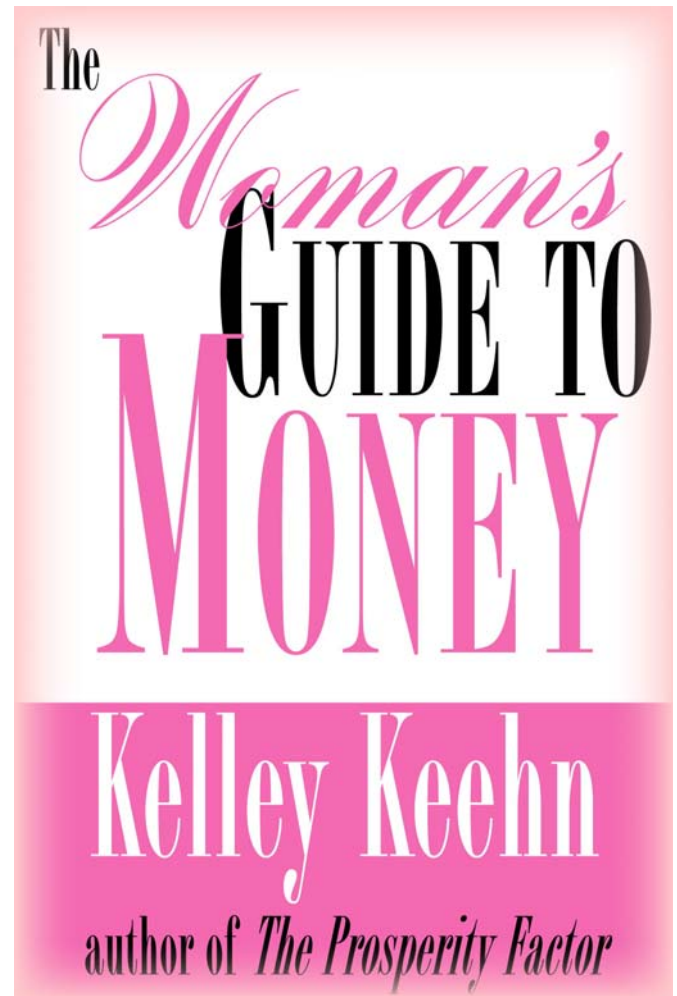
### *The Woman's Guide to Money*

Does thinking about your finances cause you anxiety and stress? Does the thought of money evoke feelings of sacrifice or guilt? Many women find themselves trapped by cultural and social conditioning that includes a negative view of money.

It doesn't need to be this way. Instead, money should be a tool for creating the life you have always wanted. Written for women by a woman, this book helps women to take life-changing actions that will free us from money-related guilt and worry. By rethinking the way we look at money, women can learn to overcome the barriers that prevent us from pursuing our own prosperity. Many of us have a pre-programmed sense of guilt when it comes to money, where instead we should have confidence and satisfaction. In this step-by-step guide, women will learn how to see the differences between 'net-worth' and 'self-worth', how to overcome the fear of finances, and how to set goals and follow through with a plan.

This book is about freedom, independence, and empowerment; it reveals how women can and should look beyond mere dollars to gain an understanding of true wealth and abundance -- one that is not about greed and power, but concerned with life-enriching prosperity.

- **released nationally in Canada:**  
April 2006
- **release in the U.S. and internationally:**  
October 2006



“Keehn's record of early success suggests hers is not an idle boast. She's worth the price of admission just to hear how she got guys with million-dollar incomes, and million-dollar investment accounts, to trust a woman in her 20s who had little formal education. In her book, she coaches readers on how to build the foundation of any financial plan by answering a series of questions to decide who you are, where you want to go, how far you are prepared to go to get there, and how to stay as positive as she is.”

