

# Embracing Award Opportunities

## Tips and Resources



Vancouver, June 2011

Dear Potential Award Nominee,

Congratulations on thinking of innovative ways to promote your business and yourself! As the organizers of the Embracing Award Opportunities event and resources, we'd like to commend you on taking this first step to put yourself forward in a way which can be unnerving but can also be very rewarding (in more ways than one!)

Awards can be leveraged to advance your career or market your business. The nomination process may look overwhelming at first but submitting your story does not need to be a daunting task. You can keep a file with photographs, videos, testimonials, articles, newsletters or brochures throughout the year so that you have the supporting materials ready when you need them. Engage your employees, colleagues and customers in the nomination process.

The following pages contain tips provided by RBC and Discover Wines, and the document incorporates input from previous RBC Canadian Woman Entrepreneur Awards winners to help you get started in compiling a winning nomination package. These tips will be applicable for almost any award category that plan to submit your package. We hope you will benefit from all three sections:

1. Utilizing Awards as a Marketing Strategy
2. Tips for a Winning Submission
3. List of Vancouver Awards

We'd like to thank the following organizations who partnered with us to put on this event and create this resource. They are all part of the Vancouver Women's Business Consortium, which was co-founded by Jill Earthy of the FWE and Laurel Douglas of Women's Enterprise Centre.

Sincerely,

*Jill Earthy, Forum for Women Entrepreneurs*  
*Laurel Douglas, Women's Enterprise Centre*  
*Tami Reilly, Association of Women Business Owners*  
*Vanessa Noga, Association of Women in Finance*  
*Michelle Pockey, Professional Women's Network*



# 1. Utilizing Awards as a Marketing Strategy



By Tracy Gray, Owner  
Discover Wines Ltd.™, Kelowna, BC  
[www.discoverwines.com](http://www.discoverwines.com)

Discover Wines Ltd™ offers upward of 500 B.C. wines, local artisan foods, crystal glassware, corkscrews, “wine toys”, wine and home entertaining accessories, wine and food books, gift baskets, and a wine purchasing club which is shipped across Canada every 60 days. We are a one-stop store which acts as a local wine information centre and features the best of British Columbia, right in the heart of the Okanagan Valley. Our service, convenience and selection are “seriously fabulous”.

“Utilizing Innovative Marketing Techniques” was in our mission statement prior to our opening day; however we had not clearly defined what they were to be. We did know that media editorials would be imperative but did not realize the impact that awards could bring.

Judges will not know anything about you and your business. It is important to give them the information they need in a clear and concise manner. These are five things we believe can impact your application package and a judge's decision:

- **Be a salesperson** – you are selling the idea to pick you to win the award. State who you are, what you do, and what makes you different than other similar businesses.
- **Tell your story** – the harder it was or the greater the obstacles the better. However, do not be a martyr or bring negativity.
- **Brag** – now is not the time for humbleness or modesty, unless you don't like winning!
- **Be a good corporate citizen** – all packages will have some element of this. What do you give back to the community?
- **Have your finances in order** – you will be asked for year-end and recent financial statements, which should show growth.

Here are some suggestions that worked for us when writing and submitting nomination packages:

- **Always type out the package**, it is much neater than hand writing in provided spaces. Ask if a copy can be emailed so you are working off a word or pdf document.
- **Print off several copies** and include with your package, there will be several judges. This way you know the quality of print and copying will be up to your standards.
- **Take the time to do it right**, just dig in – we all have no time. Working full time at a new business with a big loan to pay off and having a young family, left no time for me work on these....so I scheduled 10pm-12am to work on it every second night until it was done. The great thing is once you have done one package you can do a lot of cutting and pasting on the next!
- **Proof and proof again** - spelling and grammar must be perfect – get someone you know to help who is good at this (luckily my mother used to be an English teacher and she proofed all my work)

### How our opening began:

"We opened on July 22, 2003. We had a slower start than we planned with many unforeseen challenges. With lots of hard work, a good training program and our new team pulling together we increased sales quickly. A good marketing plan that we were able to implement within six months of opening, despite our challenges, allowed us to become the number one B.C. VQA Wine Store in British Columbia and have been since."

### How our opening ALSO began:

"On August 22, 2003, exactly one month from our opening day, the Okanagan Mountain Park fire came raging into Kelowna dramatically changing the business climate in the community. One third of the city was evacuated from their homes, business halted and all tourists left the area. The evacuation order line ended on the street adjacent to Discover Wines. It was surreal to think of potentially losing the store. I, myself, was evacuated for over a week from my home. In retrospect, this whole experience strengthened us further as a team. Though business in Kelowna was practically non-existent for weeks following, the effects could be felt well into October as water bombers flew over the city. All of our initial marketing plans had to be put on hold. Despite this, within 6 months of opening we were the number one BC VQA Wine Store in British Columbia and have been since."

