

# Final Report

## Access to Supply Chains Project

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March 2010 - March 2013

**Submitted By: Alberta Women Entrepreneurs**

Program Partners: Alberta Women Entrepreneurs  
Women's Enterprise Center BC  
Women Entrepreneurs of Saskatchewan  
Women's Enterprise Centre of Manitoba  
WEConnect Canada

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## Executive Summary

The pan-West Access to Supply Chains project, funded by a 3-year, \$544,000 investment by Western Economic Diversification in 2010, aimed to improve local entrepreneurs' access to supply chain opportunities through support of WEConnect Canada certification.

### Milestones

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#### WEConnect Canada Certification Assessment Support

- 24 WEI assessors were trained in Western provinces to implement qualification site visits.

#### Marketing Support of Certification

- Participated in WEConnect Canada Regional Partner Organization network.
- Built relationships with US Regional Partner Organizations.
- Helped to plan and led provincial delegations on trade missions to American and Canadian supplier diversity events.
- Created Connecting to Contracts Profile Book (Appendix A).

#### Business Development Materials

- 43 WEI-hosted sessions (Appendix B) were delivered to 1298 individuals. Entrepreneurs also participated in a range of WEConnect Canada hosted webinars, training sessions and conferences to increase their capacity to participate in supply chains.

### Key Performance Indicators

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Total return on investment was \$22 for every \$1 invested by WED. (\$12M / \$544K)

#### Companies Participating In Export and Market Development Initiatives

Target number of companies participating in export and market development initiatives: 64  
Result: 130 companies (203% over target)

#### Number of Women Entrepreneurs Certified

Target number of certified businesses: 54  
Result: 71 businesses certified (131% over target) of 244 total Canadian certifications (29% of total)

#### Number of Contracts Secured by Women Entrepreneurs as a Result of the Program

Target number of contracts: 34  
Result: 127 contracts (374% over target)

#### Dollar Value of Contracts Secured by Women Entrepreneurs as a Result of the Program

Target value of contracts: \$850,000  
Result: Approximately \$12 million (1412% over target)

### Project Benefits

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1. Supported the development of a sustainable, credible Canadian certification model recognized by supplier diversity professionals internationally.
2. Increased economic impact of Western Canadian SMEs through participation in global markets.
3. Enhanced productivity and adoption of innovative practices and processes by Western Canadian SMEs to capitalize on new market opportunities.
4. Improved national market access and business opportunities for Western Canadian SMEs.

## Overview

The pan-West Access to Supply Chains project, funded by a 3-year, \$544,000 investment by Western Economic Diversification in 2010, aimed to improve local entrepreneurs' access to supply chain opportunities through support of WEConnect Canada certification. The Access to Supply Chains project was managed by Alberta Women Entrepreneurs (AWE) and delivered in partnership with WEConnect Canada and the provincial Women's Enterprise Initiative (WEI) partners. The project exceeded its outlined performance deliverables. In the project, the WEI partners were responsible to:

- 1) Raise awareness of WEConnect certification in Western Canada.
- 2) Conduct local site visits for applicants to WEConnect certification.
- 3) Provide supporting capacity building programs to women entrepreneurs.
- 4) Support women entrepreneurs in market reach activities related to WEConnect certification.

Increasing the number of women entrepreneurs who successfully bid on and complete contracts in local, regional, national, and international markets is a significant driver of economic growth. At present, while women owned businesses in Canada represent approximately 40% of all businesses (34.5% in Alberta), less than 2% are involved in contracting to corporations and government.

Efforts to engage Western Canadian corporations in supplier diversity and connecting women into these supply chains to grow their businesses increases the total number of high growth SMEs with local, regional, national, and international contracts. The success of Women's Business Enterprise National Council (WBENC) members in the US has demonstrated that supplier diversity programs provide benefits to women business owners such as increased revenues through access to larger-scale business opportunities. WBENC and WEConnect Canada certification create pathways into national and global supply chains that would ordinarily be very difficult to enter.

WBENC, founded in 1997, is the leading advocate in the United States of women owned businesses as suppliers to America's corporations. It also is the largest third-party certifier of businesses owned and operated by women in the United States. WBENC works in partnership with Regional Partner Organizations (RPOS) located throughout the country to provide a national standard of certification for women-owned businesses. WBENC is a resource for the more than 700 United States companies and government agencies that rely on WBENC certification as an integral resource to help address their procurement and diverse vendor needs.

