



AWEC CONNECT

ALL WOMEN ENTREPRENEURSHIP CIRCUIT (AWEC) CANADA QUARTERLY NEWSLETTER



"Spring is the time of plans and projects."

Stepping into the season of growth and new beginnings, AWEC Canada welcomes spring with a sprouting of impactful new initiatives, and a blooming member community of empowered female entrepreneurs!

Exciting things are unfolding this second quarter, starting off with the official launch of our latest program, the **AWEC Digital Presence and Transformation Program**— creating a pathway for AWEC members to obtain support for website development and increase their online visibility. Our first program recipient is Tammy Becker Rogers of beauty and personal care brand Mud Creek Soapery. Tammy's online store was launched at our March 9th International Women's Day gathering. This year, we look forward to supporting three more female founders as they build their websites from the ground up and expand their digital presence.

AWEC Brand Marketing Bootcamp and Pitch Your Vision Competition 2025 kickstarted with a successful participant selection process! We're excited to officially announce this year's cohort; a remarkable group of talented and accomplished female founders who are eager to grow their brands. We sincerely thank all applicants who participated in the interviews. The entrepreneurial drive we witnessed from everyone is simply inspiring! Also underway are the preparations for the first **Kingston Women Entrepreneurs Expo** happening October 18th at St. Lawrence College. Our events team will be reaching out to everyone soon for the expo agenda and registration information.

AWEC's small but mighty all-volunteer team is geared up for another season of helping women business owners explore new heights! Cheers to unstoppable growth for everyone and, yes, warmer days ahead!

Lev ☺

Lev Eleazar Calang
Founder & Operations Director
AWEC Canada



www.awecca.com

IN THIS ISSUE

AWEC PITCH
YOUR VISION
COMPETITION
2025 COHORT

Q1 HIGHLIGHTS

SPECIAL
FEATURE:
*Euroglam
*Laura Santos
Ethnic Art

VENDOR
SPOTLIGHT

AWEC DIGITAL
PRESENCE &
TRANSFORMATION
PROGRAM

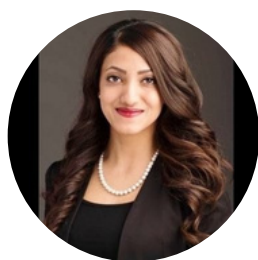
WELLNESS TIPS

UPCOMING
EVENTS



AWEC PITCH YOUR VISION COMPETITION 2025 COHORT

Congratulations to these **24 incredible women entrepreneurs** who made it to this year's AWEC Brand Marketing Bootcamp & Pitch Your Vision Competition cohort!



Acoshia
ABHA CHIYEDAN



Reincraftnation
ANGIE DUPONT



Foley Communications & Consulting
ASHLEY FOLEY



Lady Brazen Studios
BRIANA GODDEN



Modern Crystallization
BROOKLYN FULLER



Shiva's Delight
CASEY BOYCE



Renewed Essentials
CATHI COX



Cody Calligraphy & Design
CODY MCCALLUM



AWEC PITCH YOUR VISION COMPETITION 2025 COHORT



PennyRoyal
CRISTINA POEJO



Euroglam
DORIA MEDEIROS



Karin Martinelli RHN
KARIN MARTINELLI



Painted Palette Artworks
KATHLEEN LIZOTTE



The Woodland Awakenings
LAURA MOSES



HappyBuddha
LI YAN



The Creative Reuse Hub / Polka.Peppers
MONICA MONTERO



Soaring Celt Designs
MURIEL AITKEN



AWEC PITCH YOUR VISION COMPETITION 2025 COHORT



Primerica
PETRA HARRIS



Filipino Food Fiesta
RECHELL BERNALES



Editless
SKY BONNER



Career Medic
TABITHA TAYLOR



Mud Creek Soapery
TAMMY ROGERS



The Silver Garden Studio
TERESA ROSEBOOM



*Victoria Hirst -
Life Coach*
VICTORIA HIRST



Neolife Global
WEN BOGUES

Brand marketing bootcamp starts May 24th.
We look forward to seeing everyone!



