



Annual Report 2023-24

Women Rising Together.

Empowering women entrepreneurs in Saskatchewan to start, grow, and scale businesses to drive economic growth.

CONTENTS

Sponsors	2	Financing	11
Charter Champions	3	Training	11
Message From the Board Chair	4	Statistics	12
Message From the CEO	5	Highlights & Timeline	14
About Us	6	Advocacy	15
The Team	7	WESK Program Highlights	18
Membership	10	Events	20
Advising & Support	11		



SPONSORS

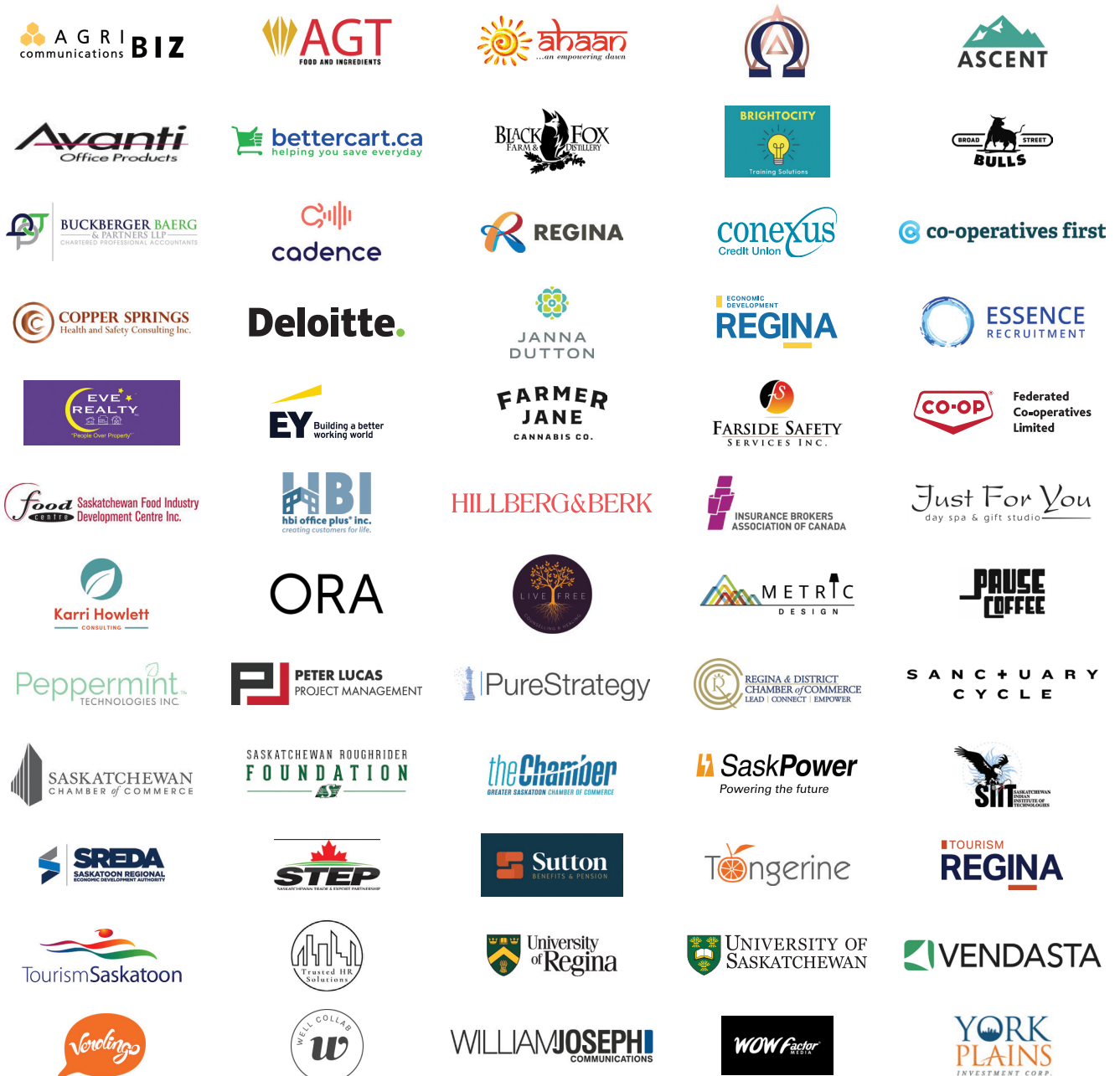
Of course, we would be remiss if we did not take the opportunity to thank our incredibly generous sponsors. Without their support, our ability to impact the lives of women entrepreneurs on as large of a scale as we do would not be possible. There are certain areas that remain unfunded. These include workshops, webinars, and all events. These unfunded initiatives must be supported through partnership and sponsorship. Without our partners and sponsors, WESK would be unable to offer the extensive wraparound support our women entrepreneurs need. We are incredibly grateful for the new relationships we've created and the lasting partnerships we have reinforced. Thank you from our entire WESK team, Board, network, and members.



