

# HEEL

## QUARTERLY DIGEST

October 2025



# HEEL

HIGHER  
EDUCATION  
ELEVATING  
LADIES



[www.heelgives.com](http://www.heelgives.com)

## A NIGHT TO REMEMBER

The inaugural AGM and Student Award Ceremony was a powerful reminder of the impact that comes from women supporting women. As stories were shared and milestones celebrated, the evening captured the heart of HEEL's mission – building a community where women in business can learn, lead, and thrive together.

If you are new to our digest, thank you for subscribing! **HEEL** stands for **H**igher **E**ducation **E**levating **L**adies. We make Higher Education financially accessible, Elevating Ladies into visionary business leaders. Through our endowment fund and thinking partner program, we will create a ripple effect with enough power to drive positive change in the business community.

# SCHOLARSHIP SPOTLIGHT

## The Inaugural HEEL Scholarship Recipient

Jodi Anderson, P.Eng., is a 3rd year Evening MBA student (Haskayne School of Business - Fall '23 cohort) while still working full-time as a Development Planner at Imperial Oil. Jodi completed her Chemical Engineering undergraduate degree in 2014 from Queen's University and has over 10 years of experience in the energy sector, with expertise in thermal in-situ reservoir engineering.

She has been instrumental in leading cross-functional teams to drive efficiency and innovation in upstream oil and gas projects, including leading the development of Imperial's first SA-SAGD commercial pad. As the only female in many of the rooms she sits in, Jodi is passionate about demonstrating that woman can and should hold roles in leadership & technical positions – and she does so by leading by example.

Outside of her professional pursuits, Jodi is an avid outdoor enthusiast who enjoys skiing, golfing, and backcountry camping – and she also enjoys a nice glass of wine on the weekends. Her commitment to continuous learning and passion for the outdoors reflects her dynamic approach to school, work, and life.



**JODI ANDERSON, P.ENG**

3rd Year Evening MBA Student  
Haskayne School of Business  
University of Calgary



# SPONSORSHIP ALLOCADES

## This Quarter's Sponsorship Love

### Haskayne School of Business



HEEL would not be possible without our partners and generous sponsors. We want to share a special shout out to Gladys Loo, Associate Director, Development within the Office of Development and Alumni at the Haskayne School of Business. Without Gladys, the HEEL Scholarship would not exist. Gladys has been graciously offering her time and expertise to HEEL's founder and the Board of Directors since September 2024. We went from a burgeoning idea to a real impact because of Gladys dedication and ability to liaise with multiple departments. She knows who to collaborate with and has fueled curiosity, a key value of HEEL. It takes remarkable personal accountability to get something like this over the finish line. Gladys, from the bottom of our HEEL hearts, thank you for all that you do. We have learned a great deal along the way and do not take for granted all the accommodations that have been made for our society.

### BUTTER Beauty Parlour



Beauty from within - corporate sponsorship opportunities can come from everyday conversations. In late September, our founder Terri-Lynn attended her favourite local beauty parlour for a manicure. On this fateful day, her and one of the fellow patrons exchanged some pleasantries as they settled in for their manicures. Terri-Lynn is never one to hold back her enthusiasm for all things HEEL and began describing the upcoming award ceremony to her esthetician. The estheticians at Butter feel more like friends than a service appointment. They get to know your passions and always ask curious question about you and your vocation. After the event was described, "Jane" quietly pointed to the fellow patron, only two seats away, and said "that's Wray...she owns Butter, you need to talk to her! She will want to be involved in your event."

Although Terri-Lynn was a little nervous (and honestly a bit star struck) she boldly approached Wray and said "we need to talk some business before I leave today." The energy was magnetic and the value alignment was instant. Wray enthusiastically offered to sponsor the event, evidencing that she is a true boss babe and advocate of ladies in business.

As a result, one of our Award Ceremony participants left the event with over \$500 in beauty products and services from Butter Beauty Parlour!!! The best part? She is one of the besties who surprised our award recipient with a congratulatory t-shirt!! As a student herself, her remarks were "wow! Orbe is my favourite. I cannot treat myself like this while in school so I am just thrilled." Huge thanks to Wray and the entire Butter Beauty Parlour team. You are all incredible and have really left an impression with our foundation and extended community.



# SPONSORSHIP ALLOCADES

## The Calgary Petroleum Club



Our inaugural AGM and Student Award Ceremony took place at The Calgary Petroleum Club. The venue was perfect for our group size with no detail left unattended. We received so many accolades for the venue, the food and the beverages. If you are interested in hosting an event at the Pete Club, please reach out to [function@calpeteclub.com](mailto:function@calpeteclub.com). Jacqueline and her team do an outstanding job. Members of the Pete Club enjoy immense event booking benefits. HEEL highly encourages ALL young professionals to join.

## Solve Consulting



Solve Consulting is a Calgary-based management consultancy helping organizations across Western Canada improve efficiency, cost-effectiveness, and reliability. With expertise in process improvement, change management, and project execution, Solve's team brings the best and brightest minds together to deliver tangible business results for every client.

## Purple Rein Photography



Founded from a passion for storytelling through imagery, Purple Rein Photography specializes in capturing life's milestones with authenticity and heart. From family portraits to candid celebrations, every photo reflects the joy, growth, and connection that make each moment worth remembering.



## Elevated HR

# elevated.

Elevated HR is transforming how companies think about people and culture. Known for their bold belief that “work shouldn’t suck,” they provide flexible, fractional HR services tailored to start-ups and growing businesses. With a focus on leadership, employee experience, and authentic company values, Elevated HR helps organizations elevate their people and performance.

## Diana Zinken Cupcakes

Diana Zinken Cupcakes added a truly sweet touch to the celebration with a custom tower of “HEEL” cupcakes. Designed especially for the event, her beautiful creations were as stunning as they were delicious – a perfect symbol of women supporting women in style.



## Want to get involved?

If you are a corporation or individual interested in sponsoring this event, please reach out to [admin@heelgives.com](mailto:admin@heelgives.com)! We welcome the support to make this an evening to remember.

\*Members are defined as Thinking Partners (including Board Members), over the age of 18, that have paid their annual membership fee to the society. As of 2025, the Thinking Partnership membership fee is \$1,000. Interested in becoming a member? Check out our website [here](#).



# UPCOMING EVENTS AND IMPORTANT DATES

## SAVE THE DATES

Here are some additional upcoming milestones that may be of interest. If you want to get involved in any of these, please reach out.

- 👠 | **November-2025:** Member mixer wine and cheese (Details coming soon)!
- 👠 | **December-2025:** Annual filing and publication of Operating Plan
- 👠 | **January-2026:** Membership fees due for 2026!
- 👠 | **26-March-2026:** Society celebrates 2nd year being Incorporated!
- 👠 | **April-2026:** Giving Day Campaign and goal for 2027 Student Award

We are excited about the future ahead. Thank you for being part of this movement. Let's continue to elevate ladies!

**“Even if it is a little thing, do something for others - something for which you get no pay but the privilege of doing it.” ~Albert Schweitzer**



**HEEL SPONSORSHIP SOCIETY INC.**

