

A photograph of two women in professional business attire. The woman in the foreground is of Asian descent, with her hair pulled back, wearing a black blazer over a white collared shirt and a gold hoop earring. She has her arms crossed and is smiling warmly. The woman behind her is of African descent, with curly hair, also wearing a black blazer over a white collared shirt, and smiling. The background is a blurred outdoor setting. On the left side of the image, there are two vertical blue decorative stripes of different shades. The text 'CONNECTING TO CONTRACTS' is overlaid in the bottom right quadrant.

CONNECTING TO CONTRACTS



PROFILES OF SUCCESS

How Women-Owned Businesses in Western Canada are Accessing Corporate Supply Chains and Connecting to Contracts

PROGRAM PARTNERS:

Women's Enterprise Centre of British Columbia
Alberta Women Entrepreneurs
Women Entrepreneurs of Saskatchewan Inc.
Women's Enterprise Centre of Manitoba
WEConnect Canada



OPENING UP OPPORTUNITIES

From supplying bath and body products to major U.S. hotel chains to providing global corporations with ethical promotional giveaways to servicing the private jets of Fortune 500 companies, women-owned businesses across Western Canada are successfully expanding at home and across borders thanks to a unique initiative encouraging “supplier diversity” in corporate and government procurements.

The **Connecting to Contracts Program**, (March 2010 - 2013) publicly-funded by Western Economic Diversification Canada, was a joint offering of Women’s Enterprise Centre British Columbia (WECBC), Alberta Women Entrepreneurs (AWE), Women Entrepreneurs of Saskatchewan (WESK) and Women’s Enterprise Centre Manitoba (WECM).

These organizations provide a variety of services for women entrepreneurs, including advisory services, training options, networking opportunities and business financing.

“Women entrepreneurs are significant contributors to the economy, but face challenges in reaching networks and markets to grow their businesses,” says Tracey Scarlett, CEO of Alberta Women Entrepreneurs (AWE). “The Connecting to Contracts program enables them to bridge this gap and will expand their economic contributions in the western provinces.”

DID YOU KNOW?

Between 1981 and 2001, the number of women entrepreneurs in Canada increased 208%, compared with a 38% increase for men.

Through the Connecting to Contracts program, women business owners in Western Canada can identify and seize new opportunities to secure contracts with major Canadian and international companies and governments.

Among the key resources offered is guidance to achieve WEConnect certification as a Women’s Business Enterprise (WBE). This certification guarantees that companies are majority-owned (51%) and managed by women.

“Connecting to Contracts is all about creating opportunities. Preparation for WEConnect certification as a Woman Business Enterprise can give you an ear to the ground for procurement opportunities not just within Tier 1 companies, but also among second and third level suppliers that can help your business grow at a steady pace,” says Sandra Altner, CEO of the Women’s Enterprise Centre of Manitoba.

SUPPLIER DIVERSITY: WIN-WIN FOR ALL

Supplier diversity often benefits everyone at the table – stimulating job growth and opening new markets for women entrepreneurs, while driving more competitive procurement pricing among suppliers to large organizations. Many major corporations and governments take significant pride in supplier diversity programs and play a pro-active role in helping certified women-owned companies grow.

“Corporations and government agencies can save money by having a more diverse supplier base, and will have access to more innovation in the products and services they buy. They will also better reflect the demographics of the world in which they operate. However, to derive the maximum benefit from the diverse supplier base, corporations need to make the investment in making their procurement opportunities more visible and accessible to women and minority suppliers,” says Laurel Douglas, CEO of the Women’s Enterprise Centre of BC.



“At TELUS, we believe in innovation, spirited teamwork and initiating opportunity. We are proud to launch our Supplier Diversity Program, which will provide our commitment to enable more opportunities for historically under-represented groups to compete for our business. Our vision is to build a portfolio of suppliers that more closely reflects the communities where we live, work and serve.”

David Sharma
Chief, Procurement
TELUS Communications Company

“There have been very innovative corporations that have recognized the value of supplier diversity and have made an intentional effort to allow women to have access to procurement contracts through supplier diversity.”

