

## Year One - Program Overview

Welcome to The Exchange – Rebound Edition! This year is about supporting you and your business! You will have the opportunity to meet your fellow board members, who are driven entrepreneurs just like you. The board chairs are seasoned entrepreneurs who get you and your business. They truly believe in the power of a community of women entrepreneurs who want to achieve great things in business. WESK is so excited to join you on your journey of growing and scaling your business. Together, we can accomplish great things.

The newly redesigned year one of the program ensures women entrepreneurs are supported during these uncertain times to successfully “rebound” from economic shock. We did this by diving deep into the specific needs of women entrepreneurs across the province and paired those findings with insightful knowledge, tools and strategies from people who are experts in their respective business domains. Further, we created valuable partnerships so that we can support one another while rebuilding our local economy. The Exchange will be delivered virtually across the province with experts delivering sessions on topics that are current at this time.

The Exchange: Rebound Edition consists of two phases. The first half of the year, the Return phase, is dedicated to helping you get up and running in the short term. The latter half of the year, the Reimagine phase, is about reimagining where you should be focusing your strategic lens for the future.

## The Exchange - Rebound Edition Virtual Retreat

The Exchange will launch on July 22, 2020 by bringing all board members (participants) together virtually to meet our board chairs and to hear from reputable Saskatchewan entrepreneurs. Yes, we have amazing women business owners here in our own backyard! These women entrepreneurs will share their stories on their return, rebound and how they will re-imagine to seize business opportunities.

### July 22 Retreat Agenda:

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**9:30 am – 10:00 am | Your Wellness Rebound Virtual yoga session and breathing exercises**

**10:00 am – 10:10 am | Welcome to The Exchange – Rebound Edition**

**10:10 am – 11:15 am | Let’s Meet Our Exchange Chairs**

**11:15 am – 11:30 am | Health Break**

**11:30 am – 12:30 pm | 4 Perspectives: Let’s Exchange on the Return, Re-imagination, and Growth**

**12:30 pm – 12:45 pm | Closing Remarks Before We Rebound in September**

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A second retreat will be planned for May 2021 (exact date TBD) to finish Year 1.



## Monthly Sessions

All applicants, known as board members, will be grouped into cohorts with other women entrepreneurs of similar business size, number of employees and similar challenges. The board chairs will lead each monthly virtual session starting in September 2020. For each monthly session, an expert will be invited to present on the session topic with the opportunity for Q&A. The board chair will lead the roundtable and accountability sessions.

The Exchange Monthly Session Agenda

\* Session dates will be included in a separate document.

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**8:45 am – 9:00 am | Coffee Break**

**9:00 am – 9:15 am | Welcome**

**9:15 am – 10:15 am | Expert Presentation including Q&A**

**10:15 am – 10:30 am | Health Break**

**10:30 am – 11:30 am | Round Table: Discuss today's topic as it relates to your business and any other challenges you may be facing**

**11:30 am – 12:00 pm | Accountability Session**

**12:00 pm – 12:15 pm | Wrap up**

**12:15 pm – 12:45 pm | Lunch Break Networking**

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## Topics

### Phase 1: Return

September 2020 | Smart Finance for Return

October 2020 | Operating in Pandemic Times

November 2020 | Nurturing Your Team

December 2020 | Amplify Customer Loyalty and Foster Community

### Phase 2: Reimagine

January 2021 | Business Resilience

February 2021 | Finance, Reimagined.

March 2021 | Pushing the Envelope of Your Business Reality

April 2021 | Rediscover Value Through People

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## Monthly Check-in Calls

Each board member in The Exchange will have a 15-minute coaching call each month with their respective board chair. This call is an opportunity to check in and bring forward a challenge or growth opportunities they have discovered. The board chair will provide guidance utilizing their expertise and passion for entrepreneurship.

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### Meet the Chairs

Devon Fiddler is a Cree mother of two from the Waterhen Lake First Nation in Saskatchewan. She is the founder of SheNative Goods Inc., a lifestyle brand dedicated to elevating Indigenous women and girls. Devon also is a speaker, influencer, thought leader, and program developer in entrepreneurship, leadership and skills development.



