

WASK



WOMEN RISING TOGETHER.

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

2024-25 Annual Report

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SPONSORS

Of course, we would be remiss if we did not take the opportunity to thank our incredibly generous sponsors. WESK relies on the support of our partners and sponsors to offer extensive wraparound support for women entrepreneurs, including workshops, webinars, and events, as these are unfunded initiatives. 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.

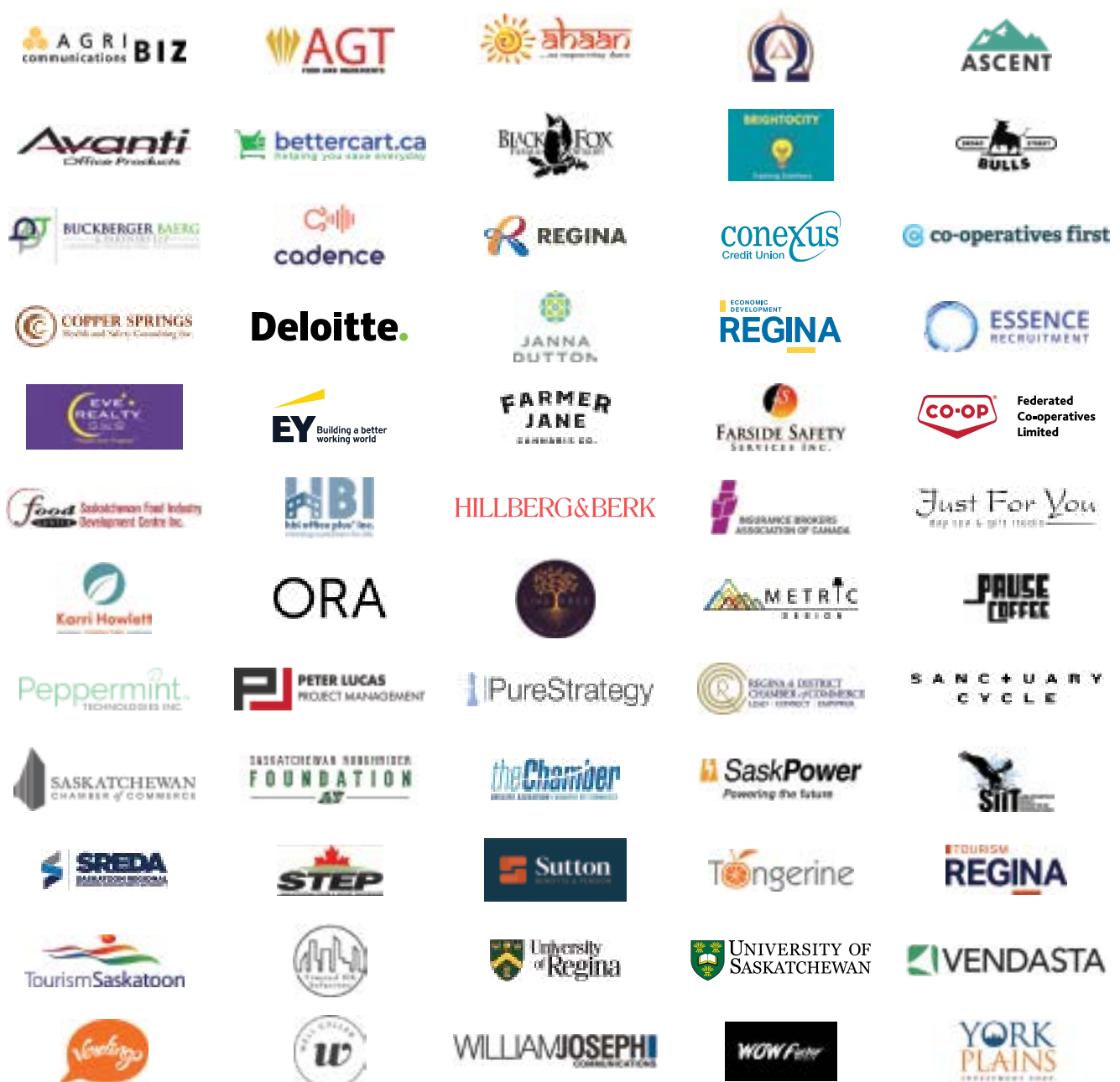


Charter Champions

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, 2025, we have 72 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 immense pride that I share this year's Annual Report; a reflection of the bold strides we've taken in 2024–2025 to support, champion, and grow the community of women entrepreneurs across Saskatchewan. This year has been one of transformation, marked by modernization, deeper advocacy, and a continued commitment to breaking down barriers for women in business.

The Board has played a central role in guiding and overseeing WESK's strategic direction, ensuring that every initiative aligns with our mission and delivers measurable impact for our members. Through regular review of organizational performance, risk management, and strategic priorities, we have provided governance that balances innovation with accountability. This collaborative approach between the Board and leadership team has kept WESK on course while allowing for the flexibility needed to respond to emerging opportunities and challenges in our ecosystem.

From launching a redesigned WESK.ca and refreshed visual identity to introducing a simplified membership structure, we've invested in tools and platforms that make it easier for our members to access support, connect with opportunities, and showcase their talents. Our advocacy efforts have continued to gain momentum, with initiatives like the revitalization of the Women Entrepreneurship Charter and events like Procure with Her making tangible progress toward a more inclusive procurement landscape.

The successes of this year are a testament to the dedication of our staff, the guidance of our Board, and the trust of our members and partners. Together, we are building a stronger, more connected, and more equitable entrepreneurial ecosystem in Saskatchewan. I am confident the foundation we've laid will spark even greater impact in the years ahead.

With gratitude,

Rhonda Spencer,

Chair of the Board of Directors



Message From the CEO

Miriam Johnson, *Chief Executive Officer*

Dear Stakeholders of WESK,

