



West Elgin & Surrounding Area Women in Small Business

2023 04 06 | Summary Notes

Facilitator:

Maria Sanchez-Keane | cfoe.ca

Our Time Together

- Welcome & Introductions
- Finalize Mission Statement
- Articulate Value Proposition - Member Benefits
- Structure
- Member costs
- Next Steps

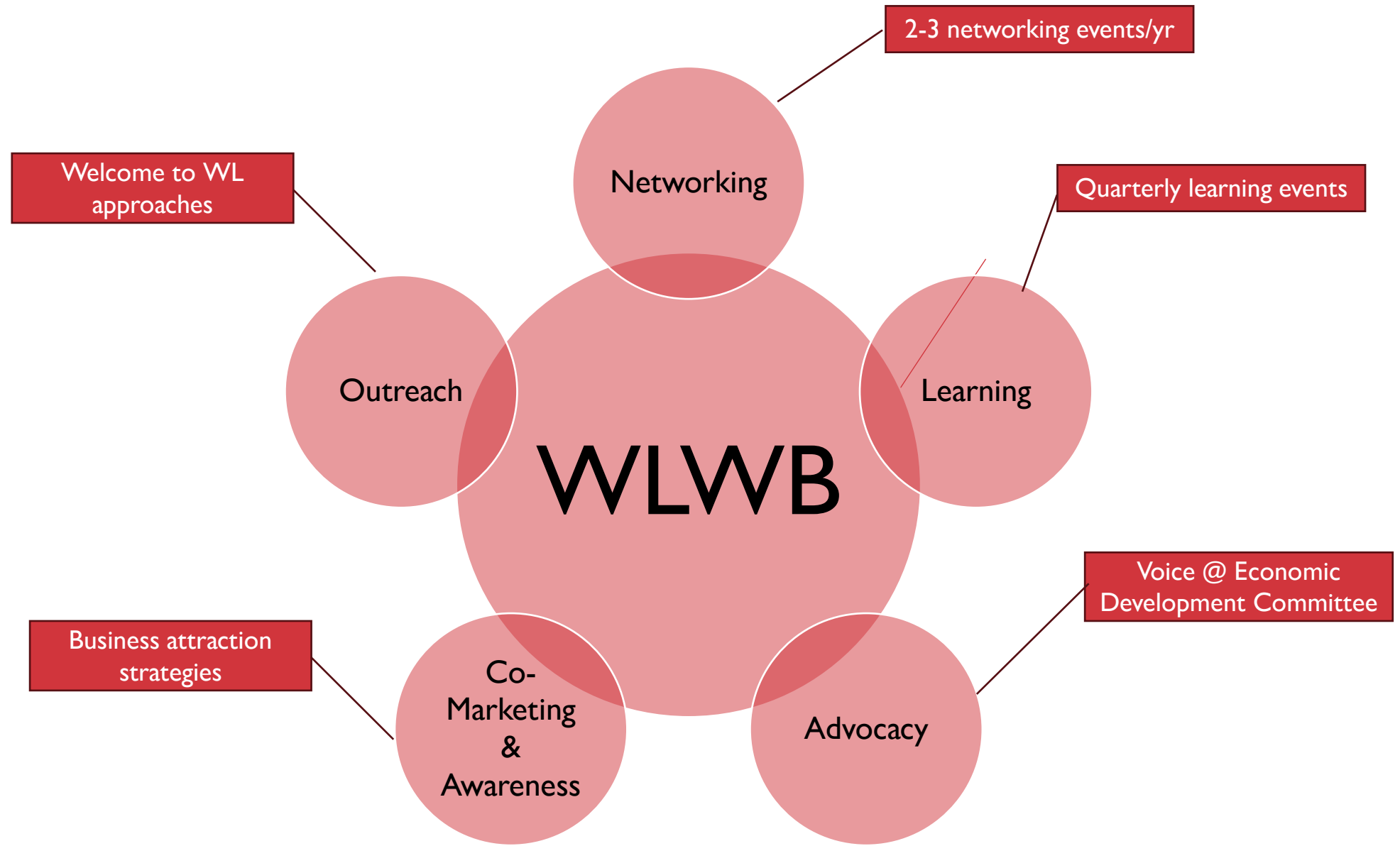




Mission Statement

Together, we inspire, empower, and celebrate the achievements of women in business, fostering community so women-owned businesses thrive while making a lasting impact on the local economy

Value Proposition - What are the benefits?