Mary Anderson
Executive Director of WEConnect Canada

Over 250 business owners have been certified across the country since WEConnect Canada was formed and over 35 major Canadian corporations are active WEConnect members. That said, it is estimated over 95% of Fortune 500 companies have supplier diversity programs in place across North America, so the opportunities for Canadian businesses are significant.

To ensure entrepreneurs have the knowledge and skills to take advantage of these opportunities, WEConnect Canada works closely to provide on-the-ground CGI partners across Canada including Women's Enterprise Centre British Columbia (WECBC), Alberta Women Entrepreneurs (AWE), Women Entrepreneurs of Saskatchewan (WESK) and Women's Enterprise Centre Manitoba (WECM) to support and help WBEs enter the corporate supply chain.

At the same time, WEConnect and its regional partners are working with corporations to help them “develop best practices for supplier diversity,” says Mary. Those organizations, in turn, share tips with WBEs on how to successfully win their business.

“There is growing interest in Connecting to Contracts in Saskatchewan. Once women business owners here are ready to go to the next level to expand their business and have the capacity to take advantage of supplier diversity programs, C2C will be extremely valuable in giving them the tools they need to seize these opportunities,” says Laura Small, CEO of Women Entrepreneurs of Saskatchewan, Inc.

Is this an option for every woman-owned business? “If you are truly committed to growing your business and truly interested in pursuing large corporations, this certification allows you access to those decision makers,” says Anderson. “You can get to the front of the line. We can't guarantee you'll get business, but we can provide an accelerated process and a way to propel your business to the next level.”

DID YOU KNOW?

Women-owned businesses comprise less than 5% of all domestic and international suppliers to corporations and governments.

HAPPY HIPPO BATH CO.: WOMEN SUPPORTING WOMEN

At first glance, you might think the Happy Hippo Bath Co. of Sylvan Lake, AB, is all about a unique line of natural bath and body products with bold colours and appealing fragrances. It is much more, though, according to Chief Executive Officer Jodee Prouse.

Launched in 2006, the company has grown rapidly not only through its own retail and Web sales in Canada and internationally, but also as a private label manufacturer and wholesaler. Made with natural and safe raw materials. The company's brightly-coloured bath bombs, shower spritzers and other products, low prices and quality control are only part of its success formula. To date, the company counts among its largest clients London Drugs, Lawtons Drugs (Sobeys Inc.), Pharmachoice, Value Drug Mart and Great Wolf Lodge.

"We are the most proud that this company is 100% female-driven," says Prouse. Women, many of whom are working mothers to young children, are key players in everything from designs and production to customer service and marketing. "I believe in the power of women," she adds.

That was one reason why the WEConnect certification program struck a chord with Prouse. "Second, we know we can supply products that will do incredibly well in some of the largest drug stores and mass merchants in the world," she explains. "In almost all cases, it is not that they don't want our products. It's that we cannot get an appointment to show them our products. I wanted certification so that we had access to these buyers. And, it has worked."

Indeed, it has. Since achieving certification in 2010, sales have increased about 20% and are still growing — owing, in part, to the doors opened by certification. In 2011, for example, a WEConnect introduction helped Happy Hippo get a supply contract with MGM Resorts in Las Vegas. In 2013, a WEConnect introduction helped the company make a connection with a key buyer at Walmart and an opportunity to make a proposal for future business.

She has no problem recommending certification to other women business owners. "I have done it both ways," she says. "I spent years without certification trying to get appointments with no success. Certification has given us access and whether we get a deal after that is 100% up to us, but I thank them for helping open the door."



JODEE PROUSE
HAPPY HIPPO BATH CO.

DID YOU KNOW?

Women-led firms provide jobs for 1.7 million Canadians - more than the Canadian Business Top 100 companies.

AOG INTERNATIONAL INC.: OPENING A WORLD OF OPPORTUNITIES

For over 40 years, Edmonton, AB-based freight forwarder AOG International Inc. has been no stranger to global commerce. As a major transportation and logistics company, it works with a worldwide network of agents to execute quick and efficient shipments of everything from drilling rigs to ocean and air freight.

