



AWEC CONNECT

ALL WOMEN ENTREPRENEURSHIP CIRCUIT (AWEC) CANADA QUARTERLY NEWSLETTER



Longer days, warmer weather, outdoor markets.. hello summer!

The second quarter was truly nothing short of amazing for our all-volunteer nonprofit. AWEC received its first **nonprofit award nomination** at the recent **Kingston Business Awards**! It's a huge honor to be recognized alongside dynamic impact-driven organizations in Kingston. The nomination is a collective recognition of the whole AWEC community- our incredible members, directors, volunteers, consultants, advocacy partners, and all the amazing people we've collaborated and worked with; who believed in our vision and supported our events and programs. From the bottom of our AWEC hearts, thank you everyone!

Rolling into summer, AWEC Canada's **annual summer pop-up market at the City of Kingston's Confederation Park** officially kicked off last June 15th. The popular outdoor market, which features KFL&A's female-led and female-owned brands, is held on Sundays until October 5th. Market dates are available on AWEC's [website](#).

Our **Brand Marketing Bootcamp and Pitch Your Vision Competition 2025** is in full swing! Twenty-two (22) female entrepreneurs have been actively attending workshops led by seasoned founders and marketing experts over the past month. We look forward to witnessing the participants pitch their way to the semi-finals and grand finals. Ladies, keep the learning fire burning!

And in this issue, we're finally unveiling the **Kingston Women Entrepreneurs Expo** event details! With the theme "The Rise of Female Founders: Turning Vision Into Venture", our nonprofit is honored to partner with the Greater Kingston Chamber of Commerce (GKCC) for this milestone project happening on **October 25**.

Enjoy this 3rd installment of AWEC Connect and may the rest of your summer be extra memorable!

Lev ☺

Lev Eleazar Calang
Founder & Operations Director
AWEC Canada



www.awecca.com

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KINGSTON WOMEN ENTREPRENEURS EXPO 2025



Save the date! All Women Entrepreneurship Circuit (AWEC) in partnership with Greater Kingston Chamber of Commerce present Kingston Women Entrepreneurs Expo 2025!

Theme: The Rise of Female Founders: Turning Vision Into Venture

Date: October 25, 2025 (Saturday)

Time: 9:30 AM - 4:30 PM

Venue: St. Lawrence College, Kingston ON K7L 5A6

Featuring:

Keynote Speech with: Shari Hughson (award-winning entrepreneur, innovator & adventurer)

Panel speaker session with: Agnes Haydock (CEO, Heart to Heart Seniors Services Inc.), Donna Gillespie (CEO, Kingston Economic Development Corporation), Julia Woito (Founder, Life+Hope Counselling), Kerry Ramsay (Project Manager, WE-CAN Project), Dr. Shyra Barberstock (Co-Founder & CEO, Kebaonish Inc.), and Tammy Watson (Founder, Canadian Handywoman)

Free workshops with: Lightbody Marketing, Dress for Success, Author Gaby Pineda & Thrive Framework

Fall Pop-Up Market & Exhibitor Booths: **REGISTRATION OPENS JULY 6**

AWEC Pitch Your Vision Competition Finals

For more information, contact: AWEC Events Director Pravitha Gopisetty (awecbazaar@gmail.com)



Q2 2025 HIGHLIGHTS

Lunch & Learn Mixers



Facilitated Workshops





Q2 2025 HIGHLIGHTS

Pop-up Markets



Kingston Business Awards 2025





Q2 2025 HIGHLIGHTS

Brand Marketing Bootcamp



Media Interviews





SPECIAL FEATURE

WHERE CRYSTAL ENERGY MEETS HANDCRAFTED HEART ~ **HAPPYBUDDHA**

Meet Li Yan; she's a mom, a wife, and the creative hands behind HappyBuddha, a small family-run business making beautiful, meaningful things.

Can you tell us about yourself and your background?

I'm Li Yan, I've always loved working with beautiful materials and turning small ideas into meaningful pieces. My journey into this world started naturally and quietly, just something I loved doing on my own. Over time, that passion grew, and today, I'm proud to say it's become a family-run business that my husband and I manage together. Each day is a learning experience, and I'm thankful for every part of it.