Charter Champions

The Saskatchewan Women Entrepreneurship Charter is an initiative launched by WESK to address the gender entrepreneurship gap in our province. The Charter is comprised of four principles to provide guidance and examples as to how you and your organization can best support local, women-owned businesses.

As of March 31, 2024, we have 68 influential Charter Champions committed to supporting women entrepreneurs. In addition to the continuation of signatories, a formal strategy to monetize the Charter is being formulated.





Message From the Board Chair

Rhonda Spencer, *Chair of the Board of Directors*

Dear Stakeholders of WESK,

It is with great pride and enthusiasm that I welcome you to WESK's 2023-2024 Annual Report! This past year has been one of growth, innovation, and renewed focus on supporting women entrepreneurs across Saskatchewan. As we reflect on the milestones achieved, I am reminded of the unwavering commitment and resilience of the women we serve.

This year, we saw the momentum of our membership really take off. This year of membership growth has been one of the largest in the past decade! In addition to our membership growth, we've reignited our passion for advocacy. We successfully hosted signature events like our MLA Meet and Greet at the Legislative Building and our annual WESK Summit and Gala. These touchpoints have been critical in not only fostering connections but also amplifying the voices and contributions of women entrepreneurs throughout our province.

WESK continues to evolve, as does the landscape of entrepreneurship in Saskatchewan. The strategic efforts of our organization have allowed us to better support our members at every stage of their entrepreneurial journey, from startup to scale.

I am especially excited about the work being done to

deepen our impact through new collaborations with provincial and federal entities. We cannot do this work alone, which is why we continue to strengthen our partnerships with various support organizations, ecosystem partners, and corporate partners.

None of these accomplishments would have been possible without the dedication of our staff, the guidance of our Board, the support of our partners and sponsors, and the passion of our members. I would be remiss if I did not mention the dynamic leadership of our CEO, Miriam Johnson. Miriam's vision and dedication have been instrumental in driving our organization forward, ensuring that we not only meet the needs of today's women entrepreneurs but also pave the way for future generations.

As we look ahead to new opportunities and challenges, I am filled with optimism. The road before us is bright, and together, we will continue to break barriers, drive innovation, and build a stronger, more inclusive entrepreneurial ecosystem in Saskatchewan.

With the sincerest appreciation,

Rhonda Spencer,
Chair of the Board of Directors





Message From the CEO

Miriam Johnson, *Chief Executive Officer*

Dear Stakeholders of WESK,

It is an honour to write my second letter in WESK's Annual Report as CEO! When I stepped into the CEO role two years ago, I knew it would be a journey unlike anything I've ever experienced, but this last year has been nothing short of exceptional. There is nothing quite like witnessing the profound impact of women-owned businesses. At WESK, we have the pleasure of supporting this impact through our work. What continues to astound me is the dedication, determination, and kindness of the entrepreneurs we serve. They make this province a more prosperous and progressive place to live.

I am thrilled to present this year's Annual Report and to share the incredible progress we've made as an organization dedicated to empowering women entrepreneurs in Saskatchewan. At WESK, we are driven by a singular mission: to create an environment where women-owned businesses can thrive. This year, we've taken that mission to new heights.

2023-2024 was a transformative year for us, marked by key milestones that reflect our commitment to growth and innovation. One of our proudest achievements is the continued success of the Saskatchewan Women Entrepreneurship Charter - an initiative that now boasts 68 signatories. Each of these organizations has taken a stand to close the gender gap in entrepreneurship, and we couldn't be prouder to be leading this movement.

Our programs continue to drive real impact, from the Peer Mentoring Groups that provide vital support to women at various stages of their business journeys, to the newly launched Newcomer Program, which ensures that women from all backgrounds have the tools they need to succeed.

Events like our MLA Meet and Greet and International Women's Day Lunch & Learn showcased the power of collaboration between government, business, and entrepreneurs. Of course, we cannot forget about the crown jewels of our event season: our WESK Summit & Gala. These events gave us the opportunity to celebrate the incredible achievements of our community and explore new avenues for learning, growth, and success.

Looking ahead, I am more excited than ever for what's in store. From honing our membership services to deepening our advocacy efforts, the strategic changes we've implemented this year have set us on a course for sustained impact. As we forge ahead, we will continue to innovate, connect, and champion the incredible women entrepreneurs who are shaping the future of Saskatchewan's economy.