Which view of our situation and history were you able to visualize and feel an emotional connection to? The second explanation of our opening is the exact insert I wrote and utilized in all our nomination packages and I heard comments from several different judges at different competitions that our package was one of the best applications they have ever read...obviously parts touched their hearts.

### You've been nominated and maybe won...now what??

**Tell everyone**, because no one else is going to! Use three strategies listed above: Be a salesperson, tell your story and brag. Get your one to two sentence elevator speech down. I would also recommend **taking a media seminar**, or at the minimum do some research online how to answer questions to the media and practice out loud by yourself while looking in a mirror. It doesn't matter what they ask you, it's more about **getting out the message that you want**, so write it down and memorize it so that it flows easily from your lips. As well, if you ever have the opportunity for TV, lots of practice has shown me to wear more makeup than usual and wear a colored, solid print long sleeved shirt. Also, never try a new facial product the night before in case you have an allergic reaction to it...true story!

**You can leverage being nominated as much as winning.** Some larger competitions will do their own media campaign which may include businesses that are nominated, but you cannot assume or count on this. You need to plan your own campaign. We found in general that media were not interested in hearing from us unless we had won. On the other hand, our contact base of friends, customers and suppliers were interested and cheered for us when we were nominated. List any nominations or awards immediately on your fax letterhead, auto email signature, business card, website and on any other marketing materials...forever. If customers or suppliers are deciding who to do business with, and similar businesses are offering similar products or services at similar prices, why would they pick your business over the next? **We found being nominated or winning an award brought credibility to our business in the eyes of potential customers, suppliers and industry colleagues.**

## **Discover Wines Awards and Recognition**

- 2009 Okanagan Life Magazine - public voted at Best Local Wine Store
- 2008 featured in the Women's Enterprise Centre 'New Pioneers' book profiling 100 BC women entrepreneurs
- 2007 Finalist for Ernst & Young Entrepreneur of the Year in the Emerging Business category – Vancouver
- 2006 RBC Canadian Women Entrepreneur of the Year Award in the Deloitte Start Up 3-5 years Category - Toronto
- 2005 Business Excellence Rising Star award - Kelowna Chamber of Commerce

## **Further acknowledgements of Discover Wines include:**

BC Entrepreneur of the Year 2005 for Exceptional Product and Service Knowledge,  
Runner-up 2004 Western Diversification Award for New Emerging Business,  
100 Reasons to do Business in the Okanagan by the Economic Development Commission,  
Rated as one of the top wine retailers in British Columbia by EAT Magazine,  
Rated as one of the top wine retailers in Canada by the national magazine Wine Access



## 2. Tips for a Winning Submission



RBC Royal Bank

*Submitted by: RBC Canadian Woman Entrepreneur Awards*

We asked past winners for their insights on how to submit a successful application. Here is what they shared with us:

1. Be professional in your presentation.
2. Follow the guidelines.
3. Engage your staff.
4. Provide proper background.
5. Find your story.
6. Tailor your submission to the category for which you are nominated.
7. Write in a friendly, upbeat style.
8. Include powerful collaterals and endorsements.
9. Be prepared to be audited if you are chosen as a finalist.
10. Don't be shy!

**1. Be professional in your presentation.** Your application reflects you and the professionalism of your company. That means no hand-written submissions, spelling mistakes or typos. Remember that these are premier awards and it takes time to submit the application properly. If you do not have the time, consider hiring a freelance writer or professional marketing firm to help you, especially if your expertise is not in marketing. You'll need to give good input and be sure that the final submission is a true reflection of you and your business.

- "The earlier you get started, the better. It's good to draft it, set it aside, and come back to it a few times as you will think of other things to add." *Suzanne Mick, Discover Wines Ltd. (2006 Start-Up)*
- "I asked both my husband and a close friend for help, mostly because I'm not very good at blowing my own horn. Like a lot of other women, I tend to downplay my accomplishments, so by getting input from males who cared about me, I probably highlighted more positive things than I would have otherwise." *Lola Rasminsky, Avenue Road Arts School, (2006 Trailblazer Award Winner)*
- "Set aside enough time to prepare. I spent two days." *Lynda Powless, Turtle Island News (2005 Trailblazer)*
- "I used the services of a marketing expert to go through my material and balance the accomplishments and the journey of the company and me. I could not have done it myself. And, being a technical person, I would never have included certain things, such as our patents, that I was told later weighed in my favour." *Joanne Papari, Biochem Environmental Solutions Inc. (2004 Innovation)*

**2. Follow the guidelines.** Ensure you provide the length and style specified in the application rules – i.e. 10 pages, double-spaced, 12 pt type and maximum five exhibits. You can include three references - good sources include your banker, accountant, suppliers who have helped you, and professionals in your industry who know you well and with whom you may have worked.