AWEC DIGITAL PRESENCE & TRANSFORMATION PROGRAM

The AWEC Digital Presence and Transformation Program offers AWEC members the incredible opportunity to increase their online visibility by creating and establishing their own website. Qualified members are provided funding and advising support for website creation.

Application to this year's AWEC Digital Presence and Transformation Program is open to all registered AWEC members with no existing website.

APPLICATION DEADLINES:

Second intake - March 22, 2025 (application closed)

Third intake - April 5, 2025

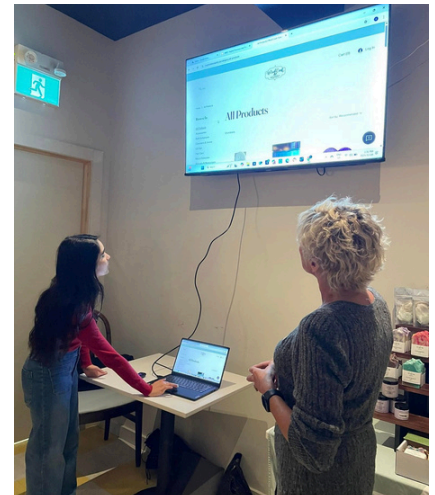
Fourth intake - April 19, 2025

Four grants are awarded this year.

Application process:

1. Fill out the [online application form](#) and submit.
2. Attend the online interview once selected.

All applicants will be notified of the grant results.



FIRST PROGRAM GRANT RECIPIENT: MUD CREEK SOAPERY

"Being awarded the grant has been a turning point for me and my small business. Having someone take my vision and transform it into a professional, functional website felt like a dream come true. It's one thing to have an idea, but seeing it come to life-- on a platform that anyone, anywhere can access-- gave my business the digital wings it needed to soar.

AWEC's Digital Presence and Transformation Program allowed me to level up without the heavy financial burden that often comes with launching a website. Without this support, building my online presence wouldn't have been possible this year. The cost alone would have delayed everything.

We launched on Sunday and by Monday, I had my very first order. But it's more than just sales. It's about being visible, being reachable, and being ready for growth. It means that no matter where someone is, they can learn about what I offer, connect with my story, and become part of my journey.

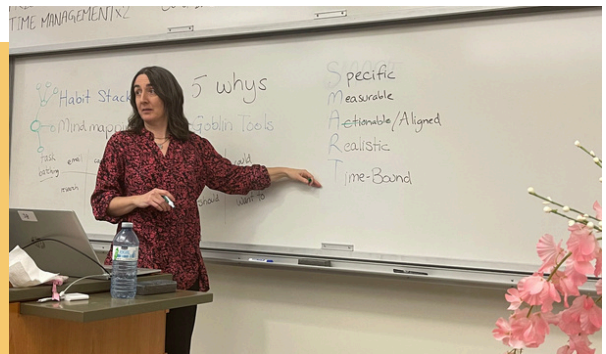
AWEC is an incredible organization that consistently goes above and beyond to support women entrepreneurs. Their commitment to helping us not just survive but truly thrive is unmatched. Thanks to AWEC, I now have the digital foundation to grow, scale and dream bigger."

Tammy Becker Rogers, Owner | Founder, [Mud Creek Soapery](#)



Q1 2025 HIGHLIGHTS

Lunch & Learn



Facilitated Workshops





Q1 2025 HIGHLIGHTS

Pop-up Markets



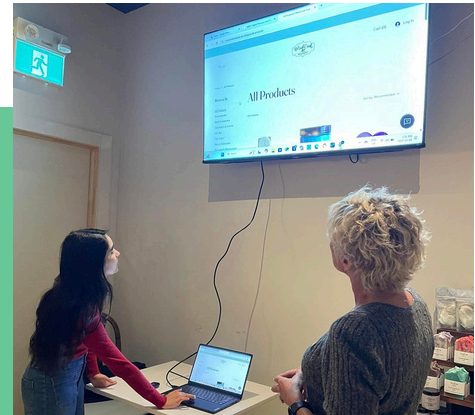
International Women's Day Outreach with Elizabeth Fry