Of course, none of this would be possible without the tireless dedication of our team, the support of our partners and sponsors, and the trust of our members. Together, we've built something truly remarkable, and our momentum is undeniable.

With warmest regards,

Miriam Johnson,
Chief Executive Officer

About Us

WHY

Entrepreneurs are a significant contributor to the economic well-being of Saskatchewan. However, women consistently face barriers as business owners, resulting in a gender entrepreneurship gap. WESK exists to close that divide.

GOALS

WESK offers our members endless opportunities to unite with empowered entrepreneurs of every age, stage, and culture. We strive to connect women in business with a community that actively champions them.

ROLE

As a non-profit, membership-based organization of over 700 members, WESK provides programs and services for women entrepreneurs who are starting, growing, scaling, or purchasing a business. We help build their confidence in pursuing entrepreneurship through comprehensive support and guidance.

QUICK PROGRAM & SERVICES OVERVIEW

- **Business Advising:** Unlimited, 1-to-1 business advice, free with a WESK membership.
- **Financing:** Up to \$150,000 available to majority woman-owned Saskatchewan businesses. Additional financing of up to \$50,000 through Women's Enterprise Organizations of Canada (WEOC).
- **Expert Access:** WESK develops relationships with support organizations who offer their services to WESK members free of charge. This connection is managed through the business advisor relationship and has shown to be an incredible method of supporting our members even when the issue can be complex and out of scope for our advisor's support level. Our Our Expert Access partners include legal, financial, marketing and HR.
- **WESK Support for Newcomers:** A preliminary inquiry into the type of support needed for Newcomer Women to start and gain momentum in their Saskatchewan-based businesses.
- **Rural Ambassador Program:** WESK Ambassadors allow us to reach new regions of the province and provide support on a truly provincial scale.
- **Peer Mentor Groups:** A partnership with WeBC allowed us to offer two Peer Mentoring Groups to 16 WESK members at various stages of business.
- **Workshops and Webinars:** WESK's webinars and workshops offer targeted training on essential business topics such as financial management, marketing strategies, and leadership skills, tailored to meet the unique needs of women entrepreneurs.
- **WESK Summit & Gala:** WESK's annual entrepreneurship conference and celebration of the achievements of women entrepreneurs.
- **WESK Connect:** Our newly created monthly networking event that provides opportunities for entrepreneurs and businesspeople to connect.

WAYS

By charting a path to equal opportunity, WESK helps remove the barriers faced by women entrepreneurs. WESK is here to provide the tools women need to excel because when women succeed, we all succeed.

MISSION

Empower women entrepreneurs in Saskatchewan to start, grow, and scale businesses to drive economic growth.

VISION

To close the gender entrepreneurship gap in Saskatchewan.

VALUES

WESK is driven by collaboration, equity, and boldness.

The Team

This past fiscal year has been very busy at WESK with an increase in several new initiatives. We want to thank our members and partners for trusting WESK to assist in helping to meet your business goals.

We are grateful to the board members for their insights and direction. Thank you to our Board, staff, and partners for their contribution to an incredibly successful year.

OUR BOARD



Rhonda Spencer, Chair



Colleen Dixon, Past Chair



Jacqueline Almeida, Vice Chair



Claire Bélanger-Parker, Director



Shauna Leyte, Director



Angela Kruk, Director



Christena Konrad, Director

OUR STAFF



Cara Cote
Client Services Manager



Miriam Johnson
Chief Executive Officer



Alauna Whelan
Business Advisor



Chinwe Umejiego
Lending Advisor



Emma Peers
Operations Support



Azba Malek
Marketing & Events Coordinator



Jaimie Polsom
Operations Support



Tanya Blake
Program Lead



Jodi Macmillan
Accountant

OUR STAFF



Kristen Murphy
Brand Manager



Heather Blouin
Special Projects Manager



Olu Fatoyinbo
Controller



Jessica Pegg
Programs & Growth Manager



Michael Betteridge
Brand Manager



Tally Dufour
Business Advisor



Stephanie Smith
Program Coordinator



Brittany Eberle
Lending Advisor



Amanda Parkinson
Business & HR Advisor



Membership

WESK was founded 29 years ago with six members. Since then, our organization has grown to 869 members, each of whom are making an impact on the Saskatchewan economy. Our membership is diverse, with members located all over our province in various industries and stages of business. Diversity is one of our core values as an organization, and we aim to be as inclusive as possible.

DESTINEE PETERS: SCISSORS & SUCCESS

Destinee Peter's entrepreneurial journey began when she became the proud owner of Tangles Hair & Beauty Salon at just 21 years old. The opportunity came unexpectedly when the previous owner approached her with an offer to purchase the business. Although the prospect of owning a salon was thrilling, it was equally intimidating, as Destinee had no prior experience in business ownership. Nonetheless, she embraced the challenge, driven by her passion for beauty and a deep commitment to her community.