**Devon Fiddler**

Devon has a Bachelor of Arts Degree in Aboriginal Public Administration from the University of Saskatchewan, and has completed numerous leadership, economic development, entrepreneurship and business certificate programs in the last 10 years.

Devon has also been recognized and rewarded in various business planning competitions and has worked hard to earn seed funding through various grant and loan programs, and ran 4 successful crowdfunding campaigns. Devon has been nominated for various entrepreneurial and leadership awards and received recognition at the 2015 CBC Future 40 Under 40 designation in 2015. Devon was also among 20 entrepreneurs who represented Canada at the G20 Young Entrepreneur Alliance (YEA) Summit in Istanbul, Turkey in September 2015, received the 2015 Start-up Canada Young Entrepreneur of the year award and the Sustainable Business of the Year for the Prairie Region.

In 2016, Devon received the YWCA Women of Distinction Award in the under 29 category and became a 2016 SheEo funded Venture, among 5 ventures across Canada. In 2019, Devon received the Trailblazers & Innovators Award through the Bank of Montreal and was recognized for her support of the Saskatchewan Intercultural Association's Learning Interculturalism Through Employment (LITE) program.

Devon's passion is in the Entrepreneurial space to support Indigenous women. She has been involved with Native Women's Association of Canada (NWAC), Women Entrepreneurs of Saskatchewan (WESK), the Canadian Centre for Aboriginal Entrepreneurship (CCAIE), and the Meadow Lake Tribal Council (MLTC). She has supported these organizations with program development, developing curriculum, mentoring, business advising and facilitating programs in various capacities over the last 3 years.





**Janet Lee**

Janet Lee has over 20 years' experience as a brand and marketing strategist with a passion for helping businesses grow by connecting them with their brand story in a powerfully, strategic way. Janet believes your story is what make you irresistible to your community and is your most valuable differentiator.

Janet is also a certified corporate and personal brand consultant helping executives and teams understand that living with purpose and leading with purpose increases individual and team engagement and is the lynchpin for acquiring and retaining the right talent. She started her company The Story Co in 2014, and prior to that, was the founder of Imagine Marketing Inc for 10 years. Her first business was Starstruck Enterprises Inc. An award- winning manufacturer, exporter, and retailer of women's clothing sold to 320 stores in the United States and 120 stores across Canada.

Janet has been featured in Canada Business, is a past recipient of the Saskatchewan Dream Award, Firstbrook Casey Scholarship, and one of Canada's top 100 influential Women in Sport. Janet has served as a Director of the Canadian Apparel Federation, President of the Saskatchewan Apparel and Textile Federation, AVP of Sport for the Canada Games and held numerous other volunteer roles. The common thread that ties together her body of work is her unwavering dedication to making success possible for others and understanding that success demands courage, tenacity, stamina, and heaps of good humour. She is an incurable optimist.

Alicia Soulier embodies what it means to be an entrepreneur. Describing her as a risk-taker, visionary and passionate leader does not do justice to the hard work and heart she puts into her ventures. With 13 years in the salon industry under her belt, Alicia has built and run a multi-award-winning salon, 4x winner of Saskatchewan and Saskatchewan/Manitoba hairstylist of the year with the Contessa and Mirror Awards, Finalist for New Business Venture, Customer Service, and Entrepreneur of the Year SABEX awards.

Now, Alicia has added the title of "tech founder" to her name with the creation of her new advanced hair salon-back bar solutions software, SalonScale Technology Inc. Most recently, in the spring of 2019, Alicia was the proud recipient of the full \$15K cash prize from the Co.Launch finale.

Today, Salon Scale is one of the provinces' fastest-growing tech companies with sales globally. Using her current platform, and the success of SalonScale, Alicia intends to disrupt the hair salon supply chain, and ultimately create a healthier economic ecosystem in the hair industry.



**Alicia Soulier**





**Karri Howlett**

Karri has worked with businesses in corporate strategy, mergers and acquisitions, financial due diligence and risk analysis for over 20 years. Karri currently sits on the Boards of SaskPower (as Chair of the Safety, Environment and Social Responsibility Committee), NexGen Energy (as Chair of the ESG Committee), and Saskatchewan Trade Export Partnership (as Vice Chair). She was recently President of RESPEC Consulting Inc. (formerly North Rim Exploration Ltd.), which is a geoscience and engineering consulting company based in Saskatoon, Saskatchewan, and led the acquisition of the company in 2009 and subsequent sale to RESPEC in 2016. After transitioning the company to RESPEC, Karri left the company in March 2019 to make way for two outstanding female geologists to lead the company into its next phase of growth and expansion.

