

OUR TOP 20 WOMEN OF THE YEAR

WOMEN'S POST CHOOSES CANADA'S MOST NOTABLE WOMEN OF 2009

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sweet spot you find when you're doing something you love. Whatever it may be, find your passion and you'll never lack motivation!"

Aleksandra Hernandez

CATHARINE FENNELL

After successful careers in marketing and technology, Catharine Fennell founded Market Yourself Smarter in 2002. The concept was to create tools to help people market themselves better. Market Yourself Smarter has since transformed into a new venture with the launch of videoBIO, a three-minute video pitch that is designed to brand individuals and companies. Catharine also launched a company called SWING Think with two partners and is dedicated to listening to, and communicating back through various communication vehicles, the voice of women as consumers and as people.

"I love helping people unearth the best of themselves and to package that in a way that surprises and delights them," says Catharine. As a mother of two, she strives to set a good example for her children by showing them that they can be anything if they work hard and remain optimistic.

Natalie Gilbert

DIANNE CARMICHAEL

Dianne Carmichael has had multiple successful careers in marketing, sales management, and investment management, as well as creating and spearheading a successful wealth management platform. However, it was Dianne's father's tragic cancer diagnosis and his passing that inspired Dianne to improve Canada's flawed health record file-sharing system and reduce the confusion and frustration it caused her. She quit her job and became president of Best Doctors Inc. — a benefit company which aims to link seriously ill patients and their physicians with a community of world-renowned specialists to confirm diagnoses, recommend treatment options, and share information and support.

Brimming with enthusiasm and positive energy, Dianne's advice for success is to find your own passion and not let any obstacles stand in your way. Only by challenging yourself, stepping outside your comfort zone, and maintaining a positive attitude is success attainable: "Tell yourself you can and have the confidence to know you will!"

Andrea Benotas

SAMMIE KENNEDY

From "average" to fitness model in just over one year, Sammie Kennedy has become a certified personal fitness trainer, founder of SkyHigh Fitness, and CEO and creator of Booty Camp Fitness, a brand with over 90 locations and 15,000 women enrolled across Canada. Author of the workout journal *The Ultimate Girl's Guide to a Healthy & Sexy Body*, Sammie continues to give the gift of health and fitness to thousands of women.

"Stay motivated by setting short and long-term goals. It keeps you directed. At Booty Camp, we encourage our recruits to set three goals — four-week, eight-week, and year-long — and then to reward themselves after accomplishing each one. Often, long-term goals can seem overwhelming, making them difficult to stick to, so it's important to set short ones as well that will keep you on track."

Aleksandra Hernandez

CHANTAL KREVIAZUK

Chantal Kreviazuk is known to most as a Canadian singer-songwriter, pianist, and performer. The two-time Juno winner is married to Our Lady Peace's frontman Raine Maida and the pair has three children. What is less known about Kreviazuk, however, is her active involvement in charity work. In support of War Child, Chantal "Busked for Change" this year with the goal of building and running a youth centre in Darfur. She is a spokesperson for the Canadian Mental Health Association and for Polar Bears International. Going back to her hometown

roots, Chantal is dedicated to the University of Winnipeg's Opportunity Fund, which provides tuition assistance for inner-city youth. Both Chantal Kreviazuk and Raine Maida were recently awarded the 2009 Tiffany Mark Award that honours Canadian men and women who are making their mark in charity work.

Natalie Gilbert

JANE ROOS

Jane Roos' promising athletic career ended after a car accident at the age of 19. Recognizing that Canadian elite athletes need money to pay for proper training, coaching, nutrition, and living expenses, Jane started the Canadian Athletes Now Fund, a not-for-profit organization that ensures that money goes directly to Canadian athletes. Recognized by CAAWS as one of the most influential women in Sport, and honoured with the Live Olympic Award, Jane is also an artist with "See Jane Paint" and owns the Jane Roos Gallery in Toronto.

"Be committed to your passion, not attached to the results," she says.

Aleksandra Hernandez

JACQUELYN CYR

CEO and partner of Toronto-based marketing agency Espresso, Jacquelyn Cyr has guided the agency through a major relaunch since 2008 that included rebranding the company, developing an internal philosophy around brand infiltration, and developing stronger consultative strategy, event marketing, and social media tactics.

"Do what you love. There isn't a possible way to get downtrodden and bored with what you're doing if you're crazy and joyfully obsessed with your work. Of course, doing what you love alone clearly isn't enough — as such, I am a firm believer in being completely imbalanced in order to ensure ongoing motivation. I have no guilt about the imbalance that comprises my life — to me, balance is stagnation,