Three years into running the salon, Destinee was ready to take the next step in expanding her services - this led to her to discover WESK. With the help of her business advisor, she secured her very first loan, which enabled her to purchase a laser machine and offer new treatments to her growing clientele. The addition of this machine marked a significant milestone in her business, as it allowed her to diversify her services and attract a broader customer base.

A few years after purchasing the machine, it unexpectedly broke down, threatening the progress she had made. Once again, WESK stepped in, providing her with an additional loan to repair

the equipment and assisting her in creating a contingency plan to prevent future disruptions. This guidance proved invaluable, offering Destinee both financial support and practical business advice.

Destinee is deeply grateful to WESK for making her financing journey smooth and accessible. Throughout every phase of her business development, WESK stood by her side, helping with her business plan and loan application, while offering sound advice to navigate the ups and downs of entrepreneurship.

The impact of WESK's support in Destinee's success as an entrepreneur has been profound. In addition to expanding her services, the new laser machine enabled Destinee to grow her team, providing employment opportunities within her salon. She credits WESK's unwavering support for the continued growth and success of her business.

Today, Destinee is a passionate advocate for WESK, frequently recommending the organization to fellow entrepreneurs. She is quick to highlight how easy WESK makes the financing process and how deeply they care about the long-term success of their clients. She also recently took home the WESK Gala Indigenous Entrepreneur Award! Destinee's journey is a shining example of how, with the right support, passion, and resilience, remarkable growth and success are possible.

Advising & Support

As an organization, WESK is here to support women at all stages of business, from all stages of business: ideation, startup, growth and scale, and succession planning. WESK understands the gender-based barriers women entrepreneurs face. Women need support navigating the inevitable challenges that come with owning and operating a business. Our advisors assist clients on their unique business journeys. Members often express the positive impact of having someone understand their business goals and challenges, support them in creating a business plan, or help them take the next step toward their vision.



Financing

A key finding of the Saskatchewan Advisory Committee on the Gender Entrepreneurship Gap was that women are less likely to secure capital than men. WESK understands how hard business capital can be to access – particularly for women – and our WESK Financing Fund aims to address this gap with loans of up to \$150,000. We are thrilled to continue the legacy of financial support for women entrepreneurs, and this year we funded several new loans through the WESK Financing Fund.

WESK also partners with WEOC to offer an additional \$50,000 of financing. Interest paid from your loan goes back into our financing fund, which helps us

EXPERT ACCESS

The Expert Access Program is an exclusive opportunity to connect with professionals in Saskatchewan. The WESK roster of experts includes those in marketing, legal, accounting, and human resource industries. This high-impact, low-barrier service provides tailored support for women, whether they are starting, growing, or scaling a business. The Expert Access Program has been running since 2018, and we owe its success to our partners and specialized experts.

provide even more loans to women entrepreneurs. In 2023-2024, we processed 9 loans through WEOC for a total of \$303,000.

JOHN AND BERNICE WILLIAMS AND NORTH PRAIRIE DEVELOPMENTS EQUITY INVESTMENT FUND

Managed by WESK, this fund has disbursed 18 Equity Investment loans since its inception in 2021, totaling \$125,641.

Training

Learning never stops for an entrepreneur. This year, WESK conducted more than 30 webinars and workshops, with a combined total of 498 participants. The highest number of attendees were observed in August, December, and February, where we covered the topics *Reverse Engineer Your Marketing for Small Business Success*, *Thrive & Succeed - Avoid burnout, Increase Your Energy & Soar!*, and *Social Media Marketing for Ag Industry*, respectively. In May, our Summit covered various topics and hosted a total of 135 participants.

Additionally, we had a total of 2,271 on-demand participants who accessed WESK Learn and WESK Resources content throughout the year. We completed the year having trained over 4,085 entrepreneurs via online platforms. We are proud of the diversity of topics and focus areas we covered this year, and we look forward to continuing these webinar series into the coming year.

