

MARISSA MCTASNEY

The woman with Moxie



mantra:

**dream big, think the impossible,
love passionately and give
generously**

STATS:

birthday:

January 21 – Aquarius, year ntbd
(not to be discussed)

#1 song the day I was born:

was told it was Lucy in the sky with diamonds, google tells me it was “Mandy” by Barry Manilow

definition: *ma-RISS-ah;*

latin for “of the sea” also means “little Mary” to the Virgin Mary

company:

www.moxietrades.com

world wide web:

www.marissamctasney.com

www.facebook.com/moxietrades

www.facebook.com/marissamctasney

www.twitter.com/moxietrades

www.linkedin.com/marissamctasney

www.youtube.com/moxietrades

www.youtube.com/marissamctasney

TRANSLATION

- mom to Carter (8) and Frankie (my daughter, 6)
- Wife, daughter and sister, friend
- pet lover – Charlie, Lola and Reggie
- Friend
- Tradeswoman
- Jack of all Trades
- Entrepreneur to the core

attributes:

happy, loving, passionate, strong, courageous, energetic, aggressive, tenacious, fearless, kinda smart, kinda handy, kinda funny, proud, friendly, speaks with no filter, wears heart on her sleeve and emotions on her face, honest, peaceful, happy (double dipping but it’s worthy)

favourite quote:

courage is fear that has said it’s prayers

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bio:

Marissa is known as the Pink Work Boot Lady in her footwear circles but better known in the business world as a Woman with Moxie. The actual meaning of "moxie" is the ability to face fear with spirit and courage. In the dictionary, the definition of moxie contains words like adventurous, audacity, backbone, boldness, bravery, daring, determination, fearlessness, fortitude, guts, nerve, spirit, stamina, tenacity, toughness and valor. Marissa is all of these things.

The home page on MoxieTrades.com and MarissaMcTasney.com read:
I am a Mom, I am a Wife, I am Brilliant, I am Strong, I can Build S#!T!

She is the founder and President of Moxie Trades Ltd. A company that is now a global threat in the safety footwear industry. The company's first product was the Iconic Pink Work Boot. Today, Moxie Trades offers a complete line of safety footwear, apparel and hardware accessories made exclusively for women and distributed throughout North America.

Her mantra is *"Dream Big, Think the Impossible, Love Passionately and Give Generously."*

With the birth of her kids, Carter and Frankie (Francesca) she decided to pursue her mantra and ditched her high heels in her corporate job for work boots in the trades' industry. She returned to school to study the skilled trades. As part of the program, certified safety gear like work boots were required; yet searching high and low she could not find anything that was remotely comfortable or fashionable. On the first day of the program, all twenty two women bought men's work boots. This marked Marissa's "aha moment."

Her entrepreneurial instincts kicked into high gear and she made it her personal mission to fill this gap in the market, not a niche as she will clearly argue.

In 2008, Marissa pitched her business on the CBC's, Dragons' Den and partnered with oil and gas tycoon, investment banker and philanthropist; W. Brett Wilson. Brett is a cowboy, Mr. Nice Guy, braniac, engineer and philanthropist and part owner of Moxie Trades.

Marissa has appeared on several national and regional outlets including; Cityline, Steven and Chris, CBC's Made in Canada, CBC's Sunday Night News, CTV Edmonton and CTV Calgary, SHAW Calgary, Breakfast Television Toronto, BT Edmonton and BT Calgary. Marissa has been featured in numerous publications including Style at Home, Canadian Living, Builder's Architect, Mompreneur, Toronto Sun, Toronto Star, Globe & Mail and the National Post.

Marissa started to align with Habitat for Humanity, became one of the Women's Build ambassadors and has donated over \$25,000 in fundraising and product donations. Additionally, she has sent a truckload of boxes full of clothing, work boots, blankets and kids shoes to Haiti. Her family sponsors children with World Vision. In her local community, she sits on a steering committee designed to boost the economy in her town and is an active committee member with the Whitby Chamber of Commerce.

Marissa is a mentor to women in business and in the skilled trades. She is a regular speaker at local and national events across Canada.

Marissa has found her moxie and she wants everyone to find their moxie too, she'll dare you.