Join us for a special event to celebrate

25 YEARS
of SUPPORTING WOMEN ENTREPRENEURS to LAUNCH and GROW their BUSINESSES

NOVEMBER 12, 2020 – 5:30 – 7:00 PM
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Dear CWE 25th Anniversary Guests,

CWE has had the honor to work with women business owners for 25 years from Boston to Providence, rural Vermont, New Hampshire and Central MA. We focus on supporting the economic empowerment of women through entrepreneurship. Across New England we help aspiring female entrepreneurs and women business owners to launch and grow their businesses by meeting them where they are at and providing greater access to the resources, tools and support they need to achieve business success— including becoming WBENC certified.

In celebrating 25 years we are really celebrating the achievements of tens of thousands of women who made a bold and brave decision to launch and grow a business. The reason that each woman becomes an entrepreneur is different, but what is similar is the power of each entrepreneur’s success to positively impact so many others.

Covid 19 has brought about challenges for all of us, but what has been crystal clear is that this pandemic has hit women harder economically than men, and women of color much harder than white women. Equity is at the forefront of CWE and our work. Through strategic planning CWE has doubled down on its commitment to better understanding and better serving the needs of systemically underserved women such as women of color, immigrants and low-income women. We are all in this together, and CWE is determined to do what we can to not leave anyone behind.

New England needs women entrepreneurs to launch and grow their businesses, so they in turn can drive economic growth, lift up their communities and create a more equitable world. At CWE, we have the privilege to lift up the women who lift up the world by being there to help them make that next move in launching and growing their business.

Thank you for joining us for this special evening and financially supporting CWE and the women we serve!

Sincerely,

Gaby King Morse
On the occasion of **CWE’s Virtual Gala celebrating 25 years**, November 12, 2020

Dear CWE community and guests,

I am thrilled to welcome you to our gala to celebrate CWE’s 25 wonderful years of service, and the successes of the many clients we have helped over the years. I am privileged to serve as Chair of the Board of CWE.

I was asked to write to you about why I support CWE. I am a longtime financial supporter of CWE, and was so impressed with what I saw as a funder that I joined the Board 6 years ago, and became the chair of the Board earlier this year. I support CWE because it brings together my two key philanthropic passions -- ending poverty, and supporting women in business. I have spent my entire career deeply involved in various efforts to address the destructive income divide in our county and to provide needed relief to the most vulnerable in our society. Throughout most of my career I have been involved in and financially supported several organizations which provide critical legal representation to the very poor. This work has made me keenly aware of how many people have been left behind in our economy, a crisis which has only increased during the pandemic.

I have also been committed throughout my career to empowering women to take their rightful seat at the tables of power and influence in the business community. This is both a way for women to achieve financial independence, and for the business community to benefit from the important contributions of women.

CWE provides a way to serve both of these passions, and even more important, does a great job making progress on both causes. At CWE, we empower women to start and grow businesses, so that they may achieve financial independence for themselves, support their families and grow their communities. By doing this, we reduce poverty, support many communities who have historically been underserved and neglected in our society, and enrich all of our communities and our economy in the process.

My firm, Foley Hoag LLP is also privileged to be a longtime supporter of CWE. We have provided pro bono legal services to CWE clients for many years and several of our partners have served as trainers for CWE business courses. Foley Hoag has a strong commitment to entrepreneurship and has provided legal services to startup businesses since our founding nearly 80 years ago. We understand the importance of entrepreneurship to the health of the economies in all the cities we operate, and are pleased to be able to help CWE support the many business communities of New England. Foley Hoag also shares my commitment to the success of women in the business community, and appreciates CWE’s tremendous impact on women in business in Boston and the surrounding New England communities.

Thank you for attending our Gala and for your interest and support of CWE. Together, we can make a lasting difference in our communities.

