

WE Ignite Conference

INSPIRATION

February 28, 2026



We are grateful you are here!

WE Ignite 2026 - Inspiration

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, the WE Ignite Board & Advisory Committee

WE IGNITE FOUNDER & CEO



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Erin Long

WE Ignite
Founder & CEO

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:



Kara Stamback



Kathy Corrion



Lisset Reyes

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ABOUT WE IGNITE

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 **eighth** conference: WE Ignite 2026.

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!

Thank you to our Table Sponsors



EMCEES



Erin Long

Erin is the Founder and CEO of WE Ignite, Erin Long Coaching, as well as Fortuity Coaching and Facilitation. In partnership with Rachelle Marie Coaching, she was instrumental in starting WINGS, a morning networking group for women in business in Skagit County. She has 25+ years of experience in leadership and community engagement, and 15+ years of experience in coaching leaders. Erin supports her clients in preparing for and having straightforward conversations. Her clients appreciate the connection, commitment, power, and possibility Erin holds for her clients as they create lives they desire. In her free time, Erin is an avid reader who loves to travel and spend time with her grandchildren.



Kara Stamback

Kara Stamback has spent 25 years in coaching—her work meets women at the moments that matter. Real and lasting change requires dedicated space, the exploration and strategic application of effective and elegant skills, and sometimes a new setting and fresh approach. As a board member and curriculum contributor to this conference, Leadership Skagit, and other leveraged community organizations, Kara designs experiences that prioritize transformation over (but still including!) inspiration. Whether coaching in person in her office in La Conner, via Zoom, or creating immersive experiences that draw you out of the familiar, Kara's approach is the same: direct, grounded, and audacious enough to match the women she serves.

PROGRAM FLOW

- 8:30 AM** Doors Open with a Breakfast Buffet
Welcome & Guided Meditation
Opening keynote
Developing A Mindset To Dream Big
Break
Speaking Your Truth
Panel
- 12:15 PM** *Lunch*
Re-Igniting Oral Tradition
Break
Interactive Session
Closing Keynote
Facilitated De-Brief
Closing Remarks
Folkorico Dance, Networking, & Connection
- 5:00 PM** *End*

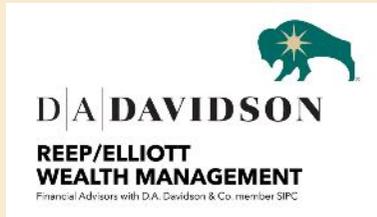
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MORE ROOM IN YOUR LIFE FOR PRACTICES AND SUPPORT THAT NOURISH YOU, A RENEWED SENSE OF PURPOSE AND INSPIRATION, AND LIFELONG FRIENDSHIPS.

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- EMBODIED MOVEMENT
- NOURISHING MEALS
- CREATIVE EXPLORATION
- SPACE FOR REST & PLAY
- IMMERSION IN NATURE

Reconnect with yourself, replenish your energy,
and bring vitality back into your daily life.

With Professional Certified Coaches:
Beth Batson, Lilly Georgieva, Erin Long, and Elise Majorossy

Join us!



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**WE IGNITE
CONFERENCE
2027**

WE Ignite
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FEBRUARY 2027
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FOR INFORMATION ON SPONSORING VISIT
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OPENING

Meditation to Manifest Intention

A meditation inspired by the energies of Lunar New Year's Fire Horse to align with intention and find the courage to manifest goals into your life and the world. The meditation includes a guided visualization that reveals the inner strength and power within to boldly live in your true light. In closing, we bring these energies together into a collective spirit to release into the world.



JENNIFER WILHELM ACKERLEY

Jennifer Ackerley, a creative spirit, offers intuitive/energetic dowsing and balancing for people and spaces. With her background in integrative and wholistic design, she specializes in solving ambiguous issues and finding coherence in systems. Currently, her passion is vibrational healing and working with the field. She immensely enjoys raising her family in the magical Skagit Valley. You can learn more about Jennifer and her work at www.jenniferackerley.com

Breaks

Intuitive Movement Sessions by Dani



DANIELLE GRABER

Dani is an intuitive movement coach and founder of The Find Your Fit Academy, now focused on leading powerful wellness experiences at events, corporate teams, and group settings. She blends strength, movement, fuel, and recovery with deep personal accountability – helping women reconnect to their bodies and lead themselves from the inside out. Her work is rooted in raw intention over perfection, bringing grounded energy, honesty, and embodied confidence into every room she steps into. She doesn't just guide movement – she creates space for women to feel strong, clear, and fully themselves.

OPENING KEYNOTE

OPENING KEYNOTE

Beyond the Sidelines: Belonging, Boundaries, and Boldness for Women Breaking Barriers

Inspired by the themes of her book Beyond the Sidelines, Tessa McIlraith explores how belonging, boundaries, and boldness shape leadership for women entering male-dominated environments. This session challenges the idea that credibility requires constant overperformance and reinforces that worthiness is inherent, not earned. Attendees gain practical, straightforward strategies to lead with clarity, confidence, and grounded authority.