The 16 years of success celebrated by WBENC's members demonstrates the opportunities that exist for women who are building scalable businesses that can expand into new markets. Connecting the procurement decision-makers directly with certified members, especially at an event such as the WBENC annual national conference is a powerful opportunity. The 9,000 WBENC certified members demonstrate a wide representation of products and services are offered by women owned and managed businesses of all sizes and types including corporations, sole proprietorships, limited liability companies, trusts, and partnerships (must be 51% owned by a woman). The women business owners themselves are a diverse group from various cultures, life experiences and education levels.

WEConnect Canada, formed in 2009, is based on the WBENC certification model. It certifies firms that are at least 51% owned, managed and controlled by women and connects them with the growing global demand from corporations and the public sector for diverse and innovative suppliers.

The organization partners with corporations, associations, governments, women entrepreneurs and their supporters, and is affiliated with a global certification network for women-owned enterprises. Its founding corporate members include leaders from Accenture, Alcatel-Lucent, Avis Budget Group, BMO Financial Group, Cisco, Desjardins, Ernst & Young, IBM, Manpower, Merck Frosst, Pfizer, Royal Bank of Canada, Staples, TELUS and Walmart. WEConnect Canada is an affiliate of WEConnect International, which has organizations in Europe, China, Peru, India and the U.K.

Since 2010, WEConnect Canada, in partnership with 10 Regional Partner Organizations (RPOs) has worked to create a solid foundation of 200+ certified women business owners, 34 corporate members, and support for supplier diversity trade missions from DFAIT and its US trade commissioner offices.

## Milestones

### Program Preparation

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As project manager, AWE created the following to support the implementation of project activities:

- Memorandums of Understanding with the WEI partners
- Memorandums of Understanding with WEConnect Canada
- Strategic marketing plan
- Strategic plan and process for WEConnect Canada Certification assessment support
- Content areas and outline for business development materials
- Invoicing template for WEI expenses
- Online payment system for certification application payments from Western Canadian businesses

### WEConnect Canada Certification Assessment Support

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During the project, a total of 24 WEI assessors were trained in all Western provinces to implement qualification site visits (BC: 8, AB: 7, MB: 3, SK: 6). Assessors completed WBENC and WEConnect Canada training and passed the WBENC assessor examination.

A qualification site visit confirms a business is at least 51% owned, managed, and controlled by one or more women. In the qualification process, a business entity submits an application, along with the necessary supporting documentation and non-refundable processing fee to WEConnect Canada. Once the applicant's file is complete, WEConnect Canada provides information to the assessor in the appropriate location via a WEConnect web-based data management system. The assessor schedules and conducts an on-site visit using forms and procedures provided by WEConnect Canada. The assessor submits the findings and provides a recommendation regarding the applicant's eligibility. If qualification is granted, WEConnect Canada provides documentation directly to the business. All assessor documents and process guidelines are provided by WEConnect. A total of 71 out of 244 (29%) businesses across Canada were certified in the western provinces.

## Marketing Support of Certification

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To increase awareness of certification among business owners in Western Canada, a strategic marketing plan was developed. From this plan, a program was developed and branded “Connecting to Contracts”. The primary target for the program was established female business owners who are successful in their markets and whose businesses have the capacity to expand. The secondary target was business owners who were not ready for certification but had the potential to take advantage of the opportunity in the future through development of their capacity through the program’s learning opportunities.

Throughout the project, the WEI partners provided outreach in local and regional areas to build brand, attract potential certification candidates and create community of women entrepreneurs. In addition to the launch event in Edmonton, WEI and WEConnect Canada hosted joint program information sessions in each province (BC: 2, AB: 4, SK: 2, MB: 2).

A Connecting to Contracts Profile Book (Appendix A) was created to highlight the benefits and accomplishments of certified businesses. The profile book features selected WEConnect certified business owners from across Western Canada who have successfully grown their businesses through contracts.