Lisa C. Wood
MESSAGE FROM CWE's CELEBRATION CHAIR

Thank you for joining us for CWE’s 25th Anniversary Celebration! I am in awe of our clients. They are women who grow multi-million dollar companies starting with nothing but a computer and a phone, reinvigorate their neighborhoods with bakeries and hair salons, and make ends meet with home-based businesses while caring for children or aging parents. They are visionaries, and they are tenacious. You will see in their stories how they are turning the tremendous challenge of the pandemic into opportunity, using skills they learned at CWE. They deserve to be celebrated, but just as importantly, we can honor them by ensuring that the next generation of women entrepreneurs has access to the training, assistance and community support provided by CWE. Please join me in making a donation to support this important work. Thank you!

Deb Thomas
2020 Celebration Chair
SO WHAT DO WE DO AT CWE TO SUPPORT WOMEN ENTREPRENEURS?

During a personalized intake process with one of our CWE staff we take the time to listen to you and make sure we fully understand your situation. We then help you connect to the resources that you need to move forward, whether that be a 10-week business planning class, one-on-one consulting with a legal, financial, or sector expert, or in some cases referring you to a partner organization. We are here for you:

- Currently all classes, consulting and supports are delivered virtually and through webinars to clients throughout New England and beyond.
- We also provide up-to-date information on funding and partner resources on our website at www.CWEonline.org- and you can also access these resources via the event platform by clicking the “About CWE” tab.
- And yes- There is also a tab to Donate to CWE, so if you feel inspired we thank you for your financial support.

Whom do we serve? In 2019:
CWE trained and counseled 4,700 people
86% were women
53% were low or moderate income (64% in our Eastern MA region)
34% were people of color (58% in our Eastern MA region)

What happens after clients participate in CWE programs?
50% start a business
81% increase the revenue of an existing business
30% hire their first or additional employees
Kirkland & Ellis is one of the world’s leading law firms with more than 2,700 lawyers representing clients in complex corporate transactions, litigation, restructuring and intellectual property matters from 15 offices in the U.S., Europe and Asia. Our principal goals are to provide the highest quality legal services available anywhere; to be an instrumental part of each client's success; and to recruit, retain and advance the brightest legal talent. As a result, we are committed to the advancement of women and examining issues, policies and practices that directly impact women at the Firm and our clients, and in our communities. As a firm with a global presence, we continually strive to build and maintain a culture that values and gathers strength from our differences. Through pro bono work, partnerships with women’s organizations, and Firmwide initiatives and programming that advance and empower women at the Firm and globally, Kirkland is dedicated to promoting diversity and inclusion. For us, it’s simple. We have a responsibility to make a difference and we bring the same energy and discipline to this pursuit as we do to our service to clients. Kirkland is honored to support the Center for Women & Enterprise and is committed to their mission to provide opportunities for women entrepreneurs and women in business.
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You must register to place bids, purchases, or a donation.

By desktop, tablet or smartphone
1. Visit our campaign site.
2. Click Register to Participate.
3. Enter the required information.
4. Click Create my GiveSmart Account.

By text
1. Text our campaign keyword to 76278.
2. Follow the prompts from the texts received.

Once registered, click the blue link within the Welcome text message or personal link button from within the Welcome email to access the campaign.

Bid

By desktop, tablet or smartphone
1. Access the campaign - Click the blue link within the Welcome text or personal link button from within the Welcome email.
2. Choose item - From our Home page, click “Items”, browse or use the dropdown menu to view categories, then select an item.
3. Choose amount - Use the pre-populated minimum bid or enter a higher amount.
   Auto bid - Select AUTO BID, enter the highest amount you are willing to bid. The system will place minimum bids for you as needed until your designated amount.
4. Click Bid

By text
1. Text item number - Reply to your welcome text by texting an item number. A text with the item details and minimum bid amount will be sent.
2. Text item number and bid amount
   Example: “102 300” then press send.

Outbid Notification: You will receive a text message if you are outbid.

