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LIFESTYLE

Prosperity for kids

05/16/07
 BY MARK WEBER
 Red Deer Express

Edmonton author Kelley Keehn makes a city stop May 24 promoting her message of financial responsibility in a credit-crazy culture.

Her latest title, *The Prosperity Factor For Canadian Kids*, was just released last month. Keehn has also penned *The Woman's Guide to Money* and *The Prosperity Factor For Women*.

Independent Achievers and Red Deer Women in a Home Office present Keehn May 24 at the North Hill Inn.

She will be speaking about 'Discovering your Prosperity Factor.'

Her new book is a comprehensive guide for Canadian parents in guiding positive saving, spending and credit habits in their kids.

The book covers a range of topics, including 'Piggy Banks & Beyond — How to Teach Kids of any Age Money Habits for Life'.

Keehn also writes about simple strategies for all age groups helping them to save and even understand credit.

She points out that a century ago, people bought only what they could afford — a far cry from today where Canadian consumers owe \$752.1 billion.

That's up 36% in just 10 years when adjusted for inflation, she said. It's not building a promising foundation for today's young people and how they view financial issues, she said.

"I'm troubled most by our youth's interpretation about money and credit," she said.

"Today, one no longer knows what their neighbour really owns. I'm concerned that with the advent of our credit system and its overuse at times, it's nearly impossible for the average person to decipher what another person is really worth."

But Keehn said rising credit levels are only part of the problem. Folks aren't saving enough either.

Besides her writing, Keehn is a lecturer and a personal coach.

As a former financial professional, she's witnessed the problems folks have with money and has developed fun and practical guides to changing 'money mindsets' at fundamental levels.

Meanwhile, she said it's not all doom and gloom when it comes to shifting perspectives on money.

"Awareness is the first key. Matters of money need to be understood by the average person, which starts with simple steps.

"Education is the critical component and a parent needn't feel that they must strive to be an expert, but should take the steps necessary to inform themselves and their children that there are financial choices and consequences."

Story: ◀ 2 ▶

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Keehn's Red Deer engagement runs from 6:30 to 9:30 p.m.

Tickets are \$30 each.

Call 347-9088 or 309-0361.

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