Statistics

BUSINESS ADVISING



2,020

business advising appointments

254

new advising clients

SINCE 1995



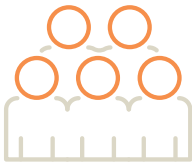
9,629

women have accessed our business advising services

MEMBERSHIP

869

total members



54,771

information requests were received this year

INFORMATION

SINCE 1995



144,042

women have contacted WESK for information since 1995

EVENTS

In 2023-2024,

16

events were held with a total of **1,038** attendees



TRAINING

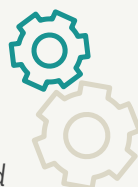
SINCE 1995

498

participants

33

webinars and workshops hosted this year



35,199

entrepreneurs and business professionals attended WESK workshops

FINANCING



6 startup loans
13 expansion loans
1 purchased business

21 new loans, totaling

\$1,374,782

Women entrepreneurs
have received a total of

\$44.9M

through our financing program

John & Bernice Williams & North Prairie
Developments Equity Investment Fund
has distributed **18** equity investment
loans totaling



\$125,641

since its origin in **2012**

2,039

jobs have been created
by our financing program



SINCE 1995

99+

jobs created/
maintained this year

\$65,465

average loan amount



831

loans have been
disbursed for women
entrepreneurs

Prairies Economic Development
Canada (PrairiesCan), formerly
Western Economic Diversification,
provided WESK with a total of

\$5M which has grown to **\$8.2M**

allowing us to provide financing
for even more entrepreneurs

Highlights & Timeline

September 2023

Launch WESK Connect: Our newly formatted monthly networking event series, which were inspired by our previous networking events, *Shaken with a Twist* and *Uncorked*.

WESK AGM in Regina, SK.

February 2024

Launch of two Peer Mentoring groups in partnership with WeBC.

MLA Meet & Greet: We hosted the Government of Saskatchewan MLAs for an evening of networking and education regarding our services and successes.

April 2023

Supplier Diversity Campaign: In partnership with SaskPower, we launched a province-wide marketing campaign to drive awareness around supplier diversity and WESK's women-owned business database.

May 2023

Hosted our annual WESK Summit and Gala, hosting over 300 people for an evening of celebration and an entire day of learning and connection.

June 2023

Network Feedback Survey: We launched our first ever research survey which provided us with direction and guidance from our members and stakeholders.

October 2023

Launch WESK Learn, our online learning platform. This platform addresses our members' desires to learn at their own pace.

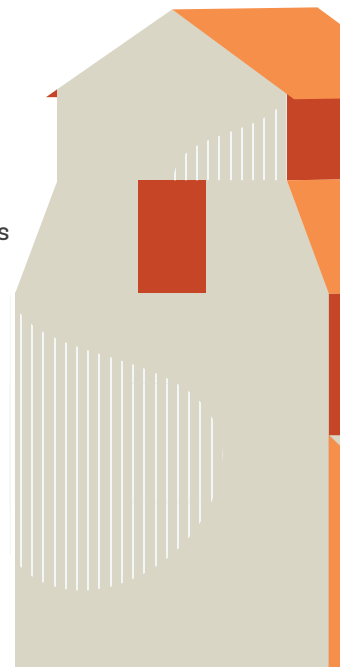
December 2023

Launch of the Newcomer Support Program funded by the Ministry of Immigration and Career Training.

March 2024

Partnership with BHP: This partnership allows us to put resources towards Indigenous and rural women entrepreneurs throughout Saskatchewan.

International Women's Day: We hosted a virtual webinar with over 60 attendees to discuss the importance of supplier diversity and procuring with women-owned businesses.



Advocacy

This year has been a big year for WESK's advocacy work for women entrepreneurs in Saskatchewan. WESK focused its energy on the following efforts for the 2023/2024 fiscal year:

1

GOVERNMENT RELATIONS

WESK has engaged in various meetings, conversations, and events with government at various levels. Meeting with provincial political leaders through the Saskatchewan Business Council and our MLA Meet & Greet gives WESK the opportunity to advocate in the most important spaces. We will continue to work closely with government officials and policymakers to promote policies and regulations that benefit women entrepreneurs. Our hope is that these government officials and policymakers may lobby for changes in laws, regulations, or funding programs that create a more favorable business environment for women-owned businesses.

2

RESEARCH AND DATA

By polling our membership and general network, we are able to better identify gaps in the ecosystem and in our province as a whole. We can use this research to develop a better strategy for advocacy. This research can be used to influence decision-makers and provide evidence for the need for specific policies or programs. We can also use this research to influence and guide our proposals to various groups for program funding.

3

AWARENESS CAMPAIGNS

WESK has been able to leverage its platforms and partnerships to raise public awareness, to raise public awareness about the contributions and challenges faced by women entrepreneurs throughout the province. Currently, these efforts include social media, as well as our paid Supplier Diversity Campaign in collaboration with SaskPower.

4

NETWORKING AND COLLABORATION

Using our events and large network, we can foster collaborations and partnerships with other organizations, both within and outside the entrepreneurial ecosystem. By collaborating with other stakeholders, WESK can amplify advocacy efforts and achieve a greater impact. WESK was able to do so through our events, like WESK Connect, WESK Summit and Gala, and other networking events.

