

Video Transcript - International Women's Day 2025

On a light blue background, text zooms and fades in reading "Join CAI in celebrating and advancing women's equality on International Women's Day!" Beneath, the logo for Community Associations Institute animates on to the screen. In the background we hear soft, upbeat music. The text changes to "Embrace your challenges and foster personal and professional growth."

We cut to a woman in a maroon blazer in the hallway of a conference addressing the camera. Her name graphic slides on reading "Jessica Melissa Knutsen, CIRMS | USI Insurance Services." Jessica says "As we celebrate International Women's Day, I want to encourage every woman in our industry to transform your challenges into opportunities." The visuals change to stock footage, a closeup of a woman's hands typing on a laptop. Jessica's voice continues in the background as the shot changes to a woman making notes on a diagram of a building's layout.

"I learned with the years of experience that using those challenges as a mom, as a new mother, I was actually able to use those challenges as a way to provide a better service for my clients, such as becoming more resilient and more intuitive." As Jessica speaks, the footage changes to shots of mothers working at their desk, holding and bouncing young children while continuing to work. We see a woman addressing a board room of clients, and another woman shaking hands in a professional setting.

The music comes up full as the scene changes to a light blue background with text reading "Navigate challenges, expand your networks, and accelerate your career growth with a mentor." We cut to another woman in the same hallway as before, this woman is wearing a grey blazer. Her name graphic slides in from the left reading "Laurie S. Poole, Esq., CCAL | Adams | Stirling PLC". Laure addresses the camera directly, saying "as we celebrate International Women's Day, I would really encourage all the women in the community association industry to embrace the challenges, learn from the challenges, and be proud to be a woman in this industry."

Video Transcript - International Women's Day 2025

As Laurie speaks the scene changes to stock footage of a woman making changes to the printed layout of a building. The footage cuts to two women in a conference room engaging in a professional discussion as Laurie continues speaking. "Find a mentor, rely on the advice that people are giving to you, and don't be afraid to advocate for yourself." While Laurie speaks we see more scenes of women and their mentors in work environments having discussion.

Laurie's voice over continues, saying "That's probably one of the most valuable lessons that I've learned through the experience that I've had as a community association attorney." The footage changes to a woman giving a presentation to a full meeting room, and again to a closeup of a woman's hands as she engages in a professional discussion.

The music comes up full as the scene changes to a light blue background with text reading "Create an inclusive environment where everyone can thrive and contribute to organizational success." We cut to a woman speaking to camera in the common area of an office. Her name graphic slides in from the left reading "Michelle Baldry, RS | Reserve Advisors, LLC." Michelle, in a grey sweater and glasses, says "International Women's Day is a great time to reflect on our own past experiences. Going to engineering school, as you can imagine, I was one of few females, but it's great to see the progress that we've made."

We cut to stock footage of an all woman meeting in a board room as Michelle continues in voice over. "As we work with clients, we can see our board is much more diverse, a lot more female representation." The footage cuts to a woman giving a presentation to a room full of other women, and again to a woman typing on a work computer as Michelle says "same with our professional community managers. It's so wonderful to see us integrated in all aspects of life." The scene changes to a meeting room full of women having a discussion before we come back to Michelle on camera, who says "happy International Women's Day!"

Video Transcript - International Women's Day 2025

The music comes up full as the scene changes to a light blue background with text reading "together these stories show us how far we've come, and how far we still have to go in advancing women's equality in the workplace." After a moment, more text comes into the bottom half of the screen reading "share your accomplishments and inspire women leaders today. #WeAreCAI #InternationalWomensDay #WomenLeaders #IWD2025"