LI YAN

What inspired you to start your business? It all began with my love for crystals and jade. I was inspired by the natural beauty, energy, and cultural meaning behind these timeless stones. Crystals are known for their radiant energy, while jade is cherished for its elegance and deep significance. They quickly became the heart of my early designs. From bracelets to pendants, each piece was thoughtfully handcrafted with care and attention to detail.



Can you briefly describe the overall concept of your business? HappyBuddha is all about intentional, handmade goods that carry meaning. Every item we make; whether it's a bracelet, a ring, or a candle is created with care and thoughtfulness. We want our customers to feel connected to what they're buying. A lot of what we create is inspired by nature, healing energy, and the idea of bringing calm into everyday life. Our jewelry pieces are made with crystals, jade, and wire, while our handwoven bracelets highlight simple beauty and sustainability.

We've also introduced wellness tools like jade Gua Sha to support relaxation and self-care to our offerings, all made in our home studio. Everything we sell reflects who we are: a creative, small family business that values quality, meaning, and the small details that make something special.

Contact HappyBuddha on Facebook



SPECIAL FEATURE

Continue from page 6

Chakra Sphere Set



What are your top-selling items? One of our most popular products is the Chakra Sphere Set: a beautiful collection of crystal spheres that customers love for both display and energy work.

Another best-seller is the Black Rainbow Carborundum, which often sells out quickly. Its unique shimmer and grounding energy make it a favorite among those who are drawn to bold, natural crystal formations. We're always touched when customers share how much these pieces mean to them, it reminds us why we do what we do.



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

Finding balance hasn't always been easy, especially in the beginning when I was doing everything myself. But as the business started to grow, my husband got involved and that made a big difference. We now work together, which not only helps with the workload but also brings us closer as a team. It's definitely a juggle at times, but sharing the journey has made it feel less stressful and more meaningful.

What are your future aspirations? I'm excited to keep growing HappyBuddha at a pace that feels right for our family. I hope to continue creating meaningful, handcrafted pieces that people connect with, and to keep exploring new designs and ideas along the way.



Black Rainbow Carborundum





SPECIAL FEATURE

HOW A MOM, A JAR OF TALLOW, AND A GOOD IDEA SPARKED A SKINCARE BUSINESS ~ NICTINIS

After retiring to Devil Lake, Nickye Moltner didn't plan to start a business. But when her daughter visited with glowing skin and shared what she was using, something sparked. Nickye knew she could make a better version using local ingredients. What began as a small gift quickly grew into something more. Today, Nictinis is a handmade skincare brand built on love, family, and a passion for natural products.

Can you tell us about yourself? I moved to South Frontenac in 2019 to retire and settle down on Devil Lake. Before that, I spent my career working in IT for a telecommunications company. Life was busy, fast-paced, and full of structure; retirement gave me a chance to slow down, reconnect with nature, and eventually explore something completely different.

What inspired you to start your skincare business, Nictinis? Honestly, it all started with my daughter. She came to visit one day, and I noticed how amazing her skin looked; glowing, smooth, healthy. I asked her what she was using and she said she'd been buying tallow-based skincare online. I thought, "I can make something even better and with ingredients I can source locally." So I got to work. When she tried it, she loved it, and started sharing the jars I made with her friends. One day she called and said, "Mom, you need to start your own business, everyone's obsessed with your tallow!" And just like that, Nictinis was born.



NICKYE MOLTNER



Can you briefly describe the overall concept of your business? Nictinis is all about simple, effective, handmade skincare. I render and purify tallow and turn it into things like whipped tallow melt, lip balms, cracked heel cream, cuticle cream, eye cream; you name it.

It's gentle, nourishing, and packed with natural goodness. Everything is made in small batches, with quality and care at the core. Lately, I've also expanded the line to include pet-friendly products, like balms to soothe dry noses and cracked paws. That was inspired by customers who wanted gentle, natural care for their furry family members too!