5

CAPACITY BUILDING AND EDUCATION

WESK offers training programs, workshops, and mentorship opportunities to help women entrepreneurs enhance their skills, knowledge, and access to resources. These initiatives aim to address specific challenges faced by women entrepreneurs and empower them to succeed in their business ventures. Currently, WESK does so through its core service offerings, training programs, and special projects.

Women-Owned Business Database

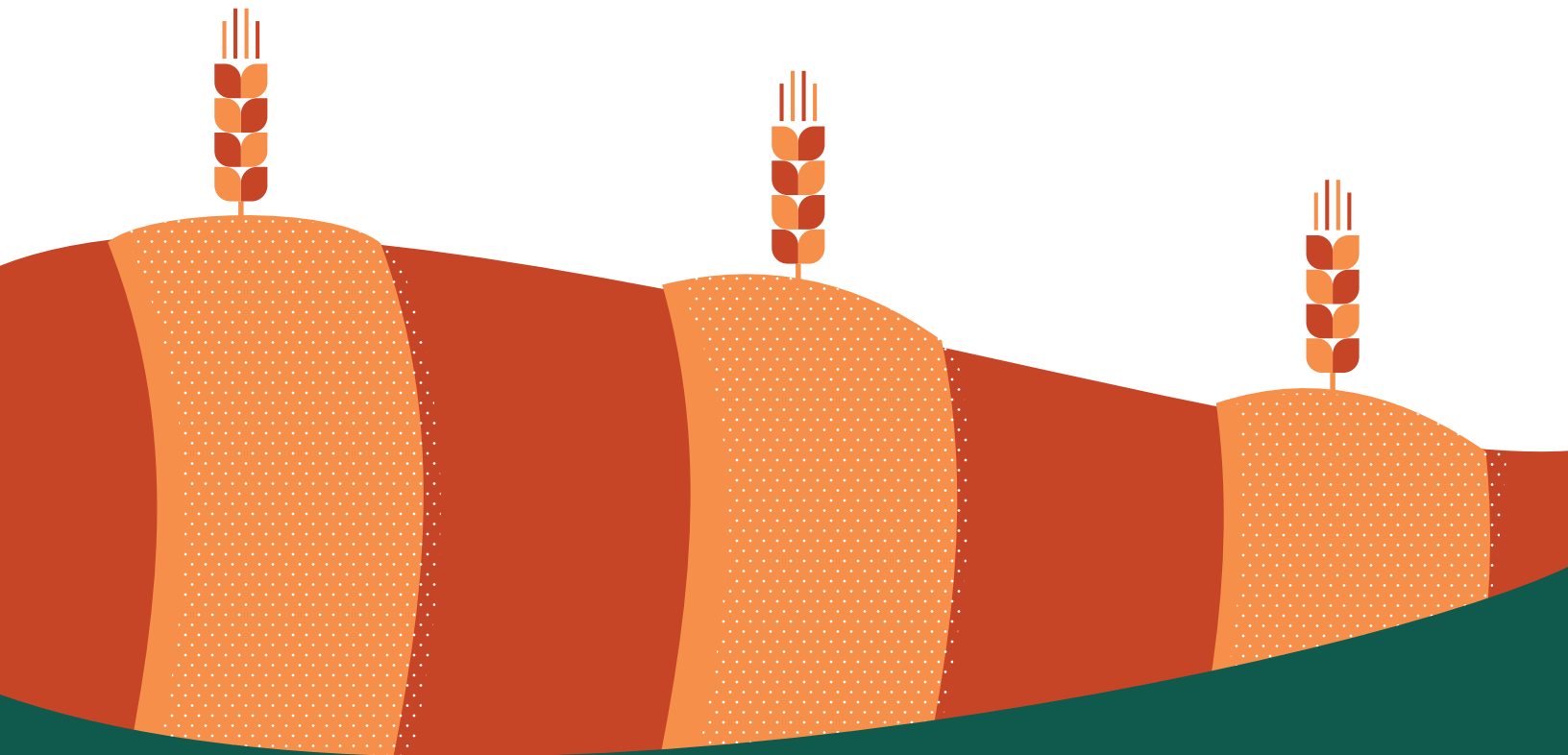
WESK continued growing a movement to help Saskatchewan entrepreneurs identify themselves as a local women-owned/led business. Businesses that partake receive access to the “Woman-Owned Saskatchewan Business” logo, are added to our women-owned database, and can be featured across WESK’s social channels.

Whether you’re looking to diversify your supply chain, find a new board candidate, or simply support a local woman entrepreneur, look no further!

As of March 31, 2024, roughly 670 women-owned businesses have joined the movement.



