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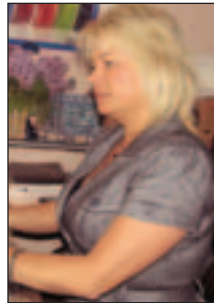
PEOPLE Kim slims for role

■ Kim Cattrall says she slimmed down for a nude scene in the new *Sex and the City* movie. **P. 2**



CAREERS SHE fuels business

■ Penny Deming helps people deal with financial issues in a unique way – from her own home. **P. 11**



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Tears for Jocko

Mate still missing as monkey remembered: P. 3



Greater Vancouver Zoo veterinary technician, Clair Estad, centre, and animal keeper, Menita Prasadstaff, right, were among those at a memorial service yesterday. **P. 3.** - Rob Kruyt, 24 hours

SHE's got independence

Working independently at home sounds too good to be true, right?

Well, one White Rock mother disagrees, knowing that such practices are more common these days – especially among women.

Penny Deming, an independent financial advisor, began her own company – SHE Financial Group Inc. – two years ago, and has helped other mothers create their own home businesses since.

“The reason I developed that was because I really wanted a place for women to be able to be supported in my industry, in a different non-traditional way,” Deming said.

Having been in the financial industry for 16 years – including work as a branch manager for a large institution – Deming took that knowledge and experience to get to where she is today.

“It’s just having the ability to basically build something that I own at the end of the day, as opposed to an organization,” the single mother said. And her home-based business is blossoming, with most of her clients



Setting up shop in her own home allows independent broker Penny Deming to structure her career around her family's schedule, while helping financially troubled clients as well.

- Hosea Cheung, 24 hours

coming through referrals.

“It’s really about sharing, helping, and empowering. Our work is designed to be women helping women and their families achieve their financial goals,” Deming said, adding that workshops, fundraisers and gatherings – which she takes part in – help that process as well.

A big part to becoming

successful is using resources wisely, she said.

“You can find all the bits and pieces that you need and I think it’s just reaching out and delegating those tasks as opposed trying to do everything yourself.”

With plenty of services to offer for everyone, Deming’s company aims to help people build financial stability – something she per-

sonally finds rewarding.

But it’s the other component of her career that really makes it all worthwhile.

“Being a mother is my first job, and most important job that I have,” she said. “My flexible career has allowed me to be able to provide a lifestyle for my daughter and myself that I wouldn’t have been allowed under a traditional type of position.”

For mothers planning to start up their own independent business, Deming said one thing is crucial to success: Passion.

“I believe anything is possible with a passion,” she said. “As long as you follow that passion I think you can achieve most things.”

In years to come, Deming hopes to make a bigger difference, maybe even at the international level.

“I have a big vision,” she said. “I have a big desire to leave a footprint in the Canadian women’s market with the work that we do.”

To learn more about Deming and her company, go to www.shefinancialgroup.com.

- Hosea Cheung, 24 hours



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a glance at being a financial advisor

- **Salary:** “In the third year, statistically, the average is \$70,000 to \$80,000,” said Deming.
- **Schooling:** There are licences that are required,
- **How to get there:** Deming states three main
- with some taking two to three months to acquire. Licenses vary depending on the type of financial advice.
- skills for working in the industry: “The first one is courage ... The second one is empathy because you really need to care about the people to do a good job. The third is hard work.”

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