

# KWBWA Member Spotlight



## Joanne Atkins

Canaccord Genuity Wealth Management

Executive Assistant

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When you love what you do and do what you love that's a sign of a successful career. It's how Joanne Atkins feels about her position as Executive Assistant with Canaccord Genuity Wealth Management in Uptown Waterloo. Joanne began her career in the investment industry over 40 years ago and is still passionate about her work and commitment to service. She thrives on helping others and sharing her positive energy with clients, colleagues, friends and family. Wherever she goes fun is following close behind — her attitude and spirit is contagious. Joanne enjoys bringing people together and creating a culture where people feel connected to one another.

Joanne learned early in life the value of hard work and responsibility through her family's business, Upshall's Garage on Bell Island; an experience she feels has shaped her entrepreneurial spirit. These are values both Joanne and her husband, Paul have passed on to their two sons, Mitchel and Justin, who also have their own businesses. Joanne is grateful for the many insightful and inspiring women she has met through the KWBWA over the past 30 years. She believes the purpose of the association is not about what you can get, but rather about what you can give. Joanne continues to serve on the board and help create opportunities to highlight these incredible women in our community.

The meaning of life is to find your gift. The purpose of life is to give it away. — Pablo Picasso