### Profiles:

Sarah White, Fairware	BC
Marla Kott, Imprint Plus	BC
Margaret Ramsdale, Omega Uniforms & Jexa Systems	BC
Leslie Meingast, The Personnel Department	BC
Christina Forth Matthews, AOG International	AB
Jodee Prouse, Happy Hippo & Bauble, Bags & Bows	AB
Chris Rokosh, The OPTIO Group	AB
Lee Meagher, Scootaround Inc	MB

In addition, WEI partners hosted and attended various events to promote and support certification. This included leading provincial delegations to the WBENC National Conference and Business Fair, US Regional Partner Organization events, as well as the WEConnect Canada annual conference. Entrepreneur participation in the trade missions was entirely self-funded.

### ***WBENC National Conference and Business Fair***

WBENC’s national conference is the largest gathering of women’s business enterprises, senior corporate executives, procurement professionals and international guests in the USA. Each year, approximately 3,000 women business owners and 350 corporations take part in WBENC’s one-of-a-kind conference and business fair dedicated to connecting women to corporate contracts through supplier diversity.

Since 2010, the annual trade mission to WBENC, organized by WEConnect Canada and DFAIT with assistance from WEConnect Canada regional partners including AWE, brought together diverse business owners who made the most of the event’s incredible connections and insight. Each year, the Canadian delegation of entrepreneurs went home from WBENC with new sources of revenue through contracts and RFP opportunities with Walmart, Home Depot, MGM Resorts International, Accenture, ExxonMobil, Shell, IBM, Staples, Oracle, and more.

**Table: WBENC Attendance by Canadian Trade Mission Participants (2010-2013)**

	<u>Western Canada</u>	<u>Total Canada</u>	<u>%WC</u>
2010	15	58	26%
2011	29	100	29%
2012	37	91	41%
2013	29	78	37%
	<u>110</u>	<u>327</u>	<u>34%</u>

***Canadian Regional Partner Relationships***

A strong network was developed within the Canadian Regional Partner Organization (RPO) group, which includes:

- Women’s Enterprise Centre BC
- Alberta Women Entrepreneurs
- Women Entrepreneurs of Saskatchewan
- Women’s Enterprise Centre Manitoba
- Réseau des Femmes d'affaires du Québec
- Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE)
- Centre for Women in Business Nova Scotia
- Prince Edward Island Business Women's Association

The Regional Partner Organizations (RPOs) work cohesively to bring supplier diversity opportunities to entrepreneurs across Canada and supports WEConnect Canada by providing local promotion of certification. The RPO group collaborates via conference call meetings once per month and in-person twice per year at the WBENC and WEConnect conferences. The group also works together with WEConnect International, WEConnect Canada, and DFAIT to plan national trade missions to the annual WBENC Women in Business conference held in the US.

***US Regional Partner Relationships***

The WEI partners have been building relationships with US WBENC Regional Partner Organizations to provide entrepreneurs access to new international networks and programs. In particular, strong relationships have been built with Astra Women’s Business Alliance (Washington State, Alaska, Oregon and Northern California) and WBEC-West (Arizona, Southern California, Colorado, Hawaii, Nevada, Utah and Wyoming maximize cross-border relationships for women business owners.

At Astra’s invitation, AWE visited the Seattle area to attend a “Plug In. Power Up.” event sponsored by Microsoft, Starbucks, Chevron, The Boeing Co., among others in July 2011. The event brought together more than 125 WBENC-certified women business to strengthen their networks and built capacity to win and manage contracts. Many of the participants were interested in working with Canadian certified businesses to access the Canadian market directly or service clients with reach into the Canadian market. Following this visit, WEConnect Canada, AWE and Astra collaborated on a trade mission to Astra’s business fair in March 2012. In April 2013, WEC BC attended Astra’s Women Entrepreneurs Global Connect Expo & Summit.

### ***WEConnect Canada National Conference***

WEConnect Canada's national conference offers business owners an opportunity to connect with Canadian and US corporations as well as other women-owned businesses. Each year the WEI partners promote and support the event, which features experts, diversity leaders, and corporations that are committed to opening doors and supplier diversity. An example of conference topics and speakers is included in Appendix B.

