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*Recognizing the success, determination, & resilience  
of women entrepreneurs in Saskatchewan*

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WEDNESDAY, MAY 19TH, 2021



## *Evening Program*

7:00 pm	Program Begins
7:10 pm	Honouring Women Entrepreneurs Week
7:15 pm	Entrepreneur Awards
7:50 pm	Celebration of Achievement Award
8:00pm	Program Ends

# 2021 FINALISTS

## *Community Involvement Award*



**Jennifer Denouden**  
*Avana*

Jenn Denouden is the President and CEO of Avana, ranked Canada's Top 10 Fastest-Growing Company in 2020. Avana is shattering glass ceilings as a woman-led company in the traditionally "old boys club" industry of real estate development. Avana's purpose-led vision focuses on building attainable, safe, quality housing that adds vibrancy to the communities where it builds. Through the Avana Foundation's extensive work and collaboration with the YWCA and SOFIA House, Jenn and her team actively support women and children escaping domestic violence. Jenn is passionate about fighting for equality and uses her platform as a modern leader to write and speak about being a woman entrepreneur and breaking the glass ceiling.

As an Indigenous woman, Ryde YXE Cycle Studio co-owner and instructor, full time police officer, Lululemon Ambassador and mom of 5, Shaina Lynden continues to create innovative ways to invest in and inspire those around her. Shaina's passion for community quickly built Ryde YXE a reputation for having a unique and dedicated culture with a community over competition mindset. Her innovative community minded approach to business success has taken Ryde YXE classes and fundraisers to River Landing, the Prairie Lily boat cruise, a helicopter hanger, a bar, to the street and even on a moving Pride float where she can often be seen leading the way. She has rapelled off a building for Camp Eater Seal drop zone as the top fundraiser, danced her way to the judge's choice in Swinging with the Stars in support of the Saskatoon City Hospital Foundation and she continues to share her knowledge and time through extensive public speaking and mentorship opportunities.



**Shaina Lynden**  
*Ryde YXE Cycle Studios*



**Valerie Sluth**  
*Praxis Consulting*

Valerie is the founder and CEO of Saskatchewan-based Praxis Consulting. Val has successfully built Saskatchewan's largest locally owned management consulting and research firm. Through Val's innovation and desire to contribute to community, she has broken down the traditional consultancy model and created a company that is committed to community contribution and leadership development. Her values-driven consulting firm focuses on building community leaders with a particular focus on women and Indigenous organizations.

Praxis' generosity involves contributions such as Trendline Saskatchewan which provides monthly economic reporting on the Saskatchewan Economy, the Praxis Indigenous Research Panel which enables ongoing access to Indigenous opinions, as well as multiple volunteer leadership roles including chairing the Saskatchewan Chamber of Commerce and the 2022 Saskatchewan Winter Games and mentorship of local entrepreneurs.

# 2021 FINALISTS

## *Indigenous Entrepreneur Award*

Christine Marie, a mom of two, launched Awasis Boutique in Feb 2018 as an online shop. Awasis means child in Cree. It is the first Indigenous inspired baby and kids fashion shop in Western Canada. What started off as products for baby and kids has now grown into offering a variety of fashion pieces for the entire family. Made with authentic, Indigenous themed fabric prints, designed by Christine, as well as her most popular products, onesies and tees, featuring phrases in the Cree and Michif languages. In her first year of business, she created partnerships with 10 retailers. She was named a finalist for CBC's Top 40 under 40 in 2019. She successfully completed 3 separate business courses in her 2nd year of business, including the Matchstick Program with WESK. Christine's creativity, determination and passion to run a successful business and develop healthy, business relationships with Indigenous and non-Indigenous people make her a positive role model for Indigenous women and girls.



**Christine Marie**  
*Awasis Boutique*



**Destinee Peter**  
*Tangles Hair & Beauty Salon*

Destinee Peter has been the sole owner and operator of Tangles Hair & Beauty Salon since 2013 at the young age of 22. She has expanded her salon and team exponentially in the 7 years of owning Tangles Salon. Tangles was established in 1998, then was rebranded when Destinee took it over in 2013 with all new 6 employees. Tangles was rebranded to be more modern and to bring in aspects of Indigenous culture. Destinee works hard and knows how important it is for her to be a positive role model for Indigenous youth.

Jennifer Dubois, Owner of Miyosiwin Salon Spa, has been a Journeyperson Hairstylist for over 17 years. She earned a B.Admin from the First Nations University of Canada in 2015, with a major in Marketing. Dubois' vision for Miyosiwin was to infuse Indigenous knowledge and concepts to a modern beauty salon and spa. Dubois works closely with First Nations Communities and Organizations providing services and health based knowledge to their community members. She is committed to employ other qualified First Nation Stylists and Estheticians, as well as providing a welcoming space for anyone to learn about Indigenous protocols.