It was an Alberta Women Entrepreneurs' information session a few years ago, though, that alerted President and CEO Christina Forth-Matthews to a new opportunity to secure contracts with major companies and governments mandated to hire women-owned enterprises. She was also intrigued to learn the Connecting to Contracts (C2C) initiative also not only helps women achieve WEConnect Canada certification, it also educates women business owners on how to effectively pursue major procurement opportunities.



CHRISTINA FORTH-MATTHEWS
AOG INTERNATIONAL INC.

“If you’re looking to grow and expand, or even just access seminars on procurement, this is a great opportunity,” says Forth-Matthews. Since her company achieved WBE certification in 2010, she has had numerous opportunities to bid on major procurement contracts and is now on a preferred supplier short-list for several multi-national corporations. “Our business grew 28% last year,” she adds. “We went from staff of 12 to 22 by the end of 2012, and our sales doubled.”

An important opportunity for her company is attending the annual national and international conferences for women-owned business, such as ones hosted by the U.S. Women’s Business Enterprise National Council (WBENC) and WEConnect Canada, which offer networking sessions with procurement executives in major organizations. “The best advice I can give is to attend the webinars that WEConnect and AWE offices host leading up to these events,” she says. “They are the best training you can receive, and the staff are so committed to making connections for you.”

Achieving certification and tapping the resources of the Connecting to Contracts Program were turning points for Forth-Matthews and her business. “If you really want to grow your company, I would strongly suggest you join,” she says. “For me it has changed so much of our day-to-day operations, our image, our operations, our marketing and my own personal knowledge.”

DID YOU KNOW?

Of 327 Canadian delegates attending trade missions to the annual U.S. WBENC conference, since 2010, 111 were from Western Canadian businesses.

THE OPTIO GROUP: TRUSTED SOURCE OF EXPERTISE

Each year, about 1,000 medical malpractice lawsuits are launched against physicians and healthcare facilities in Canada, along with dozens of class actions against drug and medical device manufacturers and thousands of personal injury claims. A common need for many is unbiased medical expertise on the potential success of a legal action.

So, where do lawyers find the right expert? That's the job of Calgary-based The Optio Group (formerly, CanLNC Incorporated) — Canada's largest medico-legal education, litigation support and consulting company. "We provide legal knowledge to healthcare professionals and healthcare knowledge to legal professionals," explains President and Chief Executive Officer Chris Rokosh. The firm not only provides expert witnesses and litigation support, but also runs legal education programs for healthcare workers and supplies risk management services to large pharmaceutical companies.

A registered labour and delivery nurse, she started the business in 2001 after a lawyer who had retained her for an expert opinion in a malpractice case expressed frustration in finding good medical expertise. "That was the spark for me," she says. She spent the next year training as a Legal Nurse Consultant in the U.S. and then brought that expertise to Canada. Soon, she had a growing roster of nurse consultants and physicians available for expert witness testimony and medical research.

At about the same time, Rokosh was hearing about WEConnect Canada's certification program and saw it might be a way to find cross-border opportunities. "I didn't know anything about supplier diversity programs at the time and I didn't even know then what the letters 'RFP' stood for," she says, "but I was very interested in learning more."

Since achieving certification in early 2012, it's been an ongoing learning experience for Rokosh. After attending two major conferences focused on supplier diversity, she says, "I have had access and interviews with people, particularly procurement officers at large pharmaceutical companies, that I would never have been able to access on my own."

The biggest benefit to date has been the "mind expanding" exchange of ideas and information when attending a conference with like-minded women. "I have made some significant changes in my business just by my eyes being opened up to the opportunity for international business," she says. "I made some great business contacts, got great new ideas and have already expanded my company in significant ways — just based on what I learned at the conferences."



CHRIS ROKOSH
THE OPTIO GROUP

DID YOU KNOW?

There are 71 WEConnect Canada certified businesses in Western Canada.

THE PERSONNEL DEPARTMENT: FORGING GLOBAL BUSINESS CONNECTIONS

Business leaders the world over like to say their greatest asset is their people, but finding the right person for the job is not always easy. Leslie Meingast, Chief Executive Officer of The Personnel Department (TPD), has devoted over three decades to helping organizations find and keep those business assets.