TESSA MCILRAITH

Tessa McIlraith is a nurse, former legislative chair, and founder of Beyond the Grind. She is the author of Beyond the Sidelines, a parent playbook designed to support youth athletes and strengthen the sport-family experience. Her leadership perspective is shaped by years navigating healthcare, policy, and the male-dominated sports arena. Tessa is known for her grounded, practical approach to helping leaders protect their energy, strengthen their voice, and lead with clarity and purpose across teams, schools, and communities.

Creative Order designed this Conference Program.

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FEATURED SPEAKERS



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FEATURED SPEAKER

Developing A Mindset To Dream Big

This session examines how mindset influences identity and the ability to dream boldly. Women will confront limiting beliefs, adopt a growth mindset, and intentionally shape a stronger identity. By changing perspective, they position themselves to pursue new opportunities with clarity and purpose.



CHRISTINA ADAMS

Christina Adams is a dedicated wife, mother of five, and an enrolled member of the Swinomish Indian Tribal Community. She advocates for programs that empower Indigenous voices and promote long-term prosperity. In her role, at Swinomish, she designs and leads initiatives that empower individuals to build sustainable futures, guided by the values and teachings passed down through generations. She bridges traditional knowledge with modern tools in committees.

FEATURED SPEAKER

Speaking Your Truth

This three-part foundation presentation will transform how you prepare for difficult conversations. You'll learn how to clarify what you want the conversation to create, identify what matters more than staying comfortable, and connect with what you genuinely want for the other person. Through guided reflection and practical journaling prompts, you'll leave with a clear framework for speaking your truth while maintaining the relationship.



ERIN LONG

Erin's biography can be found on page 2.

PANEL

PANEL

Hard Hats & Highlight Reels: How Women Succeed in Male Dominated Fields

This honest conversation explores the realities of women building careers in male-dominated fields. Panelists will share experiences navigating family planning, establishing and maintaining status, and lifting women along the way. Attendees will gain practical insights and inspiration for creating supportive cultures and pursuing growth in diverse roles.

MODERATOR: SAMANTHA MACWHINNE



Sam MacWhinnie is a people-centric Total Rewards leader dedicated to helping women confidently ask for more. As Senior Manager of Total Rewards at Pacific Woodtech, Sam brings deep expertise grounded in a career spanning HR, payroll, and financial operations. She is known for her analytical strength, transparent communication, and ability to build meaningful connections. Her passion for women's empowerment is woven into her everyday work—from advocating for pay equity to coaching women on navigating promotions, negotiations, and career growth.

PANELIST: MARY JO SANDERS



Mary Jo Sanders brings over 30 years experience in Steel sales, distribution, and business management. From warehouse to board house she was often the only woman in the room. That experience shaped her confidence, resilience and belief in speaking up - even when it's uncomfortable. Today, Mary Jo works with the Burlington Chamber of commerce supporting local businesses and helping create more inclusive, Connected communities.

PANEL

PANELISTS CONTINUED:



TRACEY LEVINE

Tracey Levine has worked in sports television for over 30 years as a Producer, Director and Associate Director, contributing to premier events including the Olympics, The Masters, and the Super Bowl. She built her path in the male-dominated industry, with a particular focus on golf—one of the most male-centric sports in television production. Tracey consistently prioritizes mentoring and supporting women in the field, helping to create opportunities and momentum for the next generation. She is the co-founder of The Children's Museum of Skagit County and remains an active board member.

Thank you to our
Break Sponsor



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DAWN GREENWOOD

Dawn Greenwood is an accomplished engineering leader with more than twenty years of experience in civil engineering, and structural design across both public and private sectors. She currently serves as Senior Engineer of Product Evaluation at Pacific Woodtech Corporation, where she leads product development, certification, and code compliance initiatives for engineered wood products. Known for her integrity, curiosity, and strong work ethic, Dawn brings purposeful, collaborative leadership to complex technical challenges.

PANELISTS

PANELISTS CONTINUED:



AUDREY MILLER

Audrey Miller is a construction professional who thrives at the intersection of people, process, and progress. With experience supporting complex projects and diverse teams, she brings a grounded, solutions-oriented perspective to a male-dominated industry. She is deeply committed to advancing women, her passion shows up in advocating for mentorship and creating space for honest conversations about growth and learning. She believes if women are supported, seen, and encouraged to step into their strengths, the entire workforce builds stronger—together.

SEDRO-WOOLLEY CHAMBER OF COMMERCE

Connect-Grow-Thrive

Founded in 1914, the Sedro-Woolley Chamber of Commerce continues to support local businesses, strengthen our economy, and invest in the future of our community.

Mission:

The mission of the Sedro-Woolley Chamber is to provide connections to resources that support sustainable growth and prosperity.

Vision:

The vision of the Sedro-Woolley Chamber is to support a thriving, inclusive, and interconnected community.