Q1 2025 HIGHLIGHTS

Program Launch



Media Interviews





SPECIAL FEATURE

FROM PORTUGAL TO CANADA AND BUILDING A SUSTAINABLE FASHION BRAND - EUROGLAM

Doria's story starts in Portugal. It then moves across the Atlantic to Canada. These early years shaped her into the entrepreneur she is today; equipping her the vision for Euroglam. Blending Doria's Portuguese roots with a Canadian upbringing, Euroglam is all about marrying style with sustainability and luxury.

Can you tell us about yourself and your background?

I'm Doria Medeiros, the founder of Euroglam. I was born in Portugal and immigrated to Canada with my parents when I was nine. In my twenties, I returned to Portugal, where I developed a deep appreciation for sustainable products. I've always had a passion for fashion, particularly purses and jewelry, and over the years, that passion evolved into a business.



DORIA MEDEIROS

What inspired you to start your business? My business started organically. When I moved back to Canada, I began making small cork purses and accessories as gifts for friends and family. Their enthusiasm and amazement at the uniqueness and sustainability of cork encouraged me to showcase my products at a local craft show. The response was overwhelming, and I realized that cork was not well known in Canada. I then thought of introducing more sustainable, stylish products made of cork. That's when Euroglam was born.



Can you briefly describe the overall concept of your business? Euroglam is all about merging sustainability with style. I design and sell eco-friendly, vegan, and hypoallergenic fashion accessories, primarily made from cork. My goal is to offer elegant, durable, and nature-inspired products that align with conscious fashion choices.

What type of products do you specialize in, and what inspired this choice? I specialize in cork purses, wallets, jewelry, and small accessories. My love for handbags naturally led me in this direction, but what truly solidified my choice was discovering cork's versatility. It's a beautiful, durable, sustainable and above all, unique material.

Do you utilize any special materials in making your products?

Yes! Cork is the star material in my collections. It's an incredible sustainable resource, as it is harvested from the bark of cork oak trees without harming them, making it a renewable and eco-friendly choice. Cork is also lightweight, water-resistant, durable, and hypoallergenic, which adds to its appeal.



SPECIAL FEATURE

CONTINUED FROM PAGE 9



What are your top-selling items? Some of my best-selling items include cork crossbody bags, wallets, and minimalist jewelry pieces. Customers love the lightweight feel and unique texture of cork, and they're often drawn to the fact that it's both stylish and environmentally friendly.

Have you faced any challenges as a female business owner? How did you overcome these challenges?

Absolutely. Balancing entrepreneurship with family life and a full-time job has been one of my biggest challenges. Additionally, being in a niche market like sustainable fashion means constantly educating customers about the benefits of cork. I've overcome these challenges through persistence, support from my family, and building a strong community of like-minded entrepreneurs who inspire and uplift me.

How do you achieve a balance between work and personal life while managing your business?

It's definitely hard! I prioritize planning and time management while making sure I set aside quality time for my family. I still need to learn to delegate when needed and to accept that I can't do everything at once. My husband and kids are very supportive and push me to do more, but most importantly I need to remind myself to celebrate small wins.

Can you share with us any recent milestone or accomplishment you have achieved?

One of my most exciting milestones is being part of the Vegan Fashion Show and Planted Expo happening this May! It's a fantastic opportunity to showcase Euroglam's sustainable designs to a broader audience that values ethical fashion.

What are your future aspirations? I hope to expand Euroglam's reach, introduce new designs, and continue advocating for sustainable fashion. I'd love to collaborate with other eco-conscious brands and take part in larger, high-impact events.