### **Business Development Materials**

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As a part of introductory information sessions hosted in each province, WEConnect Canada presented "The Opportunity" workshop to potential certification candidates. Feedback from these sessions and other primary research led to the creation of additional business development materials throughout the project. Based on this feedback, the program offered learning opportunities in 4 key areas to support increased capacity of women entrepreneurs in Western Canada who are preparing to/participating in supply chains:

1. Financial Planning and Accessing Capital
  - Determining Internal Financial Capacity, Accessing Growth Financing
2. Navigating the Procurement Process
  - Understanding the Procurement Process, Proposal Development, Contracts
3. Connecting to Decision Makers/Networks
  - Connecting to Decision Makers in International Markets, the Public Sector or Corporations
4. Developing a Competitive Advantage
  - Product/Service Delivery, Business Processes/Systems, Strategies for Market Growth

From March 2010-March 2013, 43 sessions related to these 4 key areas were delivered to 1298 individuals. (Note: some individuals may have attended multiple sessions). A list of all training sessions can be viewed in Appendix B. Program training developed in Alberta was made available to other provinces and delivery was at the discretion of the WEI partner. Entrepreneurs in Western Canada also participated in WEConnect learning webinars on a variety of supplier diversity related topics. In the last year of the program some topics were offered by webinar, enabling access to entrepreneurs from across Canada.

### **Achievement of Performance Indicators**

The Access to Supply Chains project (Connecting to Contracts) exceeded WED project targets. Overall, the total return on investment was \$22 for every \$1 invested by WED. This is based on the reported contract revenue and may be underestimated due to participants' limited willingness to disclose financial information.

### **Companies Participating In Export and Market Development Initiatives**

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**Target number of companies participating in export and market development initiatives: 64**  
**Result: 130 companies (203% over target)**

## Number of Women Entrepreneurs Certified

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Target number of certified businesses: 54

Result: 71 businesses certified (131% over target)

Table: National Certifications by Region (March 31, 2013)

CERTIFIED:	TOTAL
WEST	71
EAST	28
ON	121
QC	24
Total # Certified	244

\*A full list of certified businesses can be viewed in Appendix D.

## Number of Contracts Secured by Women Entrepreneurs as a Result of the Program

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Target number of contracts: 34

Result: 127 contracts (374% over target)

## Dollar Value of Contracts Secured by Women Entrepreneurs as a Result of the Program

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Target value of contracts: \$850,000

Result: Approximately \$12 million (1412% over target)

## Benefits

### 1. Supported the development of a sustainable, credible certification model recognized by supplier diversity professionals

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The project provided certified business owners with a nationally and internationally recognized credential that provides supply chain opportunities. Through the certification model, a network of corporations and women-owned businesses has been established for entrepreneurs to leverage certification.

Collaboration amongst regional partners in Canada and internationally has resulted in robust relationships across provincial and international borders. These relationships are providing a sustainable foundation for new activities to support entrepreneurs.

### 2. Increased economic impact of Western Canadian SMEs through participation in global markets

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Participating businesses won 127 contracts valued at approximately \$12 million, which increased job creation and expanded the tax base in Western Canada. The program had a return on investment of \$22 for every \$1 invested by WD. This is based on the reported contract revenue and may be underestimated due to participants' limited willingness to disclose financial information.

Trade missions offered excellent opportunities for local entrepreneurs to connect with new markets. Entrepreneurs self-funded their attendance in the following program trade missions:

- WEConnect Canada Conference (Toronto) – 2010, 2011, 2012
- WBENC National Conference and Business Fair (USA) – 2010, 2011, 2012



- Astra Women's Business Alliance Conferences (USA) – 2012, 2013

*"The [WBENC] experience was far beyond my expectations. AWE fully prepared me for the demands of the conference and gave me confidence in knowing why I was there. I met an amazing group of women from Alberta and from across Canada that just gives me a completely different perspective on being a woman-owned business enterprise. There is a huge resource in terms of the network here at home and everyone is really willing to share their experience and knowledge. I made a really great contact at one of my target companies and look forward to developing a working relationship with them over the next year. Thanks to everyone at AWE, I wouldn't have taken this trip without their help and encouragement." - Jodi McDonald, Keystone Labs in Edmonton, AB (attended WBENC in 2012 and 2013).*

*"I decided to attend the Astra Trade Mission with WEConnect Canada in February 2012 with the intention of learning more about certification by hearing from women who have already been participating in the program...Attending the Trade Mission has provided me with a new perspective by which to examine our business and strategize for the future." – Alison Meyer, JUNA Consulting*

### **3. Enhanced productivity and adoption of innovative practices and processes by Western Canadian SMEs to capitalize on new market opportunities.**

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From March 2010-March 2013, 43 WEI-hosted learning sessions were delivered to 1298 participants. The sessions combined with complimentary training, mentorship and coaching available through WEI and WEConnect network offered entrepreneurs access to access to corporate and entrepreneurial expertise on winning and fulfilling contracts.

