

## A photograph of two people climbing a steep, rocky mountain. The person in the foreground is wearing a white t-shirt and shorts, and is reaching up towards the person above. The person above is wearing a dark tank top and shorts, and is reaching down towards the person below. The background is a bright orange and yellow sunset sky.

”

[illegible][illegible]

# Welcome

We are grateful you are here for WE Ignite 2023 - Inspiring Action!

Our vision for this event is that each of you find **Connection** with yourself and other women, seek **Intention** throughout the event, find a path to your own **Transformation** and both give and receive **Inspiration and Empowerment**.

In Gratitude, Erin, WE Ignite CEO/ Founder & The WE Ignite Board

## CEO/ FOUNDER



*Erin Long*

## WE IGNITE BOARD



*Claudia Avendano-Ibarra*



*Kati Ortiz*



*Lucy Rocha*



*Janie Beasley*



*Lauren Beliveau*



*Cynthia Aguirre*



*Julie Blazek*



*Lisset Reyes*



*Chelsie Bran*

## WE IGNITE ADVISORY COMMITTEE



*Kate Bennett*



*Maureen Harlan*



*Kathy Klein*



*Laura Cailloux*



*Annette Pankey*



*Debra Lancaster*

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Check the back of your program for information on next year's conference!



Get your  
deck of WE Ignite  
Spark Quotes,  
while supplies  
last!



Email [erin@weignitewa.org](mailto:erin@weignitewa.org)

# About Us

**Our Mission:** To ignite the inner spirit of women to connect, inspire and empower each other.

**Our Story:** WE Ignite began as the vision of one woman, Erin Long. A vision to connect, inspire and empower other women.

That vision became a reality with WE Ignite 2019 and carries on into our fifth conference: WE Ignite 2023

**Erin's goal remains constant:** Creating a place for women to connect and have their voices heard. Where each participant can both be inspired and inspire others. An avenue for women to empower each other and ourselves.

Each of you are an integral part of her movement: women changing the world!

## CONFERENCE COMMITTEE

This day couldn't have happened without the hard work and dedication of the WE Ignite Conference Committee. With the utmost respect for giving of your time, your talents, your inspiring ideas, and your undying support; my heart is filled with gratitude and appreciation for the following women:



Erin Long



Lisset Reyes



Chelsie Bran



Lauren Beliveau



Jen Westra



Carrie M. Andersson



Tiffany Kilpatrick



Susana Riffle





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# Program

## IN-PERSON: WHITE BRANCHES

100 E Montgomery St, Mount Vernon WA  
2nd Floor of The Old Town Grainery Building

THURSDAY, 2/9

**4:00 PM** VIP Reception

**5:55 PM** Thursday Breakout  
Spark Sessions

**5:00 PM** Welcome  
Doors open 4:45 PM

**6:30 PM** Networking/Social  
Time

**5:10 PM** Opening Ceremony:  
The Coast Salish  
National Anthem

**6:55 PM** Closing Panel: Juntas  
Seguimos Adelante/  
Together We Move  
Forward

**5:20 PM** Opening Keynote:  
Mari Wuellner

**7:45 PM** Closing

Thank you to our media partner



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# Program

## VIRTUAL VIA ZOOM

### FRIDAY, 2/10

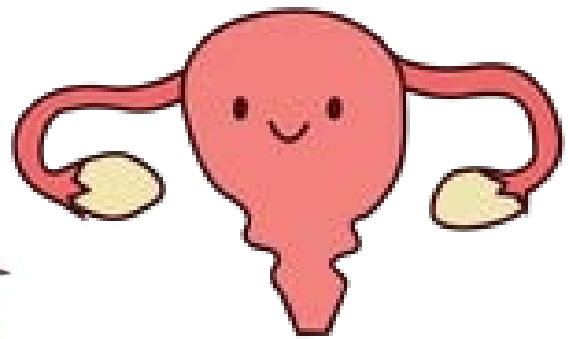
- 9:00 AM** Welcome  
Zoom opens 8:30
- 9:10 AM** Friday Opening  
Keynote: Melanie Ho
- 9:55 AM** AM Breakout Spark  
Sessions
- 11:00 AM** Radical Connection  
Space
- 11:20 AM** Featured Speaker:  
Sara Roach-Lewis
- 11:50 AM** Lunch
- 12:25 PM** Featured Speaker:  
Ashley Fontaine
- 1:00 PM** Featured Speaker:  
Natanya Bravo
- 1:40 PM** Journal & Break
- 1:45 PM** PM Breakout Spark  
Sessions
- 2:45 PM** Radical Connection  
Space
- 3:10 PM** Closing Keynote:  
Quinn Rose
- 3:40 PM** Closing

### SATURDAY, 2/11

- 9:00 AM** Welcome  
Zoom opens 8:30
- 9:05 AM** Friday Opening  
Keynote: Margaret  
Dennis
- 9:35 AM** Featured Speaker:  
Charitie Ropati
- 10:00 AM** Empowered  
Connection Space
- 10:15 AM** Break
- 10:25 AM** Featured Speaker: Ariel  
Naftali
- 10:55 PM** Featured Speaker:  
Gennieve  
Vaillancourt
- 11:35 AM** Break
- 11:50 PM** Featured Speaker:  
Bree Sutton
- 12:10 PM** Closing Keynote:  
Mary Lou Rodriguez
- 12:45 PM** Closing

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Claudia Avendaño-Ibarra MSW





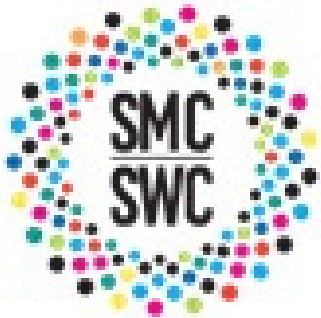
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**MAUREEN HARLAN**

# Conference Information

## EMCEE



### ERIN LONG

(she/her/ hers) WE Ignite Founder & CEO, Coach

Erin Long is the founder and dynamic force behind the WE Ignite Women's Conference and WE Ignite, the educational non-profit with a mission to connect, inspire, and empower women. Erin is energized by organizing events that are evocative and enlightening; where participants can connect with others and improve both their personal and professional selves. With a deep joy for lifelong learning and a tremendous sense of community, Erin's passion is to bring WE Ignite Women's Conference for years to come. Initially inspired by being asked to speak on a panel, Erin's vision for WE Ignite is one of expansion and possibility. February of 2023 marks the fifth WE Ignite Conference with speakers and attendees from all over the country and the globe.

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# Thursday

## OPENING CEREMONY

The Coast Salish National Anthem sung by Beverly Peters and family.

## OPENING KEYNOTE

### LOOKING BACK; MOVING FORWARD

Mari will take us on her journey of healing the present using wisdom from her past. Last November Mari went on a solo trip to Florence, Italy for self exploration and discovery. She will share the lessons learned, the compassion created & the hope inspired.



**MARI WUELLNER**  
(she/her) Life Coach

Mari is a feisty multiple business owner who believes in Living on Purpose. Her purpose is "To break down walls & build up trust so that we can live the life of our dreams." She opened her State Farm Agency in 2008 and launched her coaching practice in 2016 where she helps her clients move from default to design.

## SPARK BREAKOUT SESSIONS

### ROOM 1: MISSING AND MURDERED INDIGENOUS WOMEN & GIRLS

Stolen. Where is she? Learn about the Missing and Murdered Indigenous Women and Girls (MMIWG) movement that advocates for the end of ongoing violence and continued genocide of Indigenous women and girls. The history. The law. The rise.