SPECIAL FEATURE

CONTINUED FROM PAGE 10

What advice would you give other female entrepreneurs starting out in their business? Believe in your vision, stay true to your values, and don't be afraid to start small. Surround yourself with supportive people, network with other entrepreneurs, and continuously learn from both successes and failures. Most importantly, enjoy the journey and celebrate every step forward!

How long have you been a part of AWEC, and what do you like best about it? I have been with AWEC for about a year, and what I admire most is the incredible support within the community. Everyone encourages each other to push boundaries and achieve their goals. When I first learned about AWEC and Lev's vision, I knew right away that I wanted to be part of this amazing organization. The impact and potential of AWEC are truly inspiring. It's a fantastic organization for women who need guidance and support as they start and grow their businesses.



Visit: <https://www.euroglam.ca>



SPECIAL FEATURE

THE PANDEMIC PIVOT: TURNING CRISIS INTO OPPORTUNITY - LAURA SANTOS ETHNIC ART

As a child, Laura marveled at her mother's ability to craft stunning creations using a Singer sewing machine. The global pandemic changed everything for her, but it also sparked something amazing: the birth of her own brand. This is the story of how Laura turned her Colombian heritage and artistic passion into a thriving business.

Can you tell us about yourself? I am Laura Santos, a passionate entrepreneur and artisan born in Colombia. I studied Sociology in my home country, but my love for art was nurtured from an early age, watching my mother sew on her Singer machine. I would see her fully immersed in her passion, transforming materials into pieces full of life, and that awakened in me the desire to create with my own hands.



LAURA SANTOS

The pandemic was a turning point that allowed me to shape this passion. During that time, I connected virtually with a group of women, each sharing their art and creativity. It was in those gatherings that I began crafting my own accessories, exploring techniques, and discovering a world of possibilities. Little by little, I refined my style, and over time, what started as an experiment became my true path. Today, with over four years of experience, I continue to learn and create handcrafted jewelry with a unique touch. Each piece is a blend of creativity, design, and high-quality materials, designed to convey authenticity and meaning. Knowing that my art resonates with people and that my pieces become part of their stories is, without a doubt, my greatest satisfaction.



What inspired you to start your jewelry business in Kingston?

I have always seen jewelry as a powerful form of personal expression. When I moved to Kingston, I discovered a unique opportunity to offer exclusive pieces with an artisanal touch and a story to tell, so I wanted to design pieces that connect with emotions and personal style, reflecting identity and meaning. Furthermore, My Indigenous heritage is a fundamental part of who I am, and my art is a way to honor that connection.

Can you briefly describe the overall concept of your business?

My brand is rooted in the creation of handcrafted jewelry with timeless designs and limited editions, where each piece is carefully made by hand with dedication and attention to detail.

My goal is for every creation to reflect identity and authenticity, offering not only quality and exclusivity but also deep meaning. I explore traditional techniques from Colombia and various regions of Latin America, preserving ancestral knowledge and blending it with my own artistic style.



SPECIAL FEATURE

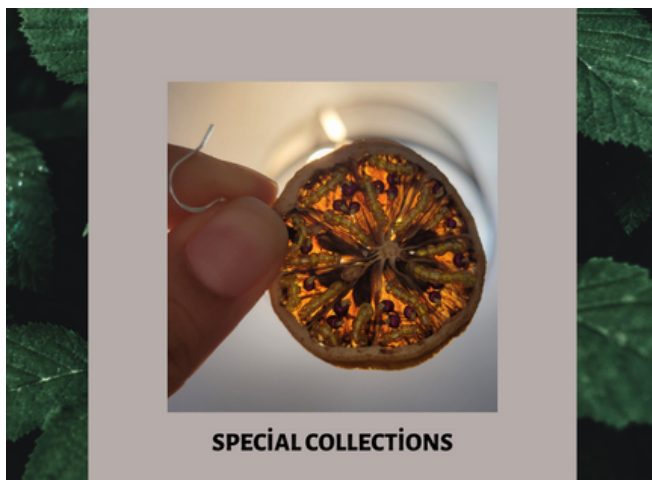
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What type of jewelry do you specialize in, and what inspired this choice? I specialize in handcrafted jewelry inspired by nature, trends, and my personal experiences. I am passionate about exploring unconventional materials and techniques, always with a sustainable and creative approach.