### **4. Improved national market access and business opportunities for Western Canadian SMEs.**

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The program offered access to contract opportunities with corporations, government in Canada and internationally to women business owners in Western Canada. Certified businesses won contracts with Avis-Budget, Sam's Club, Staples, Accenture, Shell and MGM and built business with other certified women business owners. This revenue results in an expanded tax base and job creation in Western Canada.

Throughout the project, participating entrepreneurs developed key relationships with potential clients. They learned procurement opportunities and processes first-hand from corporations and governments to provide an advantage when bidding. They also formed business to business alliances and partnerships.

Participants had the opportunity to make the most of development and recognition opportunities including the Telus Supplier Diversity Mentorship program, RBC Reciprocal Mentorship program, Accenture Diverse Supplier Development program, AWE Exceleator program, and RBC Canadian Woman Entrepreneur Awards.

*"Certification is having a profound impact in securing contracts with major corporations and other women-owned businesses, and is helping drive our recent financial growth."*  
-Leslie Meingast, The Personnel Department

*"Our certification gives us access to supplier diversity contacts and now it's our job to negotiate."* - Jodee Prouse, Happy Hippo

*"This program has been a perfect fit for our growth plans. It has already opened doors and resulted in new business."* -Christina Forth-Matthews, AOG International Inc.

## Conclusion

The Access to Supply Chains project was a tremendous success. Significant results were achieved beyond all performance targets. There is a strong demand for the program and the outcomes achieved by business owners were significant, as demonstrated by the \$12 million in contract revenue reported by SMEs in the program. WEConnect Canada's national certification model has a solid foundation of 200 certified women business owners, 34 corporate members, and 10 Regional Partner Organizations (RPO) across Canada. Western Canadian SME participation in certification and trade missions has resulted in better productivity and increased revenue through access to new national and international markets and networks.

## Recommendations

Significant momentum has been gained through the WEI delivery of the Connecting to Contracts program. As such, the WEI partners should be provided with dedicated funds to support market expansion efforts by experienced entrepreneurs in Western Canada. The WEI partners are well-positioned to connect entrepreneurs to WEConnect Canada certification, conduct certification site visits, deliver capacity building, lead provincial delegations on trade missions and provide other support services to women entrepreneurs in Western Canada as they connect to new market opportunities.

Collaboration amongst the regional partner networks in Canada and the US for the purpose of sharing best practices, through a US and Canada cross-border mentorship program, would create increased opportunities for women: to achieve success in international markets; build stronger, more productive and more economically impactful business; create new employment opportunities; and build a supportive community of female entrepreneurs sharing knowledge, resources and tools.

In order to build on the benefits achieved through this project for Western Canadian SMEs and capitalize on the success achieved, additional investment in a program to support trade and market development activities for female entrepreneurs in Western Canada is recommended.

