



AWEC CONNECT

ALL WOMEN ENTREPRENEURSHIP CIRCUIT (AWEC) CANADA QUARTERLY NEWSLETTER



The most wonderful time of the year is just around the corner! From settling into fall to planning for year-end gatherings, indeed, time flies so fast. And as we welcome the change of colors, our AWEC team has been gearing up for one of our milestone events of the year — the **Kingston Women Entrepreneurs Expo on October 25!** This annual showcase brings together female founders and visionary women from across industries to connect, collaborate, and celebrate the power of turning vision into venture.

We look forward to seeing you this October 25. This is your chance to connect with incredible women in business, explore amazing local vendors, and soak up stories of creativity and resilience. Whether you're an entrepreneur, a supporter, or just curious to learn, the Expo is all about celebrating the spirit of women who make things happen.

And that's not all! The AWEC Pitch Your Vision Competition Finals will take place during the Expo. Talented female founders will share their game-changing ideas and compete for top prizes. Come cheer them on and be inspired with how they're taking their ventures to the next level.

Here's to ushering a year-ender filled with learning, good vibes, community and more wonderful opportunities. Let's make things happen!

www.awecca.com

Lev Eleazar Calang
Founder & Operations Director
AWEC Canada

Lev ☺



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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.

THIRD PROGRAM GRANT RECIPIENT: **WEAR IT AND DECLARE IT**

“I am the third grant recipient of the AWEC Digital Transformation program. As the founder of Wear It and Declare It, my online presence has significantly enhanced. AWEC has helped me build my business website and equipped me with the tools and strategies to market my business online. Connecting with this excellent organization has provided opportunities for business exposure through the Pop-up markets and Lunch and Learn sessions. Thank you, AWEC, for being the wind beneath my wings as a woman entrepreneur.”

Danieth Pryce - Owner/Founder, Wear It and Declare It
Shop here: <https://www.wearitanddeclareit.com/>



Wear It and Declare It



Q3 2025 HIGHLIGHTS

Lunch & Learn

Lunch & Learn sessions were organized for our female vendors, fostering skill development and entrepreneurial growth.

These engaging sessions also created wonderful networking opportunities with experienced professionals and inspiring entrepreneurs, empowering our community and building lasting connections!





Q3 2025 HIGHLIGHTS

Pop-up Markets

We experienced the magic of our interactive popup markets, where female entrepreneurs united to inspire and uplift the Kingston community.



Together, we cultivated collaboration, networking, and exposure, to create a vibrant space for growth. The summer of 2025 was a remarkable chapter in this journey.



Community Mixer

Building Connections and Celebrating Collaboration

Last August, AWEC hosted its first-ever Community Mixer, bringing together our event partners, business consultants, workshop coaches, and local businesses from Kingston for an evening of meaningful connections and collaboration.

The event was filled with warm camaraderie, inspiring stories, genuine networking, and even a lively salsa dance session that added fun and energy to the night. It provided a valuable opportunity for AWEC members and community partners to showcase their products, share their brand stories, and explore future partnerships.



We extend our heartfelt appreciation to our community partners and volunteers, whose hard work and enthusiasm made this inaugural community mixer a success from planning to execution.



Media Interviews



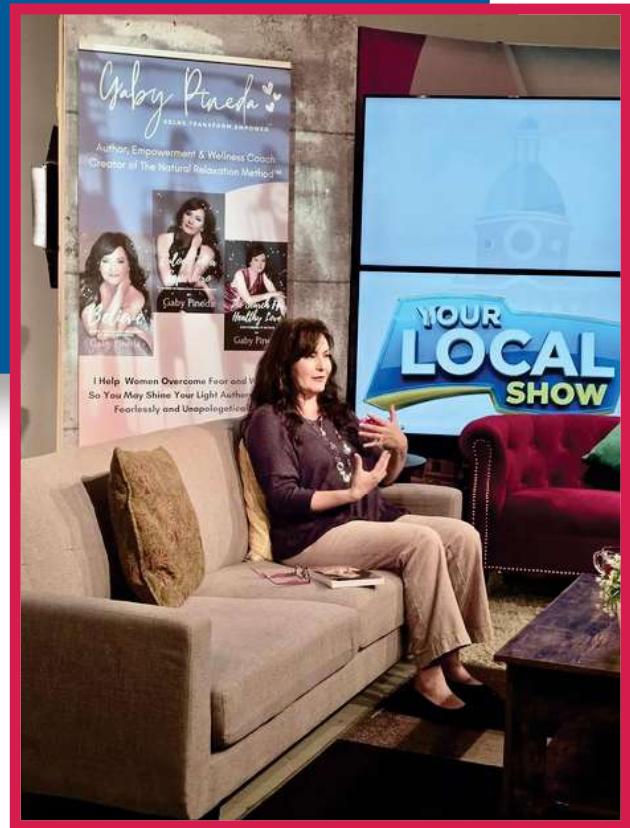


Media Interviews





Media Interviews



yourTV
COGECO



AWEC Women Wellness Retreat 2025

September 20 at Shibagau Creek Forest Farmstead, AWEC member and life coach Victoria Hirst hosted a day of connection, renewal, and empowerment.