SPECIAL FEATURE

Continue from page 8

Do you use any special ingredients or techniques in your product development? Yes! I take my time rendering the tallow over low heat to preserve all the nutrients. It's a long process, but totally worth it. My unscented "In the Buff" whipped tallow melt doesn't have that strong beefy smell people often associate with store-bought tallow. That's something I'm really proud of it's clean, smooth, and gentle enough for even the most sensitive skin.

Do you offer any special services or promotions? I do! I love treating my customers to something extra. If you buy two items at \$15 each, you get a \$10 item free; like a lip balm or cuticle cream. I also run a similar offer for the \$20 range, and my \$35 body butter and "Sweet Cheeks" baby bum cream both come with a freebie as well. It's my way of saying thank you to the people who support my work.



As a woman business owner, what challenges have you faced, and how do you manage work-life balance? No major challenges, really. I've worked long enough that not much intimidates me anymore. Honestly, the biggest issue is that there just aren't enough hours in the day. But I love what I do, and that makes the busy days feel worth it.

To keep things balanced, I try to stick to a schedule that works for me. I spend four days working markets, one day making product, and I always try to save two nights a week to relax and spend time with my partner. This year, I've booked over 100 markets, so it's definitely busy; but I love what I do. And when you love it, the long days feel worth it.



Visit [Nictinis website](#)

What advice would you give to other women entrepreneurs starting out? Be brave. Be passionate. The worst that can happen is someone says "no." Only invest what you're comfortable losing, and give it your all. You are your best advocate. Believe in what you're offering, if you don't, no one else will. I truly believe in my products, and I think that comes through in everything I do.

How long have you been part of AWEC, and what do you like most about it? I joined this year, and I've really enjoyed it so far. I especially love the Queen's University inside pop-ups, they're often midweek, which works perfectly for me since most of my weekends and markets are already fully booked months in advance!



MEMBER SPOTLIGHT

SMART SORT ORGANIZING

Meet Joanna, a Professional Organizing Coach and the founder of Smart Sort Organizing. Joanna began her journey in 2016 doing hands-on organizing work in clients' homes. Over the years, she worked with a wide variety of people and even collaborated with some of the top organizers in the industry.

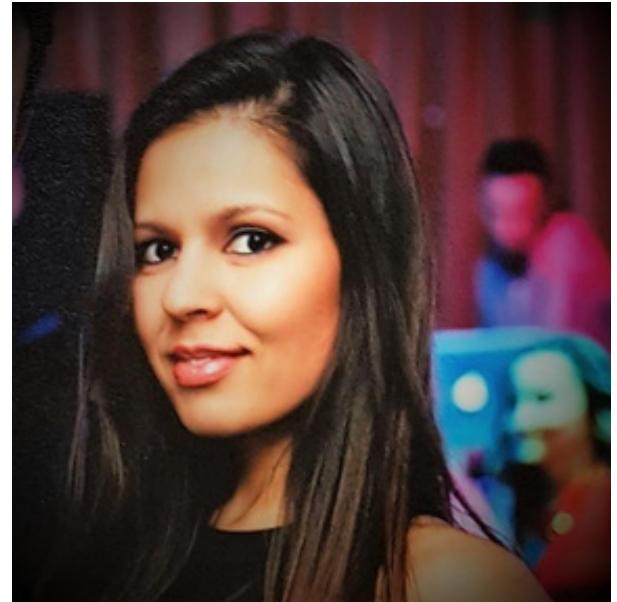
But as she continued working, she noticed something important: many people wanted help getting organized but felt unsure about bringing someone into their home. Whether it was due to budget, feeling overwhelmed, or just wanting to try it on their own, there was a clear gap between needing help and feeling ready to accept it.

That's where the idea for the Smart Sort Method was born—a simple, step-by-step approach that empowers people to organize their space themselves, with expert guidance and encouragement along the way.

Through virtual coaching, Joanna now helps clients clear clutter and create systems that actually work for their lives, all without pressure or judgment.

