

## Dufferin Women in Business hosts 2017 Sparkle Awards



Dufferin Women in Business (DWIB) hosted their sixth annual Sparkle Awards, recognizing and celebrating women who make contributions to business in Dufferin County.

In conjunction with the networking and awards event, it also marked DWIB's 15th anniversary of operations.

The event took place Wednesday of last week (Nov. 15) at Orangeville's Best Western Plus, and saw over 100 people, including Dufferin-Caledon MPP Sylvia Jones, attend.

According to DWIB's website, the Sparkle Awards are named because "sparkle, like a diamond, symbolizes the change in self-realization and a deeper understanding of mental and emotional maturity. It is a symbolic meaning of prosperity, strength, harmony, purity and peace. These awards encourage everyone to be the diamond in their rough and be the best they can be."

The gala began with a meet-and-greet networking reception, along with entertainment provided by guitarist Ryan Avery and local vocalist Maddy Morrison.

### **Winners of the 2017 Sparkle Awards:**

Volunteer of the year (Sponsored by Marlin Travel Inside Walmart) ? Brenda Seltzer.

Networker of the year (Sponsored by the Town of Orangeville) ? Roberta Fracassi.

Mentor of the year (Sponsored by Budget Blinds) ? Jennie Bradley.

The 2017 Women of Influence award (Sponsored by Tony's Garage) ? Tammy Schneider.

Ms. Fracassi says by working in a small team, as well as independently, women are "out there, we're trying to network, trying to meet other people, build relationships, and as well build other people's businesses."

She says she's noticed ease for women to network, and by being a committee member with DWIB for three years, "I've built strong relationships with the women in the community."

Ms. Seltzer says it's very humbling to receive the award, as there are "many amazing women" nominated. "There's never enough you can do."

She advised that women "need to be involved in the community, and understand the needs."

Ms. Bradley says it's an honor, and was surprised to have won. "I'm part of a bigger organization, but I've had a great opportunity to lead a lot of people, it's really fun to help and teach people to grow in our organization, so it's been a privilege."

Liz Skorski, chair of DWIB, says it's important to recognize women in the workplace, because they're doing a lot that's not being heard about. "Part of the big thing with women is balancing work, and family, volunteerism, and children."

She says it's great celebrating the organization's 15 years and facilitating connections. "We see the people coming to our events, we see those people change a lot, but we still see it moving forward. So there's good momentum, we're happy to keep going with it."

Ms. Skorski added that in terms of change for women in the workplace, the traditional role of women of taking care of family "haven't gone away. We've just added a heck of a lot more to it."