The AWEC Women Wellness Retreat at Shibagau Creek Farm was a soul-nourishing experience surrounded by nature's calm. From mindful meditation, forest bathing, wellness workshops, reflective art collaboration to meaningful conversations, every moment was a reminder of the strength and beauty found in community and self-care.

Thank you to all who joined us and made the day so special. Here's to carrying this energy forward; grounded, inspired, and connected.





MEMBER SPOTLIGHT

LIFE COACH AND FOUNDER OF SHIBAGAU CREEK FOREST FARMSTEAD

From Hollywood sets to soul-centered success, Victoria brings over 30 years of experience helping creatives realize their dreams and now she's here to help you do the same.

As a Certified Dream Builder Coach and Life Mastery Consultant, Victoria specializes in guiding individuals who feel stuck, stalled, or in search of greater purpose. Through her transformational coaching programs, retreats, and *Happy For No Reason* workshops, she helps you reconnect with your passion, recalibrate your path, and re-ignite your purpose.

Before stepping into the world of personal development, Victoria built an impressive career in film and television, working alongside award-winning talent including Sarah Polley on the Oscar-nominated *Away From Her*, Mary Harron on the cult classic *American Psycho*, and stars like Christian Bale, Julia Stiles, and the late Philip Seymour Hoffman. She's served on international film juries, spoken at festivals, and shared stages with globally renowned filmmakers.

Now, she blends that deep creative insight with life mastery tools to help you design a life that's truly in harmony with who you are and what you're meant to do. Whether you're dreaming of a big shift or simply want more meaning in your day-to-day, Victoria is here to help you bravely build a life you love.



VICTORIA HIRST

To learn more about Victoria's offerings and upcoming events, please check out her websites: <http://victoriahirst.com> and <https://scff.ca>





MEMBER SPOTLIGHT

BAHAY HOUSEKEEPER SERVICES

Maria Meligrana owns and operates several businesses dedicated to serving seniors and welcoming newcomers to Kingston. Since 2009, her enterprises have focused on helping seniors enjoy the freedom and independence of living in their homes.

One of her key ventures, Bahay Housekeeper Services, offers professional housekeeping explicitly tailored to meet the unique needs of seniors. Another venture, Meligrana Immigration Consulting Services, employs a licensed immigration consultant to provide affordable and practical legal advice and assistance to foreign nationals interested in visiting, working, and living in our community.

Learn more about Maria's services at:

(613) 449-5656

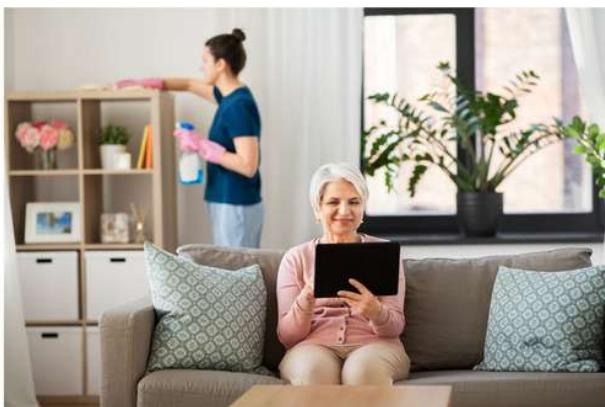
324 - 427 Princess Street, , Downtown Kingston, ON, Canada, Ontario