Do you use any special materials in the manufacture of your products? Yes, I use special materials that reflect my passion for sustainability and craftsmanship. These include fish leather, beads, embroidered dried lemon slices, crochet with wire, and natural fibers, I skeletalized leaves and horsehair. Furthermore, I have learned the 950 silver filigree technique, blending tradition and innovation in each piece.

What are your best-selling items? My best-selling pieces vary, as each accessory finds its ideal person. However, some of the most popular have been fish leather earrings embroidered earrings, and crochet with wire designs. The 950-silver filigree has been a great success, especially among those looking for elegant pieces with history.

Have you faced any challenges as a woman business owner? How did you overcome these challenges? Entrepreneurship as a woman and artisan comes with multiple challenges. Throughout this journey, I have faced challenges on different levels. One of the biggest has been the personal challenge learning to trust my process, respect my own pace. There are also more concrete challenges, such as financing, market visibility, and the lack of an online store, which limits the exposure of my work.



As an artisan, I manage every aspect of my business alone, from creation to promotion, which can be challenging. However, I've learned to move forward with patience, without forcing myself to follow a rigid model. English is my second language, so it presents another challenge. To overcome this, I've invested in education, taking advantage of online courses and free training opportunities, knowing that learning is an investment in my growth.

How do you achieve a work-life balance while running your business? Balancing work and personal life is a constant challenge, but I feel fortunate to have an environment that makes it

easier. My supportive husband, Alberto, who has been in Canada for 15 years, is also an entrepreneur. He specializes in violinmaking, while Itzel, with 13-year-old plays the violin. At home, each of us has our own passion, which allows us to understand and respect each other's creative spaces.



SPECIAL FEATURE

CONTNUED FROM PAGE 13

What are your future aspirations? My ultimate goal is to continue growing, exploring, and sharing my art, while building a space where experimentation, education, and exhibition come together to create new opportunities. One of my goals is to establish partnerships with hotels and restaurants, where my pieces can be showcased in an environment that values handcrafted work and unique design.

I'm also interested in participating in more exhibitions to share my artistic vision with a wider audience. Additionally, I would love to teach summer classes and create an online platform to offer virtual workshops for people who, like me, enjoy learning new techniques at their own pace.

Currently, I have the honor of being recognized as an emerging artist in the City's Salon of Artists, where my artwork, a painting made from repurposed nylon stockings, will be exhibited until April 2025 at the Market Wing Cultural Space in City Hall. This experience has been a great milestone and motivates me to keep exploring new forms of expression.



VISIT FACEBOOK/IG: @ LAURASANTOSEA



What advice would you give to other women entrepreneurs who are starting out in the jewelry or fashion industry? I would tell them to trust their vision, surround themselves with a supportive community, and never stop learning. Entrepreneurship is a journey full of ups and downs, but every challenge is an opportunity for growth.

How long have you been part of AWEC and what do you like most about it? I learned about AWEC approximately three years ago through Lev, who shared her vision and the impact of the project with me. From the very beginning, I was inspired by her passion and commitment to the community. AWEC not only seeks to showcase local talent but also to empower women, providing them with tools and opportunities to grow in their entrepreneurial journeys—something I consider invaluable.

What I value most about AWEC is the network of support and learning it has built. Additionally, I deeply admire the kindness and perseverance of those leading this initiative. I am confident that AWEC will continue to grow and establish itself as an essential space for strengthening and uplifting the community.