Joanna has this to say as a new member of AWEC, "AWEC has been very welcoming and are clearly passionate about creating a supportive network for women in business."

JOANNA PETERSEN





MEMBER SPOTLIGHT

ANKH FUSION

Founded in 2018 by sisters Nikita and Khushee, Ankh Fusion isn't just a jewelry brand; it's a story of culture, care, and connection. Raised by a self-made businesswoman, the sisters grew up surrounded by textiles, customers, and quiet lessons in how to serve people with honesty and heart. That early exposure helped shape what Ankh Fusion stands for today.

Their journey didn't begin in a studio or online; it started on the bustling streets and colorful markets of India. They spent years walking through hidden alleys, exploring shops, and handpicking every item they now offer. Every piece of jewelry in their collection is chosen with love and attention. If it's in the collection, it's because they touched it, considered it, and believed someone would connect with it deeply.

What makes Ankh Fusion special is their people-first approach. There's no sales pressure; just meaningful, handcrafted jewelry and genuine human connection. They believe in care beyond the purchase, offering thoughtful packaging, free repairs if something breaks, and honest guidance when customers aren't sure what to choose.



KHUSHEE BHAIYA



One of Ankh Fusion's proudest moments has been seeing how deeply their customers connect with the brand. Many now stop by not just to browse, but simply to say hello and check in.

Since joining AWEC over six months ago, Ankh Fusion has felt welcomed and supported by a strong community of fellow entrepreneurs. From hands-on workshops and interactive sessions to networking events and vendor opportunities, they've found a space to grow, learn, and share their creativity.

Visit Ankh Fusion Instagram Page: [@ankh_fusion](https://www.instagram.com/ankh_fusion)



MEMBER SPOTLIGHT

ADELITAZ MEXICAN FOOD

Adelitaz Mexican Food is more than a business—it's a way to share culture, memories, and tradition. Founded by a Mexican OB/Gyn who immigrated to Canada with her family four years ago, Adelitaz was born from nostalgia and a dream to start fresh while staying connected to her roots.

Inspired by family gatherings filled with laughter, music, and long meals, she created Adelitaz to offer not just food, but an experience. Every dish from tacos to pan dulce is made with love and meant to invite people into the warmth and richness of Mexican culture.

What makes Adelitaz special is that every dish is chosen with care. There's no single signature item because the whole menu is a reflection of real Mexican flavour.

Launching Adelitaz here in Canada is the founder's proudest accomplishment so far. The name and logo themselves hold deep personal meaning as Adelitaz is not just a food brand; it's a cultural mission. Building a business far from home hasn't been easy, but she shares that having a dream and the courage to chase it can carry you farther than you imagined. Adelitaz is living proof that it's never too late, or too far, to pursue what's in your heart.



AIDEE REBOLLO



Even though Aidee is new with AWEC as a member, it's already made a big difference. She's felt supported, encouraged, and inspired by the other women in the group. "Their passion is amazing," she says. "They make you feel like anything is possible if you work for it."



Visit Adelitaz Instagram Page:
[@adelitaz_mexicanfood](https://www.instagram.com/adelitaz_mexicanfood/)



AWEC DIGITAL PRESENCE & TRANSFORMATION PROGRAM

SECOND GRANT RECIPIENT: PENNYROYAL CREATION

"Receiving the Digital Presence and Transformation Program grant is an exciting milestone for PennyRoyal Creation. It has given me an avenue to have a wider online presence which is truly advantageous for my business.

The grant provides not only funding assistance, but also technical support. I worked with AWEC'S marketing consultant who helped me build my brand story and AWEC's website consultant who developed my online store.

With pennyroyalcreation.com, I'm able to reach a wider market way beyond Kingston. It's truly a huge help to getting my brand and my products out to the rest of Canada.

I'm excited for what's next as I grow my brand's digital presence. Thank you AWEC Canada for this milestone opportunity!"

Cristina Poejo, Owner | Founder, PennyRoyal Creation



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. Five grants are available this year.

Applications for 2025 are already closed. All applicants will be notified of the results.