bahayhousekeeper@gmail.com

bahaycaregivers.com

<https://www.facebook.com/BahayCAREgiverServices/>

MARIA MELIGRANA





MEMBER SPOTLIGHT

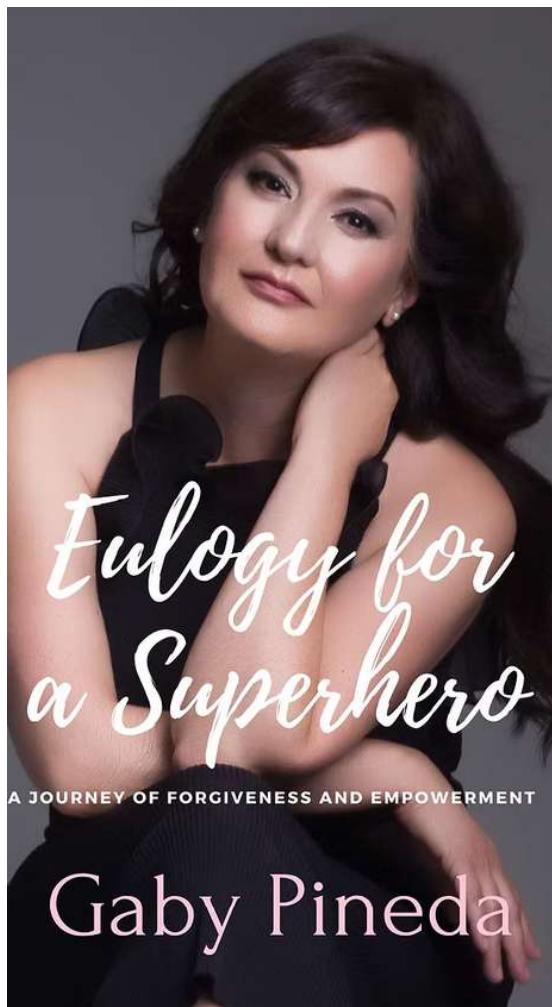
THE NATURAL RELAXATION METHOD

Gaby Pineda is a multi-faceted wellness and empowerment professional whose unique blend of intuitive gifts and coaching expertise is helping people reconnect with their authentic selves.

As an Author, Speaker, Empowerment and Wellness Coach, and the creator of *The Natural Relaxation Method*, Gaby guides clients on a journey toward living more fearlessly, authentically, and unapologetically.



GABY PINEDA



In addition to her coaching and healing work, Gaby is a Professional Psychic Medium, Medical Intuitive, and Reiki Master Teacher. Her highly developed intuitive abilities span a wide range including clairvoyance, clairsentience, clairaudience, and claircognizance, as well as energy healing, remote viewing, and even telekinesis. Her sessions often involve reading energy fields with or without physical contact, offering deep insights into a person's past (including past lives), present, and possible futures.

Whether supporting emotional healing, offering spiritual guidance, or helping individuals tap into their own inner wisdom, Gaby's work is rooted in compassion, integrity, and the desire to empower others.

Learn more about Gaby's coaching, intuitive services, and upcoming offerings:

<https://www.gabypineda.ca/>
<https://www.facebook.com/GabyPinedaAuthor/>
https://www.instagram.com/gaby_pineda.author/



MEMBER SPOTLIGHT

JAZZERCISE AMHERSTVIEW

Jennifer's journey with Jazzercise began back in 1999, and over the years, she has worn many hats as a student, class manager, instructor, and now, proud owner as of September 2024.

Jazzercise is the original dance party workout, which is an empowering blend of dance cardio and strength training that delivers a full-body, 55-minute sweat session designed to burn up to 800 calories per class. But it's more than just a workout. It's a movement.

As an inclusive, woman-owned fitness brand, Jazzercise is committed to helping people of all ages live healthier, happier lives through joyful movement and a supportive community.

Now celebrating over 30 years in the Kingston/Amherstview area and with Jazzercise Inc. marking its 55th anniversary in 2024, Jennifer is excited to continue the tradition of bringing energy, strength, and positivity to every class.



JENNIFER SAVAGE



Ready to join the party?

Check it out:

613-583-8230

101 William Henderson Drive
Amherstview, Ontario K0H 1G0

<https://www.jazzercise.ca/studio/can/amherstview-22179%20>
www.facebook.com/groups/613644764893757%20
<https://www.instagram.com/amherstviewjazzercise/>



PRESENTS

KINGSTON WOMEN ENTREPRENEURS EXPO 2025

THE RISE OF FEMALE FOUNDERS: TURNING VISION
INTO VENTURE

Join Us

OCTOBER 25
2025



9:30 AM - 04:30 PM



ST. LAWRENCE COLLEGE
100 Portsmouth Avenue, Kingston, Ontario
K7L 5A6

FEATURING:

- ✓ PANEL SPEAKER SESSION
- ✓ WORKSHOPS
- ✓ FALL POP-UP MARKET
- ✓ BUSINESS PITCH CONTEST



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Event Partners



Admission is **free!** Free swag bags & raffle prizes!