Donate

By desktop, tablet or smartphone
1. Access the campaign - Click the blue link within the Welcome text or personal link button from within the Welcome email.
2. Choose item - From our Home page, click “Donate”, then select an item.
3. Choose amount
4. Click Donate

By text
1. Text “Give” and amount
   Example: “Give 300” then press send.

Link to Bid:  https://cwe25celebrate.givesmart.com
Sika started Uncut Lab, a software development and design company in West Roxbury, MA, after not seeing herself represented in technology firms that she had worked for in the past. Uncut Lab is inclusive to working moms and people of color.

CWE’s consulting services helped Sika to clarify her company’s value proposition, marketing, and customer acquisition strategies. In a little over a year, Uncut Lab grew by 27%. Sika has used the challenges posed by the COVID-19 pandemic to rebrand, restructure Uncut Lab’s leadership and expand its custom design/build web and mobile software development services to include cybersecurity software development. Marketing technical assistance from CWE helped Sika make this pivot.
Nantucket Stripes sells swimwear that is comfortable for all women. With the hope and desire to design swimwear that compliments women, Christina was inspired to launch a swimwear line that could double as an outfit and is perfect for moms on the go. Christina runs her business out of Shrewsbury, MA.

Christina came to CWE to take workshops on marketing and legal entity considerations. She was then able to develop an actionable plan and hire a patent attorney to protect her designs. Nantucket Stripes launched in October 2018, and Christina hopes to increase her regular sales over the next five years.
Queen creates wearable art celebrating the rich patterns and colors of African textiles. Her sustainable brand is guided by the principle of living and working to ensure that future generations are guaranteed an equal quality of life.

Queen came to CWE for a consultation in Digital Marketing. This helped her to scale and grow her business, as well as reach her goals. Since founding the company in 2014, Queen has started selling her art during open studio hours and exhibits at pop-up events. Queen aims to make Queen Adeline “the destination shopping place for eco-conscious wearable art shoppers in North America and Ghana.”
Cathy DiPilato

B-Organic

Cathy sells reusable produce bags through her company, B-Organic, in Worcester, MA. After she was laid off from her job in January 2018, Cathy looked for ways to stretch her food budget and preserve produce. She found that cotton bags from India worked the best, so she decided to create a business selling these bags to others.

After selling bags monthly at local farmers markets, Cathy came to CWE to expand her company. She is currently working with CWE to seek a line of credit. Cathy has recently been featured in Edible Boston and has a contract out-of-state to a grocery store chain in Michigan. She hopes to continue her fast growth in the next few years.
Madeline offers a variety of home improvement and exterior remodeling services through her company, Emmaty, Inc. in Milford, MA. She wanted to create a customer-focused and purpose-driven home remodeling experience that sets her company apart from others in the field.

Madeline participated in the Power Forward program at CWE, which she says gave her the resources and knowledge to advance her business. Since its founding in 2013, Emmaty has also established a sub-program, EMMATY CARES, which seeks to improve education through technology in Central and South America. Emmaty was in the midst of hiring its first sales team when the Covid-19 pandemic hit, which required a complete reworking of the sales process from in-person to virtual. Turning challenge into opportunity, Madeline used the time her office was required to be closed to finish all of the permits and other requirements for her new solar installation business, Emmaty Solar, which is launching in September 2020.
Ashley created Skip the Small Talk to connect people through events and products based in psychology research. The organization facilitates structured events designed around question prompts that allow and encourage people to open up. Ashley was inspired by her background in psychology research and experience volunteering at a suicide hotline.

Ashley consulted CWE for advice on topics such as whether to become an LLC or nonprofit, event insurance, trademarking, and creating a long-term business plan. Over the past three years, Skip the Small Talk has hosted over 150 private and public events. Since the COVID crisis began, Skip the Small Talk has moved all events online and found a wider audience, along with a market for more private and customized online events. For other events, Skip the Small Talk’s “pay what you want” model makes a crucial resource available to combat the loneliness of social distancing. Ashley says, “I absolutely wouldn't have been able to make those changes without the skills and confidence I gained through the phenomenal staff and volunteers at the CWE.”
Teresa offers a variety of delicious nut-free confections at her bakery, which she operates out of a shared kitchen space in Dorchester, MA. As a lover of baked goods, Teresa noted that there was a lack of good bakeries in her area, so she decided to start her own business to fill this gap.