AWEC CONSULTING PROGRAM

All AWEC members are eligible to attend a number of free consultation sessions in the following areas: life and career, health and wellness, and business and entrepreneurship.

Sessions are facilitated by AWEC's partner coaches and consultants:

THRIVE Wellness Agency - THRIVE is dedicated to supporting entrepreneurs in optimizing their wellbeing. They specialize in workshops, coaching, and courses that address the mental, emotional, and physical demands of stress, uncertainty, and self-doubt - promoting mental health, preventing burnout, and helping individuals align their mind and energy in pursuit of their goals.

Sumita Mendiratta, Mental Health Professional / Licensed Movement Facilitator Brain Gym®- Sumita is a Licensed Rehabilitation Psychologist India and Counsellor. She is currently a member of OAMHP as Mental Health Counsellor in Kingston, Ontario. She has worked as Health Care Researcher/ ReadON Manager at Orange Neurosciences Canada. She is an accomplished Psychologist and Counsellor with 20 years of rich experience and a proven track record of success in analysing comprehensive psychological state, developing customised treatment plans on different sets of programmes and providing professional individual and group therapy.

Life + Hope Wellness - Life + Hope Wellness' therapeutic approach is rooted in evidence-based practices like CBT, DBT, and Emotion-Focused Therapy, which Julia Woito and team thoughtfully tailor to each client's unique journey. Whether helping someone build resilience, heal from trauma, or develop healthier patterns, Life + Hope Wellness is dedicated to empowering their clients to create meaningful and lasting change in their lives.

For more information on the program, contact:
awecmemberships@yahoo.com



Skylar van Rossem,
Mindset & Energy Coach
THRIVE Wellness Agency



Samantha Turner-Pike,
Behavioural Therapist & Nervous
System Regulation Guide
THRIVE Wellness Agency



Sumita Mendiratta,
Mental Health Professional / Licensed
Movement Facilitator Brain Gym®



Julia Woito, MACP, RP
Owner and Clinical Director
Life + Hope Wellness



Jeanette Johnston,
Business Coach & NLP Practitioner
Life + Hope Wellness



AWEC CONSULTING PROGRAM

Michelle Lawrence, Elevate Collective - Meet Michelle, the CEO and founder of Elevate Collective, where business coaching meets strategy and systems. After 13 years in corporate marketing, Michelle was ready for more creativity, connection, and purpose, so she stepped into entrepreneurship to support women building bold, intentional businesses. Now, she works with female founders as a business coach, helping them get clear on their brand, streamline their operations, and show up with confidence online. Whether it be refining a marketing strategy, building workflows that actually work, or making Canva feel less overwhelming, Michelle brings a calm, clear approach to business growth. Michelle's the coach who helps you figure out what matters, get it organized, and make it happen, without burning out or overcomplicating the process. Michelle also offers Showit web design through Elevate Collective. Her true passion lies in helping women build businesses that are profitable, sustainable, and aligned.



Michelle Lawrence,
Business Coach | Founder
Elevate Collective

Rebecca Hamilton Darling, MBA, PME, ACC, ICF Certified Coach - Rebecca is an ICF Certified Coach, educator, and facilitator who helps leaders, professionals, and entrepreneurs navigate transitions and leadership challenges with clarity, calm, and confidence. With a background as a former National Training Director of a large global firm, product manager of luxury cosmetics in the US, and business advisor in economic development, she brings over 20 years of experience in leadership development, business growth, and communications. Rebecca specializes in applied neuroscience-informed coaching, strengths-based strategies, and values-driven planning to help clients manage stress, reclaim their leadership voice, and design intentional next steps in life and career. Her work is guided by the question: "What is it you plan to do with your one wild and precious life?"



Rebecca Hamilton Darling,
MBA, PME, ACC,
ICF Certified Coach

For more information on the program, contact:
awecmemberships@yahoo.com



AWEC BRAND MARKETING BOOTCAMP & PITCH YOUR VISION COMPETITION 2025

Congratulations to these **22 incredible women entrepreneurs** who made it to this year's AWEC Brand Marketing Bootcamp & Pitch Your Vision Competition cohort!