**Jennifer Dubois**  
*Miyosiwin Salon Spa*

# 2021 FINALISTS

## *Innovation Award*



**Jennifer Denouden**  
*Avana*

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Monique has a disciplined passion for building things, usually unconventionally by sticking to her belief that we should figure out what works instead of repeating what is considered conventional. Consistently at the forefront of business and systems innovation, Dr. Simair is recognized internationally as a disruptive technology innovator in the Cleantech sector. A PhD biogeochemist by training, she has approached business from a biological perspective, respecting teams as living, dynamic, and evolving, ever changing, and focused on growth. As a result of her innovative management techniques, multiple international cleantech firsts have arisen and also new approaches to business sustainability.



**Monique Simair**  
*Maven Water & Environment*



**Serese Selanders**  
*SolusGuard & ORA*

Serese Selanders is pushing conventional boundaries by challenging the typically authoritative safety industry with a fresh approach and unique innovations. ORA personal alert is the antithesis of traditional medical alert devices. Not only is ORA beautiful, but its technically advanced solution puts control in the hands of the customer, making it significantly more affordable. SolusGuard's end-to-end hardware and software platform helps businesses protect employees who work alone or are at risk. One-of-a-kind products, such as a company-controlled monitoring and command center, and customizable alert protocol ensures organizations can design a safety solution that is uniquely their own.

# 2021 FINALISTS

## *Resilience Award*

Jolene Watson is the President of Clarity Coaching & Development, Executive Business Coach, Personality Expert, Certified Virtual Presenter and Professional Speaker. She also facilitates courses at three Saskatchewan business schools. She became certified as a Myers-Briggs Practitioner through Psychometrics Canada Ltd. where she graduated with a 99% average. She speaks on a variety of topics and has notable expertise in the areas of networking etiquette, presentation skills and stress management. She is looking forward to continuing to expand her business across Canada this upcoming year and truly loves being a Saskatchewan entrepreneur!



**Jolene Watson**  
*Clarity Coaching &  
Development*



**Heather Monaghan**  
*Helping Hands Care Group*

Heather was born, raised, and educated, in Regina. She is "Mom" to her 3 young adult children, and lives in Lumsden, SK. Heather received her B.Ed from the University of Regina and her Licensed Practical Nurse from Sask Polytech. After several years of teaching, she purchased Helping Hands Personal Care Home in Regina in 2001. Heather has since expanded Helping Hands to include Home Care services in clients' homes, and added 3 rural care homes to the Helping Hands family. Heather has worked tirelessly for seniors in Southeastern Saskatchewan, providing supportive care options and serving on several advocacy boards.

Ryde YXE Cycle Studio was co-founded by long time friends, Shaina Lynden and Bradie Mustoe in February of 2016 as the first dedicated indoor cycling studio in Saskatoon. With two thriving locations, COVID-19 greatly impacted operations and Shaina and Bradie found themselves facing complete closures. Continuing to remain optimistic and innovative, they made the difficult decision to permanently close their Broadway location due to ongoing restrictions and needs for public safety and worked tirelessly to invest in a warehouse space for greater social distancing so that more people could safely attend. Additionally, as restrictions continued to change and concerns for public health grew, they created an online, Ryde from home platform, rented out bikes and completely shifted once again in the wake of a second closure. After having faced nearly 7 months of complete closures and an ongoing mandated operating capacity of less than 20%, Shaina and Bradie continue to persevere through a belief in their product and community and remain leaders within the boutique fitness industry in Saskatchewan, selling out classes weekly and continuing to rise.



**Shaina Lynden &  
Bradie Mustoe**  
*Ryde YXE Cycle Studios*

# 2021 FINALISTS

## *Celebration of Achievement Award*

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**Christine Hrudka**  
*Pharmacy First*

Christine Hrudka is the owner of two Pharmacy First locations (8th Street & Lifebridge). Previous to this, she was a 16-year franchise owner of Shoppers Drug Mart, in both Regina and Saskatoon. Christine is highly involved in board governance and has volunteered for many community boards such as SREDA, YWCA, and United Way. Christine also sat on the provincially-mandated and WESK-led Saskatchewan Advisory Committee on the Gender Entrepreneurship Gap. In addition, Christine has served and chaired the Pharmacy Economics Committee, the Saskatchewan College of Pharmacy Council, and the Pharmacy Association of Saskatchewan (PAS), and the Canadian Pharmacy Association (CPHA). Christine currently serves on the board for Pharmapod and Smart Employee Benefits, and chairs the Aither Ingredient Corporation. Christine lives in Saskatoon with her husband Gordon Wyant.

Janna Dutton is a Saskatoon born entrepreneur and philanthropist. She is best known as a Tim Hortons franchisee, but also leads the charge as a female technology co-founder. When Janna is not in her restaurants you can find her volunteering for many local charities, spending time with her four children, or continuing her personal development journey. Her personal mantra of "a giving heart grows" directs her focus as an entrepreneur, philanthropist and leader.