Teresa initially came to CWE to attend the 10-Week Business Planning Program. She then won a pitch contest, incorporated the business, and secured a working space at CommonWealth Kitchen. Teresa hopes to hire more employees and increase her production capacity. She is currently working on getting her wholesale license and expanding her catering opportunities.
Kayoko offers a variety of basic hair services, as well as a specialty Japanese hair straightening treatment, at her salon in Brookline, Massachusetts. She was inspired by the high standards of hair stylists in Asia and wanted to bring her unique understanding and appreciation of their techniques to the American market.

With CWE’s assistance, Kayoko was able to define her market and look at geographic areas in which she could best meet the needs of her target demographic. The salon currently has a staff of five employees, and Kayoko hopes to expand to other locations in Massachusetts in the future. During the COVID-19 crisis, En.Salon was forced to close its doors for two months, but has since reopened thanks to the support of loyal customers.
Ivy sells raw honey and a complete line of personal care products out of Boston, Massachusetts. She was inspired to start the company when her oldest son developed several food and product allergies. Ivy has always been interested in natural products.

Ivy came to CWE to attend a Business Planning course and a variety of other workshops. She worked with one of CWE’s counselors, Jerry Johnson, for many years. This helped Ivy to strategize and expand her product line to other products derived from raw honey. Since starting her business in 2011, Ivy has branched out to new product offerings and was able to hire five full-time employees. Ivy hopes to continue to expand her business, focusing on wholesale and online distribution models.
Tina started Wicked Healthy Vending to provide healthy snack and beverage options to organizations and companies in Massachusetts. She had always had a desire to open her own business so when the moment was right, Tina decided to make her vision a reality.

Tina used CWE’s workshops and conferences to help build her business. Additionally, Wicked Healthy Vending was selected by Eastern Bank as their corporate mentee through the CWE/WBENC program. Since its start in 2013, the company has grown from five machines in two locations to 65 machines in numerous locations. When the COVID crisis hit, 90% of its machines were in locations that closed. Since then, Wicked Healthy Vending has been delivering meals and donating snacks and drinks, secured additional locations, and created a delivery service that included free care packages for essential workers. Using every resource available and the tenacity of a true entrepreneur, Tina is committed to keeping her community-focused business running and achieving her goals for growth.
Rachel's company, Broaden Collective, is a marketing platform, online directory, and community resource center for womxn entrepreneurs and business owners in New Hampshire. As the owner of her own graphic design business since 2018, Rachel Sotak Creative, Rachel initially created Broaden as a way to connect and collaborate with fellow womxn in business.

Rachel came to CWE for a consultation and left with resources and tools to connect with potential partners in her community. When she first started Broaden Collective, she created a map showcasing 15 of Concord, NH’s womxn-owned business. She is currently working on her second edition of the map which will feature over 75 womxn-owned businesses from all across the state. Rachel plans to expand the business to include other membership options and an online community in 2021.
Dance Arts Academy, located in Sunapee, NH, offers a variety of dance classes to students ages two through adult in most genres of dance. Ashlee started her business to increase performing arts opportunities for children in the Lake Sunapee region.

Ashlee looked to CWE to help jump-start her business plan. Dance Arts Academy is in its fourth year of business and now has over 120 students. Ashlee hopes to continue to grow the program offerings and number of dance students at the studio. She also aims to renovate the current space to include a third classroom.
Kristin Hardwick
*Coworking House*

Kristin is the co-founder of Coworking House, a shared workspace community for entrepreneurs and creatives in Southern NH. She started the company after feeling frustrated trying to build community and connections while she was working as a solo entrepreneur. She wanted to create a community of shared resources and energy.