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|  |  |  |  |  | |
| ACOSHIA ABHA CHIYEDAN | REINCRAFTNATION ANGIE DUPONT | LADY BRAZEN STUDIOS BRIANA GODDEN | MODERN CRYSTALLIZATION BROOKLYN FULLER | SHIVA'S DELIGHT CASEY BOYCE | |
|  |  |  |  |  | |
| RENEWED ESSENTIALS CATHI COX | 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 MURIELAITKEN | PRIMERICA PETRA HARRIS | FILIPINO FOOD FIESTA RECHELL BERNALES |
|  |  |  |  |  |  |
| EDITLESS SKY BONNER | CAREER RX SOLUTIONS TABITHA TAYLOR | MUD CREEK SOAPERY TAMMY ROGERS | THE SILVER GARDEN STUDIO TERESA ROSEBOOM | VICTORIA HIRST - LIFE COACH VICTORIA HIRST | NEOLIFE GLOBAL WEN BOGUES |

Visit www.awecca.com for more information



UPCOMING EVENTS

BE THE BOOTH THEY REMEMBER: HOW TO PROMOTE YOUR NEXT POP-UP LIKE A PRO *FEMALE FOUNDERS MASTERCLASS WORKSHOP & MIXER*

July 17, 2025 | 4:30 - 7:30 PM | Tett Centre

- *What to post before, during, and after your pop-up show*
- *How to create eye-catching graphics and countdowns with Canva*
- *Simple ways to turn local followers into real-life visitors*
- *What to pack for social-ready signage and product displays*
- *How to collect emails, promote upcoming launches, and connect with new customers after the event*

TIME & VENUE

4:30 - 7:30 PM
Tett Centre
Activity Room
370 King St W,
Kingston ON

WORKSHOP FEE

\$80/ person
10% OFF: Register by
June 30!
Inclusive of:
Digital handout, Certificate
and Appetizers



Business Coach
Michelle Lawrence
CEO and Founder
Elevate Collective



SCAN QR CODE
TO REGISTER

AWEC members get 15% OFF on workshop registration
Register here: <https://forms.gle/9kEaHHkEm9z5uhpq7>



UPCOMING EVENTS



JULY 6 & 27, 2025

AWEC SUMMER POP-UP MARKET CONFEDERATION PARK

10:30 AM - 4:00 PM
Confederation Park,
Kingston ON

Featuring
WOMEN-OWNED BRANDS!

presented by



AUGUST MARKET DATES: Aug 3 and 4

SEPTEMBER MARKET DATES: Sept 14 and 28

*For more information, contact: AWEC Events Director Pravitha Gopisetty
(awecbazaar@gmail.com)*



UPCOMING EVENTS

SUMMER MIXER + LUNCH & LEARN

JULY 12, 2025 (SAT)

TOPIC #1: STRENGTHEN YOUR RESILIENCE IN TIMES OF UNCERTAINTY

TOPIC #2 : LEARNING TO HEAL EMOTIONAL BLOCKS THROUGH MESSAGES FROM YOUR EYES

11 AM - 2 PM

**Goodes Hall, Room 312
Smith School of Business
143 Union St., Kingston ON**

Registration Fee: CAD5
FREE for AWEC members with valid member card
www.awecca.com/events



Scan QR code to Register

Register here: <https://forms.gle/9kEaHHkEm9z5uhpq7>



UPCOMING EVENTS

SEPTEMBER 20 | 9 AM - 4 PM
SHIBAGAU CREEK FOREST FARMSTEAD

AWEC WOMEN WELLNESS RETREAT



FOREST BATHING | NATURE WALK
TEA AND TAI-CHI
WELLNESS TALKS
COLLABORATIVE ART PROJECT



LUNCH & SNACKS WILL BE SERVED

REGISTRATION OPENS JULY 15, 2025

Keep an eye on this page: <https://www.awecca.com/events>



COMMUNITY PARTNERS



DRESS FOR SUCCESS®

KINGSTON

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**](#)



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