- “I packaged it professionally and included photos of myself and the business, copies of the newspaper, and photocopies of certificates and awards. I also included written external references from business owners, elders, council members and my RBC Royal Bank manager.” *Lynda Powless, Turtle Island News (2005 Trailblazer)*
- “I am a very visual person and presentation means a lot to me and obviously meant a lot to the judges. Having said that, I also believe in keeping it simple and easy to read. Sometimes less is more.” *Lorraine Lush Mastropietro (1994 Quality Plus)*

**3. Engage your staff.** The application process is a terrific way to get your employees involved in helping you and boosting morale in your company.

- “I turned the application over to one of my key people. It’s hard for me to take credit for the work that I do and I probably would never have been able to state the case the way she did.” *Yvonne Tollens, ComputerAid Professional Services Ltd (2006 Innovation Award Winner)*
- “Involve your team. They have different insights and can add beneficial information to the package. Our Marketing Coordinator helped finesse it, our Controller provided the financial info, and our Operations Manager identified risks in business that we’ve overcome.” *Sherri Stevens, Stevens Resource Group (2005 RBC Momentum)*
- “Ask your bank manager what to highlight financially. Getting that financial advice was invaluable.” *Lynda Powless, Turtle Island News (2005 Trailblazer)*
- “The marketer on my team asked both our staff and outsiders to talk about what they thought of me as a leader, which was included in the application as a sidebar, along with their photos. I never would have thought to do this. As a matter of fact, I was hesitant to apply in the first place, but now I understand that although an award like this has my name on it, it isn’t just about me. It’s about the group and the fact that we could really celebrate together.” *Andrea Feunekes, Remsoft Inc. (2005 Innovation)*
- “I wrote the first draft and ran it by my staff for their input...and even sent it to my mother, who is one of my lenders and also a businessperson.” *Marianne Bertrand, Mutluks Inc. (2002 Innovation)*

**4. Provide proper background.** Don’t assume the judges will be fully familiar with you or your business. Be detailed in your personal profile and business description, outlining your business from a personal point of view. It’s key to market yourself because it is the success of you as an entrepreneur that is more significant for these awards than the success of the company. And make sure you have a professional photograph on hand in case you are chosen as a finalist.

- “This award is not about how much your gross sales are...it’s about your story.” *Carol Denman, Atchison & Denman Court Reporting Services Ltd. (1993 Turnaround)*
- Present the information in the same format as you would to raise funds. Assume that the reader knows nothing of your industry and product and describe it concisely and clearly. That will highlight your achievements, leadership and vision...and the success your business has achieved under your leadership.” *Lee McDonald, Southmedic Inc. (2006 Lifetime Achievement and 1997 Competitiveness)*

**5. Find your story.** Everyone has an interesting story to tell, but sometimes we can’t see the forest for the trees. If you think of significant learning experiences you’ve had along your path to growth, a story will inevitably emerge. It can be helpful to find someone to draw it out.



- “Be upfront and tell your story. I focused on the growth of Summerfresh, and the success of that growth.” *Susan Niczowski, Summer Fresh Salads Inc. (2006 RBC Momentum)*
- “Try to make it an interesting narrative. You don’t want the judges to fall asleep!” *Lola Rasminsky, Avenue Road Arts School, (2006 Trailblazer)*
- “Make the style very personal and compelling. Tell a story.” *Sharon McNamara, Kiln Art (2005 Start-Up)*
- “Think about what is unique about you and the way you run your business. For me, it’s following my own path and commitment to the environment. That’s what I do and it works well. Be creative to really show who you are. It’s not just about numbers and data.” *Andrea Feunekes, Remsoft Inc. (2005 Innovation)*
- “I felt the judges focused on anecdotes that demonstrated why I felt I should win and how I overcame hurdles rather than on my background and resume. And I provided testimonials to back it up.” *Lynda Powless, Turtle Island News (2005 Trailblazer)*
- “The application process was a very intense, soul-searching exercise and I learned a lot about myself and my business just by analyzing what I had written. What I did was take a tape recorder, sit with my general manager and tell her my story (now 20 years old). Then she did the written submission from what I had recorded and from answers to the questions she asked me during our talk.” *Carol Denman, Atchison & Denman Court Reporting Services Ltd. (1993 Turnaround)*
- “Running your business may seem like nuts and bolts, but how you deal with your employees and how you deal with that piece of machinery that breaks down is actually what may help you win the award. Everybody has a product and there is only so much you can say about your product – what is more important is telling how you problem solve. People want to know what’s under the hood.” *Marianne Bertrand, Mutluks Inc. (2002 Innovation)*

**6. Tailor your submission to the category for which you are nominated.** First of all, make sure that you fit the category – for example, Start-Up requires that you have been in business for at least three years and, in the Lifetime Achievement category, you are eligible even if you have had more than one business in your 15 plus years. Whatever the category for which you are nominated, study the definition carefully and ensure copy is written to justify why you should win – for example, in the Trailblazer category, ensure your application highlights how you are ahead of the game and set trends; and in the Momentum category, define an obstacle you have faced and how you overcame it.