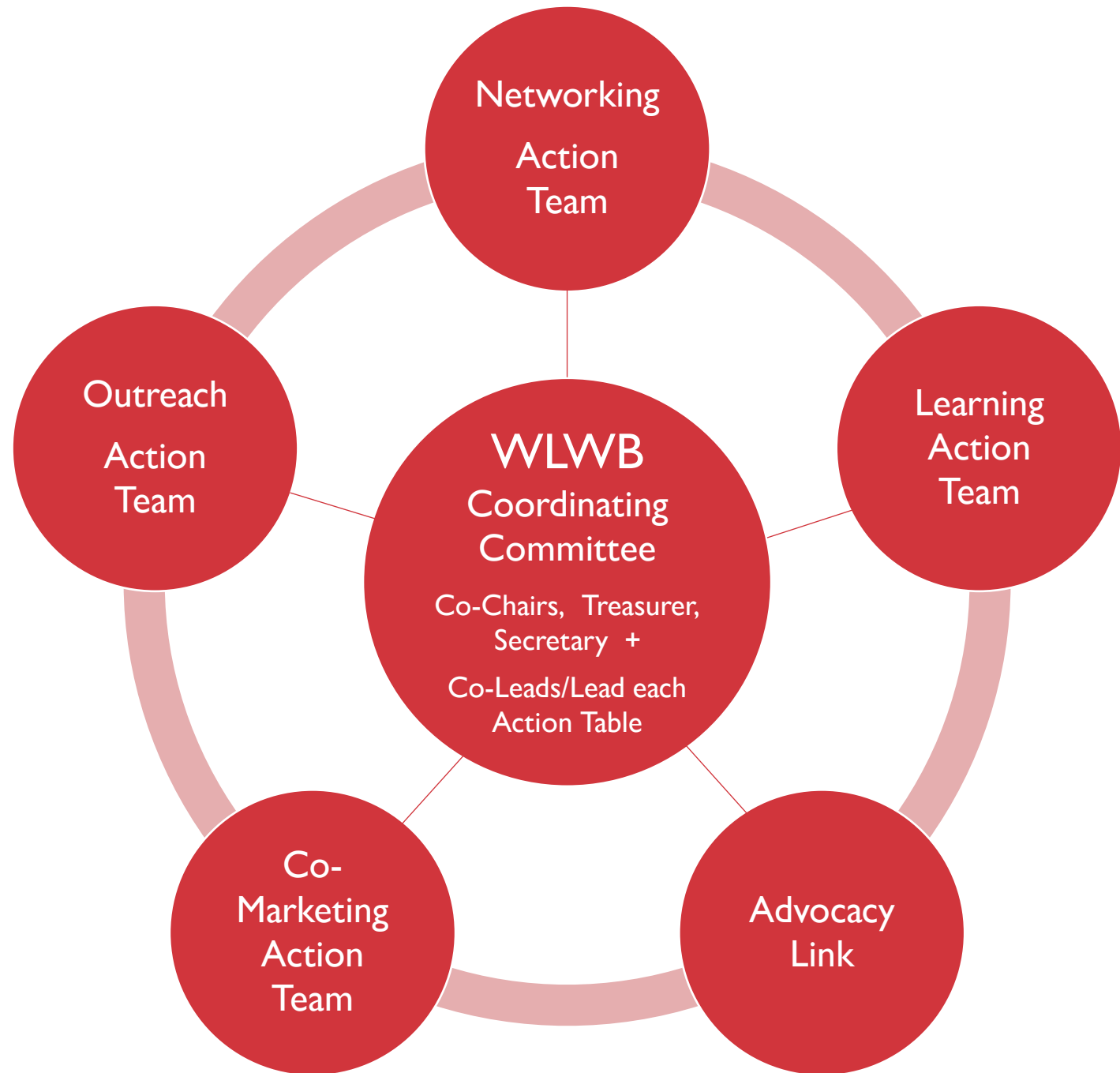


Criteria

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- Geographically: West Elgin and surrounding area
- Not MLM
- Women members
- Events open to others with focus on the needs of women
- You/family business (50% invested/work-in the business/own the business) vs. sales representative
- Home-based business

Potential Structure



Coordinating Committee

Coordinating Committee for 1 Year:

Co-Chairs: Pam, Tobi

- lead meetings, take notes, report out

Treasurer: Lori with support Nicole

Secretary: Kristina and Jessica

Networking & Learning Lead (events): Amy & Susanne

Advocacy Link: Pam Chamber: Amy

Co-Marketing Lead: Nicole & Amy

Outreach Lead: recruiting and tracking membership: Jessica

Group makes decisions not co-chairs, uses consensus, impasse you vote
(with dispute resolution)

Commitment for 1 year

Inaugural Event

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Title ideas: United in beginnings, dreaming our future, casting our vision

Date: in April (Monday/Tuesday after work) – April 23 or April 30

Location: Arts & Cookery Event – *Pam to call*

Time: 6-8:30pm

Sponsorships: \$200 sponsors, 5 sponsors – *Determine what sponsors get for being a sponsor*

Food: Potluck/caterer to showcase

Drinks: pay for your own

Cost: \$15pp - *Pay at door? E-transfer? (need to get email address for e-transfer; need to open bank account)*

6:00 registration

6:15 Welcome, Introduction Mission, Coordinating Committee, Benefits

6:30 Community Building & Engagement (name, vision, needs)

7:00 Elle Crevits, Sr. Business Advisory Small Business Enterprise Centre (SBEC) (presenter Q&A) – Amy

7:45 Next Steps

8:00 Networking

Cost \$15