

**Melissa Edelman**  
**Lifetime Achievement Award Finalist**

Melissa Edelman leads by example. She provides other experienced and aspiring women in the financial sector with skills and knowledge.

A member of the financial service industry for over 25 years, Melissa has not only been among the top producers, male and female, she has taken on the Managing Director position at Wealth Concepts, LLC. She makes it a focus to bring women into this career, and give them the knowledge, skills and tools necessary for women to succeed.



“MassMutual is a Fortune 100 Company with 85 offices across the country and over 4,500 financial advisors. There are approximately 300 individuals with the same general management responsibilities as Melissa. Her track record has placed her in the top 10 percent, not of women managers, which there are few, but of all the managers in the company. She is one of the best, period,” Scott Stillman, President, WealthConcepts, LLC. “Melissa has been the catalyst forming our firm’s strategy in providing opportunities for women in the community who have an interest in the financial services industry.”

Melissa has also spearheaded Wealth Concepts Professional Women’s Series, whose goal is “to provide a forum which fosters the exchange of knowledge, experience, and new ideas between women Financial Advisors and the Colorado Marketplace” regardless of their company affiliation. This series has enabled female financial advisors to come together, and educate and empower women to be successful. The series has also provided a mentorship program and created everlasting relationships.

She has also reached out to the legal community, specifically the Colorado Women’s Bar Association, and is the key contact for any questions pertaining to the financial world. Throughout this relationship, Melissa has also taken action to help many female attorneys build their practices successfully.

Within the financial services industry, Melissa is part of the Women in Insurance and Financial Services (WIFS), National Association of Insurance and Financial Advisors (NAIFA), Association for Advanced Life Underwriters (AALU), and the Women’s Professional Series, ? Melissa is not only a member of these associations; she has taken on board and committee positions and has acted as a catalyst to move issues forward.

Outside of the financial services industry, Melissa is very active in the Colorado Women’s Chamber of Commerce, sponsoring luncheons and holding women’s marketing events. She is an advocate for cancer research; she has been involved in Danksin/Trek

Triathlons, and conducting the “Pearls of Wisdom” workshop to raise awareness for breast cancer.

Melissa also supports Creative Adoption, the Cancer League of Colorado, and Chabad Lubavitch of Colorado.

She has also mentored a number of women. “As a prominent, high-end business owner, Melissa certainly has had her hands full with meeting and exceeding her clients’ needs and expectations, as well as those of the many advisors she formally coaches and mentors,” said Christin Kalaskie, Director of Development, WealthConcepts, LLC. “She is truly a woman who leads by example in every aspect of her life; selflessly offering her time, knowledge, and experience to anyone who comes her way.”

Having four children, Melissa is very active in her children’s activities. She takes part in her daughter’s Brownie Troop events and is the Head Volunteer Coordinator for the swim team with over 100 swimmers and parents.