Event Supporters:

Visit:

www.awecc.ca.com
For more information

AWEC PITCH YOUR VISION COMPETITION GRAND FINALISTS



Acoshia
ABHA CHIYEDAN



Lady Brazen Studios
BRIANA GODDEN



Euroglam
DORIA MEDEIROS



Painted Palette Artworks
KATHLEEN LIZOTTE



Victoria Hirst -
Life Coach
VICTORIA HIRST

CONGRATULATIONS

GRAND FINALS SCHEDULE

October 25, 2025
2:00 PM

St. Lawrence College
Event Centre
Kingston, ON

AWEC CHRISTMAS GIFT CATALOGUE 2025

WELCOME TO AWEC CANADA'S FIRST- EDITION

CHRISTMAS GIFTING CATALOGUE

**SUPPORTING LOCAL.
EMPOWERING WOMEN.
SPREADING JOY.**

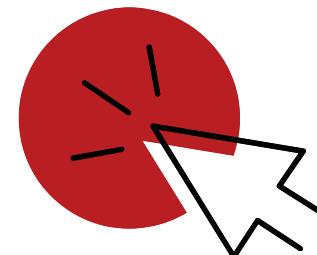
This holiday season, AWEC Canada (All Women Entrepreneurship Circuit) invites you to celebrate the excitement of giving by shopping locally and supporting all women-led businesses. We are providing the Kingston community and beyond with the special opportunity to offer your loved ones distinctive gifts crafted with artistry, meaning, and purpose that truly celebrate the spirit of Christmas.

Founded in 2021 and based in Kingston, AWEC is a non-profit organization committed to creating inclusive spaces where female entrepreneurs can connect, collaborate, and grow. Through pop-up retail experiences and impactful community events, we've helped build a vibrant network of women-owned and women-operated businesses across the region.

This first-edition Christmas catalogue showcases a curated collection of products and services from talented local women, each offering something truly special to help add more heart to your holiday season. Whether you're looking for thoughtful gifts, handcrafted goods, or singular experiences, your purchases will make a difference by supporting our local economy. Equally as important, it will ensure that the presents under the Christmas tree will be one-of-a-kind and made with love and exceptional craftsmanship.

Thank you for choosing to shop local and supporting the remarkable ingenuity of female entrepreneurship this holiday season.
Happy Holidays from all of us at AWEC Canada!

click
TO BROWSE & SHOP



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4th QUARTER EVENTS

**NOV
13**

MASTERCLASS- TOPIC 2- BRANDING

5:30 pm to 7 pm

Michelle Lawrence- *Elevate Collective*
Zoom

**NOV
15**

MERRY MARKET

11 am to 6 pm

Sanctuary Co-Working
221 Queen St, Kingston, ON

**NOV
29**

LUNCH AND LEARN- BUDGETING AND FINANCIAL PLANNING

11 am to 2:30 pm

TBD

**DEC
3**

MASTERCLASS- TOPIC 3- CANVA

5:30 pm to 7 pm

Michelle Lawrence- *Elevate Collective*
Zoom

**DEC
20**

CHRISTMAS INDOOR POP-UP MARKET

11 am to 4 pm

Tett Centre Rehearsal Hall, 370 King St W, Kingston,
ON

**DEC
21**

CHRISTMAS INDOOR POP-UP MARKET

11 am to 4 pm

Tett Centre Rehearsal Hall, 370 King St W, Kingston,
ON



SPECIAL NEWS

STRENGTH IN COMMUNITY: ELIZABETH FRY KINGSTON'S LIFELONG IMPACT

For decades, the Elizabeth Fry Society of Kingston (E.Fry) has been a vital support system for women in need, offering free services that promote stability, healing, and empowerment.

From housing support and mental health services to employment assistance and community workshops, E. Fry is committed to helping women navigate challenges and build brighter futures.

Many women who turn to E. Fry find more than just resources, they find a community that listens, believes in them, and supports them every step of the way. One client shared: "I didn't believe I deserved a second chance, but they did. I went to the program once. Then again. And again. Each time, I was met with patience, kindness, and a belief in me that I struggled to find in myself."

E. Fry's work goes beyond crisis intervention; it fosters long-term change. Programs like the WE Hub provide safe spaces for women to heal, connect, and learn skills that empower them to move forward. The organization's impact is lifelong, with staff supporting women in times of hardship and through their most significant milestones.

With ongoing financial challenges, community support is essential to continue these life-changing programs: donations, volunteering, and advocacy help E. Fry remains a pillar of hope for women in the greater Kingston community.

To learn more or support their mission, visit efrykingston.ca or follow [@elizabethfrysocietykingston](https://www.instagram.com/elizabethfrysocietykingston) on Instagram.





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.awecc.ca



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[@AWEC Canada
\(All Women
Entrepreneurship
Circuit\)](https://www.linkedin.com/company/all-women-entrepreneurship-circuit)



[@awec.ca](https://www.instagram.com/awec.ca)

MEMBERSHIP INQUIRIES

awecmemberships@yahoo.com

POP-UP MARKET INQUIRIES

awecbazaar@gmail.com

MEDIA/PARTNERSHIP INQUIRIES

marcomm.awec@gmail.com



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