With coordinating centers in Vancouver, Calgary, Edmonton and Portland, OR, TPD is a global HR solutions company offering temporary staffing, recruiting, executive search, contract staffing, project staffing and human resource consulting to public and private organizations in over 20 countries.



LESLIE MEINGAST
THE PERSONNEL DEPARTMENT

Always keen to spot new ways to make business connections, Meingast was among the first to see the opportunity in certification as a Canadian WBE when the program was launched in 2009. In fact, she was among founding members of WEConnect Canada. “This is an important initiative,” she says, “because of the buying power of women-owned businesses and women in general.”

Since achieving certification, she believes it has helped TPD get in the door and win business from major organizations, such as Royal Bank of Canada, Accenture, Grand & Toy and Nordstrom. TPD has also leveraged certification and other qualifications to open new markets, including recently winning a contract with a major oil services company in the Middle East.

Apart from direct business development, Meingast has also seen significant benefits in exposing her management team to the education opportunities offered by the local WEI offices and WEConnect Canada. For example, she was one of the first mentees in the Accenture Supplier Diversity Procurement Program for Canada — an 18-month mentorship and networking program to help diverse suppliers identify opportunities and build capacity. “The business intelligence provided has been invaluable,” she says. “Like Accenture, I’m in the service industry and my goal was to see how a service industry on a multi-billion-dollar level operates. It’s been extremely helpful.”

DID YOU KNOW?

Contract revenue value generated to date by certified WBEs in Western Canada: **\$10.5-million**

FAIRWARE PROMOTIONAL PRODUCTS LTD.: CHANGING THE WORLD WITH ETHICAL PURCHASING

Lots of businesses like to give away promotional items to customers, like coffee cups, pens and other branded novelties. At the same time, more companies are concerned about sustainability, and looking for innovative ways to show their commitment in the branded products they purchase. So, reasoned Sarah White and Denise Taschereau, why not fill the gap, and create one of North America's leading distributors of ethically-sourced and environmentally-responsible promotional products?

Today, Vancouver-based Fairware Promotional Products Ltd. boasts a client list that includes many of North America's leading sustainable brands, including AVEDA, Patagonia, Mountain Equipment Co-op, Stonyfield Farms, Nature's PathFoods, Vancity, Ben and Jerry's Ice Cream, Canadian Federation of Students and the David Suzuki Foundation.

From a bamboo USB flash drive to recycled content buttons to seed paper bookmarks, the company sources and supplies sustainable promotional products aligned with each client's brand. "What sets us apart in the promotional industry," adds White, "is our commitment to survey suppliers for social compliance," such as adherence to health and safety, wage and human rights laws.

With the supply of promotional products a \$4-billion industry in Canada alone, Fairware was more than interested to learn how a WBE certification could help them grow.

Fairware was also interested in WEConnect-endorsed opportunities to work with large corporations and their procurement departments, such as the RBC Reciprocal Mentorship Program. "In late 2012, we were selected for this Program, which has been very informative and helpful in understanding how better to do business with larger corporations and navigate the RFP process."

Since being approved in 2011, Fairware has been able to directly attribute sales to certification. "To date, we have had the most success doing business with other WBEs," she says. "We have had some good-sized orders through both direct sales to WBEs and referrals from WBEs to other organizations," including one referral that generated \$80,000 alone in work.

"This speaks to the power and value of networking WBE-to-WBE," adds White. "Given that many of the WBEs are SMEs, it makes sense to continue developing the WBE network in addition to the opportunities to meet with corporations."

DID YOU KNOW?

Number of contracts won by certified WBEs in Western Canada: **134**



SARAH WHITE & DENISE TASCHEREAU
FAIRWARE PROMOTIONAL PRODUCTS LTD.

OMEGA UNIFORM SYSTEMS INC./JEXA SYSTEMS INC.: OPENING DOORS WITH ENHANCED CORPORATE PROFILE

For many businesses and organizations, an essential part of their branding and daily functions are staff uniforms, tools and the basic supplies everyone uses. For most enterprises, however, uniforms and other work supplies are not a core competency for the business and often just an administrative inconvenience.