**HILARY EDWARDS**  
(She/Her/Hers) Tribal Honor's Attorney

Hilary Edwards is a member of the Swinomish Indian Tribal Community and acquired her Juris Doctor degree from Arizona State University Sandra Day O'Connor College of Law. Hilary wrote her graduation writing requirement on the missing and murdered Indigenous relatives issue, titled "The Legal Killing of Indigenous People." She worked on the Reducing Missing and Murdered Indigenous Women and Girls: Arizona's Statewide Study publication with ASU's Research on Violent Victimization Lab.



## ROOM 2: FOOD SOVEREIGNTY & JUSTICE FOR MIGRANT FARMWORKERS

Join us for a conversation about Morgan's original research. Her research approaches an evident contradiction of contemporary US agriculture, namely, that those who produce our nation's food are among the most likely to be food insecure. Morgan will identify what needs to happen in Skagit County's local food system to create food sovereignty and justice for migrant farmworkers.



### MORGAN CURRY

(she/her) Researcher and Executive Director

Morgan is passionate about understanding food systems and policy driven food insecurity. She is the Executive Director of Skagit Gleaners and serves on the Association of Gleaning Organizations' national board. She holds a master's degree in Public Administration from Seattle University with a concentration in both non-profit and government policy.

## PANEL

### JUNTAS SEGUIMOS ADELANTE (ENGLISH DESCRIPTION ON NEXT PAGE)

Este panel está compuesto por latinas en la comunidad de Skagit que están trabajando para tener un impacto en todos los espacios a los que están conectadas. Estas mujeres son las primeras en sus familias en obtener un título universitario, todo mientras crían familias. Comparten la pasión de servir a su comunidad, crear sistemas equitativos y enseñar a otros en el camino. Juntas seguimos adelante.

Este panel fue creado por Kati Ortiz, miembro de la junta directiva de WE Ignite, quien se inspiró en su ama, una mujer que a los 17 años se turnó para llevar a un hombre de 60 años a través del desierto (el desierto) y a los 40 sobrevivió al cáncer en etapa 4, pero protegió a sus 6 hijos al no decirles hasta años después...una mujer que asumió el cargo de directora del banco de alimentos Tri Parish durante la pandemia y recreó el sistema del banco de alimentos en la comunidad de Skagit. Está haciendo un trabajo increíble, pero dudaba de sí misma porque pensaba que no tenía las habilidades para convertirse en directora, aunque había estado haciendo el trabajo durante años como voluntaria. Lo que ella sabía es que pase lo que pase seguimos adelante y traemos con nosotros a todos los que podemos. Ella le ha enseñado mucho a Kati y ahora, como madre del bebé Sebastián, Kati se siente agradecida por todo lo que le enseñó. Este es un agradecimiento a todas las madres, las tías y los mentores de nuestra comunidad que nos alientan, nos enseñan con el ejemplo y dicen nuestro nombre cuando la oportunidad llama. Nos han enseñado que juntas seguimos adelante.

### TOGETHER WE MOVE FORWARD

This panel is composed of Latinas in the Skagit community who are working towards making an impact in all spaces they are connected to. These women are the first in their families to earn a college degree, all while raising families. They share a passion to serve their community, create equitable systems, and teach others along the way. Juntas seguimos adelante.



This panel was created by WE Ignite board member, Kati Ortiz, who was inspired by her ama (mom), a woman who at 17 years old took turns carrying a 60 year old man through el desierto (the dessert) and at 40 survived stage 4 cancer, yet protected her 6 children by not telling them until years later... a woman who stepped into the role of Director of the Tri Parish Food bank during the pandemic and recreated the food bank system in the Skagit community. She is doing incredible work—but doubted herself because she thought she didn't have the skills to become a Director—although she had been doing the work for years as a volunteer. What she knew is that no matter what seguimos adelante (we keep going) and we bring everyone along with us that we can. She has taught Kati so much and now as a mother of baby, Sebastian, Kati feels grateful for all she taught her. This is a thank you to all the mothers, the tias (the aunts), and mentors in our community that cheer us on, teach us by example, and say our name when opportunity calls- you have taught us that juntas seguimos adelante (together we keep going).