As I reflect on 2024–2025, I am struck by the resilience, ambition, and creativity of the women entrepreneurs we serve, and the momentum we've built together. This year has been defined by both innovation and connection. We modernized our organization with a bold new visual identity, a refreshed website, and a streamlined membership model designed to meet women where they are in their business journey.

Our advocacy work reached new heights with revitalizing the Women Entrepreneurship Charter, deeper engagement with Charter Champions, and the continued growth of our Women-Owned Business Database, which is now nearly 800 women-owned businesses strong. Signature events like the WESK Summit, Gala, and Procure with Her not only celebrated excellence but also created spaces where opportunities turned into action and connections became contracts.

At WESK, we recognize that meaningful change for women entrepreneurs cannot happen in isolation, it requires a united effort from across our ecosystem. This year, our advocacy work has been strengthened through deep collaboration with partners who share our vision for a more inclusive and equitable business landscape. From collaborative discussions to program delivery, these partnerships have amplified our voice and extended our reach, ensuring that the needs and perspectives of women entrepreneurs are represented at every table, representing the needs of urban and rural business owners.

By working alongside government, industry, and community stakeholders, we have addressed systemic barriers such as access to capital, procurement opportunities, and growth and scale resources. Initiatives like the Women Entrepreneurship Charter, Procure with Her, and joint research projects underscore the power of a collective approach - one where each partner contributes their expertise, networks, and influence to create lasting impact.

None of this progress would have been possible without our team's unwavering commitment, the support of our partners and sponsors, and the trust of our members. Together, we are shaping an entrepreneurial landscape where women have the resources, recognition, and reach they deserve. I look forward to continuing this journey with you, building on our momentum, and ensuring Saskatchewan's women entrepreneurs can thrive at every stage.

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

With warmest regards,

Miriam Johnson,

Chief Executive Officer

About Us

WHY

Entrepreneurs are vital to Saskatchewan's economy. But women still face more barriers than their male counterparts when starting, growing, or scaling a business. At WESK, we're here to change that, because when women succeed, communities thrive.