Relieving organizations of that inconvenience is what inspired Margaret Ramsdale to eventually launch two highly successful Vancouver-based businesses that design, source and supply uniforms and provide employee supplies such as common tools. Started in 2000, Omega Uniform Systems Inc. gives customers a one-stop shop for uniforms and deals with employee populations throughout North America and around the globe.



MARGARET RAMSDALE
OMEGA UNIFORM SYSTEMS
INC./JEXA SYSTEMS INC.

The newer venture is Jexa Systems Inc., which is an online e-procurement solution that reduces business expenditures on employee uniforms, tools, and equipment. This web-based store allows employees to self-order and manage their uniforms, tools and supplies within an employer-specified budget. To date, over 20,000 employees at various companies use the Jexa system.

It should come as no surprise that President and Chief Executive Officer Ramsdale was among the first in Canada to seek certification as a WBE for both of her women-owned businesses.

The result? “Being certified has given our company a higher profile with corporations in the U.S. and enabled us to participate in RFPs that may have excluded us, if not certified,” she says. “Being able to tick off the box beside ‘Are you a diverse supplier?’ in an RFI or RFP is one more step towards being a contender.”

Certification has also helped in a strategic alliance with a major U.S. competitor that needed a diverse supplier as a partner to win the contract. As a result, she notes, “this brought us more business as we now handle the Canadian operations of some of their U.S. corporate customers.”

For Ramsdale, the benefits to certification are clear. “Exposure to large corporations, learning opportunities at WBE conferences, networking with other women business owners, and finding new sources for services and products — these are the main benefits I have experienced to date.”

DID YOU KNOW?

Top 13 multinational corporations purchasing over US\$1 billion each per year from diverse suppliers spend only 2.2% on women-owned businesses.

IMPRINT PLUS: MAKING A NAME GLOBALLY

“Hello, my name is...” may seem like the opening line to a humorous story, but name badges are a serious and successful international business for Marla Kott, Chief Executive Officer for Imprint Plus of Richmond, B.C.

With satellite offices in Toronto, Fort Lauderdale, FL, and Edinburgh, U.K., Imprint Plus has carved out a unique niche supplying domestic, multinational and government organizations with branded name badge solutions. “We are proud to have worked with over 35,000 customers in 74 countries,” she says.

Adding additional lift to this business’ success has been its certification as a WBE with both WEConnect Canada and the U.S. Women’s Business Enterprise National Council. She first learned about WEConnect’s certification program at a Women President’s Organization networking session. Coincidentally, prospective U.S. customers were asking whether Imprint Plus was certified, so she seized the chance to get certified. “As I suspected, this certification changed opportunities for us immediately and has continued to provide a positive impact on our business,” she says.

How positive? “I can state factually this certification has resulted in relationships that will generate millions of dollars of revenue for our company,” she says, adding: “We have already reported \$1.1-million of revenue where the customer has requested and identified our company as a women-owned business for their internal procurement.” And, for her sales force, it has been critical to securing contracts and opening doors with customers, ranging from Marriott International to Macy’s Inc. to the MGM Grand.

A huge benefit of certification, she says, is the opportunity to learn about the procurement practices of major companies and to network with others at the annual WBENC conference. “It is amazing to be in a room full of women business owners who are successfully making a contribution to their families, communities, and countries, and doing it their way. It is inspiring to know that there are 10,000 women business owners who have benefitted from the certification.”

All in all, certification is a key element in making a name for Imprint Plus. “I would never have believed that so many companies worldwide are cheering us on and wanting to take part in making us successful,” says Kott.



MARLA KOTT
IMPRINT PLUS

DID YOU KNOW?

525 WBE entrepreneurs have participated to date in 34 sessions on product or service delivery, business processes and systems, and strategies for market growth.

SCOOTAROUND INC.: INDEPENDENCE FOR RENT

A frustrating family vacation to Hawaii in 1993 gave Lee Meagher the idea for a business that now spans over 1,500 locations across North America. Her father was a stroke victim and his chief means of mobility was an electric scooter — a heavy machine that didn't travel well. In Hawaii, their only option was to buy one and sell it back to the store at a hefty discount.