- Yvonne Tollens, ComputerAid Professional Services Ltd., winner of the 2006 Innovation Award, started the process intending to submit the application in a different category. Realizing that “we are constantly innovating”, she applied for the Innovation Award, focusing on how the company solves the unsolved and makes its technology work in the field.
- In applying for the 2005 Innovation Award, Andrea Feunekes, President of Remsoft Inc. – a leading developer of software and services for sustainable forest management – tailored her application accordingly. “We really tried to portray that the company is innovative not just in the products that we produce, which are unique in the world, but in the way that we do everything – from non-traditional marketing to the way we license our software.”
- Likewise, Marianne Bertrand, owner of dog-boot manufacturer Mutluks Inc., ensured that her application for the 2002 Innovation Award reflected all the innovative things she had done. These included her donation of boots for canine units searching the rubble after 9/11. “I also talked about our innovations in financing, in customer contact, in production and even in human resources.”



- For her 2005 Start-Up Award submission, Sharon McNamara of Kiln Art focused on conveying how she grew the company quickly and outlined the government resources she tapped into, such as the Atlantic Canada Opportunities Agency, to help accelerate that growth.
- When submitting her 'Quality Plus' application back in 1994, Lorraine Lush Mastropietro, who owned a career academy then, naturally focused on providing a quality submission. "I used testimonials and external references and also submitted the things I was most proud of in my business – for example, our marketing material, the curriculum in my colleges, the placement percentages of my students, our affiliations with other organizations and information on other awards and recognitions I had received in my province and in my community."

**7. Write in a friendly, upbeat style.** Be authentic and sincere as this will shine through in your application.

- "Try to be creative. Stand out from the rest by telling your story from your heart, how it happened to you. It works." *Sherri Stevens, Stevens Resource Group (2005 RBC Momentum)*
- "Focus on describing your business from a personal perspective and do keep it positive. Many of us have had some obstacles to overcome and perhaps some nastiness with employees, competitors and, yes, even husbands. It's fine to mention these things in passing, but do not dwell on them." *Carol Denman, Atchison & Denman Court Reporting Service Ltd. (1993 Turnaround)*

**8. Include powerful collaterals and endorsements.** Marketing materials, media clippings and third-party support such as client testimonials and reference letters are good to include. But be selective and careful not to clutter your application with too many - remember, a maximum of five such exhibits, and no videos.

- Media savvy 2006 Start-Up winners Suzanne Mick and Tracy Gray enhanced their application with a press kit and customer testimonials.
- Because of the visual nature of her glass art business, Sharon McNamara of Kiln Art (*2005 Start-Up winner*) submitted her catalogue along with media articles about her and the company as well as testimonials from a range of customers.
- The inclusion of her patents was a good strategic move in Joanne Papari's submission (*2004 Innovation winner*). "The judges seemed to be impressed by the fact that we had patents because women do not usually own patents."
- Muttluks President Marianne Bertrand (*2002 Innovation winner*) included a paw sizing chart as well as a photo of herself on her motorcycle, along with her dogs in the sidecar – a strong visual image and reinforcement of what she is all about. "I think the judges look more at you as a person than at your company."

**9. Be prepared to be audited if you are chosen as a finalist.** Ensure that your numbers are transparent and that you have audited financial statements.

- "This can be expensive but it is worth it to do it right from the beginning and to be ready for the auditors. I completed my application with the help of my CFO. It's also important for the auditors to know you're confident. During the audit, you can be open about any struggles – we all have these - but avoid sounding like 'woe is me'." *Kim McArthur, McArthur & Company Publishing Ltd. (2001 Start-Up)*

- “When the auditors came in, they talked to my bookkeeper and then I referred them to my bank manager, whom they visited.” *Lynda Powless, Turtle Island News (2005 Trailblazer)*
- “It’s important to understand what’s in your financials, so that you can answer any questions the auditors may have.” *Andrea Feunekes, Remsoft Inc. (2005 Innovation)*

**10. Don’t be shy!** This is your opportunity to step back, take stock and applaud yourself for your hard work and achievements. It’s a healthy exercise since women tend to undervalue their accomplishments.