GOALS

We aim to connect women in business with a strong, inclusive community that's cheering them on at every step. Our goal is to ensure that every woman, no matter her stage or background, feels supported, seen, and ready to grow.

ROLE

WESK is a non-profit, member-based organization serving more than 800 entrepreneurs across Saskatchewan. We offer tailored programs, advisory services, events, and funding to support women who are starting, growing, scaling, or buying a business.

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

Actively connect and support women in Saskatchewan to start, grow, and scale businesses to drive economic growth.

VISION

WESK is a leading champion for women at every stage of their entrepreneurial journey.

VALUES

WESK is driven by collaboration, equity, and boldness.

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. Our Expert Access partners include legal, financial, marketing and HR.
- **WESK Support for Newcomers:** This year we began to adapt the type of support we offered to 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 three Peer Mentoring Groups to a total of 24 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 business people to connect.

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*



Jacqueline Almeida, *Vice Chair*



Claire Bélanger-Parker, *Director*



Angela Kruk, *Director*



Shaunna Leyte, *Director*



Christena Konrad, *Director*



Gabrielle Schubach, *Chair*

Our Staff



Miriam Johnson
Chief Executive Officer



Cara Cote
Client Services Manager



Jessica Pegg
Program & Growth Manager



Michael Betteridge
Brand Manager



Amanda Parkinson
*Human Resources and
Business Advisor*



Olu Fatoyinbo
Controller



Chinwe Umejiego
Lending Advisor



Brittany Eberle
Lending Advisor



Alauna Whelan
Business Advisor



Tally Dufour
Business Advisor



Emma Peers
Operations Support



Jaime Polsom
Operations Support



Stephanie Smith
Program Lead



Jenelle Yochim
Program Lead



Thea Lomibao
Administrative Support



Azba Malek
Marketing Coordinator

Membership

WESK was founded 30 years ago with six members. Since then, our organization has grown to 897 members, each of whom are making an impact on the Saskatchewan economy. Our membership is diverse, with members located all over our province in a variety of industries and stages of business. Diversity is one of our core values as an organization, and we aim to be as inclusive as possible.

FROM DREAM TO REALITY: WREN'S STORY

Starting a business during an economic recession is not for the faint of heart—but when passion meets the right support, dreams can take flight.

In 2024, I opened the doors to Wren, a boutique rooted in home, lifestyle, and wellness. What began as a vision of creating a warm, intentional space offering beautiful, natural goods quickly became a full-fledged venture—thanks in large part to the unwavering support of the team at WESK.

Like many entrepreneurs, I was navigating uncertainty. Launching a brick-and-mortar storefront during a time when small businesses were facing steep challenges often felt overwhelming. There were moments when things slowed down significantly, when income plateaued, and the future felt foggy. But through it all, I never felt alone.



My WESK Business Advisor, Alauna Whelan, was a grounding force. Her insight, encouragement, and practical guidance helped me move through roadblocks and lean into creative solutions. She helped me see the bigger picture when I was bogged down in day-to-day stresses, and reminded me that success isn't always linear—but it's always possible.

The entire WESK team made a profound impact. They believed in me, and in the heart behind Wren. Whether it was strategic advice, emotional support, or simply having someone to turn to when doubt crept in, WESK was there—reminding me that I could do this.

Today, Wren is more than just a shop; it's a reflection of resilience, community, and what can happen when women support women. I'm proud of how far we've come, and deeply grateful to WESK for walking alongside me through it all.

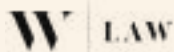


Advising Support

As an organization, WESK is here to support women at all stages of business, from idea, startup, to 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 are quick to tell us about the impact of having someone take the time to understand their business goals and challenges, support them in creating a business plan, or help them take the next step toward their vision.

EXPERT ACCESS

The Expert Access Program is an exclusive opportunity for WESK Members to connect with professionals in Saskatchewan at no cost. 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 it all to our partners and specialized experts. Your generous support to this program helps to fill in the gaps for women running small businesses across the province.