**Appendix A: Profiles of Success**

## Appendix B: List of Speakers at WEConnect Canada Conference

Name	Title	Organization
Kim Anderson	Procurement Services Delivery Lead North America	Accenture
Mary Anderson	President	WEConnect Canada
Robert Bouta	Senior Vice President-Properties and Facilities	Avis Budget Group, Inc.
Philip Devliegher	Managing Director	Pdevl Consulting
Elena Doucette	Partner, Tax Services	Ernst & Young LLP
Eric Fergin	Vice-President, Customer and Shared Products and Services in Procurement and Supply Chain Management	TELUS
Shantal Feltham	President & CEO	Stiris Research Inc.
Emma Fox	Senior Vice President, Marketing	Walmart Canada Corp.
Mandy Gilbert	Founder & CEO	Creative Niche Inc
Lori Kibbee	Senior Advisor-Supplier Engagement	Canadian Government-Office of Small and Medium Enterprises (OSME)
Shelly Kiroff	Senior Vice-President, Homelines and Electronics	Walmart Canada
Marla Kott	CEO	Imprint Plus
Betty Lau	CEO	Appliedinfo Partners, Inc.
Shelley Lebrun	Area Manager Business Banking , Atlantic	TD Canada Trust
Albert BW Louis	Director of Supplier Diversity and Business Development	Johnson Controls Automotive
Rose Marsella	Business Centre Manager	Business Development Bank of Canada
Marcella Mccullough	Manager, Supplier Diversity Development	Ford Motor Company
Julie Mcdowell	President	TARIS Incorporated - Chair, Maple Leaf Angels
Lee Meagher	CEO, Scootaround Inc.	Mobility Solutions
Leslie Meingast	CEO	The Personnel Department
KC Mosley	Senior Manager, Enterprise Supplier Diversity/ Vice President, U.S. Procurement and Strategic Sourcing	BMO Financial Group
Sandra Murre	CEO and Founder	Jordan Engineering Inc.
Barbara Orser	Deloitte professor in the Management of Growth Enterprises, Full Professor	University of Ottawa Telfer School of Management
Melinda Painter	Director Supply Chain Social Responsibility and Diversity	Research in Motion
Michelle Pockey	Partner and National Chair, Professional Women's Network	Fasken Martineau
Ian Portsmouth	Publisher & Editor	Profit
Lisa Pulcini	Director, Canadian Distribution Team	Cisco Systems Canada CO.
Debra Quade	Associate Manager, Supplier Diversity	Kellogg
Barbara Ross-Denroche	President & Chair	The Refinery Leadership Partners Inc.
Serge Sauve	Director of Procurement Diversity Lead for Canada	Merck Canada Inc.
David Sharma	Chief Procurement Officer and Senior Vice-President, Procurement	TELUS
Deborah Stanton	CPO and Group Executive, Global Supply Chain and Corporate Services	MasterCard Worldwide
Andy Thompson	VP IPD Procurement & NA Product Sourcing	Alcatel-Lucent Canada Inc.
Edet Umoafia	Senior Buyer: Responsible for Maintenance, Repair and Operations and Supplier Diversity Development Program	ABC Group
Joyce Usher-Mesiano	President	National Brokers Insurance Services Inc.
Charles Varvarikos	Head, Facilities Sourcing	Royal Bank of Canada
Marnie Walker	President	401 Bay Centre
Linda Ware	Manager, Supplier Diversity	General Motors
Sarah White	COO & Co-Founder	Fairware Promotional Products Ltd.
Betty Wood	Lead Strategist, Women Business Enterprises	WEConnect Canada
Bill Zakarow	Director of Procurement Diversity Lead for Canada	TO2015