"You could rent a crib or even a cooler for the beach, but you could not rent a scooter," she says. By 1996, Meagher had launched Scootaround Inc., with the goal to make it as easy for travellers to rent a mobility device as it was to rent a car.

Today, her Winnipeg-based company is the world's leading provider of scooter and wheelchair rentals to travellers in popular tourist destinations, enjoying cruise ship excursions, attending conventions, or on business. In some locations, as many as 500 scooters and wheelchairs may be rented out in a day.

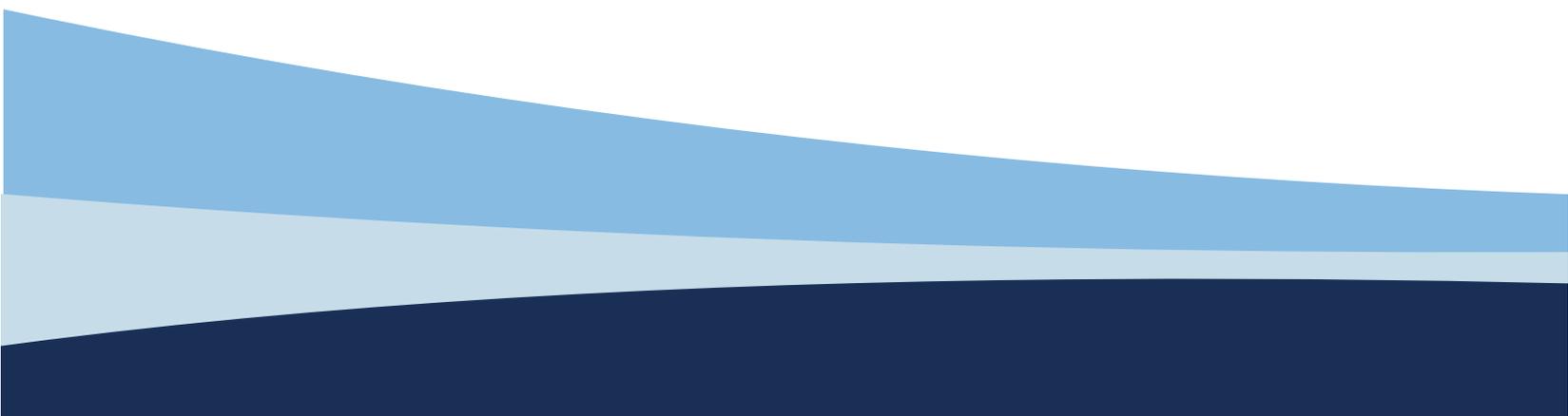
Meagher's own drive and ambition as Chief Executive Officer has fueled much of the company's early growth, and she has made significant in-roads into the U.S. market. Recently, though, the marketplace has been highly competitive and any business edge is highly valued. That's where Scootaround's certification as a WBE in 2011 has proven valuable.

"In the U.S., particularly," she says, "there's been a paradigm shift, and being a minority or woman-owned business can make the difference in a competitive bidding or Request for Proposal (RFP) process.

Two examples spring to her mind from last year's annual international networking event, hosted by the WBENC. Her company had been doing a "very large volume" of work for one of the major global airlines but had failed to secure a long-term written contract. At the conference, however, Meagher was able to meet a key airline decision-maker at the trade show and had a finalized contract within three weeks — allowing her to begin significant investments in that area and secure financing, if needed.

At the same conference, Meagher was able to make connections with another airline and recently travelled to its headquarters to meet with senior procurement executives — a meeting she believes might not have happened without a WBE certification.

"The WEConnect organization and its WBE program are made-up of very committed women with a passion to see change. Their brains are always working," she says.



REGAN PRODUCTIONS LTD.: TELLING THE WORLD'S STORIES

Many organizations and their leaders have a good story to tell, and Laureen Regan of Regan Productions Ltd. in Calgary, AB, wants to help them through video and other interactive media. Some might say her Irish upbringing, before her parents moved the family to Alberta in 1967, gave her the gift of storytelling but there is no mistaking the fact she has built a successful business helping others spin a good yarn.