Training

Learning never stops for an entrepreneur. This year, WESK conducted more than 69 webinars, peer mentorship groups, and workshops, with a combined total of 814 participants. The highest number of attendees was observed in July and April, where we covered the topics “Bookkeeping Tips and Tricks” and “Priced for Profit”, respectively. In September, our Summit covered various topics and hosted a total of 180 participants.

Additionally, we had a total of 5,992 on-demand participants who accessed WESK Learn and WESK Resources content throughout the year. 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.

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 provide even more loans to women entrepreneurs.

WEOC LOAN FUND

In 2024-2025, we processed 6 loans through WEOC for a total of \$230,000.

Statistics

BUSINESS ADVISING



2,539

business advising appointments



329

new advising clients



9,958

women have accessed our business advising services since 1995

MEMBERSHIP



897

total members

EVENTS



31

events were held with a total of **1,239 attendees**

TRAINING



659

participants



36

webinars and workshops hosted this year



35,859

entrepreneurs and business professionals have attended WESK workshops since 1995

FINANCING

13

startup loans

7

expansion loans

3

purchased business

23 new loans totalling

\$1,134,082

Women entrepreneurs have received a total of

\$46.0M

since 1995

2,039

jobs have been created
since 1995



75

jobs created /
maintained this year



\$49,307

average loan amount



854

loans have been
disbursed since 1995

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

SEPTEMBER 2024

WESK Summit & AGM 2024: We gathered 175 women entrepreneurs and WESK supporters for a day of learning and networking. In addition, we hosted the WESK AGM during the lunch hour to spread additional awareness of WESK's successes.

NOVEMBER 2024

Procure with Her 2024: We brought together procurement professionals and women entrepreneurs for a day of networking. Held on November 19th, the event advanced the Women Entrepreneurship Charter by championing supplier diversity and showcasing the talent of Saskatchewan women-owned businesses.

Charter Champion Revitalization: We launched our project to re-engage existing signatories and attract new Champions committed to advancing women entrepreneurs. This refreshed approach builds momentum for stronger, measurable action under the Women Entrepreneurship Charter.

APRIL 2024

Rural Ambassador Program: In partnership with the Saskatchewan government, we were able to secure our first five rural ambassadors and begin hosting our Rural WESK Connect events.

MAY 2024

WESK Gala 2024: We hosted nearly 300 people at our annual WESK Gala for an evening of celebration and connection at the Sheraton Cavalier in Saskatoon.

OCTOBER 2024

Launch of Updates to WESK Connect: We reviewed last year's successes and opportunities and made some strategic changes to the way that we gather our network.

MARCH 2025

Launch of Redesigned WESK.ca: We launched a refreshed, user-friendly website in March 2025, making it easier for women entrepreneurs to navigate services, programs, and events. The new site reflects WESK's bold and modern brand direction.

Launch of Updated Visual Identity: WESK introduced a new visual identity in 2025 that better reflects the energy, ambition, and diversity of the entrepreneurs we serve. The refreshed look strengthens our presence across digital and print platforms.

Launch of Refreshed Membership Structure: Our updated membership model launched in March 2025 to better align with the needs of women at different stages of business. With simplified tiers and enhanced benefits, we're delivering greater value to our members.

Advocacy

This has been a monumental year for WESK's advocacy work for women entrepreneurs in Saskatchewan. WESK focused its energy on the following efforts for the 2024/2025 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, which we try to host annually, 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 favourable 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. This research will support in creating 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. In addition, this data influences and guides 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 about the contributions and challenges faced by women entrepreneurs throughout the province. Currently, these efforts include social media, radio and television interviews, and some minimal paid media efforts.

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

SUPPLIER DIVERSITY

Through the evolution of Procure With Her and the revitalization of the Women Entrepreneurship Charter, WESK has actively advocated for more inclusive procurement practices in Saskatchewan. By connecting women entrepreneurs with procurement professionals and raising awareness of supplier diversity, WESK is pushing for systemic change in how contracts are awarded and who has access to them.