## Appendix C: Capacity Building Sessions

### Capacity Building Sessions

Name	Month/Day	Year	#ppl	CB Area
Show Me the Money	22-Apr	2010	128	financial foundation
Connecting to Profit	23-Apr	2010	145	procurement, competitive advantage
Financial Growth	23-Jun	2010	18	financial foundation, competitive advantage
Financial Growth	25-Jun	2010	14	financial foundation, competitive advantage
E-branding	27-Oct	2010	19	competitive advantage
E-branding	28-Oct	2010	21	competitive advantage
Managing Systems and Processes	23-Nov	2010	11	competitive advantage
Managing Systems and Processes	25-Nov	2010	13	competitive advantage
Growth Boot Camp	Sept 28 & 29	2010	13	financial foundation, competitive advantage
7 Steps to Marketing Success	19-Jan	2011	28	competitive advantage
7 Steps to Marketing Success	21-Jan	2011	15	competitive advantage
Your Value Proposition and Expanding Sales	23-Feb	2011	10	competitive advantage
Online marketing	05-Apr	2011	28	competitive advantage
Online marketing	07-Apr	2011	30	competitive advantage
Choose your own growth adventure panel	05-May	2011	126	procurement, market expansion
My Company is making money...panel	05-May	2011	148	financial foundation
Wake Up to Success	23-Sep	2011	9	competitive advantage
Wake Up to Success	29-Sep	2011	13	competitive advantage
Winning Alliances	13-Oct	2011	4	competitive advantage, procurement
Winning Alliances	14-Oct	2011	5	competitive advantage, procurement
The Keys to Financial Success	07-Nov	2011	9	financial foundation
The Keys to Financial Success	08-Nov	2011	10	financial foundation
Your Value Proposition and Expanding Sales	23-Feb	2011	12	competitive advantage
Your Value Proposition and Expanding Sales	23-Feb	2011	15	competitive advantage
Elevator Pitch	24-Jan	2012	15	competitive advantage
Elevator Pitch	26-Jan	2012	11	competitive advantage
Lead Generation	22-Feb	2012	15	competitive advantage
Lead Generation	23-Feb	2012	8	competitive advantage
Persuasion Strategies	28-Mar	2012	11	competitive advantage
Persuasion Strategies	29-Mar	2012	15	competitive advantage
Selling services internationally	26-Apr	2012		competitive advantage
Selling to the Canadian government	03-May	2012	119	procurement
Bid and Win Contract Success panel	03-May	2012	119	procurement
Selling to Win Contracts	24-May	2012	10	competitive advantage
Total Customer Experience	28-Jun	2012	5	competitive advantage
Entering international markets	18-Aug	2012	8	competitive advantage
Marketing Boot camp	26-Sep	2012	10	competitive advantage
Marketing Boot camp	27-Sep	2012	8	competitive advantage
Social Media	30-Oct	2012	8	competitive advantage
Social Media	31-Oct	2012	13	competitive advantage
E-marketing	21-Jan	2013	12	competitive advantage
E-marketing	05-Feb	2013	10	competitive advantage
Webinar: Contract Traps	27-Feb	2013	57	procurement
<b>TOTAL SESSIONS:</b>	<b>43</b>		<b>1298</b>	

**Appendix D: WEConnect Certified Businesses in Western Canada**

PR	Company	FNAME	LNAME	Status
AB	Happy Hippo Bath Company Inc	Jodee	Prouse	Active
AB	AOG International (1034344 Alberta Inc)	Christina	Forth-Matthews	Active
AB	CanLNC Incorporated	Chris	Rokosh	Active
AB	Great Northern Data Supply Co. Ltd	Michelle	Johnson	Active
AB	Rejuvenation Health Services Inc.	Faith	Grant	Active
AB	BAUBLES, BAGS & BOWS INC	Jodee	Prouse	Did not renew
AB	Cadcan Marketing & Sales Inc (Cheecha Snacks)	Elaine	Cadrin	Did not renew
AB	Corporate Promotions Unlimited	Cheryl	MacDonald	Did not renew
AB	Result Safety Apparel (1488285 Alberta Ltd)	Heather	Thomas	Did not renew
AB	Edmonton Relocators (L1MDaddi O Inc)	Nicole	Bourdon	Did not renew
AB	Dowster Ltd.	Caroline	Yok-Ling Lai	Did not renew
AB	Athena Sports Gear Ltd.	Tara	Hannigan	Did not renew
AB	Executive Airways Grooming Services Ltd.	Barbara	McLean-Stollery	Did not renew
AB	LYF (Live Young Forever) Health & Wellness Ltd.	Gwen	Miles	Did not renew
AB	Smith Docs Inc	Char	Smith	Did not renew
AB	Regan Productions Ltd.	Laureen	Regan	Did not renew
AB	Asian Bead Products	Catherine	Ancheta	Did not renew
BC	Omega Uniform Systems Ltd	Margaret	Ramsdale	Active
BC	Impact Communications Ltd	Barbara	Mowat	Active
BC	LA Translations and Design Ltd	Lise	Alain	Active
BC	Imprint Plus (Illen Products Ltd.)	Marla	Kott	Active
BC	The Personnel Department	Leslie	Meingast	Active
BC	The Refinery Leadership Partners Inc.	Barbara	Ross-Denroche	Active
BC	Brandwear Basics Ltd.	Shurli	Allinot	Active
BC	Libra National Inc. o/a The Rice People	Eva	Sun	Active
BC	IG Image Group Inc. t/a Image Group	Laura	Hansen	Active
BC	Trumps Food Interests Inc.	Heather	Angel	Active
BC	Parissa Laboratories Inc.	Maryam	Moayeri	Active
BC	Noel Asmar Uniforms Inc	Noel	Asmar	Active
BC	Vitelle Dermatology Laboratories Inc	Liz	Beresford	Active
BC	Fairware Promotional Products Ltd	Sarah	White	Active
BC	The Dupuis Langen Group Ltd	Diane	Dupuis	Active
BC	Strategic Initiatives Inc	Cathy	McIntyre	Active
BC	Horty Girl (Helianthus Holdings Inc)	Cheryl	Smith	Active
BC	Energetic Marketing	Wendy	Weir	Active
BC	Synthesis at Work Inc	Cheryl	Cran	Active
BC	SmartPoint Research Inc.	Daniela	Hassman	Active
BC	Tamponato Corporate Gifts	Tatiana	Wensley	Active
BC	CoreHealth Technologies Inc	Anne-Marie	Kirby	Active
BC	Sipco Industries Ltd	Sheila	Oaks	Active
BC	BSI Biodegradable Solutions	Susanna	Carson	Active
BC	Dirty-Girl Uniforms	Julie	Duquette	Active
BC	Jaeny Baik Media	Jaeny	Baik	Active
BC	Angela Cameron Fine Art Inc.	Angela	Cameron	Active
BC	Superior Tofu Ltd	Rita	Cheng	Active
BC	ThinkBox National Marketing Inc.	Emily	Psimoulis	Did not renew

