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All that guilt about spending your money

By HARLEY RICHARDS Advocate business editor

Many people feel guilty about spending money. But women are less likely than men to shrug off those feelings.

This is the contention of **Kelley Keehn**, a financial expert who will share her thoughts on money during a May 24 presentation in Red Deer.

Keehn, who lives in Edmonton, is an international speaker who has written four books, including *The Prosperity Factor for Kids* and *The Women's Guide to Money*. She is also a regular contributor to newspapers and magazines, and a frequent guest on radio and television programs.

Although most of her advice applies to men and women, her presentation in Red Deer — entitled *The Secrets to Discovering Your Prosperity Factor* — will be on the latter group. "It speaks to the psychology of money — how we think, feel, believe surrounding money," said **Keehn**. "Women generally feel a lot more guilt surrounding money and have a lot more emotions."

When she asks groups of people if they feel guilty about spending, it's usually the women who raise their hands. And those with families feel the greatest remorse.

"When women do buy those shoes, or indulge in some way, shape or form, they feel terrible often because it should be going for Johnny's glasses or Mary's RESP or their retirement, or what have you."

Keehn will discuss how to change your views on money and create new behaviours. For instance, she said, it may be useful to set some funds aside in a special "spending" or "pleasure" account.

A key part of her presentation will be distinguishing net worth from self-worth, and not placing too much importance on money.

"Typically men have admitted that they have egos when it comes to money. Now women are starting to develop those egos as well." It's important to recognize your value as a person regardless of your bank account, she said.

Keehn's presentation is being organized by the Red Deer chapters of Independent Achievers and Women in a Home Office. She has waived her usual speaking fee, with all proceeds net of costs going to the Central Alberta Women's Outreach Society's Adopt a Family Program. The event will run from 6:30 to 9:30 p.m. at the North Hill Inn, with networking opportunities and information about Independent Achievers and Women in a Home Office available. Tickets are \$30, with Community Savings helping sponsor the event.

For tickets, call Vicki Wolfson at 347-9088 or Lori Fraser at 309-0361 by May 22.

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