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 “Women-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, 2025, nearly 800 women-owned businesses have joined the movement.



**SASKATCHEWAN
WOMEN-OWNED
BUSINESS**

Modernization

From 2024-2025, WESK undertook a series of modernization projects to better serve and advocate for women entrepreneurs. We launched a refreshed, user-friendly website that makes it easier to access services, programs, and events, while also showcasing our bold new direction. This was supported by an updated visual identity that reflects the energy, ambition, and diversity of our community across all platforms.

We also introduced a simplified membership model with clearer tiers and enhanced benefits tailored to different stages of business. These updates ensure that our members can easily identify the right fit and access more value through their WESK experience. Together, these changes strengthen our ability to support women entrepreneurs across Saskatchewan.



Procure with Her

In November 2024, WESK hosted its annual Procure With Her event at the Alt Hotel in Saskatoon, gathering over 100 attendees from across the province. Rooted in the Women Entrepreneurship Charter, the event addressed one of the Charter's four pillars—procurement by creating space for women-owned businesses and procurement professionals to build relationships, share experiences, and explore new contracting opportunities.

The day featured educational presentations, a panel, facilitated breakout discussions, and over 60 women entrepreneurs pitching during structured speed networking rounds. Funded by WAGE and SaskPower, the event continues to be a flagship initiative to increase procurement from women-owned Saskatchewan businesses and reduce barriers to scaling through supplier diversity and inclusive purchasing practices.

Charter Champions

The Saskatchewan Women Entrepreneurship Charter, launched by WESK to address the province's gender entrepreneurship gap, continues to grow as a leading initiative to support women-owned businesses. Grounded in four core principles, the Charter provides actionable guidance to help organizations increase their support of local women entrepreneurs through visibility, opportunity, and inclusion.

By March 31, 2025, WESK had engaged 72 Charter Champions—a diverse group of public and private sector leaders across Saskatchewan committed to advancing women's economic participation.

This year marked a significant turning point for the initiative. With new funding support from Women and Gender Equality Canada (WAGE), WESK implemented a formal engagement strategy that included:

- Reintroduction meetings with current Champions
- Updated resources, including a new Charter overview guide and onboarding slide deck
- A measurable support model for tracking progress and impact
- The launch of Procure With Her, a procurement-focused event connecting women-owned businesses with public sector buyers
- Advisory and Mastermind Committees to support the updated approach to Charter Champion tactics

The Charter's renewed focus on education, procurement readiness, and long-term ecosystem impact has laid the groundwork for deeper collaboration and accountability in the year ahead.



Newcomer Program

Following its launch in January 2024, the WESK Support for Newcomers program entered its first full year of implementation in 2024–2025. This initiative focuses on identifying and addressing the unique needs of newcomer women as they start or grow their entrepreneurial journeys in Saskatchewan.

Building on insights, WESK refined its approach and introduced a structured cohort model at the start of 2025, which increased accessibility and impact through consistent small-group learning environments. Most participants in the program were balancing care-giving responsibilities and either operating a business or actively preparing to launch - highlighting the importance of a model that meets them where they are.

Key enhancements in 2024–2025 included:

- Expanded collaboration with newcomer-serving organizations
- Virtual orientation calls allowed for province-wide reach and updated onboarding ensured newcomers felt welcomed and supported.
- 67% of participants were already operating or preparing to launch their business, affirming the importance of early-stage support and validation.

Looking ahead, WESK will continue to build on this foundation with tailored workshops, peer support groups, and regional delivery through partner organizations. These efforts reflect WESK's commitment to creating an inclusive entrepreneurial ecosystem and supporting newcomer women as valuable contributors to Saskatchewan's economy.