### **KATI ORTIZ - MODERADORA**

Kati Ortiz es mamá de Sebastián, de un año, a quien le encanta leer y salir a caminar mientras disfruta de una taza de café.

Ella es una estudiante de primera generación, con profundas raíces familiares en el condado de Skagit. A través del duelo, el malparto, el embarazo y los exámenes finales la misma semana que dio a luz, obtuvo su Licenciatura en Negocios y Estudios Organizacionales en 2022. Kati participa activamente en su comunidad como voluntaria en el banco de alimentos, sirviendo en juntas directiva sin fines de lucro y enseñando liderazgo latino/a/x en Skagit Valley College.

### **KATI ORTIZ - MODERATOR**

Kati Ortiz is the mother of one year old Sebastian who she loves to read to and go on walks with while enjoying a cup of coffee. She is a first generation student, with deep family roots in Skagit County. Through grief, miscarriage, pregnancy, and finals the same week as giving labor, she earned her Bachelor's Degree in Business and Organizational Studies in 2022. Kati is active in her community through volunteering at the food bank, serving on nonprofit boards, and teaching Latino/a/x Leadership at Skagit Valley College.



### **ANA RIVAS - PANELISTA**

Ana Rivas es una latina, graduada de primera generación, inmigrante de segunda generación y defensora de la comunidad. Está trabajando en su Maestría en Trabajo Social en la Universidad de Washington. Sus intereses y tiempo están dedicados a su hija, Mia, que incluyen disfrazarse, pintar y bailar a canciones de Frozen. Una de sus metas es usar el privilegio de su título para crear conciencia, crear espacios y ser la voz de los demás.

### **ANA RIVAS - PANELIST**

Ana Rivas is a Latina, First-Generation Graduate, Second-Generation Immigrant, and Community Advocate. She is pursuing her Master's Degree in Social Work at the University of Washington. Her interests and time are dedicated to her daughter, Mia, which include playing dress-up, painting, and dancing to Frozen songs. One of her goals is to use her degree privilege to bring awareness, create spaces and be the voice for others.



### **SANDRA SANCHEZ DAVILA - PANELISTA**

Sandra Sánchez Dávila es una madre de 37 años y tiene 3 niños y 1 niña. Trabaja a tiempo completo en la Biblioteca Central de Skagit en Sedro-Woolley, como Coordinadora de Alcance en Español. Ella asiste a Skagit Valley College y está trabajando en su título de Administración de Empresas. Sandra tiene una sonrisa contagiosa y disfruta de la competencia amistosa.

### **SANDRA SANCHEZ DAVILA - PANELIST**

Sandra Sanchez Davila is a 37 Year-old mother of 3 boys and 1 girl. She works full time at Central Skagit Library in Sedro-Woolley, as the Spanish Outreach Coordinator. She is attending Skagit Valley College and working on her Business Management Degree. Sandra has a contagious smile and enjoys friendly competition.



### **DANIA JARAMILLO - PANELISTA**

Dania está obteniendo su Maestría en Educación de la Universidad de Washington con énfasis en fundamentos sociales y culturales, políticas educativas K-12 y educación latina/o/x, y es codirectora ejecutiva de la Fundación para Esfuerzos Académicos, una organización sin fines de lucro comprometida a derribar las barreras educativas para los estudiantes racialmente diversos y sus familias. Se relaciona con la comunidad de Skagit a través de su amor y compromiso por la justicia educativa. Lo más importante es que le encanta pasar tiempo con su hijo, pareja y perro Max. Ella está agradecida con su familia y la comunidad Latina/o/x que se han arraigado en su arduo trabajo, honestidad, integridad y amor.