James Daw  
Toronto Star

*The Prosperity Factor for Kids*

“ New book is a definitive guide to teaching kids about money. ”

**SUN MEDIA**

P.J. Harston

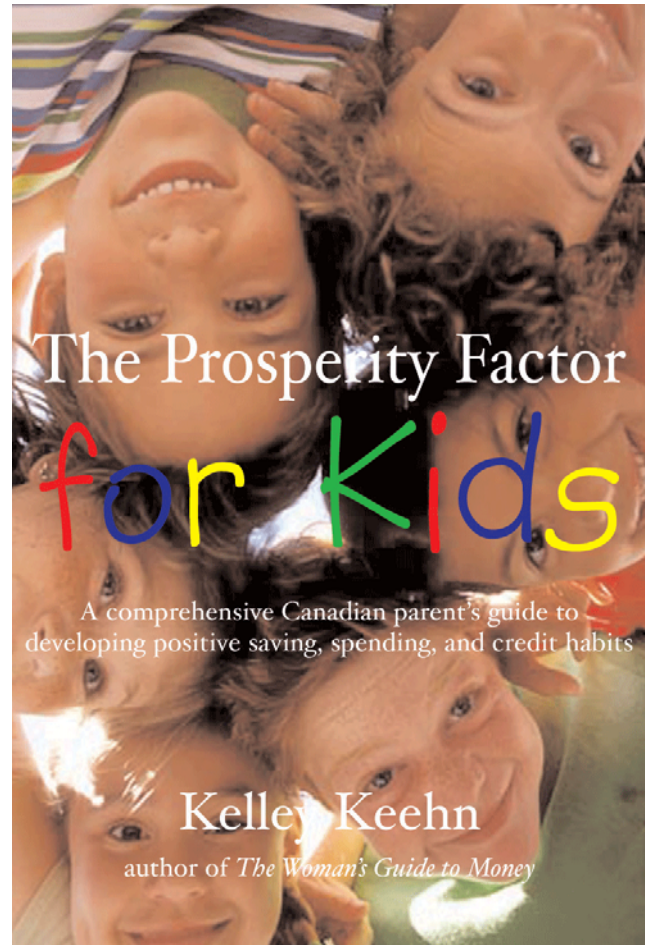
This book will help parents teach their children about money and financial responsibility. It is divided by age group, from five-year-olds using a piggybank to teenagers preparing to leave home for the first time. Inside you will find many exercises, examples, and tips to help parents and children become financially fit. The Prosperity Factor for Kids details incremental lessons and skills needed to turn your kids into mini-money managers. It also informs parents about programs and financial products available to children.

- **released nationally in Canada:**  
April 2007 Canadian Edition  
*The Prosperity Factor for Canadian Kids*
- **release in the U.S. and internationally:**  
January 2008 Global Edition  
*The Prosperity Factor for Kids*

“ Solid, real-world advice that will help parents raise financially savvy and successful kids. ”

**GLOBE & MAIL**

Rob Carrick



“ I recommend it [The Prosperity Factor for Kids] to all parents of young children - the younger the better. ”

**SUN MEDIA**

P.J. Harston

## Women and Money

### A New Approach to an Old Problem

Edmonton, AB – April, 2006

When dealing with money matters, does gender make a difference? What financial concerns might women have that men don't?

Kelley Keehn, author of *The Woman's Guide to Money* reports, "Men have been handling money for thousands of years and it has only been the last half of the century that women have been managing money. More importantly, it's only been the last few decades that it has been socially accepted for women to be in charge of their own money, including household finances."

How are women dealing with their new role? Keehn states that women are eager and ready to learn more to improve their financial situation; that's why she wrote this book that is specifically designed for women. The female investor also hasn't developed an ego about what she should or shouldn't know financially, and therefore is more likely to seek out advice and answers.

In her latest book, Keehn asks readers to imagine a life of financial freedom. "For many women, thinking about their finances causes stress and anxiety. Often times, the thought of money can evoke feelings of sacrifice and guilt. Many women find themselves trapped by cultural and social conditioning that includes a negative view of money."