SASKATCHEWAN
WOMAN-OWNED
BUSINESS



International Women’s Day

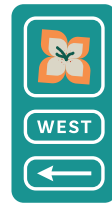
On March 6th, WESK hosted the Inspire Inclusion: Lunch & Learn in celebration of International Women’s Day. The event focused on advancing gender equity by exploring practical strategies, from procurement initiatives to amplifying women’s voices. Attendees gained valuable insights into how their organizations could take actionable steps toward greater inclusion and equity in the workplace.

A key highlight of the event was the reintroduction of the Saskatchewan Women Entrepreneurship Charter. WESK invited all participants to demonstrate their commitment to driving positive change in the province by signing the Charter. The event successfully motivated attendees to take meaningful action towards inspiring inclusion, making it a memorable and impactful component of this year’s International Women’s Day celebrations.

Charter Champions

The Saskatchewan Women Entrepreneurship Charter is an initiative launched by WESK to address the gender entrepreneurship gap in our province. The charter is comprised of four principles to provide guidance and examples as to how you and your organization can best support local women-owned businesses.

As of March 31, 2024, we have 68 influential Charter Champions committed to supporting women entrepreneurs. In addition to the continuation of signatories, a formal strategy to increase the impact of the Charter is being created.



MLA Meet and Greet

On March 5th, 2024, WESK hosted a MLA Meet and Greet event at the Saskatchewan Legislative Building in Regina. Attendees included government officials, women entrepreneurs, and WESK employees – all of whom had the opportunity to connect and engage with one another.

Miriam Johnson, CEO of WESK, welcomed the guests and set the tone for the evening by discussing the entrepreneurial landscape and the significant contributions of women entrepreneurs. Minister Laura Ross spoke to the work that WESK does within our province. Linell Grudnitzki from GC Group of Companies provided an inspiring perspective on entrepreneurship, sharing her journey and achievements.

The primary objective of this event was to celebrate the economic impact and successes of women entrepreneurs, highlighting WESK's role in their accomplishments. This event was designed to build rapport and strengthen relationships with government officials, ensuring WESK remains top of mind for future opportunities.

Overall, the MLA Meet & Greet was a success, emphasizing the importance of women entrepreneurs in the economic landscape and reinforcing WESK's commitment to supporting their growth and success. The event effectively built connections with important government officials while highlighting the need for WESK in our province.



WESK Program: Peer Mentoring

This year, WESK partnered with WeBC to successfully facilitate two Peer Mentoring Groups, where women entrepreneurs could connect in a supportive space to share experiences, and grow together. These groups offered a structured yet flexible environment for participants to discuss challenges, exchange insights, and receive valuable guidance from both peers and seasoned mentors.

The Peer Mentoring Groups focused on key areas of business development, including strategic planning, financial management, marketing, and personal growth. Women at various stages of their

entrepreneurial journey came together regularly to support each other in overcoming obstacles and seizing new opportunities.

Participants have reported increased confidence, sharpened business skills, and a stronger sense of community as a result of these groups. The diversity of perspectives within these groups has fostered innovation and resilience, empowering members to advance not only their own businesses but also contribute to the broader entrepreneurial ecosystem in Saskatchewan.



SUPPORTING
WOMEN ENTREPRENEURS
IN BC



WESK Program: Newcomer Support

The WESK Support for Newcomers program, launched in January, aims to explore and understand the unique needs of Newcomer Women in Saskatchewan as they embark on their entrepreneurial journeys. Through this preliminary inquiry, the program has gained valuable insights into the type of support required to help these women start and grow their businesses in the province.

To better serve this community, several measures have been implemented, including:

- Orientation Calls: Personalized calls to introduce participants to the program, ensuring they feel welcomed and informed about the resources available to them.
- Group Business Advising Sessions: Collaborative sessions designed to address common challenges and provide tailored guidance, fostering a supportive community among newcomers.
- Updated Onboarding Process: Enhancements to the onboarding process now include Business Basic courses for newcomers, rebranded and updated from the previous “Sparking Entrepreneurship in You” program, to ensure relevancy and accessibility.
- Future Initiatives: The fiscal year 2024-2025 will see the introduction of specific webinars and workshops designed to further support the unique needs of Newcomer Women, building on the learnings and feedback gathered in the program’s initial phase.

These efforts underscore WESK’s commitment to empowering Newcomer Women by providing them with the tools, knowledge, and community support necessary to succeed in their entrepreneurial endeavors in Saskatchewan.

WESK Connect

The inaugural season of WESK Connect successfully provided a platform for candid conversations, networking, and knowledge-sharing among leaders, entrepreneurs, and industry experts. These events took place on the second Wednesday of each month in Regina and the third Wednesday in Saskatoon, creating a consistent and welcoming environment for attendees to connect and grow. These events took immense inspiration from our previous *Shaken with a Twist* and *Uncorked* events and were adapted according to feedback received from our members and stakeholders.