### **DANIA JARAMILLO - PANELIST**

Dania is earning her Masters in Education from the University of Washington with an emphasis in social and cultural foundations, K-12 educational policy and Latine/o/x education, and is the Co-Executive Director of the Foundation for Academic Endeavors, a non-profit committed to breaking down educational barriers for racially diverse learners and their families. She engages with the Skagit Valley community through her love and commitment for educational justice. Most importantly, she loves to spend time with her son, partner and their dog Max. She is grateful to her family and Latine/o/x community who have ingrained in her hard-work, honesty, integrity and love.



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# Friday

## OPENING KEYNOTE

### KEYNOTE: BEYOND LEANING IN

Much of the advice for professional women focuses on the need to "lean in," but what about the barriers to doing so, or the unequal rewards when women do lean in? Melanie Ho will discuss the research behind her award-winning book BEYOND LEANING IN and show us how she uses comics to spark more honest conversations about gender bias.



#### MELANIE HO

(she/her/hers) Author, Visual Artist, Speaker

Melanie Ho is a speaker and workshop facilitator who works with leadership teams on future visioning, organizational culture, and DEI. She is also the author of BEYOND LEANING IN: GENDER EQUITY AND WHAT ORGANIZATIONS ARE UP AGAINST, a 2022 recipient in the Axiom Awards recognizing the world's best business books.



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## AM SPARK BREAKOUT SESSION

### ROOM 1: RECOVER FROM DEBT

I share my entrepreneurial/debt story along with the three key takeaways that have helped me turn my experience around so I can manage my way out of debt: - The numbers in our bank account don't have to dictate our experience - We can transition our debt story from one of shame to one of strategy - A key step (that most miss) which bridges the way from lack to abundance.



#### SYDNEY FLETCHER

(she/her) Life Coach for Entrepreneurs

Sydney Fletcher is a life coach who is passionate about authentic and heartfelt entrepreneurship. She helps purpose-driven entrepreneurs find clarity, access creativity and build confidence so they can create a thriving business (and life) that they love.



## ROOM 2: HACKING DECISION FATIGUE: YOUR VALUES CHEAT SHEET

You know that feeling, when a small decision like what kind of bread to buy sends you down the rabbit hole. Suddenly 20 minutes have passed and you're still standing rooted in aisle 3 without any bread in your cart? Yeah, that's decision fatigue. It happens when we're burned out and tired. Every decision feels like it's taking a tremendous amount of brain power. And if you're neurodiverse like me, it might be that your optimizer went a little overboard. In this workshop we'll go through an exercise to identify and ground yourself in your personal values. Then create values statements and guiding questions to help you make decisions.



### ASHLEY FONTAINE

(she/her) Strategist. Author. Changemaker.

Ashley Fontaine is the Chief Badassery Officer at Flux AF Consulting, where she helps leaders meet the opportunities and challenges ahead of them with equal parts strategy and creativity. Kiss “we’ve always done it that way” goodbye, because if you do what you’ve always done, you’ll get what you’ve always got.

## ROOM 3: FROM SILICON VALLEY TO MICRO-DOSING MOMS | HOW PSYCHEDELICS CAN SUPPORT THE MODERN BUSINESS PERSON

What happens in one's business is a reflection of what's inside the person running it. We are living through a crisis of mental health. It's never been more important to take action to care for and protect our own wellness. Join this interactive session for honest discussion, stories, and resources about the New Psychedelic Revolution and its growing impact on mental wellness worldwide.



### QUINN ROSE

(she/her) Creative Strategist & Communications Consultant

Recently back from Brazil, Quinn Rose is our resident storytelling expert. Her first documentary went viral and was mentioned in a federal ruling and her trilingual reporting on the Olympics reached a tv audience of over a billion people. Through extended solo travel, psychedelics, and activism, Quinn has built a life based on intuition and heart-centered work.

## ROOM 4: FROM BURNOUT TO BALANCE

The last few years have exhausted everyone, but no one more than women who shouldered significantly more of the home, homeschool, and work burdens. Learn the difference between stress and burnout and figure out which one you are closer to. You'll examine your values and take actionable steps toward living in a more balanced, purposeful, authentic way.



