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Four Exceptional Women Entrepreneurs Vie for Victory at the Great Lakes Women's Business Council's Women's Business Conference

[Novi, Michigan] – [Sept. 27, 2023] – On September 27, 2023, the Women's Business Conference hosted by the Great Lakes Women's Business Council reached an exciting climax as four remarkable women business owners advanced to the finals of the prestigious WEpitch Competition. These finalists, chosen from a pool of exceptional semi-finalists, showcased their innovative businesses to a captivated audience and a distinguished panel of judges.

The four finalists in the 2023 WEpitch Competition are:

- Lorna Cheatham of [Clera's Creative Gifts](#)
- Linda Robinson of [Global Exchange](#)
- Michelle Vincil of [Insert Toolless Products](#)
- Tracey Sanders of [Lavender Mobile Spa](#)

Each of these extraordinary women has demonstrated remarkable entrepreneurial skills, resilience, and a commitment to making a significant impact in their respective industries. The WEpitch Competition provides a platform for women business owners to highlight their innovations, contribute to the business world, and empower other aspiring female entrepreneurs.

The finalists impressed the judges and audience with their compelling business pitches, showcasing their ability to adapt, innovate, and thrive in today's ever-evolving business landscape. Their stories of success and dedication are not only inspiring but also a testament to the impact women entrepreneurs can have on the global economy.

The winner of the WEpitch Competition will receive a substantial cash prize and gain valuable exposure and support for their business. However, all four finalists have already achieved an impressive level of recognition and success by reaching this stage of the competition.

The Great Lakes Women's Business Council remains dedicated to its mission of empowering and supporting women in business, and the WEpitch Competition is just one of the many initiatives through which they achieve this goal. By celebrating these exceptional women and their accomplishments, the organization hopes to inspire more women to pursue their entrepreneurial dreams.

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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