SASKATOON FEATURED GUESTS

Dr Christine Beck, Waggle Mail
Tara Mewis, Honey Cut Studios
Heather Adams, Rock & Bloom
Jolene Watson, Clarity Coaching & Development
Erin Kinder, Kinder Surprise Antiques
Barb Stefanyshyn-Cote, Black Fox Farm and Distillery
Tracey Kowalchuk, TK Leadership
Melanie Morrison, BetterCart Analytics

Each session began with a networking activity that facilitated introductions and interactions among attendees. Pre-registered participants were encouraged to highlight recent business wins or milestones, which were shared during the event to celebrate their achievements. Name tags and a variety of engaging activities, such as Networking Bingo, the WESK Connect(ion) Wall, and Resource Rendezvous, helped spark conversations and fostered a sense of community.

REGINA FEATURED GUESTS

Beata Kowalski, Valley Girls Catering
Daysha Shuya, Brownstone Health
Holly Horvath, Teach Me Style & Shop Teach
Paula Kohl, Taste of Class
Tracy Arno, Essence Recruitment
Aimee Schulhauser, Tangerine & SchoolHaus
Annie Charles, Indigenous Destinations Saskatchewan
Victoria Gagné, Clarence Campeau Development Fund



WESK Summit & Gala

WESK's 2023 Summit and Gala proved to be a resounding success, leaving a lasting impact on the entrepreneurial community. These events, which took place on May 17 and 18, brought together women entrepreneurs from across Saskatchewan for an evening and a day filled with inspiration, empowerment, and celebration.

The WESK Gala evening was a glamorous affair that recognized and celebrated the outstanding achievements of women in business. Entrepreneurs and supporters came together to honour these remarkable women, acknowledging their contributions to the entrepreneurial landscape and the wider community. The Gala provided a platform for networking and connection, fostering collaborations that will undoubtedly shape the future of entrepreneurship in Saskatchewan.

The Summit portion of the event was a hub of knowledge and innovation. Industry experts, thought leaders, and seasoned entrepreneurs led engaging workshops, panel discussions, and keynote presentations. Attendees gained invaluable

insights on topics ranging from business strategy and leadership development to marketing trends and technology advancements. The diverse range of sessions ensured that participants were left equipped with practical tools and strategies to fuel their entrepreneurial journeys.

WESK's 2023 Summit and Gala reinforced its role as a catalyst for growth and collaboration. The events created meaningful connections among participants, empowering them to overcome challenges, embrace new opportunities, and achieve their full potential. It epitomized the organization's commitment to supporting women entrepreneurs and nurturing their success.

WESK Summit featured two inspiring keynote speakers:

- Janna Dutton, Saskatchewan Entrepreneur, Author, and Philanthropist.
- Jennifer Ménard-Shand, Indigenous French-Canadian Entrepreneur, Purpose-Driven Leader



SUMMIT WORKSHOPS

Topic	Facilitator
Closing the Sale	Delaney King, Voyager Communications
Cash Flow for Entrepreneurs	Bev Betteridge, The Corner Office
How to Develop a Marketing Plan	Brita Lind, Adeptus Marketing
Digital Strategy Basics	Taylor, Larry & Meaghan, Chess Club
Elevating Your User's Journey	Albert Jame, zu
Winning 'Work-Life' Balance	Stacey Olson, Aim Coaching

CANDID CONVERSATIONS PANEL

Name	Role
Betty Mutwiri, BM Leadership Coaching & Consulting	Panelist
Olufunke Nwabuisi, YouTube Content Creator	Panelist
Prabha Ramaswamy, Saskatchewan Chamber of Commerce	Moderator

GALA AWARD RECIPIENTS



Celebration of Achievement

Natasha Vandenhurk
Three Farmers Foods



Community Involvement

Valerie Sluth
Praxis Consulting



Indigenous Entrepreneur

Christine Marie Awasis
Awasis Boutique



Growth & Expansion

Erin Kinder
Kinder Surprises Antiques



Innovation

Melanie Morrison
BetterCart Analytics



Resilience

Serease Selanders
SolusGuard

From startup to scale-up, your success is our only goal. Since 1995, WESK has helped thousands of women start, purchase, and expand their businesses through access to business support, financing, training, and networking.

WESK is proud to be affiliated with the Women's Enterprise Organizations of Canada (WEOC). Committed to the growth of women's entrepreneurship, WEOC works with women's enterprises to support organizations like WESK, to champion innovation, broaden expertise, and enhance collaboration.



**Women's Enterprise
Organizations of Canada**

With the support of:
Prairies Economic
Development Canada

Canada 

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WESK - Women Entrepreneurs of Saskatchewan

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