From initial strategy, concepts and script to final video, Regan Productions works with clients in industries ranging from energy and manufacturing to the federal, provincial and municipal public sector to produce marketing, recruitment and training videos, as well as interactive e-learning content and rich media for Web applications and DVD/CDs.

With more and more organizations using video to reach out to stakeholders, Regan was keen to add WBE certification to her company's pedigree albeit with the understanding it wasn't a guarantee of new business. "I think it works if you understand it is just like any lead generation opportunity," she explains. "You have to work that list. You have to attend the events. You have to make sure there are companies there that are your target, and for whom you have something to offer. It is not a given."

What has greatly impressed Regan, though, is the support and resources available to women business owners through the Connecting to Contracts Program. "We've been to both the national and international conferences, and the support has been great," she says. "Alberta Women Entrepreneurs was very helpful in setting us up for the conferences. They made sure that, when we arrived, we were prepared and ready to go. We didn't hit the ground at a crawl... we were there running."

That support included one-on-one coaching to identify prospective clients and the preparation of "capabilities statements" to be used when introducing her company and its offerings. "They went through the program in detail to identify what we should expect, and went through the attendee list in advance so we would know who we wanted to meet," she says. "When it came to getting ready for the conference, they were amazing."

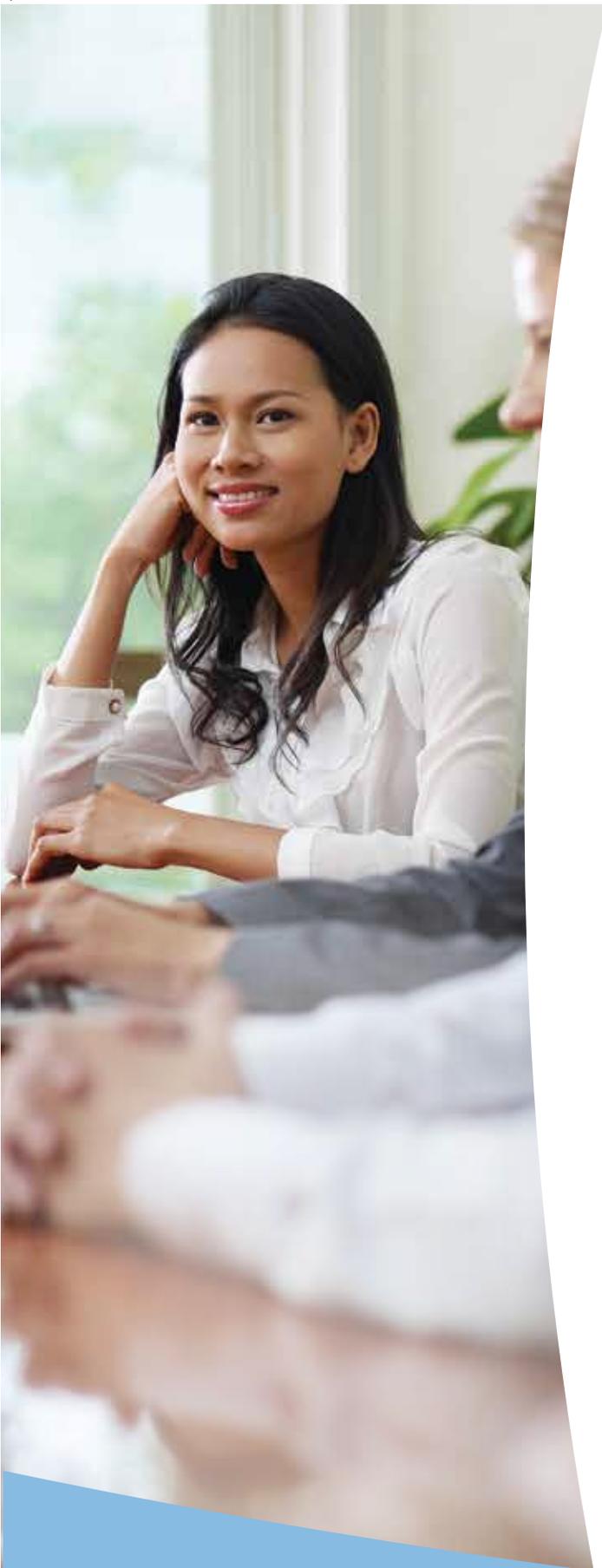
Overall, the many opportunities available through the program and WBE events are valuable to her business. "The networking is great," she says. "Having the chance to meet with potential clients directly, discuss with them what their company is doing, and how you might work with them, has been extremely beneficial."



