

Content crafted by Women in Business designed to get you engaged with other like-minded individuals.  
We provide a support network fostering an unbiased environment in promotion of the professional and personal growth of women.



## Women In Business

**Do you want to be more involved with Women in Business?** The Women in Business committee is looking to fill two vacant positions. Please email [Erin Duncan](mailto:Erin.Duncan@wib.ca) for more information.

## Upcoming Women in Business Events

**UNCORKED**  
*Networking & Wine Tasting*  
November 21, 2018  
4:00-6:00pm  
Fort Saskatchewan Chamber of Commerce  
9923 103rd Street, Downtown Fort Saskatchewan

Sponsored by:  
**COBS**  
FRESH BREAD

[To Register for Uncorked](#)

## Business and Finance



## Women Entrepreneurship Fund

Exciting news for women entrepreneurs in Canada!

Last week, the Honourable Mary Ng, Minister of Small Business and Export Promotion, announced that the Government of Canada will provide direct funding to women-owned and women-led businesses through the Women Entrepreneurship Fund. The fund will invest \$20 million over two years, and will provide up to \$100,000 in non-repayable funding that women can use to grow their businesses. The fund is part of the larger Women Entrepreneurship Strategy, which also includes an ecosystem fund created to strengthen capacity within the entrepreneurship ecosystem.

[To Continue Reading](#)

---

## Women Business Leaders: Why So Few And How To Have More

Forbes: The just released report, [Women in the Workplace 2018](#), recognizes how women have begun to make their claims for leadership but often encounter a workplace culture that makes the challenges severe. The report also suggests that male leaders may not be fully aware of or able to recognize these obstacles. They minimize the obstacles or find it hard to understand why women find these obstacles so upsetting, making it more difficult for women to address them. Any organization that seeks to benefit from the great contribution of women's energy and capabilities must respond to and facilitate women's determination to succeed.

[To Continue Reading](#)

---

## 'Planting the seed': P.E.I. Business Women's Association marks 25 years

It started with the realization that more women were starting businesses, and perhaps could use some additional support, but it has grown into a group where those women support one another.

[To Continue Reading](#)

---

## Continuing Education

Are you looking to develop your leadership skills or do you have an employee that you are grooming for management? Consider enrolling in this 1 day **Leadership Fundamentals** class.

**November 22, 2018**

Save My Seat

NAIT  
Leadership Fundamentals

November 22, 2018  
8:30am-4:30pm

West River's Edge Pavilion  
River Valley Drive, Fort Saskatchewan

Cost of Course: \$200

Understanding the fundamentals of leadership is an important foundation for current and potential leaders. We all have preconceived notions about what makes an effective leader, but awareness of key theories and practices is an important next step. This course is designed to provide participants with a basic grounding in the theory and practice of leadership.

For more information, contact [events@fortsaskchamber.com](mailto:events@fortsaskchamber.com).



## Leading Like a Boss. Entrepreneurial Leadership - A Panel Discussion

### DATE AND TIME

Fri, November 2, 2018 12:00 PM – 1:00 PM MDT

### LOCATION

NAIT CAT 191 (Dow Theatre)  
10304-10524 117A Avenue Northwest, Edmonton, AB T5G

Cost: Free!

Many businesses fail simply due to poor leadership. Stack the odds in your favour and continually work to develop your leadership toolkit. This session will feature a panel of Edmonton Entrepreneurs who are recognized as leaders in our community. Alison McMahon (Cannabis at Work), Nathan Kawulka (Arbis Construction) and Karmen Masson (Professional Coach and Lawyer) will join us for a candid discussion on the role leadership has played for them. How did they develop as a leader and why is this skill so essential?

[For More Information](#)



## Health and Wellness

### HOW TO STRETCH AT WORK

*Sitting in the same desk chair for hours is a recipe for sore muscles. Take a few moments each workday to relieve your body's tension with this video's fast desk stretches.*

[For More Information](#)



## PUMPKIN CARROT APPLE MUFFINS

Tender, lightly spiced pumpkin muffins filled with shredded apples and carrots. Similar to pumpkin bread and carrot cake - but healthier!