Ashley Drummond,
Wow Factor Media,
Moose Jaw



Danitra Laverdiere,
Sunny Side Up Stationary Co,
Swift Current



Faith Buhs,
Stressed Out Mamas,
Watson



Marea Olafson,
Freba Pottery,
Dafoe



Lisa Haynes,
Haynes Angus,
Biggar

Rural Ambassador Program

The 2024–2025 fiscal year marked the first full year of the WESK Brand Ambassador Program—a strategic initiative designed to expand WESK’s visibility and deepen connections in rural Saskatchewan. With five Ambassadors representing regions across the province, the program focused on storytelling, relationship-building, and amplifying the unique realities of rural entrepreneurship.

Ambassadors served as community connectors, identifying local challenges and opportunities, while actively showcasing women-owned businesses in their regions. Throughout the year, WESK saw a 41% year-over-year increase in Business Advisor requests from Rural areas, demonstrating both the demand for regionally tailored engagement and the growing awareness of the program.

Key activities in the first year included:

- The WESK Road Trip, where WESK staff met with entrepreneurs in the Southwest part of the province

in their communities to foster deeper collaboration and shared insight

- A Virtual Spotlight Series, featuring rural women entrepreneurs across WESK’s social media channels, which helped expand visibility and foster a sense of pride in rural business ownership
- Strategic referrals and collaborations contributed to a growth in membership of agriculture and food-related businesses, rising from 3% to 11% of WESK members.
 - GrowHer, May 25, 2024
 - Women In Ag., November 7-8, 2024
 - Three Points Impact Awards - Breakthrough Business, November 21, 2024
 - Celebrating Rural Ranch Woman, February 6-7, 2025

Through this grassroots-led model, WESK has begun to reframe how rural entrepreneurship is understood and supported. The Brand Ambassador Program has proven to be a critical channel for building authentic relationships, sharing real stories, and ensuring women entrepreneurs across all corners of Saskatchewan are seen, supported, and celebrated.

WESK Connect

Now in its second season, WESK Connect continues to bring together women leaders, entrepreneurs, and industry experts for authentic conversations, relationship-building, and knowledge sharing. Taking place monthly from October to April, events were hosted on the second Wednesday in Saskatoon at The Avenue Room and the third Wednesday in Regina at The Everyday Kitchen. Each evening offers a welcoming atmosphere, complete with refreshments, to encourage meaningful connections.

This year, we introduced three dynamic event formats: Candid Conversations, Networking with Industry Experts, and Open Mic Pitch Night, each held twice in both cities. Candid Conversations paired an inspiring woman entrepreneur with a woman leader host, creating space for honest dialogue and audience Q&A. Networking with Industry Experts connected attendees with professionals in fields such as marketing, legal, finance, and international trade, fostering strategic business relationships. Open Mic Pitch Night invited women entrepreneurs to practice and refine their business pitches, promote their ideas, and receive feedback in a supportive environment.

With consistent attendance from ambitious women

Saskatoon Events

April 2024: Candid Conversation with Miranda Young, Alt Haus

October 2024: Networking with Experts

November 2024: Open Mic Pitch Night

January 2025: Candid Conversation with Miranda Young, Alt Haus

February 2025: Networking with Experts

March 2025: Candid Conversation with Susan Bater, Community Futures

across industries, WESK Connect has become a trusted space to exchange ideas, celebrate achievements, and build the relationships that help Saskatchewan women in business start, grow, and scale.



WESK CONNECT



Regina Events

April 2024: Candid Conversation with Brita Lind, Adeptus Marketing

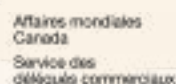
October 2024: Networking with Experts

November 2024: Open Mic Pitch Night

January 2025: Candid Conversation with J'aime Payne, Breeze Business Management

February 2025: Networking with Experts

March 2025: Candid Conversation with Talitha McCloskey, RaiseHER Co.



Rural WESK Connect

The 2024–2025 season marked the first year of WESK's Rural Ambassador Program, an initiative designed to increase WESK's presence and support in rural communities across Saskatchewan. Five dedicated Rural Ambassadors were selected to represent their regions, host events, and champion women entrepreneurs in their local business ecosystems.

