

FOR IMMEDIATE RELEASE

15 Outstanding Women Entrepreneurs Shine as Semi-Finalists at the Great Lakes Women's Business Council's Women's Business Conference

[Novi, Michigan] – [Sept 26, 2023] – On September 26, 15 remarkable women business owners took center stage at the 23rd Great Lakes Women's Business Council's Women's Business Conference, showcasing their innovative businesses in the WEpitch Competition. The intense competition, featuring a diverse range of industries, culminated in the selection of four finalists who competed for the grand prize. The 15 semi-finalists have not only demonstrated their entrepreneurial prowess but also their commitment to empowering women in the business world.

The 15 semi-finalists in the WEpitch Competition are:

- Annie Rayhill of [Athena Consultants](#)
- Lydia Michael of [Blended Collective](#)
- Cathryn Coleman of [Bouncing Around the Motor City](#)
- Lorna Cheatham of [Clara's Creative Gifts](#)
- Joanna Serra of [Fundraiser Blankets](#)
- Linda Robinson of [Global Exchange](#)
- Princess Castleberry of [Go Beyond Well](#)
- Winsome Kirton of [Heard i.o](#)
- Iris Humes of [iBlossom Organics](#)
- Amanda Medlen of [IDO Incorporated](#)
- Michelle Vincil of [Insert Toolless Products](#)
- Tracey Sanders of [Lavender Mobile Spa](#)
- Christina Kalfaian of [Papa's Kitchen](#)
- Gail Brown of [Platters Chocolatier](#)
- April Moayer of [Shah Saffron](#)

These 15 semi-finalists represent a diverse array of industries and backgrounds, and their passion for entrepreneurship and dedication to fostering women's economic growth is truly inspiring.

Four of these extraordinary women advanced to the finals of the WEpitch Competition, where they had the opportunity to present their businesses to a distinguished panel of judges and a captivated audience. The winner not only received a significant cash prize but also gained valuable exposure and support for their business endeavors.

The Great Lakes Women's Business Council remains committed to supporting women in business and providing a platform for their success. This competition is just one of the many initiatives the organization spearheads to empower women entrepreneurs and promote gender equality in the business world.

For more information about the Great Lakes Women's Business Council and the Women's Business Conference, please visit www.greatlakeswbc.org.

About the Great Lakes Women's Business Council:

The Great Lakes Women's Business Council (Great Lakes WBC) is a nonprofit champion for women and minority business owners. We provide access to capital, corporate procurement opportunities, certification for women-owned business enterprises, and small business educational support.

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