VENDOR SPOTLIGHT

WINDING RIVER STUDIO

Darlene has dabbled in the arts since childhood, gathering and painting rocks, drawing, learning a variety of needle crafts, pottery, acrylic and encaustic painting, and fabric dyeing.

As a quilter/fiber artist, she has been creating and mailing fabric postcards for over 15 years. With the encouragement of friends and family, she started selling her postcards at a local Holiday Market

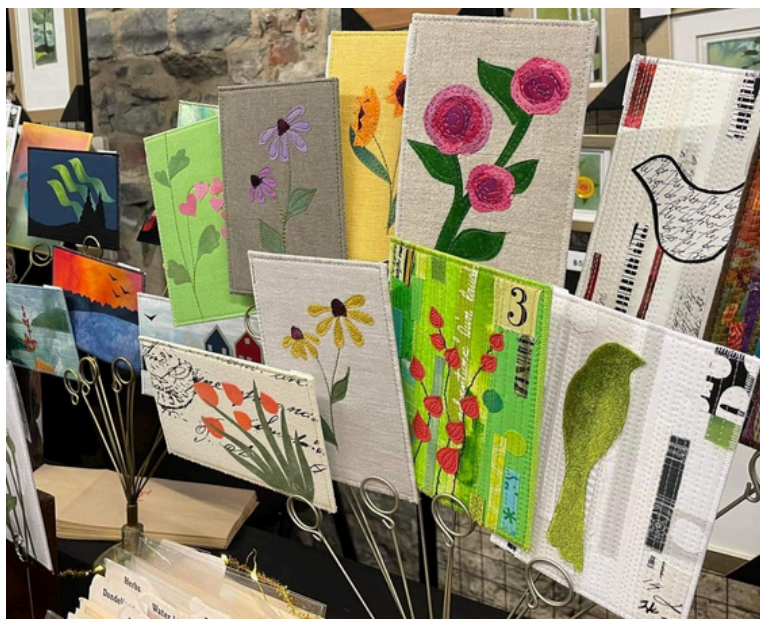
in November 2021 and 2022, then launched Winding River Studio in the fall of 2023. By incorporating her hand-dyed fabrics into her cards, each postcard is a small piece of art, beautiful to mail or frame.

Darlene was introduced by a fellow AWEC vendor in the fall of 2024 and has truly enjoyed the friendly comradery at the Pop-Up Markets.

The AWEC committee has been very welcoming and are clearly passionate about creating a supportive network for women in business.

You can find Winding River Studio on the Web, Facebook, and Instagram. For in-person dates, check out their events page on their website: www.windingriverstudio.square.site

DARLENE MORITZ





VENDOR SPOTLIGHT

LADY BRAZEN STUDIOS

Operating under the moniker Lady Brazen Studios, Briana Godden is a Quinte West-based artist who creates vibrant paintings and art prints that blend surreal, dreamlike images exploring themes of existence, meaning, and the pull between the mundane and the extraordinary.

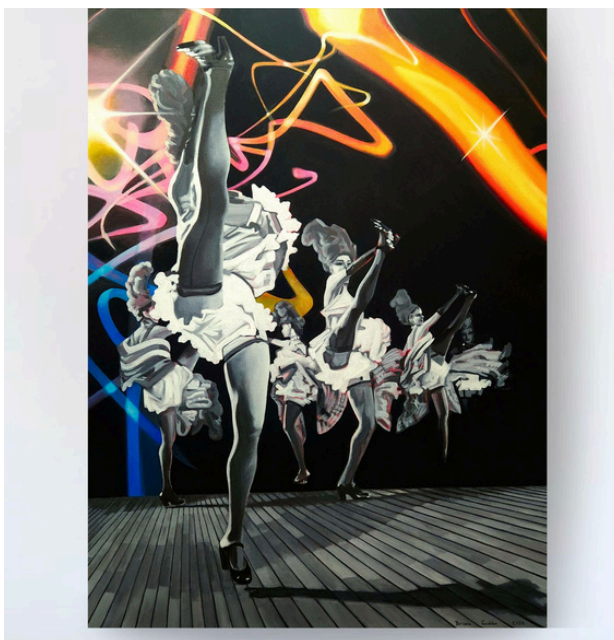
Her work reflects themes of archetypes, vintage imagery, life, and the subconscious, with a visual language that sparks both imagination and connection.