- “Awards like this are so important for women. We do business differently. We’re fearless! Sometimes the rewards are few in entrepreneurship, so I encourage others to apply. It’s a great thing for you and your business!” *Suzanne Mick, Discover Wines Ltd. (2006 Start-Up)*
- “When I finished reading my application, I realized that I have really accomplished something. If you’ve been in business long enough, you’ve done quite a few things and, without writing it all down, you don’t think about what you’ve achieved.” *Lola Rasminsky, Avenue Road Arts School, (2006 Trailblazer Award Winner)*
- “This is one time you need to ‘blow your own horn’.” *Carol Denman, Atchison & Denman Court Reporting Service Ltd. (1993 Turnaround)*
- “Getting a proper writer and editor is important because you may be too modest in putting forth all the areas in which you are great.” *Barbara Mowat, Impact Communications Ltd. (1993 Impact on Local Economy)*
- “I believe that all women entrepreneurs deserve recognition and that it is ok for us to pat ourselves on the back every now and then. By submitting my application, I felt I was doing just that. When you are proud of your accomplishments, why not tell the world about it!” *Lorraine Lush Mastropietro (1994 Quality Plus)*

## BONUS TIP

**If at first you do not win, keep on trying!** That’s the advice of Suzanne Bernard Leclair, Founder of Transit Inc. Truck Bodies, who joined the winners’ circle with her 2004 Lifetime Achievement Award. Two-time applicant Lola Rasminsky, Avenue Roads Art School, winner of the 2006 Trailblazer Award, echoes this. “Even if you put considerable time and effort into applying and don’t win the first time, you will get something out of completing the application that will surprise you. It will make you feel very good about yourself.” Likewise, Marianne Bertrand, President of Muttluks Inc., applied four times over several years before clinching the 2002 Innovation Award that she coveted. “I just kept fine-tuning my application and running it by my PR consultant for input ... and each time I learned to write a little better and more concisely.” The moral: never give up. And if you apply the tips you’ve read here, you’ll be a step ahead in your pursuit of victory!

For more information about the RBC Canadian Woman Entrepreneur Awards, visit [www.theawards.ca](http://www.theawards.ca)

**3. Award Events in Vancouver – 2011/2012** – contact Vanessa Noga at RBC to update or add new events [vanessa.noga@rbc.com](mailto:vanessa.noga@rbc.com)

Date	Event	Organization	Format	Deadline	Details/Contacts/Internet Link
Feb 2012	Top 40 under 40	Business in Vancouver (“BIV”)	Dinner	June 30	<a href="http://www.biv.com/40under40/">http://www.biv.com/40under40/</a> Forty under 40 celebrates the depth of business talent in British Columbia, from the rising stars of the corporate world to successful entrepreneurs, and non-profit leaders. Winners are chosen based on such values as achievement, experience, innovation, vision, leadership, and community involvement.
Feb 2012	BC’s Top Employers	Canada’s Top 100 Employers	Publication insert	spring	<a href="http://www.canadastop100.com/bc/">http://www.canadastop100.com/bc/</a> Employers are evaluated by the editors of <a href="#">Canada’s Top 100 Employers</a> using the same eight criteria as the national competition: (1) Physical Workplace; (2) Work Atmosphere & Social; (3) Health, Financial & Family Benefits; (4) Vacation & Time Off; (5) Employee Communications; (6) Performance Management; (7) Training & Skills Development; and (8) Community Involvement. Employers are compared to other organizations in their field to determine which offers the most progressive and forward-thinking programs.
Mar 2012	BIV Influential Women in Business	BIV	Luncheon	Dec 2	<a href="http://www.biv.com/iwib/index.asp">http://www.biv.com/iwib/index.asp</a> Recognizes BC’s outstanding business women in private or public sector companies. Honourees are chosen based on the criteria of professional accomplishments, influence, and business community involvement.
Mar 2012	Surrey Women in Business Awards	Surrey Board of Trade	Luncheon	Closed for 2011	<a href="http://www.businessinsurrey.com/women-in-business-award/">http://www.businessinsurrey.com/women-in-business-award/</a> To celebrate the successful women in Surrey that make our business community such a vibrant place! Awards are be presented in five categories: Entrepreneur, Corporate, Professional, Leadership and Not-for-Profit Executive.
Mar 2012	Spotlight Awards	Women in Film & TV Vancouver (“WIFTV”)	Awards/ Film/ Reception	Closed for 2011	<a href="http://www.womeninfilmm.ca/Spotlight.html">http://www.womeninfilmm.ca/Spotlight.html</a> These awards bring together the BC Film community to celebrate annually the outstanding achievements of BC women in screen-based media.