Keehn teaches readers to rethink the way they look at money. Women can learn to overcome the barriers that prevent them from pursuing their own prosperity. Many women have a pre-programmed sense of guilt when it comes to money, when they should have confidence and satisfaction. Keehn's step-by-step guide teaches readers how to see the difference between 'net-worth' and 'self-worth', how to overcome the fear of finances, and how to set goals and follow through with a plan. Keehn's vision is to assist women in becoming financially free, independent and empowered.

Keehn's website, [www.KelleyKeehn.com](http://www.KelleyKeehn.com), lists a plethora of facts about women and money, a brief history of women, and a number of games that visitors and readers can play to change their financial futures.

Kelley Keehn, lecturer, personal coach, columnist and author of *The Woman's Guide to Money* and *The Prosperity Factor*, uncovers the "inner games" we play surrounding wealth. As a financial professional for over a decade, she's witnessed the problems individuals have with money and has developed a fun, practical guide to making changes to our money mindset at a fundamental level.

*The Woman's Guide to Money* will be released nationally by Insomniac Press and will be available in all bookstores early April 2006. Kelley's spring tour will include Edmonton, Calgary, Red Deer in mid April, Vancouver the first week of May, and Toronto the last week of May 2006.

## Can Baby Boomers Handle Their

### One Trillion Dollar Inheritance?

This is a follow-up to our March 14<sup>th</sup> press release “Baby Boomers to Inherit Blood Money,” distributed by Canadian News Wire and rated in the “top ten” for most hits received that day.

Edmonton, AB - October 17, 2005

In 2001, it was estimated that baby boomers would inherit 450-billion to 650-billion dollars between the years 2001 and 2010. Last month, TD Economics reported that these boomers will inherit as much as a trillion dollars during the next decade. And this enormous asset transfer is happening right now!

The parents of baby boomers worked hard over the years, wanting to be sure that their children would have more than they had. But how will baby boomers handle their new-found money?

The source of money often plays an important role in how we save or spend. Emotional factors come into play. Suddenly receiving a large sum of money can create discomfort and unease, since the recipient hasn't had the more natural experience of earning it gradually. People with tax refunds, for example, tend to spend them quite carelessly, regarding them as pots of “found money.” And statistics show that most Canadian lottery winners are worse off a few years after receiving their winnings than they were before the windfall.

The baby boomer who inherits a large sum of money may fall prey to the same fate as the lottery winner. If baby boomers perceive their inheritance as being like a tax return or like winning the lottery, the statistics are not in their favour.

Worse, an inheritance may be regarded at an unconscious level as “blood money.” This cash comes, after all, because of the death of a parent or other loved one.

Why should the recipient of an inheritance worry about facing the dismal financial fate of the lottery winner? It's possible that, at some level, their discomfort with the money will force them to act irrationally and irresponsibly in spending or investing it. Compound that with the fact that the money is the result of the death of a loved one—and baby boomers may be struggling with the emotion-laden challenge of not blowing in a few short years what it took their parents a lifetime to save.

What can this largest demographic do to retain their fortunes (whether large or small)? Or is their fate sealed? According to Kelley Keehn, “the first step is awareness. When someone realizes there's a potential problem with their money, they're more open to searching for a solution.” The second step is working with a qualified and experienced financial advisor. A professional will likely recommend a “cooling off” period as a must.

Kelley Keehn, lecturer, personal coach and author of *The Prosperity Factor*, uncovers the “inner games” we play surrounding wealth. As a financial professional for over a decade, she's witnessed the problems individuals have with money and has developed a fun, practical guide to making changes to our money mindsets at a fundamental level. Kelley is working on her second book, *A Woman's Guide to Money*, which is set to be released in March, 2006.

## Easing the squish of the sandwich generation

### Coping strategies for baby boomers caring for their family

Edmonton, AB – June, 2006

For the Sandwich generation – baby boomers responsible for caring for their children and parents – the day to day pressures can be overwhelming. With summer holidays just around the corner, these individuals are becoming increasingly inundated with busy schedules while tending to their children and being caretakers for their parents.

