



# TheFemaleAffect

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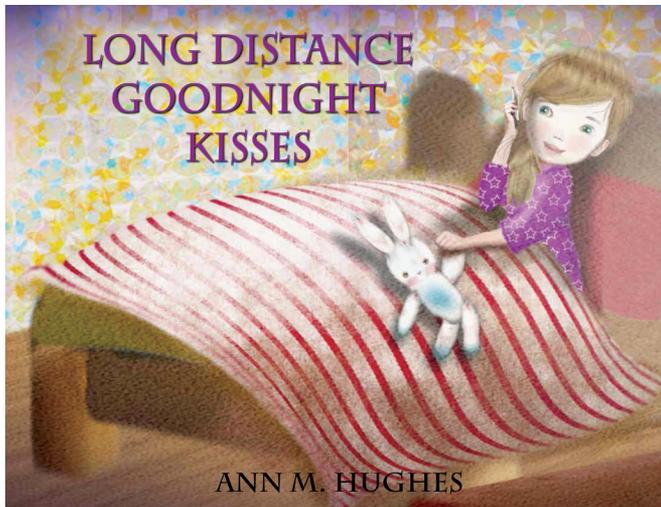
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## Long Distance Goodnight Kisses A New Children's Book by Ann M. Hughes

I have spent the majority of my career traveling. Pursuing a career I loved wasn't always easy because the trade-off was leaving Katie, my young daughter. I searched and searched for a book to read to Katie to let her know how much I loved her, even when I wasn't home. But it seems that book didn't exist so I decided to write one for all the parents and children in my same situation. *Long Distance Goodnight Kisses* shares the story of a working mom traveling across the country for a job she loves but struggling to let her young daughter know her first choice was being at home with her. This is a story of how long distance goodnight kisses helped bridge the gap that distance created. My hope is that other traveling parents can read this book to their children to let them know that no matter how far away they are, love is always present. By parents sharing their careers with their children, they are setting an example that their children are loved dearly and can be anything they want to be when they grow up. And from this book, I want kids to understand that they are not alone in getting long distance goodnight kisses.



### Keynote Presentation:

#### Because She Can: Creating Your Version Of Having It All For All Female Professionals

Ann has worked in the financial services industry for more than 15 years and while the number of women working in financial services has increased, like many industries; it is still heavily male dominated. Looking back on her experience, in many situations she was the only female in the room, and knew she had to work doubly hard to prove that she was smart, technically sound and as committed to the job as her male counterparts. When Ann tried to blend in with her male coworkers and assimilate to their style, she began to encounter problems both personally and professionally.

While she sat in countless meetings and flew across the country to meet clients, she found herself thinking about the soccer games she was missing, the goodnight kisses she would have to give over the phone and the moments with her daughter that she would never get back. But she grew to realize, that being the only woman in the room helped to make her a better professional, a stronger mother and an overall more well rounded person.

Ann shares her professional experiences from the boardroom and her personal experiences of motherhood to provide helpful advice for women who strive to have it all. She helps to guide women to find the opportunities, balance and confidence to grow in their careers, while creating a well-rounded home life, whatever your version of having it all looks like.

### Buy the book!

You can purchase the book online at Amazon.com or on The Female Affect website [www.thefemaleaffect.com](http://www.thefemaleaffect.com)

### See the website! Coming April 2015

**LongDistanceGK.com** is an online community for professional women to share ideas and experiences. Women can garner advice from experts on topics of importance to working mothers such as dealing with the guilt of leaving children at home, gaining the confidence needed to excel in the workplace and how to build a village needed to balance the demands of the career they love, with their most important job — being a mother. Working moms have two full time jobs and without realizing it, they become role models for their children. As women and mothers, we lead by example every day, and by doing so, we are giving our children the confidence to carve out whatever future they want for themselves because they saw us do the same.



**ANN M. HUGHES**

**FOUNDER OF  
THE FEMALE AFFECT**

**TheFemaleAffect** provides public speaking and consulting services to male and female financial professionals and financial service organizations across the country to grow sales and improve business functions by focusing on females and financial services. Women are not a niche market, they are one of the fastest growing wealth segments in the United States and now is the time to re-orient your practice, business or firm to serve the needs of this power demographic. Presentation and consulting topics center on evolving your business model to better serve the financial needs of women.

When it comes to career coaching and development, The Female Affect specializes in coaching female professionals who want to grow and excel in their careers. Women working in traditionally male dominated fields may have unique circumstances and developmental needs. The Female Affect understands firsthand the challenges that women face as their careers advance and they charge up the corporate ladder. Organizations, executives and sales professionals can learn from the industry and sales leadership experience combined with market research found at The Female Affect.

**Ann M. Hughes captivates audiences nationwide** speaking and consulting on a range of business building and developmental topics to advance your career, business or practice through females. Ann is a leading authority in this area, working with individuals and companies teaching them how to better serve their female client base to increase visibility and sales. Ann also helps female professionals leverage their strengths and develop their confidence and skill set to excel in their careers.

As founder and president of *The Female Affect*, Ann uses her years of experience as an executive in a male dominated industry coupled with her education in the area of human resource development to combine real world experience with proven best practices.

Ann is proud to be the national spokesperson for the WomensJobList, the premier job board for women. This partnership is aligned with Ann's commitment to helping women advance in their careers and underscores the importance of helping corporations create an environment where women feel welcome both as customers and employees.

Before founding *The Female Affect*, Ann spent ten years at ING, one of the world's largest financial services firms, holding several senior leadership positions. From 2007-2009 Ann was the National Sales Manager where she led a 65 person sales team to achieve record results for ING Annuities. Under Ann's leadership, sales increased 66% to their highest levels in company history.

From June of 2011 to April of 2014, Ann held an executive leadership position at Sammons Retirement Solutions, a member of the Sammons Financial Group.

Ann's vast understanding of women's issues and the financial services industry has made her a sought after source in the media. She has been interviewed and frequently quoted in numerous publications including *The Wall Street Journal*, *InvestmentNews*, *ThinkAdvisor*, *Financial Advisor*, *Financial Planning* and *LifeHealthPro*.

In 2014, Ann wrote a children's book "*Long Distance Goodnight Kisses*" which shares the story of a working mom traveling across the country for a job she loves, but struggling to let her young daughter know her first choice was being at home with her. By parents sharing their careers with their children, they are setting an example that their children are loved dearly and can be anything they want to be when they grow up.

Ann is actively involved in charities supporting women and children in the United States and around the globe. Ten percent of all profits earned at *The Female Affect* are donated to charities helping women and children live better lives. Ann earned her Master's degree from Iowa State University in Organizational Learning and Human Resource Development.