Mar 2012	Ethel Tibbits Women of Distinction Awards and Luncheon		Luncheon	Closed for 2011	<a href="http://web.bcnewsgroup.com/Papers/richmondreview/ethel/">http://web.bcnewsgroup.com/Papers/richmondreview/ethel/</a> Celebrates the achievements and contributions of local women to the betterment of the City of Richmond. The Tibbits awards recognize achievements in five categories: Arts, Sports, Youth, Business, and Community.
Mar 2012	Fraser Valley Cultural Diversity Awards	Abbotsford Community Services	Dinner/Gala	Closed for 2011	<a href="http://www.abbotsfordcommunityservices.com/Our-Programs/Immigrants-Multicultural/Cultural-Diversity-Awards">http://www.abbotsfordcommunityservices.com/Our-Programs/Immigrants-Multicultural/Cultural-Diversity-Awards</a> To recognize the best practices of Fraser Valley organizations, initiatives and businesses in recognizing the diversity of our community. Nominations accepted from individuals, organizations, schools, businesses and programs providing exclusivity, accessible environments, and reflective workforces for all. Cultural diversity includes but is not limited to age, abilities, ethnicity, gender, race, religion, sexual-orientation and socio-economic background.
Mar 2012	Successful You Awards	Small Business BC	Tradeshow/ Reception	Closed for 2011	<a href="http://www.successfullyou.ca/">http://www.successfullyou.ca/</a> Province-wide event that recognizes and celebrates the important contributions BC's entrepreneurs make to their local communities and global economy. The Awards, managed by Small Business BC (SBBC), is free to enter and open to all new and existing small businesses across B.C. Categories: Best Company, Best Employer, Best Green Business, Best Concept
April	LifeSciences BC Awards	LifeSciences BC			<a href="http://www.lifesciencesbc.ca/Events/Annual_and_Regular_Event_Series/BC_Biotechnology_Awards.asp">http://www.lifesciencesbc.ca/Events/Annual_and_Regular_Event_Series/BC_Biotechnology_Awards.asp</a> Honour outstanding contributions made by members of BC's life sciences community.
April	Canada's CFO of the Year	Financial Executives International ("FEI")		January	<a href="http://www.feicanada.org/events.php?eid=1029">http://www.feicanada.org/events.php?eid=1029</a> Honours senior financial leaders who have made a significant contribution to business in Canada with quality, integrity and direction.
May 2012	AWF PEAK Awards	Association of Women in Finance ("AWF")	Dinner/Gala	Feb/Mar	<a href="http://www.womeninfinance.ca/">http://www.womeninfinance.ca/</a> The PEAK Awards is an annual event held by the AWF to honour and celebrate women who have achieved excellence in the field of finance.

May 2012	Spirit of Minerva Alumnae Awards	The Minerva Foundation	Dinner		<a href="http://www.theminervafoundation.com/events/">http://www.theminervafoundation.com/events/</a> 2011 was 2 <sup>nd</sup> year for awards, 2011 is Minerva's 10 yr anniversary
May 2012	BC CFO of the Year Awards	BIV	Dinner/Gala	Closed for 2011	New in 2011. <a href="http://www.biv.com/cfoawards/index.asp">http://www.biv.com/cfoawards/index.asp</a> Four award categories: large public, small public, private and transformational agent.
May 2012	BC New Canadian Entrepreneur Awards	Ethno Business Council	Dinner/Gala	Closed for 2011	<a href="http://www.ethno.org/">http://www.ethno.org/</a> The awards recognize the achievements of successful entrepreneurs who were born outside of Canada and who have been in business for at least three years in Canada. Outstanding entrepreneurs selected for business achievement, leadership, innovation and community involvement will be recognized in the following categories: Export, Manufacturing, Retail, Service, Technology, Wholesale, Lifetime Achievement
May 2012	YWCA Women of Distinction Awards	YWCA	Dinner/Gala	Closed for 2011	<a href="http://www.ywcavan.org/content/Women_of_Distinction_Awards/201">http://www.ywcavan.org/content/Women_of_Distinction_Awards/201</a> Honours women whose outstanding achievements contribute to the well-being and future of our community, and honour businesses & organizations that support the wellness and diverse needs of their employees.
May 2012	Business Laureates of British Columbia Hall of Fame	Business Laureates of British Columbia	Dinner/Gala	Closed for 2011	<a href="http://www.businesslaureatesbc.org/index.html">http://www.businesslaureatesbc.org/index.html</a> To recognize BC citizens who have shown a vision unique amongst their peers, provided leadership to motivate others to achieve their goals, demonstrated integrity throughout their lives, and built a legacy in the province that will enrich all those who follow. The laureates honoured each year will act as mentors and heroes to BC's enterprising youth.
June 2011	Technology Impact Awards	BCTIA	Dinner/Gala	Closed for 2011	<a href="http://www.techvibes.com/event/bctia-technology-impact-awards">http://www.techvibes.com/event/bctia-technology-impact-awards</a> Recognizes achievements in the technology industry.
Sept 2011	The Savvy Mom "Mom Entrepreneur of the Year Award"	The Savvy Mom	Online Voting	Sept 12	<a href="http://momentrepreneur.savvymom.ca/rules">http://momentrepreneur.savvymom.ca/rules</a> Own and operate for min 6 months Have founded the company after becoming a mother, Own or control the majority of the voting shares; and be responsible for the day-to-day operations of the company as well