“Coping skills and a little planning can greatly assist this over taxed group” states Kelley Keehn, author of *The Woman's Guide to Money* and a faculty member with the Canadian Initiative for Elder Planning Studies. Keehn states that the first step is awareness. “A boomer with children and parental responsibilities has a great deal on their plate this summer, not to mention juggling a work schedule. It's often the parents of the boomers that are left behind or forgotten. In the end, this group of boomers faces potential burn out and often feel an enormous sense of guilt.”

Keehn suggests three simple strategies for boomers to consider when including their parents into their summer plans:

First, choose a date to plan an outing and stick to it. Arranging a time each week or bi-weekly gives their parents a date to look forward to, as many retired individuals have less mobility, friends and social activities to fill their days. Knowing when to expect a visit from their children and grandchildren can be a great comfort.

Second, plan activities in advance while involving their parents. Implement a detailed social calendar for them that may include attending their grandchildren's camp, concerts, a family vacation or a day trip to the parents' hometown. Giving the parents a number of pursuits to focus on in the future will encourage them to remain positive and hopeful during the summer months ahead.

Third, consider hiring extra help. Summer chores such as raking the leaves, driving parents to doctors and assisting in grocery shopping can eat up precious hours. If income allows, hire a driver to escort parents to complete errands throughout the daytime.

Keehn's website, [www.KelleyKeehn.com](http://www.KelleyKeehn.com), lists a plethora of facts about elder issues and coping skills for baby boomers caught in a sandwich lifestyle. Kelley Keehn, lecturer, personal coach, columnist and is the author of three books. She is also a faculty member with the Canadian Initiative of Elder Planning Studies and will be in Calgary with the association from June 19 – 21, 2006. She will be a keynote speaker at their first annual conference in Niagara Falls Oct 15-17, 2006 and will be facilitating a number of their courses across Canada in the fall.

Introduced in 2003, the Elder Planning Counselor program was Canada's first designation program for professionals working in the 50-plus market. EPC graduates include lawyers, stockbrokers, doctors, financial advisors, nurses, insurance agents, funeral directors and social workers. The EPC designation helps these professionals provide the best possible service to their aging clientele.

## Reviews & Quotes

Keehn's record of early success suggests hers is not an idle boast. **She's worth the price of admission** just to hear how she got guys with million-dollar incomes, and million-dollar investment accounts, to trust a woman in her 20s who had little formal education. In her book, she coaches readers on how to build the foundation of any financial plan by answering a series of questions to decide who you are, where you want to go, how far you are prepared to go to get there, and how to stay as positive as she is.

James Daw  
Toronto Star

Solid, real-world advice that will help parents raise financially savvy and successful kids.

Rob Carrick  
GLOBE & MAIL

I recommend it [The Prosperity Factor for Kids] to all parents of young children - the younger the better.

P.J. Harston  
SUN MEDIA

Your presentation was superlative and you're a dynamic speaker who made all the difference. I was caught up in the excitement, fervour and laughter around me.

Radhika Panjwani  
The Mississauga News

New book is a definitive guide to teaching kids about money.

P.J. Harston  
SUN MEDIA

...Kelley was a huge hit. We loved having her on the show, and may be contacting her again if one of her areas of expertise is topical. Thanks for the info.

Libby Herman  
Producer, Pia Shandel Morning Show  
Vancouver  
CFUN 1410 AM

Keehn focuses on the subtle nuances that stifle our ability to realize that money is abundant and good while nurturing our basic needs. Keehn's calming voice makes reading ... enjoyable without feeling like you've made a million 'money' mistakes before picking up the book.

Patty Jessome  
The Edmonton Sun

Her readers seem to agree with her innovative approach as her book made the Edmonton Journal's best seller list shortly after it was launched.

Paula Mankinen-Irvin  
Alberta Husband & Wife Magazine

Kelley Keehn In The Press



Front Page Masthead & feature article  
The Toronto Star, Business Section, June 1st, 2006



Kelley Keehn In The Press



Front Page Masthead

The Edmonton Journal, April 14, 2006



Front Page of the Business Section

The Edmonton Journal & Vancouver Province, April 14, 2006

Northern port poses risk to city

Project would step shipping into new...

