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**FINANCIAL WOMEN INTERNATIONAL RECOGNIZES PARTNER IN SUCCESS
Regina Barr, CEO of Red Ladder, Inc., Honored for Many Contributions**

Roseville, Minnesota (10/5/09) – **Regina Barr**, founder/CEO of Red Ladder, Inc. in Inver Grove Heights, Minnesota, will be honored as the 2009 Financial Women International Partner in Success at the [FWI 87th Annual Conference, October 3-5 in Newport Beach, California](#).

[Barr](#) and her company have partnered with the Association on several key business initiatives. In 2007, [Red Ladder](#) conducted [The Leadership Gap study](#) on behalf of the FWI Foundation to define the core competencies that today's senior bank managers will require of their successors. The study results, in turn, led Red Ladder to develop the [Professional Fitness™ Leadership Development Series](#), workshops devoted to helping FWI members acquire executive-level skills.

Barr played a significant role in a strategic marketing and re-branding initiative in 2006-07. Launched after nine months of intense research and collaboration by FWI volunteers, the project renewed recruitment efforts and added several new member benefits. She became the managing editor for [Today's Financial Women](#), a publication for FWI members and women in financial services.

As an executive coach, business consultant and speaker, Barr's talents also naturally led to many leadership positions within FWI over the years. Among her many roles were terms as FWI Foundation chair (2003-2005) and FWI president (2007-2008). She frequently traveled to other states as one of FWI's small group of trained volunteer seminar leaders, presenting each year's [Paragon Circle™ program](#) at state and regional conferences. Red Ladder has been a solid financial contributor as well, donating annually to Paragon Circle™, Annual Conference and Invest.



“Regina has brought tremendous energy, drive and attention to detail to everything she has done on FWI’s behalf. This award is well-deserved recognition for one of our strongest supporters and leaders,” said FWI President Melissa Curzon, chief executive of Triumph Solutions Inc. in Mission Viejo, California.

For more information about the Partner in Success award, the FWI Annual Conference or the Association, see www.fwi.org or call 1-866-236-2007.

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