Kristin attended some of CWE’s marketing and branding programs to create a successful marketing strategy and connect with other like-minded entrepreneurs. Coworking House opened in July 2019 and has seen much success, even needing to expand the number of private offices and designated desks. Kristin hopes to open additional locations in the next few years.
Amanda provides group fitness classes for pre and postnatal women across NH. She founded The Functional Bump because she noticed that there were not any fitness classes that provided the intense workout that many women are looking for during pregnancy and postpartum while also being safe.

CWE helped Amanda with business creation and financial and legal advice. The Functional Bump is now in its second year of business and has recently expanded to an online studio.

Amanda would like to see The Functional Bump Online Studio grow to over 100 members and be a household name among women across the globe. Her dream is having Functional Bump in person classes being taught in all major cities and hospitals across the US.
Courtney started Providence Ghost Tour, a walking haunted history tour, because of her lifelong fascination with ghosts. She wanted to share her desire to connect to those who have passed.

Courtney came to CWE for several classes, including the Retail Bootcamp, to grow her business. She won the pitch contest and applied what she learned to make 2019 the best year on record for Providence Ghost Tour. Since its founding in 2007, Providence Ghost Tour has offered a variety of public and private tours. During the COVID-19 pandemic, Courtney has worked with other local businesses to offer three safe, limited tour options this season.
Pamela Auger began selling Octovie, a locally made skin care brush, as an all-in-one daily cleanser, exfoliator, and massager to replace loofahs, dry brushes, and facecloths. She was inspired after her breast cancer battle as well as her love of helping people with skin problems. Looking and feel good is a self-esteem boost.

Pamela created a hygienic, skin care product to help eliminate dry, dull skin and reveal fresh, younger skin cells. She felt there was a lack of skin brushes in the market that are affordable, made in the USA and show results.

Pamela looked to CWE for guidance in starting her product line as she was a nurse, esthetician and lymphatic drainage therapist not a manufacturer. Manufacturing is typically a male career and she was driven to show her innovative, patented design!

The Octovie Skincare Brush is available in 21 Whole Foods stores in RI, MA, CT and was voted "Best Skincare Tool" by Rhode Island Monthly. OctoVie is sold in the USA and Canada at natural health stores, specialty stores, spas for beauty treatments and online.

Pamela hopes to inspire more female entrepreneurs to follows their dreams, listen to their intuition, and feel good in their skin. COVID-19 has been difficult as she is a small business and didn’t receive the funding that larger companies get. Her sales presence significantly decreased in stores that were closed or curbside pick-up only.
Linen Drops, based in East Greenwich, RI, provides linen rentals for vacation homes, property management agencies, and conference venues in Rhode Island, Massachusetts, and Connecticut. Maureen was inspired by similar service providers in her home state of North Carolina.

Maureen found CWE through online research, and has since used our resources to become WBENC certified and connect with industry professionals. Since its full launch in 2018, Linen Drops has been highly successful under the leadership of Maureen and her partner, Rosa. In the future, Maureen hopes to expand her business to multiple locations.
Sandra offers a delicious array of organic raw cacao products at her business in Pawtucket, RI. Her childhood experience of drinking raw cacao in Columbia, coupled with her own food sensitivities, inspired her to create Enjoyful Foods.

Sandra was referred to CWE to take part in our classes and was a grantee of our microloan program. With these funds, she was able to assemble her industrial kitchen. Currently, her products are being sold in local grocery markets and cafés. Part of her business was closed for several months because of the Covid-19 crisis and has been slow to recover. With inspiring resourcefulness in the face of disappointment, Sandra is doing everything she can to preserve her business, including moving from her own kitchen to a co-packer and taking a new full-time job.
Sheila and her son, Michael, run a coffee shop and retail store in Harrisville, Rhode Island. The family was inspired to start the business after Michael encountered difficulties finding gainful employment due to his disability. This experience, along with Michael’s interest in the food service industry, led to the creation of Red, White, and Brew.