Karri has returned to her consulting practice, Karri Howlett Consulting, where she provides an independent and objective view on businesses which includes scientific and intuitive insights into their company, their industry, and the general business environment. She has a unique approach that combines strategic planning, corporate management, and personal development to guide her clients to embrace fearless curiosity and explore their businesses in a new way that will provide clarity of purpose and aligned business practices.

Karri holds a bachelor of commerce (with honors) in Finance from the University of Saskatchewan and has earned the Chartered Financial Analyst (CFA) designation and the Chartered Director designation. An active community member, Karri has previously served on several community and professional boards. In addition, Karri was previously a lecturer in the Department of Finance at the University of Saskatchewan's Edwards School of Business, a participant in the Leadership Development Program, and a protégé in the Betty Ann Heggie Womensorship Program. Karri is married to her wonderfully supportive husband, Jeff, and has two daughters who she loves fiercely with all of her heart.

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Christine is a graduate of the University of Saskatchewan. She currently is an owner of Pharmacy First on 8th and Pharmacy First at Lifebridge. Previous to this, Christine was a Shoppers Drug Mart franchise owner for 16 years in both Regina and Saskatoon. Christine served and chaired the Pharmacy Council for 3 years and was President in 2010.

Christine serves on the PAS Board current and chaired for 2 years. Christine is the appointed PAS representative on the Canadian Pharmacists Association board. She has volunteered for many community boards such as SREDA, YWCA, United Way and WESK. Christine lives in Saskatoon with her husband, Gordon Wyant.



**Christine Hrudka**





**Candyce Fiessel**

The base of this young mother/business professional's success is deeply rooted in her strong values, passion for life, and a tireless commitment to contribute to positive change and living a fulfilled life. Her list of accomplishments continues to grow, as she is always looking for the next big idea or collaboration. While inspired to build and sustain Saskatchewan's creative industries, she has blazed entrepreneurial trails with a solid track record of investing in people, supporting communities and advancing an industry she loves.

Yet, her personal path has not been the easiest of life's roads. She has overcome challenges that have shaped her into who she is today and passionately shares and inspires others with the strength she has gained.

Founder My Life Planner (2018)  
Speaker /Workshop Facilitator (2018)  
Director of Operations & Partner, The Style Academy (2013)  
Co-founder Saskatchewan Fashion Week (2011)  
Founder/Stylist, Shear Escape Salon and Spa. (2005)

Heather Adams co-founded Rock & Bloom to assist businesses in achieving their goals. Between your business and your customers exists your brand, and that's where Rock & Bloom comes in. Heather is the visionary force behind Rock & Bloom, a brand agency known for creating killer brands.

Tenacious, innovative, creative, Heather's wealth of project management and business strategy comes from 15+ years in marketing, communications, and digital strategy. With a singular vision of leading clients through continual success, she has become the secret weapon of many business owners. Her entrepreneurial spirit makes her the perfect partner, anticipating opportunities and challenges through unforeseen territory. She uses her business acumen, design eye, and customer-centric approach to provide value for clients and their customers alike. Her integrity in all projects — from the local store on the corner to multinational brands —coupled with intuitive ingenuity have made Rock & Bloom Saskatchewan's most all-encompassing brand agency.

Rock & Bloom's client roster spans across North America —from startups raising funds, to sole proprietors building a brand synonymous with their values, to large enterprises finding and sharing their unique story. Heather takes great pride in the team that she has built at Rock & Bloom and gains energy from watching others grow and achieve new milestones. The culture that has developed at Rock & Bloom is one of collaboration and autonomy, form and function, trusted process and unbridled creativity. Listening is one of Heather's greatest strengths and her clients often are blown away by her ability to truly hear them and clearly articulate their challenges and goals. As Chair for WESK's The Exchange, Heather is excited to lend her ear and her experiences to help female entrepreneurs hit that next level.



**Heather Adams**



# #ReboundAndConquer

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**For more information, please visit <https://wesk.ca/programs/the-exchange/>**

