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Tracey Sanders of Lavender Mobile Spa Triumphs as Winner of the WEpitch Competition at 23rd Great Lakes Women's Business Conference

[Novi, Michigan] – [Sept. 27, 2023] – The 23rd Women's Business Conference hosted by the Great Lakes Women's Business Council reached a thrilling conclusion as the audience cast their votes, declaring Tracey Sanders of Lavender Mobile Spa the winner of the highly anticipated WEpitch Competition. This outstanding entrepreneur demonstrated remarkable innovation, dedication, and a true commitment to her business vision.

The WEpitch Competition, held on September 27, featured four exceptional women business owners who had advanced to the finals after a rigorous selection process. These finalists, Lorna Cheatham of Clera's Creative Gifts, Linda Robinson of Global Exchange, Michelle Vincil of Insert Toolless Products, and Tracey Sanders of Lavender Mobile Spa, presented their businesses to a captivated audience and a distinguished panel of judges.

Tracey Sanders's [Lavender Mobile Spa](#), which offers luxurious and convenient spa experiences delivered to clients' doors, captured the hearts of the audience. Her innovative approach to wellness and self-care, combined with her passion for providing exceptional customer experiences resonated with those in attendance. Her victory in the WEpitch Competition not only recognizes her outstanding entrepreneurial skills but also the positive impact her business has on the well-being of her clients.

The audience's vote is a testament to the power of women entrepreneurs and their potential to transform industries. Sanders's success is an inspiration to aspiring female business owners, demonstrating that passion, hard work, and innovation can lead to entrepreneurial excellence.

As the winner of the WEpitch Competition, Tracey Sanders will receive a significant cash prize and gain valuable exposure and support for her business. Her triumph is a testament to the Great Lakes Women's Business Council's commitment to supporting and empowering women in business, and it highlights the organization's dedication to fostering gender equality in the entrepreneurial landscape.

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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