Sheila and Michael were referred to CWE for classes and coaching. The coffee shop opened in November 2019 and has recently branched out to include a small retail shop where Michael’s friends sell their own products. The family hopes to expand the business and eventually hire disabled youth to work in the shop. During the COVID-19 crisis, Red, White, and Brew has been supported by a solid base of loyal customers.
Wendy offers a variety of natural, organic body care products at her vertically integrated organic herb farm in Peacham, VT. Wendy was inspired to start her business by her love of herbalism and making body care products out of plants. Her company was a side business until 2012 when Wendy started selling her products to the Vermont Country Store.

Wendy came to CWE in 2018 after she left her full-time teaching career to focus on her product line. She looked to CWE for advice, as she has no business training. During the COVID-19 crisis, Wendy consulted her former CWE course teachers, took a CWE online e-commerce course, and worked with staff to access a technical grant to support her business in this difficult time.
Lyz, based in Rutland, VT, offers a variety of graphic design services including communication design, brand identity, stationery, and innovative packaging solutions to small business and nonprofits. She was motivated to start her company by her passion for graphic design and helping other businesses.

Lyz took advantage of CWE’s resources when she was making the leap from part-time to full-time graphic design in 2017. She has since grown her business and is now a mentor for the Rutland Business Planning class. Lyz plans to continue to grow her client base, expand her services, and extend her reach beyond Vermont to other solopreneurs. During the COVID-19 crisis, Lyz used the knowledge and connections she gained from the CWE Power Up course to work on her business and dig deeper into her priorities and goals. Since the course, she has worked on building a better foundation to sustain her business.
Butch + Babe’s, located in Burlington, VT, is a casual neighborhood restaurant that specializes in serving American classics. Kortnee and Jaclyn both come from culinary backgrounds, and wanted to open a restaurant that was small, wholesome, and fun.

Kortnee and Jaclyn came to CWE for information about building their community, identifying their strengths and weaknesses, and developing a growth plan. The restaurant has been open for over five years and was recently featured on Diners, Drive-Ins and Dives. During the COVID-19 pandemic, Kortnee and Jaclyn pivoted to only offering takeout and delivery and are working on extending their hours. They hope to continue to provide consistent, exciting offerings to their customer base.
Amelia designs and manufactures sustainable active wear, including a biodegradable fabric line, at Mana Threads in Burlington, VT. She was inspired by her desire for fun and exciting clothing, the vibrancy of her home country of Brazil, and her passion for the outdoors.

CWE helped Amelia to develop a solid financial plan and marketing strategies. Mana Threads won the Title 9 Pitch Competition and is now part of the Title 9 clothing collection. Amelia started her company in 2015 and has since seen tremendous growth. She is currently working with seamstresses to extend the lifetime of her products. Amelia hopes to have a small, solid team in Vermont and inspire other brands with Mana Threads’ sustainability efforts. During the COVID-19 crisis, Amelia has expanded Mana Threads’ online presence.
Pictal Health works with people with complex health issues to create a visual health history timeline that they can bring to their healthcare providers. Katie was inspired by her own struggle with describing her complex health issues to doctors during short appointments. She saw success when she began creating visual health history timelines for her own doctors, so she decided to share her talents with others.

Katie came to CWE for referrals for start-up services and assistance with strategy and marketing. Since founding Pictal Health two years ago, Katie has helped over 50 clients. Over the next few years, Katie hopes to assemble a team and digitally scale to continue to serve the healthcare industry.
Congratulations 2020 CWE Andrea C. Silbert Rising Star Award Winners

Tina Paine
*Wicked Healthy Vending, Eastern MA*

Madeline Cabrera
*Emmaty, Central MA*

Amelia Leme
*Mana Threads, Vermont*

Courtney Edge-Mattos
*Providence Ghost Tours, Rhode Island*

Rachel Sotak
*Broaden Collective, New Hampshire*