### JILL YASHINSKY-WORTMAN, MA CPCC, ACC

(she/her/hers) Executive Coach

Five years ago, Jill experienced a life-changing loss. She left her career and followed her passion for coaching. Today, she empowers women to silence their inner critic, overcome fear, and live confidently. Jill has worked with women across the globe, empowering them to own their most authentic, powerful selves.



## FEATURED SPEAKERS

### REWRITING THE RULES OF BUSINESS

Why don't you always feel comfortable or confident in your business, even though you created it? Because business was created for men, inspired by military strategy, and supported by women at home doing everything else. The solution: change the rules. Sara Roach Lewis shares how feminist business strategy helps you grow a profitable business and life you love.



#### **SARA ROACH-LEWIS**

(she/her) Speaker, Author, Feminist Business Strategist

Sara Roach-Lewis is an author, speaker, consultant and coach to ambitious business women. She teaches the strategies they need to claim their confidence, scale their businesses, and double their revenues. Her award winning book, *She Rules: What you didn't know is holding you back in business* is available for purchase on Amazon.

### RADICAL CURIOSITY

What IS curiosity? What inspires curiosity for you? Learn how this underrated superpower can change the way you interact with and build relationships with other people, and the way you approach conflict. Curiosity is a superpower for creating the kind of cultures we all want to be part of, where we feel valued and seen – and it's a secret ingredient in allyship and anti-oppression work. Together we'll practice what seems so simple in theory: asking questions and creating space for the answers.



#### **ASHLEY FONTAINE**

(she/her) Strategist. Author. Changemaker.

Biography can be found on Page 14.

### RADICAL HONESTY

"I don't know." How many times do we fake confusion over what we truly desire because we're afraid? Afraid to be judged, afraid to fail, afraid to disappoint. Learn how to embrace radical honesty, with yourself first, and completely shift the trajectory of your life.



#### **NATANYA BRAVO**

(she/her) Business & Mindset Coach

Natanya left a successful brand marketing career for a one-way ticket to Paris to create her dream life and built a global community of over 40,000. As a Business & Mindset Coach, she supports purpose-driven women to get aligned with their vision, pursue their purpose, and completely shift the trajectory of their lives.

## PM SPARK BREAKOUT SESSION

### ROOM 1: BEGINNING TO DREAM AGAIN

Did you follow all the rules, and still wake up one day unhappy, unsure of what you like, want, and even who you are? Walk alongside a woman who imperfectly began the messy, deeply human journey toward reclaiming herself. Participants will: Hold space for where they are in their journey with grace and tenderness. Practice mindfulness and breathwork in tiny increments to explore connecting to stillness. Explore the power of community through deep listening and gratitude practice.



#### **LAURIE ANNE WHITCOMB**

(she/her) Coach and HR Professional

A former academic and HR professional with 15 years in non-profit healthcare and the government sector, Laurie is a deeply human women's empowerment coach, with the mission to serve as a refuge to women, hold sacred space, and walk beside them as they explore, practice and work to reclaim their essential selves.

Connection, community, compassion, and clarity are her guidestars as she provides her work as offering.

### ROOM 2: FROM PAYCHECK TO PAYCHECK TO ABUNDANCE

Attendees will learn how they were influenced to behave around money. They will learn seven baby steps that will give them financial freedom and the ability to live an abundant life.



#### **MONICA WALES**

(she/her) Financial Coach

After working with her husband for seven years to pay off debt, Monica let her 16-year career in non-profit healthcare to serve clients as a Financial Coach. She and her husband are proud owners of Happy Laundry & Dry Cleaning in Spokane, Washington. Monica enjoys working with women-centered groups such as Gonzaga University's WomenLead, the Women's Laundry Network and now WE Ignite!