**Janna Dutton**  
*Dutton Group Tim Hortons*

# THANK YOU

*to our 2021 Gala Sponsors*

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**MLT AIKINS**

WESTERN CANADA'S LAW FIRM

 The Nutrien logo consists of a green leaf icon followed by the word "Nutrien" in a bold, italicized, sans-serif font.





# THANK YOU

*to our 2021 Gala Sponsors*

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PwC Canada's purpose is to build trust in society and solve important problems. Our vision is to create leaders within the organization, at clients, and within the community and to have those great leaders inspire those around them. PwC looks to make a difference by staying informed and responding with agility to the ever-changing business conditions in which we operate - always looking to create a positive impact on their colleagues, clients and society. PwC Saskatoon is pleased to offer a variety of assurance, tax, and consulting services to the Saskatchewan market.

# THANK YOU

*to our 2021 Gala Sponsors*

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## MLT AIKINS

### WESTERN CANADA'S LAW FIRM

MLT Aikins LLP is a full-service law firm of more than 250 lawyers with a deep commitment to Western Canada and an understanding of this market's unique legal and business landscapes.

Based out of six key centres across the four western provinces, MLT Aikins is the only law firm to have offices in Winnipeg, Regina, Saskatoon, Calgary, Edmonton and Vancouver. As one of the 15 Largest Law Firms in Canada (Lexpert, American Lawyer Media), we have the bench strength and geographic scope to meet the increasingly complex needs of clients – from the personal concerns of individuals to the highly sophisticated and comprehensive requirements of major business enterprises.

We view ourselves as partners in our clients' ventures, helping them succeed by bringing our experience and legal knowledge to bear on each assignment. We invest in understanding our clients' businesses, the issues they face and their goals – and we efficiently and effectively address the legal and regulatory challenges they face.

# THANK YOU

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Nutrien produces and distributes over 25 million tonnes of potash, nitrogen, and phosphate products for agricultural, industrial and feed customers world-wide. Combined with our leading agriculture retail network that services over 500,000 grower accounts, we are well positioned to meet the needs of a growing world. At Nutrien, we are committed to creating and sustaining an inclusive workplace where we can all bring our full selves to work and know that the differences that make each of us unique are respected and valued.

# JOIN US TOMORROW

*for the WESK Summit!*

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A rebrand of our traditional and long-standing Small Business Conference, the WESK Summit marks the beginning of a new kind of conference.

You asked for tangible takeaways, we heard you. You asked to be inspired, we heard that too. And lastly, you asked for a chance to network with your local small business community, we heard it all!

Get ready for the action-packed virtual event of engaging workshops, a dynamic keynote address by **Michele Romanow** (Entrepreneur & Dragon on Dragons' Den), and virtual video networking. The WESK Summit is your opportunity to collaborate with women entrepreneurs and corporate executives who mean business.

Check out our agenda on the next page!



# JOIN US TOMORROW

*for the WESK Summit!*

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8:30 am	<b>Pre-Event Networking</b>
9:00 am	<b>Summit Kickoff</b>
9:15 am	<b>Morning Keynote: The Power of Resilience</b> <ul style="list-style-type: none"><li>• <i>Presenter: Ashley Mielke, Founder and Director of The Grief and Trauma Healing Centre Inc.</i></li></ul>
9:45 am	<b>Break &amp; Networking</b>
10:00 am	<b>Workshop 1: Marketing Your Business Using Social Media</b> <ul style="list-style-type: none"><li>• <i>Presenter: Travis Low, CEO and Partner at Blue Moose Media</i></li></ul>
11:30 am	<b>Lunch &amp; Networking</b>
12:00 pm	<b>Workshop 2: Becoming Inclusive Leaders.</b> <ul style="list-style-type: none"><li>• <i>Presenter: Jacqueline Almeida, Owner of Alpha + Omega Strategies</i></li></ul>
1:30 pm	<b>Break &amp; Networking</b>
1:45 pm	<b>Panel: Resiliency, Reaction, Recovery: Leading Through a Pandemic</b> <ul style="list-style-type: none"><li>• <i>Moderated by Valerie Sluth (Praxis Consulting) and featuring Angelica Fehr (Twisted Goods), Shaina Lynden (Ryde YXE Cycle Studios), and Jess Tetu (Just for You Day Spas)</i></li></ul>
3:15 pm	<b>Break &amp; Networking</b>
3:30 pm	<b>Featured Keynote: Getting to Success: Embracing Change, Encouraging Disruption, and Incentivizing Innovation</b> <ul style="list-style-type: none"><li>• <i>Presenter: Michele Romanow, Co-Founder of ClearCo, and Dragon on CBC's Dragons' Den.</i></li></ul>
4:30 pm	<b>Program Ends. Networking Open Until 5:00 pm</b>

Access to the WESK Summit is *FREE* with your Virtual Ticket!

# Women Entrepreneurs Week

## *in Saskatchewan*

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SUNDAY, MAY 16 - SATURDAY, MAY 22

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**Celebrate with us!**

*Share what you're doing for Women Entrepreneurs Week  
with us by mentioning @wesk306 in your posts!*



**@wesk306**