Unlike the urban WESK Connect series, the rural events focused primarily on community-building and candid peer conversation. These 2-hour sessions provided a welcoming space for rural women entrepreneurs to connect over shared experiences, explore the unique opportunities and challenges of operating a business in a rural area, and discuss strategies to overcome limiting beliefs about what's possible outside major centres.

While each event varied based on community needs and Ambassador input, themes of visibility, mindset, and opportunity were consistent throughout. Many Ambassadors hosted more than one gathering, demonstrating strong local engagement and demand.

This pilot year proved the power of local leadership and the importance of tailored, regionally grounded programming. With strong turnout and positive feedback, WESK looks forward to building on this foundation in the years ahead.

Rural Events

August 2024: Moose Jaw

September 2024: Swift Current

October 2024: Wynyard

November 2024: Biggar

November 2024: Watson

March 2025: Biggar

The logo for WESK CONNECT, featuring the word "WESK" in a large, white, serif font above the word "CONNECT" in a smaller, white, sans-serif font, both set against a dark green background.



BHP

WESK Summit & Gala



In May and September 2024 respectively, WESK hosted its annual Gala and Summit at the Sheraton Cavalier in Saskatoon, bringing together women entrepreneurs, industry leaders, and community partners from across Saskatchewan. The WESK Gala, themed *Shining a Light on Women's Success*, recognized exceptional achievements in entrepreneurship with five Entrepreneur Awards, as well as the prestigious Celebration of Achievement Award. This inspiring evening celebrated innovation, growth, community involvement, resilience, and the impact women-owned businesses have on Saskatchewan's economy and communities. Guests enjoyed an elegant evening of connection, storytelling, and recognition, leaving inspired by the remarkable women shaping the province's business landscape.

The 2024 WESK Summit brought together women entrepreneurs from across Saskatchewan for a full day of learning, connection, and inspiration. The program featured a dynamic keynote, interactive morning and afternoon workshops, WESK's Annual General Meeting over lunch, and a fireside chat to close the day. Attendees also took part in a movement-based land acknowledgment, a speed networking icebreaker, and an after-party hosted by Conexus, ensuring the day was as energizing as it was impactful.

WESK Summit featured an inspiring keynote speaker:

- Betty-Ann Heggie, *Author of Gender Physics: Unlock the energy you never knew you had to get the results you want.*

Together, the 2024 WESK Summit and Gala provided a powerful platform for women entrepreneurs to connect, learn, and celebrate. Attendees deepened relationships, gained practical tools to grow their businesses, and drew inspiration from the stories and successes of their peers. These events continue to solidify WESK's role as a convener, advocate, and champion for women in business across Saskatchewan.



SUMMIT WORKSHOPS

TOPIC	FACILITATOR
Crafting Your Path to Market Leadership	Brita Lind, Adeptus Marketing
Cash Flow for Entrepreneurs	Bev Betteridge, The Corner Office
Growth Strategy	Cara Cote, WESK
From Clicks to Conversions	Albert Jame, zu

CANDID CONVERSATIONS PANEL

NAME	ROLE
Betty Mutwiri, BM Leadership Coaching & Consulting	Panelist
Mubarka Butt, BoardBe	Panelist
Talitha McCloskey, RaiseHER Co.	Panelist
Sabeen Ahmad, CTV Regina	Moderator

Gala Award Recipients

CELEBRATION
OF ACHIEVEMENT



Adele Buettner
Agribiz Communications Corp

COMMUNITY
INVOLVEMENT



Andrea Crittenden
Sixteen Safety Services

INDIGENOUS
ENTREPRENEUR



Destinee Peter
Tangles Hair & Beauty Salon

GROWTH & EXPANSION



Megan Mason & Cari Thiele
Pathways Learning Centre

INNOVATION



Chelsea Stewart
House of Hearing

RESILIENCE



Jolene Watson
Clarity Coaching & Development

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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Follow us online!

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