

# Empowerment Unleashed: Celebrating Women's Support at Go for the Greens

Last week, I had the opportunity to attend the **Go for the Greens Conference** in Orlando, Florida. This annual event, dedicated to empowering women entrepreneurs, was a whirlwind of inspiration, networking, and invaluable learning. Here's a recap of my experience and the key takeaways that I believe can resonate with many.

## **Networking: Building Meaningful Connections**

One of the features of the conference was the emphasis on networking. From structured sessions to informal meet-and-greets, there were countless opportunities to connect with like-minded women. I found myself engaging in conversations with established businesswomen and new entrepreneurs who shared their journeys, challenges, and triumphs. These interactions were not just enlightening; they were inspiring and motivating

## **Educational Programming: Learning from the Best**

The conference offered an array of panel discussions and keynote speakers that covered topics such as using AI as an employee, setting yourself apart, and sharing and developing leadership skills.



## **Tammy Buss**

(CLU, CH.F.C, CFP®,  
FEA, TEP, CEPA)

Family Business Advisor,  
Keynote Speaker,  
Educator, Exit Strategist  
& Author

[tammy@blueroots.ca](mailto:tammy@blueroots.ca)

[www.blueroots.ca](http://www.blueroots.ca)



# Empowerment Unleashed: Celebrating Women's Support at Go for the Greens

Each session was led by experts who provided practical advice tailored for women entrepreneurs. It was refreshing to hear insights that addressed our unique challenges while also highlighting our strengths.

## The Power of Mentorship

A core theme of Go for the Greens is mentorship. Throughout the event, speakers emphasized the importance of giving back through mentorship. We heard from many mentees as they shared their personal experiences being in the program and encouraged attendees to seek out or become mentors. This focus on community building is vital for creating an environment where women can thrive in business. It reminded me that we all have something valuable to offer and learn from one another.

## Personal Reflections: A Celebration of Resilience

Reflecting on my experience at the conference, I realized how much it reinforced my belief in the power of community among women entrepreneurs. Hearing stories about overcoming obstacles resonated deeply with me and served as a reminder that resilience is a common thread in our journeys.



## Tammy Buss

(CLU, CH.F.C, CFP®,  
FEA, TEP, CEPA)

Family Business Advisor,  
Keynote Speaker,  
Educator, Exit Strategist  
& Author

[tammy@blueroots.ca](mailto:tammy@blueroots.ca)

[www.blueroots.ca](http://www.blueroots.ca)



# Empowerment Unleashed: Celebrating Women's Support at Go for the Greens

The discussions around challenges specific to women in business helped me feel less alone in my new business journey.

## **Conclusion: Moving Forward Together**

Attending the Go for the Greens Conference was more than just a professional development opportunity; it was a celebration of women's achievements in entrepreneurship. The insights gained and connections made will influence my path as I continue navigating my business journey working with family businesses. I left feeling empowered, inspired, and eager to apply what I learned while also giving back to this incredible community. If you're a woman entrepreneur looking for inspiration, and opportunities to grow your business and build lasting connections, I recommend attending this conference next year.

**Together, we can continue to uplift each other and pave the way for future generations of women in business!**



## **Tammy Buss**

(CLU, CH.F.C., CFP®,  
FEA, TEP, CEPA)

Family Business Advisor,  
Keynote Speaker,  
Educator, Exit Strategist  
& Author

[tammy@blueroots.ca](mailto:tammy@blueroots.ca)

[www.blueroots.ca](http://www.blueroots.ca)