**Author** Allison - Celebrating Sweets

### INGREDIENTS

- 1 cup all purpose flour
- 1 cup white whole wheat flour
- 2 teaspoons baking powder
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 2 1/2 teaspoons ground cinnamon or pumpkin pie spice
- 1/2 cup brown sugar packed
- 2 eggs
- 1 cup pumpkin puree not pumpkin pie filling
- 1/4 cup melted coconut oil or canola oil
- 1/2 cup unsweetened applesauce
- 1 1/2 cups grated carrots (see note)
- 1 1/2 cups grated apple (see note)

### INSTRUCTIONS

1. Preheat oven to 375°. Grease 15-18 muffin cups. Set aside
2. In a medium bowl, whisk together flours, wheat bran/flaxseed/oats, baking powder, baking soda, salt, cinnamon, and brown sugar.
3. In a large bowl, whisk eggs, pumpkin puree, oil, and applesauce until combined.
4. Stir the flour mixture into the wet ingredients, mixing until just combined. Add carrots, apple, and raisins and stir until evenly distributed, being careful not to over mix.
5. Evenly divide the batter between muffin cups, filling about 2/3 full. Bake for 15-20 minutes, until a toothpick inserted into the center of the muffins comes out without raw batter on it. Cool in muffin pan for 10 minutes, then remove muffins from the pan to continue cooling.

---

## Member Profile - Lisa Crawford

Owner of Simply Stunning Hair and Makeup

Simply Stunning Hair and Makeup is a full-service salon and Makeup Studio, specializing in women's cuts, colour, and Non-Surgical Hair Replacement and Extensions. Lisa opened Simply Stunning in July 2017 and is proud of the community support and business growth the salon has achieved in such a short

time. Lisa is a Royal Master Colourist with Schwarzkopf Professional, which is the highest level of achievement for a colourist in Canada and she loves mentoring all of the stylists in her salon and working to help women feel beautiful. The salon is filled with laughter and love for the community, and giving back to the community that has given them so much is a priority. Simply Stunning won the New Business of the Year award in 2017, and in 2018 was a finalist for Customer Service and Entrepreneurial Spirit, and won Small Business of the Year in the Fort Saskatchewan Chamber of Commerce Business Awards.



### 1. What did you want to be when you grew up?

I came out of the womb wanting to be a hair and makeup artist! Hahaha. Growing up, I also wanted to be a nurse, a social worker, and a cosmetic chemist. So you know, a bit all over the place. The beauty industry is definitely in my blood – it's my passion!

**2. ....so how did you get to where you are today?**

I am honest and have integrity, but most importantly I am ruthless! I do NOT take no for an answer.

I REFUSE TO GIVE UP ON MY DREAMS! (I've been told I missed my calling as a lawyer- haha!)

I have incredible staff who are honest and VERY hardworking, plus they are all CRAZY-TALENTED. We are successful because of them.

**3. What advice would you give your younger self?**

Stop stressing the small stuff. Life is a gift. Enjoy every single moment. Positive thoughts equal positive results. Anything is possible with the right mindset.

**4. What is your favorite beauty advice every woman should follow?**

DRINK TONS OF WATER, and CLEAN YOUR FACE before bed.

**5. When you're not running your business, where would we find you?**

JRC – the hockey rink!

**6. What is one thing that people don't know about you?**

I am an open book! I often get asked, "Why do you care so much about Domestic Abuse and Mental Health so much, what is driving you?"

My step-father of 18 years committed suicide 3 years ago. This changed my life and I feel that I am on this earth to find a way to stop the stigma.

I am obsessed with helping people, because one kind gesture could really turn it all around for someone. Nobody deserves to live in pain. Lead with Love!

**7. If we're buying, what are you having?**

Vodka and Fresca!



**Alberta Women  
Entrepreneurs 2019 Awards-  
Deadline is Dec 31**

AWE is looking for nominees who have:

- A commitment to business sustainability
- Entrepreneurial spirit through perseverance, the courage to take risks, and the ability to seize opportunity
- A dedication to building business and leadership capacity

They are looking for nominees who own and lead an Alberta-based business.

[Nominate Here](#)

---

## Collaboration Corner

Collaboration corner is a place to recognize outstanding members working together to better their business or to bring awareness to a cause. If you have questions on how to collaborate or looking for the right business to collaborate with please email [fswib](mailto:fswib@fortsaskchamber.com)

---

## Member Deals

**Do you have a deal you want to offer or advertise to the Women in Business network? Send your advertisement to [Erin Duncan](#) to be featured.**

### Master Cleaners

M2M deal of 15% off on order over \$20.



---

## Member Meetup

### Member Meetups

Throughout the year, we will host Women in Business events, but we're also looking to showcase you and your place of business. If you're looking to host a networking event for our Member Meetup series, let us know! We'd love to be a part of it!

[Host a Member Meetup](#)



---

To Contact the Fort Saskatchewan Women in Business Committee please email [fswib@fortsaskchamber.com](mailto:fswib@fortsaskchamber.com) or call (780)998-4355