					as the financial performance. Excl franchisees, NFP and associations
Sept 2011	BC Marketer of the Year	BC Chapter of the American Marketing Association	Dinner/Gala	Mar 31	<a href="http://www.bcama.com/moy/default.asp">http://www.bcama.com/moy/default.asp</a> Honours a BC-based organization that has demonstrated marketing excellence.
June 29	Top 100 Event	BC Business	Luncheon	Financials due by March	<a href="http://www.bcbusinessonline.ca/bcb/2010/12/20/information-top-100-companies-bc">http://www.bcbusinessonline.ca/bcb/2010/12/20/information-top-100-companies-bc</a> Every July, BCBusiness publishes lists of the biggest companies in B.C., ranked by revenue; and the province's biggest charities, ranked by eligible donations.
Oct 5, 2011	Ernst & Young Entrepreneur of the Year Awards	Ernst & Young	Dinner/Gala	Closed for 2011	<a href="http://www.ey.com/CA/en/About-us/Entrepreneur-Of-The-Year/Article">http://www.ey.com/CA/en/About-us/Entrepreneur-Of-The-Year/Article</a> Nominees must be an owner, CEO or CEO-equivalent of a private or public company with some ownership of the company, primary responsibility for its recent performance and an active member of top management. The company must be at least three years old. Eligible entrepreneurs include both company founders and those who join an established organization in a leadership and ownership role and assume risk while growing the business.
Oct 2011	Torch Awards	Better Business Bureau	Dinner/Gala	July 29	<a href="http://mbc.bbb.org/torch">http://mbc.bbb.org/torch</a> Celebrates ethical businesses, honoring individuals and companies that have walked the extra mile to maintain a healthy, honest marketplace in BC. Open/Publicly nominated awards: Marketplace Excellence Award, Green Award, Buzz Award for Social Media Excellence. Closed/Panel decided awards: Advancing Marketplace Trust Award , Consumer Leadership Award
Oct 28, 2011	BC Export Awards	Gov't of BC and Canadian Manufacturers & Exporters ( BC Division)	Luncheon	June 10	<a href="http://www.bcexportawards.com/About/">http://www.bcexportawards.com/About/</a> The BC Export Awards annually seeks out BC's Top 25 Exporters and honours them for their excellence and achievements in ten categories including eight directed at firms and two at individuals. It is the oldest awards ceremony of its kind in Canada.
Nov 3, 2011	Land Awards	Real Estate Foundation of BC	Dinner/Gala	Sept 8	<a href="http://www.realestatefoundation.com/node/251">http://www.realestatefoundation.com/node/251</a> To recognize initiatives which demonstrate leadership, innovation,

					and collaboration related to the sustainable use and conservation of land in British Columbia.
Nov 2011	RBC Canadian Women Entrepreneur Awards	CWEA & RBC	Dinner/Gala	June 16	<a href="http://www.theawards.ca/cwea/index.cfm">http://www.theawards.ca/cwea/index.cfm</a> Purpose: to provide national recognition to Canada's women entrepreneurs, whose successful businesses and achievements contribute so much to the Canadian and global economies as well as to their communities. Key criteria: <ul style="list-style-type: none"> <li>• Have owned a business registered in Canada (not a franchise) for at least three years</li> <li>• Earns her primary income from that business</li> <li>• Is responsible for its day-to-day management</li> <li>• Is a model entrepreneur.</li> </ul>
Nov 2011	Stevie Awards		Dinner/Gala (New York)	?	<a href="http://www.stevieawards.com/women/">http://www.stevieawards.com/women/</a> Stevie is taken from the name Stephen, which is derived from the Greek for "crowned." There are more than 50 categories to choose from. Eligible individuals and organizations may submit any number of entries to any of the categories.
Nov 2011	Canada's Fuel Awards	Rogers/ KPMG		June	<a href="http://www.fuelawards.ca/">http://www.fuelawards.ca/</a> Open to business owners under the age of 30, the FuEL Awards celebrate the successes of young Canadian entrepreneurs, identify role models for progressive business management and inspire youth to make entrepreneurship their No. 1 career choice.
Dec 2011	Dealmakers of the Year	Association for Corporate Growth ("ACG")	Dinner/Gala		<a href="http://www.acg.org/vancouver/events/event.aspx?F_d=12%2f01%2f2010&amp;F_y=2010&amp;F_m=12&amp;EventId=2287&amp;">http://www.acg.org/vancouver/events/event.aspx?F_d=12%2f01%2f2010&amp;F_y=2010&amp;F_m=12&amp;EventId=2287&amp;</a> To celebrate three noteworthy entrepreneurial owners of middle market businesses that have either bought or sold a business in the last 12 months.
Dec 2011	Minerva Awards Luncheon	The Minerva Foundation	Luncheon	Sept 23	<a href="http://www.theminervafoundation.com/">http://www.theminervafoundation.com/</a> Annual luncheon to celebrate and honour women for their excellence in leadership and philanthropy in a chosen field. 2011: Women In Natural Transportation.