DAVID FINLAYSON  
Journal Business Writer  
EDMONTON

Edmonton could be cut out of northern development loop if water port is built on the Arctic Yellowknife Mayor Gordon Tighem said Thursday.

Currently, almost all goods including vital fuel oil — both northern communities and projects originate in Edmonton.

But a port at Bathurst Inlet of proposed sites would totally cut the northern transportation, said Van Tighem, in Edmonton.

The Meet The North conference and job fair here May 8-10.

The huge amount of fuel oil going north each year from Edmonton would come in by ship to the north.

"What will that do to Sherwood (and refinery row)? So it's important for people who live in the south to supply the north to come and see it."

Bathurst Inlet plans call for a new road to the city. The Elkat and Diavik diamond mines as well as future diamond and barium mines lie in the area.

The port site has been the subject of several federal government industry studies, but has not yet been given the green light.

## Kelley Keehn In The Press

Kelley has conducted hundreds of radio, print and television interviews around the globe.  
Here is a small sampling:

### TELEVISION

- The Mind Over Money Show  
WUSA TV / CBS TV - *Washington DC, 2006*
- ABC TV - *Dallas, 2006*
- Conversations with Pam Lang - *Dallas, 2006*
- CTV Edmonton - *2006, 2007, 2008 - monthly*
- CTV Calgary - *2006, 2007, 2008*
- CTV *Province Wide* with Diaiene Vernile - *Kitchener 2006*
- City TV - BTV Toronto - *2006, 2007*
- City TV - BTV Edmonton - *2006, 2007, 2008*
- City TV - BTV Calgary - *2006, 2007, 2008*
- City TV - BTV Vancouver - *2008*
- Shaw TV - Edmonton - *2005*
- Shaw TV - Calgary - *2006, 2007*
- Global TV - Edmonton - *2005, 2006, 2007*
- Help TV / Canadian Learning Channel - *2005, 06, 07*

### RADIO

- Voice of America, International - *Washington DC, 2006*
- Daybreak USA - *2006*
- Mix 107.3 fm - *Washington DC, 2006*
- KRLD Morning News - *Dallas, 2006*
- The Valder Beebe Show - *Dallas, 2006, 2007*
- Market Watch Radio Network  
from Dow Jones - *Washington DC, 2006*
- CFUN Vancouver - *2006*
- CBC - The Business Network - *2006*
- California 103 fm Calgary - *2006*
- 770 CHQR Calgary - *2006*
- CBC Radio Regina - *2006*
- 570 News Kitchener, Ontario - *2005*
- 680 News Toronto, Ontario - *2005*

### PRINT

- Globe and Mail - *2007*
- Toronto Star - *2006*
- ELLE Magazine Canada - *2007*
- Canadian Money Saver Magazine - *2005*
- Orb Magazine Calgary - *2006*
- Edmonton Journal - *2005, 2006*
- Edmonton Sun - *2005, 2006*
- Forever Young Magazine - *2007*
- Our World Magazine - *2006*
- Canadian Money Saver Magazine - *2006*
- Elements Magazine - *2006*
- Orangeville Citizen - *2006*
- Airdrie Echo - *2005, 2006*
- Edmonton Chamber of Commerce News - *2005, 06*
- Cochrane Times - *2005*
- The Financial Post - *2005*
- Star Phoenix - *2005*
- The Telegram - *2005*
- Sun Media - *2005*

### REGULAR FEATURES

- CTV Edmonton  
*Regular monthly guest/feature*
- The Edmonton Sun - Business Section  
*Monthly column*
- Orb Magazine - Sun Media Calgary  
*Monthly column*
- Canadian Money Saver Magazine  
*Regular columnist*
- Alberta Husband & Wife Magazine  
*Regular columnist*
- California 103 Radio Calgary  
*Was a daily guest with "Keehn on Money"*

## Kelley's pictures

Please let us know if you'd like a high resolution copy of the following or photo's from page 1 or 2 : (photo's taken August 2007)