Value:

The Sedro-Woolley Chamber values Inclusive Community Partnership.

810 Metcalf Street, Sedro-Woolley, WA 98284

Let's have coffee & chat

Sally@Sedro-Woolley.com or 360.855.1841 x 2

www.Sedro-Woolley.com



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FEATURED SPEAKER

FEATURED SPEAKER

Re-Igniting Oral Tradition

Stories provide the opportunity to pass on oral traditions, to learn, and to share experiences creating a bridge for future generations. Kay, Upper Skagit Elder, will share about the culture of story telling and it's educational value while also sharing some of her favorite stories. She will be also provide participants with prompts to begin writing their own powerful stories.



KAY KNOTT

Kay Knott is an elder in the Upper Skagit Indian Tribe who was raised in the Skagit Valley. She received her BA from Western Washington University. She is a parent and grandparent, and served as a foster parent for 15 years. Kay has an extensive work history as the Executive Director and Director of various community non-profits. She established and ran a Pregnancy and Parenting Teen program. Kay works with Paths to Understanding developing, Let's Go Together, a program inviting people of diverse traditions and cultures into relationship; preparing groups and organizations for relationships with Indigenous communities.

INTERESTED IN BEING A SPEAKER?



Do you have an empowering story or skill you would like to share with WE Ignite attendees?

Apply at now at

<https://www.weignitewa.org/be-a-speaker>



INTERACTIVE SESSION

INTERACTIVE SESSION

Honoring What We Carry: Cultural Capital as a Pathway to Connection

Every woman carries a powerful archive of knowledge shaped by her culture, identity, lived experiences, and the communities that raised her. Yet too often, these strengths go unnamed, undervalued, or overlooked—especially when we step into spaces that differ from our own. This session invites participants to rethink what counts as expertise by exploring the concepts of cultural capital and funds of knowledge, and how these frameworks can transform the way we engage with diverse communities.

Through reflection, storytelling, and asset-mapping, we'll examine how our own cultural assets influence the way we lead, collaborate, and build relationships. Together, we will explore how to enter communities with identities different from our own in ways that are respectful, strengths-based, and grounded in genuine curiosity. Participants will leave with a deeper understanding of the wisdom they carry—and practical tools for recognizing and honoring the rich knowledge present in every community they encounter.



VANESSA WOO

Vanessa Woo is currently the Workforce Diversification and Equity Administrator at NWESD 189. She brings a deep understanding and passion for building a culturally responsive and inclusive educational system. Committed to developing critical consciousness, she actively works to disrupt and dismantle systemic oppression within education. As the program coordinator for the Teachers for the People Program she aims to hire and retain educators of color. As a District Equity Facilitator and Educators of Color Affinity Group Facilitator, she has advocated for both colleagues and students, striving to elevate and celebrate the voices of the communities we serve.

WOMEN'S NETWORKING COFFEE HOUR

WEDNESDAY, MARCH 4, 2026
7:30AM TO 9:00AM

BURLINGTON CHAMBER OF COMMERCE
520 E FAIRHAVEN AVE
BURLINGTON



CLOSING KEYNOTE

CLOSING KEYNOTE

The moment I didn't expect: Realizing you are someone's inspiration

We often spend our lives looking outward for a spark, waiting for a mentor or a sign to tell us we've "arrived." But what happens when the mirror flips? This presentation explores the transformative moment a voice from the past revealed a startling truth: I wasn't just following a path; I was the blueprint for theirs.



ELENA ROPPEL

Elena Roppel has spent her career advocating for and improving the lives of older adults through health and community-based services. Known for building high-performing teams and systems that drive real impact, she leads with purpose in spaces where women are still underrepresented. A COO, coach, emcee, and host, Elena is deeply committed to mentorship and lifting women into leadership. She believes inspiration is built through consistency, courage—and not taking ourselves too seriously along the way.

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FACEBOOK



INSTAGRAM

Grupo Folklorico, Mi Tierra began in February 2023. They are a leading Mexican folk dance company, dedicated to preserving and promoting their culture through its traditions and vibrant colors. Grupo Folklorico showcases authentic dances from various regions of Mexico. As a traditional folk group, they bring discipline, passion, and joy to their work. Everyone from age 4 to adults are welcome to join the wonderful group.

To contact Grupo Folklorico, Mi Tierra you can email them at grupofolkloricomitierra@gmail.com or follow them on social media at the QR codes located above.

United General Hospital
District 304



Tessa McIlraith Book Selling



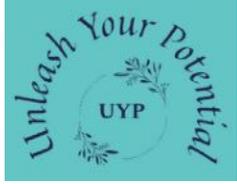
THANK YOU ATTENDEES

On behalf of WE Ignite, we want to thank you for attending our eighth annual and sixth 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.



Zen Valley Studio



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Be a part of making WE Ignite Conference 2026 successful. Read more about your options for sponsoring, having resource or vendor table. <https://www.weignitewa.org/assets/pdf/WE-Ignite-2026-Supporter-Packet.pdf>