BC	Hay & Company Inc	Carolyn	Hay	Did not renew
BC	Tritex Fabrics Ltd	Barbara	Williamson	Did not renew
<b>PR</b>	<b>Company</b>	<b>FNAME</b>	<b>LNAME</b>	<b>Status</b>
BC	Caramoomel Products Inc.	Antonia	Dudka	Did not renew
BC	Escapes.ca (Skyland Travel Inc.)	Tomoko	Shimada	Did not renew
BC	Touchpoint Agency Inc.	Tammy	Moore	Did not renew
BC	Holeys Canada Inc.	Joyce	Groote	Did not renew
BC	OrGenX Biopharma Inc	Carolyn	Cross	Did not renew
BC	Thai Away Food Services Ltd.	Dale	Dubberley	Did not renew
BC	Milky Way Marketing Inc.	Taylor	Thoen	Did not renew
BC	The Robinson Group Training and Consulting Corp	Lynn	Robinson	Did not renew
BC	Mrs Palmers Pantry Inc.	Brenda	Palmer	Did not renew
BC	The Barkley Communications Group	Diana	Barkley	Did not renew
BC	Nana's Kitchen & Hot Sauces Ltd	Shelina	Mawani	Did not renew
BC	Agile Polyventure Group Ltd.	Vinny	Sharma	Did not renew
BC	R Luxury Distributors	Lori	Ramos	Did not renew
BC	JVR Food Packaging Solutions Ltd.	Yvonne	Rochon	Did not renew
BC	Jexa Systems Inc	Margaret	Ramsdale	Did not renew
MB	Best Cooking Pulses, Inc.	Margaret	Hughes	Active
MB	Scootaround Inc	Lee	Meagher	Active
MB	Eco Stream Canada	Marta	Mikita-Wilson	Active
MB	ReFrameHR	Michelle	Manary	Active
MB	Interpersonal Wellness Services Inc	Joyce	Odidison	Active
MB	Olen Cosmetics Corporation	Majda	Ficko	Did not renew
SK	Dotgrafics Inc.	Brenda	Douglas	Did not renew
SK	Gritzfeld Consulting (Gritzfeld Enterprises Ltd.)	Jade	Gritzfeld	Did not renew

**Since April 1, 2013**

AB	Keystone Labs Inc.	Jodi	McDonald	Active
AB	Ballast Environmental Consulting Ltd	Elvie	Reinson	Active
AB	Afinix Life Sciences Inc.	Jacqueline	Shan	Active
AB	Sawchuk Painting	Kimberley	Sawchuk	Active
BC	Vivo Team Consulting Inc	Renee	Safrata	Active
BC	ProCogia (0965688 B.C. LTD.)	Manpreet	Kaur	Active
MB	Eclectic Communications	Marie	Antaya	Active
AB	Alpha Translations Canada Inc.	Michele	Hecken	In process
AB	Alpha Global Experts	Michele	Hecken	In process
AB	SPLICE Software Inc.	Tara	Kelly	In process