### ROOM 3: BOLD BOUNDARIES FOR BOLD LEADERS

Most women weren't taught healthy boundaries, and end up caught in people-pleasing or self-sabotaging tendencies. In this session, Starr will share the warning signs of having loose boundaries, and how to set boundaries firmly & lovingly so you can protect your precious time, energy, and attention for when you need it.



#### **STARR SHEPPARD-DECKER**

(she/her) Spiritual Business Healer, Speaker

Starr Sheppard-Decker is a Spiritual Business Healer, Professional Vocalist, Public Speaker, Ordained Esoteric Minister, and Founder of Radical Revelations, Healers Huddle, and the Flow & Grow Collective. Unconventional Healers come to Starr to help them heal their relationship with their business so they can keep giving their sacred gifts without burning out.

#### ROOM 4: BUILD YOUR BUSINESS BY WINNING CREDIBILITY AND TRUST

What are you doing that is causing you to win or lose credibility? How do you build trust with different personality types and decision making styles? How do women gain and lose credibility with men? Holly Buchanan shares 20 years of research and work with professionals to answer these questions. Hear the results of her Guys Who Get It Panel for surprising insights into male clients, colleagues and managers.



**HOLLY BUCHANAN**  
(she/her) Speaker Author

Holly Buchanan is a popular speaker, trainer, and author. Holly has spent the last 20 years researching how professionals win and lose trust and credibility. She is the author of *Selling Financial Services to Women* and *The Soccer Mom Myth*.

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## CLOSING KEYNOTE

#### BREAKING FREE FROM THE PARADIGM | CREATE YOUR OWN RADICAL REALITY

“When you change the way you look at things, the things you look at change,” Wayne Dyer. Join Quinn, fresh off the plane from Brazil – where she went from Wellbutrin to Wellness in her first week and went on to remove the crust covering her light through living in a favela, Ayahuasca journeying, and more. Walk away with inspiration and actionable concepts for your own journey.

#RadicalWomenInspiringAction



**QUINN ROSE**  
(she/her) Creative Strategist & Communications Consultant  
Biography can be found on Page 14.



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# Saturday

## OPENING KEYNOTE

### FROM FEAR TO EMPOWERMENT

We all have fears – real or perceived – that hold us back, keep us small, and cause us to shy away from stepping into our own power. Courage and authentic connection with others are the keys to empowerment. When we learn to trust our own greatness, and truly own who we are, the world is ours for the taking.



#### MARGARET DENNIS

(she/her) Life Empowerment & Grief Coach

As a survivor, Margaret's passion is to help women identify and heal past trauma so that they can authentically and powerfully step into the present and live their BEST lives. Margaret is the founder of EVOLV coaching, a TEDx Speaker, Writer, Educator, Certified Vision Board Facilitator, and self-proclaimed Shoe Junky.

## FEATURED SPEAKERS

### ON EDUCATION AUTONOMY IN INDIGENOUS COMMUNITIES

How Access to Safe & Equitable Education for Indigenous Students is Rooted in Climate Justice. Talking all things about education equity, stem, etc.



#### CHARITIE ROPATI

(she/her) Indigenous Scientist & Arctic Youth Ambassador

Charitie Ropati (Yup'ik & Samoan) is a 21 year old education and environmental activist who worked to implement an accurate and inclusive sub-curriculum of Indigenous peoples in Western pedagogy in Alaska. She is an Indigenous woman in STEM and a researcher at Columbia University in the Griffin Lab. She has been featured and nationally recognized for her advocacy in Teen Vogue, The Malala Fund, The Guardian and elsewhere. She firmly believes that a Indigenous child's access to safe and equitable education is rooted in climate justice.

SOROPTIMIST INT'L of BURLINGTON





## REDEFINING SUCCESS

Are you ready to leave behind traditional messages of success that focus solely on achievement rather than fulfillment? By redefining what success means to you personally, you give yourself the opportunity to experience more joy, engagement, and satisfaction in your work. In this presentation, Ariel will help you cultivate a more aligned, nourishing and fulfilling working life.