Dec 1, 2011	WXN Top 100	Women's Executive Network	Luncheon and ½ day summit	May 31 (closed for 2011)	<a href="http://www.top100women.ca/">http://www.top100women.ca/</a> The 9th Annual Awards will celebrate and honour women who are proven achievers in the private, public and not-for-profit sectors for 2011. Winners for 2011 will be announced at <i>Canada's Most Powerful Women: Top 100 Summit &amp; Awards Gala</i> in Toronto on December 1, 2011.
Dec 2011	BC Aboriginal Business Awards	British Columbia Achievement Foundation	Dinner/Gala	Sept 15	<a href="http://www.bcachievement.com/aboriginalbusiness/info.php">http://www.bcachievement.com/aboriginalbusiness/info.php</a> All Aboriginal business people in British Columbia are eligible for these awards. Whether you are a small business owner or a sole proprietor running a business out of your home, managing a large staff of a community-owned enterprise or creating opportunities through a joint venture agreement, or you are growing a business from the ground up as an entrepreneur, these awards recognize and celebrate your achievements. The award categories allow for the unique strengths and diversity within the business community and recognize motivation, focus and achievable goals.
Date?	Canadian Youth Business Foundation Awards	Canadian Youth Business Foundation ("CYBF")	?	?	<a href="http://www.cybf.ca/awards/">http://www.cybf.ca/awards/</a> CYBF Chairman's Award Categories: Best Female Entrepreneur, Best Green Business, Best Innovative Business, Best Newcomer Business, Best Socially-Minded Business
Dec 2011	UDI Awards for Excellence	UDI			<a href="http://udi.bc.ca/content/2010-udi-awards-excellence-winners">http://udi.bc.ca/content/2010-udi-awards-excellence-winners</a>

#### **Other examples of BC awards in the last few years:**

Today's Women awards, Prince George  
 Women's Business Networks awards (around BC)  
 Women of the Year awards, Salmon Arm  
 Chamber of Commerce Business Excellence Awards

Northern Women's Symposium Aurora awards  
 Black Press Women in Business Awards, Victoria  
 SOWINS – South Okanagan Women in Need

### Additional Notable Women's Events:

Date	Event	Organization	Format	Details/Contacts/Internet Link:
Feb	Women's Hospital Foundation Illumination luncheon	BC Women's Hospital Foundation	Lunch	<a href="http://www.bcwomensfoundation.org/events/illuminations">http://www.bcwomensfoundation.org/events/illuminations</a>
Feb	FWE Gala	Forum for Women Enterprise	Dinner	<a href="http://www.fwe.ca/">http://www.fwe.ca/</a>
March 8	International Women's Day			<a href="http://www.internationalwomensday.com/">http://www.internationalwomensday.com/</a>
Mar	Minerva All About Girlfriends Celebration (10 yr anniversary)	The Minerva Foundation	Reception	<a href="http://www.theminervafoundation.com/">http://www.theminervafoundation.com/</a>
Mar	Aboriginal Women in Leadership Forum		Luncheon	<a href="http://www.womeninleadership.ca/about/the-programs/provincial-aboriginal-women-in-leadership-forums/">http://www.womeninleadership.ca/about/the-programs/provincial-aboriginal-women-in-leadership-forums/</a>
May	Women of Worth Conference	Women of Worth (WOW)	full day conference	<a href="http://www.thewowevent.com/">http://www.thewowevent.com/</a>
Sept 2011	PWN 15 year Anniversary	Professional Women's Network	Reception	Website launch June 2011
Oct 20	Investing in You	Advisor Group	Full day conference	<a href="http://www.advisor.ca/microsite/conferences">http://www.advisor.ca/microsite/conferences</a>
Nov/Dec	PWN Leadership Lessons	Professional Women's Network /BIV	½ day + lunch	Website launch June 2011
Nov/Dec	BLG Women on Board	BLG	½ day + lunch	<a href="http://www.blg.com/en/home/about/Pages/women_excelling.aspx">http://www.blg.com/en/home/about/Pages/women_excelling.aspx</a>