Briana works from her home studio in Trenton, where each piece comes to life through a hands-on process of acrylic painting.

She collaborates with a local print producer for high-quality reproductions and personally handles all aspects of framing, packaging, and shipping.

In addition to her studio practice, Briana is actively involved in the arts community as a volunteer events planner for Arts Quinte West, where she has helped organize events like the (now annual) Bay of Quinte Arts Festival. Her work has been showcased at various festivals and events across Canada, and her pieces are collected in both Canada and the United States.

BRIANA GODDEN



In 2025, she sold her first original painting ("Roll With It" pictured) within 24 hours of its online posting, a noteworthy achievement.

Briana has also been selected for an upcoming solo exhibition at the John M. Parrott Gallery in Belleville, Ontario with a tentative opening reception date of Feb 28, 2026.

She has been with AWEC since her first showcase in Goodes Hall in March 2024 for their Women in Business Market, and she truly appreciates the opportunities it provides for networking, showcasing her work, and connecting with fellow entrepreneurs in a supportive environment.

Visit Lady Brezen's Website: www.lady-brazen-studios.square.site/s/shop



VENDOR SPOTLIGHT

PAINTED PALETTE ARTWORKS

Kathleen has long embraced her creative side through music, culinary arts, knitting, and sewing, but her true aspiration has always been to become a painter and artist. What began as a hobby and a means to support her mental well-being transformed into Painted Palette Artworks, which officially came to life in October 2023.

Using watercolour as her main medium, Kathleen creates loose, colorful bookmarks, greeting cards, and paintings of various sizes.

While her imagination is always a source of inspiration, she welcomes the challenge of creating custom pieces. Painted Palette Artworks also offers workshops, both virtual and in-person, that aim to re-awaken the creative person inside all of us.

KATHLEEN LIZOTTE



As a member of AWEC since 2025, Painted Palette Artworks has learned much valuable information and made great connections and friendships with other like-minded women business owners. Kathleen is excited to see what the future holds. Painted Palette Artworks is on Facebook and Instagram.

Kathleen offers virtual and in-person painting/art workshops. Contact her by email: info@paintedpaletteartworks.ca or visit their website: www.paintedpaletteartworks.ca





WELLNESS TIPS



EYE YOGA

THREE PRACTICES FOR EYE HEALTH

Our vision is vital in everything we do. AWEC member and vision yoga teacher Karin Martinelli shares three valuable tips on protecting our eyes and vision when using the computer!

DEVELOP AWARENESS

Do your eyes need a rest? Do you need to blink? Do you need to practice deep breathing? Do you need natural sunlight?

SCAN--- DON'T ZOOM

Your eyes love to move!



20/20/20 RULE

Every 20 minutes, take a break from your screen and look 20 feet into the distance for 20 seconds. This simple practice can significantly relieve the stress our eyes endure during prolonged screen time.

*Interested to learn more about eye yoga?
Get in touch with Karin Martinelli at karinmrhn@gmail.com*



2ND QUARTER EVENTS

APRIL

1

GOODES HALL SPRING POP-UP MARKET WITH FULL-TIME MBA WOMEN IN LEADERSHIP CLUB

10:30 am to 4:00 pm

Goodes Hall, 143 Union St., Kingston ON

APRIL

5

FEMALE FOUNDERS NIGHT OUT

6:00 pm to 7:30 pm

Sanctuary Coworking (The Collective Room)

