

Barbara Penn-Atkins is a Certified Retirement Transition Life/Re-Career Coach, Speaker and Author of *'70 is the New 40—Bonus Years Here We Come'*. She is President/Founder of Penna Group, LLC a consulting firm that provides Retirement Readiness and Re-Career Coaching services.

She works with women age 45+ who feel they are 2Young2Retire prepare for paradigm shifts that will take them into life's next chapter – where they can create Encore Careers and lead enriched lives. Barbara's retirement readiness, life options' and re-career programs offers guidance to adapting to positive change for new beginnings and an Encore Career. She believes the choices one makes on life's journey should stimulate the mind, fire the heart and energize the spirit.



A veteran entrepreneur, Barbara spent over 30 years in leadership and management including owner and President of a multi-million-dollar data processing company and co-owner of an Executive Search firm. She retired and a few years later re-ordered her priorities and opted for an Encore Career – coaching midlife individuals as they searched for meaningful endeavors to renew their life purpose, revitalize their passion and reinvigorate their inner desires in their mature years.

Barbara recognizes that regardless of age, there are no age limits on achievement as older adults. She engages her audience in conversation to reflect on their dreams deferred and use their wisdom to help them *Define their Destiny* and *Unleash the Power of Age* accumulated through years of experience. Barbara's business career has been published in numerous publications including Money Magazine, Washington Post, West Valley Health & Living Magazine, and the Arizona Republic.

She is a recipient of the Federal SBA and ATHENA awards plus numerous other states, local and Federal awards for her business acumen. She was a presenter at the AARP Conference on "Diversity, Inclusion and Aging" in Chicago. She has appeared on Radio and TV talk shows in Ontario Canada, Boston, Iowa, Detroit, Minneapolis, Utah, Atlanta, Florida, Ohio and Phoenix.