

## Gold Mine Program

Women's Enterprise Centre of Manitoba (WECM) has just received approval from IRAP to offer our My Gold Mine program to existing food processing, manufacturing and technology businesses that are poised for growth. The program focuses on providing tools and knowledge so that women business owners can better understand the financials of their business, and use that information to develop strategies for business growth.

Eligible businesses at least 50% owned and controlled by a woman.

The program consists of two - 2 ½ hour learning seminars (tentatively scheduled for the mornings of January 29 and February 12) and two – 3 hour one-on-one advising sessions, during which time, the conversation will be focused on your particular business.

We can only accept 10 participant businesses in this program, so it would be wise for your members to **let me know as soon as possible if you are interested in participating**. This offering of the program is being 90% subsidized by IRAP, thus participants will pay only \$150 for this program, (without the IRAP subsidy, the cost to participants is \$1,500).

I look forward to hearing back from you. Please feel free to email or phone me if you have any further questions.

Also, if you know of any other food processing or manufacturing businesses that are at least 50% women owned and controlled that might be interested in participating in this program, feel to share the info with them, and/or provide them with my contact information so they can call me. Or if you/they are ok with you sharing their contact info with me, I can call them.

WECM offers one-on-one business advising to women business owners, as well as an array of business workshops and seminars. WECM is also a lending agent; we can loan up to \$150,000 for a business start-up or expansion. For more information on the Women's Enterprise Centre of Manitoba, please visit our website at [www.wecm.ca](http://www.wecm.ca)

Thank you for your time and attention to this email.

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