LAUREEN REGAN
REGAN PRODUCTIONS LTD.

DID YOU KNOW?

47% of small and medium-sized enterprises (SME's) in Canada have at least one female owner.



INTERESTED IN LEARNING MORE?

To find out whether your business could benefit from WEConnect Canada certification and the Connecting to Contracts Program in Western Canada, please contact any of the Women's Enterprise Initiative offices in British Columbia, Alberta, Saskatchewan or Manitoba.

WECONNECT CANADA CERTIFICATION

The program is open to women business owners who are: based in Canada; own a minimum 51% of their business; manage and control their business; operate an established, successful business - whether product or service-based - in any sector; are growth-oriented; have the capacity to sell to large corporations and/or the ability to scale their operations accordingly.

It is recommended applicants have a minimum of \$100,000 in annual revenues and the capacity to deliver on large contracts within one to five years.

Each application is reviewed by WEConnect Canada and a site visit is conducted to verify information in your application.

If certification is confirmed, a certificate is provided to your business. Newly-qualified companies are added to the WEConnect Canada database system used by corporate members. Qualified companies are also featured on the WEConnect Canada website, and are invited to networking and educational events.

The next step to opening up greater opportunities is yours.

PROGRAM PARTNERS



womensenterprise.ca



WOMEN ENTREPRENEURS OF SASKATCHEWAN INC.
Business Solutions for Success



**Women's Enterprise
Centre of British Columbia**
Toll-free: 1 800 643 7014
www.womensenterprise.ca

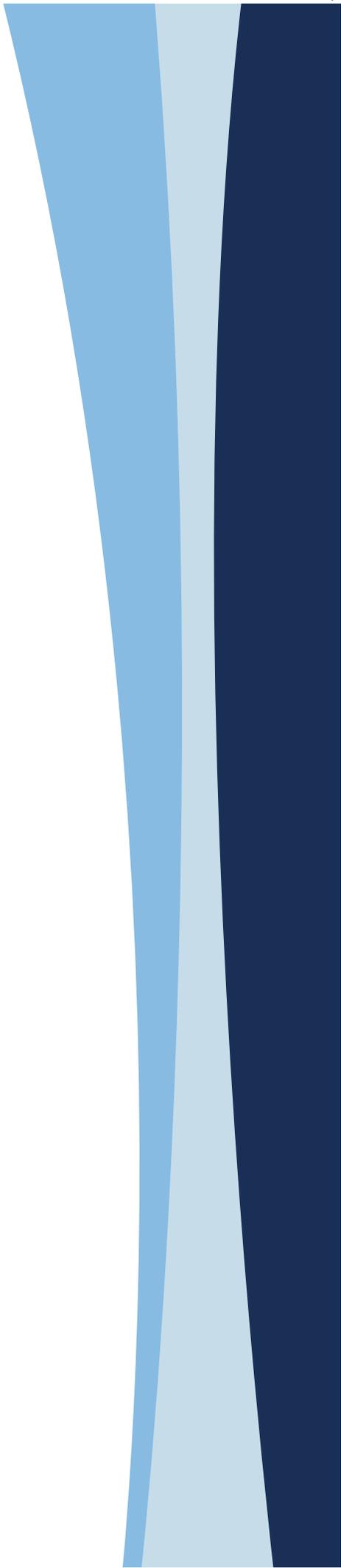
**Alberta Women
Entrepreneurs**
Toll-free: 1 800 713.3558
www.awebusiness.com

**Women Entrepreneurs
of Saskatchewan**
Toll-free: 1 800 879 6331
www.womenentrepreneurs.sk.ca

**Women's Enterprise
Centre of Manitoba**
Toll-free: 1 800 203 2343
www.wecm.ca

WEConnect Canada
Toll-free: 1 855 831 8169
www.weconnectcanada.org





SUPPORTED BY



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

Canada