<https://www.awecca.com/events-1/female-founders-night-out>

APRIL

12

LUNCH & LEARN AND SPRING MIXER

11:00 am to 2:00 pm

Goodes Hall Room 312, 143 Union St, Kingston, ON

<https://www.awecca.com/events-1/awec-spring-mixer-and-lunch-learn>

APRIL

26

SOAPSTONE CARVING WORKSHOP WITH MARY FARRELL OF STUDIOSTONE CREATIVE

9:00 am to 11:00 am

Tett Centre Activity Room, 370 King St W, Kingston, ON

<https://www.awecca.com/events-1/soapstone-carving-workshop-with-mary-farrell-of-studiostone-creative>

MAY

11

MOTHER'S DAY POP-UP MARKET AT TETT CENTRE

10:30 am to 4:00 pm

Tett Centre Activity & Gallery Rooms, 370 King St W, Kingston, ON

<https://www.awecca.com/events-1/mothers-day-pop-up-market-at-tett-centre>



2ND QUARTER EVENTS

**JUNE
15**

CONFEDERATION PARK SUMMER POP-UP MARKET

10:30 am to 4:00 pm
Confederation Park, Kingston ON

**JUNE
29**

CONFEDERATION PARK SUMMER POP-UP MARKET

10:30 am to 4:00 pm
Confederation Park, Kingston ON

COMMUNITY EVENTS

Story-Driven Success

with FOLEY COMMUNICATIONS




foleycommunications.ca
613-827-0429

- ▶ Build trust with your audience
- ▶ Humanize your brand
- ▶ Stand out in your industry
- ▶ Drive real business growth

What You'll Learn:

Week 1: Craft Your Brand Origin Story

Week 2: Build Trust Through Social Media Storytelling

Week 3: Share Struggles & Successes Authentically

Week 4: Develop a Long-Term Story Strategy
(Includes website copy + content calendar)

4-Weeks | April 23

~~\$399~~ | Limited Spots

SPECIAL OFFER

SAVE \$50!

Only \$349
until April 11

What You'll Get:

- ▶ 4x Live Coaching Sessions
- ▶ Actionable Worksheets & Templates
- ▶ Real-World Storytelling Examples
- ▶ 30-Day (1 month) Social Media Content Creation Steps
- ▶ **Bonus:** Top 5 Storytelling Mistakes Guide
- ▶ **Bonus:** Discounted 1:1 Strategy Sessions

Contact Ashley at: ashley@foleycommunications.ca



AWEC COMMUNITY PARTNERS



Women obtain what they need for an interview—from clothing to confidence—and can return, once they find employment, for the apparel and accessories needed to enter the workforce.

Do you need clothing? Click [THIS LINK](#) to access Dress for Success Kingston's online booking system and schedule a fitting appointment. If you can't find a time or date that works for you, please contact their office at 613-483-1833 or at dfskingstonprograms@gmail.com.



An awesome and powerful app to start learning and getting your driver's license quickly!

Drivisa provides driving education through private courses, online ones and has MTO approved driving programs. They have a variety of driving instructors between Kingston, Belleville, Gananoque and all of Ottawa. They offer 2-4-6-8-10 hours packages, and the Driver's Education MTO approved program.

Drivisa offers a 10% flat discount to all AWEC members with valid member card and their family members.

For more information, visit Drivisa's website <https://drivisa.com/>



CONNECT WITH US

VOLUNTEER WITH AWEC!

AWEC has exciting volunteer opportunities in **MARKETING & COMMUNICATIONS, GRAPHIC DESIGN, BUSINESS CONSULTING** and **EVENTS COORDINATION** that will enrich your learning experience and background.

Interested to become a volunteer?

SIGN UP HERE: [**Volunteer**](#)



www.awecca.com



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[@AWEC Canada](#)
(All Women
Entrepreneurship
Circuit)



[@awec.ca](#)

MEMBERSHIP INQUIRIES

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POP-UP MARKET INQUIRIES

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MEDIA/PARTNERSHIP INQUIRIES

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AWEC is a proud member of
Greater Kingston Chamber of Commerce (GKCC)