**ARIEL NAFTALI**  
(she/her) Executive Coach

Ariel Naftali is the CEO & Founder of Perform With Purpose, where they empower purpose-driven leaders to realize their potential by sharing their creative gifts with the world and making a positive impact. Ariel's work is founded in sport, performance and positive psychology.

## 3 SECRETS TO OVERCOME BODY SHAME

In this presentation we will discuss female body shame and uncover the root cause of why women struggle to feel confident in the bodies we have, learn tools for being kinder to ourselves & other women and get inspired to take action towards loving our whole selves so that we can show up in our lives confidently and authentically.



**GENNEVIEVE VAILLANCOURT**  
(she/her/hers) Mindset Coach, Motivational Speaker

Gennevieve is a Bearded Woman with Polycystic Ovary Syndrome (PCOS). She is committed to supporting women in shifting their mindsets, so they can feel confident in their natural bodies, are able to be kinder and more compassionate with themselves and have the tools to stop hiding their gifts and start thriving.

## REWIRE YOUR BRAIN TO LOVE EXERCISE

You want to work out, plan to fit it in, and still not follow through. What stops you? Sometimes the unconscious brain holds onto negative outdated stories. Brainspotting is a mindfulness tool to help you achieve goals through neurological reprogramming. It's a model to rewire your brain to enjoy movement without the baggage of dieting and weight loss.



**BREE SUTTON**  
(she/her) Mental Health Therapist

Bree Sutton is a Licensed Mental Health Therapist in private practice in Washington state. Bree is passionate about working with athletes as well as high achieving women with anxiety. When she isn't working, she is an avid reader and loves to spend time outdoors with her kids

## CLOSING KEYNOTE

### UNSTOPPABLE YOU!

When we decide to live our dream life, accomplish a goal or outcome...it's important that we look at a few areas. Like, do we have clarity on what the dream is? Do we understand how to identify self-sabotage and patterns that keep us safe, but keep us from accomplishing our dreams? I will discuss what beliefs need to be created in order to support the dream. As well as the stories that we need to tell ourselves as we live our day to day life efforting towards our dream. I will also teach on how to take aligned action.



#### MARY LOU RODRIGUEZ

(She/ her) Brain Training and Transformation Expert

I am a Brain Training and Transformation expert, podcaster of The Unstoppable Mind, Millionaire Money Mentor and soon to be author of Unstoppable YOU. I am passionate about working with people to change their mindsets and train their brains to have massive success in every part of their lives. I've worked with thousands of clients worldwide, from multi-millionaire entrepreneurs, celebrities, to professional organizations. I use hypnosis, neuroscience, and brain training tools to help people eliminate disempowering habits, fears and self-doubt. My powerful online programs, trainings and hypnosis audios help people to shift their beliefs and master their thoughts so that they live the life they have always dreamed. My science-based methodologies teach people how to rewire their brain to achieve unstoppable success.

Dear Attendee,

On behalf of WE Ignite, we want to thank you for attending our fifth annual and third virtual conference! We hope that you found the conference educational and motivating. Your presence helped to make this event a great success. We wish you all the best and hope to see you next year!

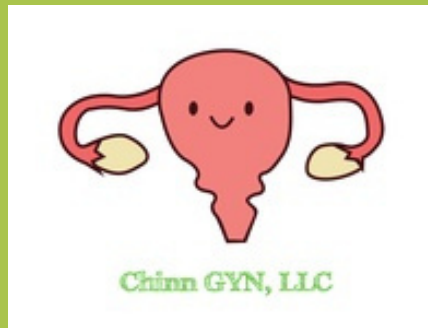


Do you wish you had access to sessions you were unable to attend? Stay tuned for more information on recorded sessions by visiting [www.weignite.org](http://www.weignite.org).

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February 2024

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