

INVEST COB O URG

MANAGER BLOG



Equipping and Celebrating Women in Business in Cobourg

Our economic development team delivered two sessions in the first quarter that equipped women in business to grow their companies and organizations. In late February, the Venture13 Innovation and Entrepreneurship Centre was the host viewing party location for StrikeUp Canada's Digital Conference for Women Entrepreneurs.

The keynote presenter was Jillian Harris of Love It or List It fame who shared her insights on her entrepreneurship and leadership journey. There were also digital sessions at the viewing party led by women in business addressing values-based brand building, responsible AI adoption and healthy living practices and routines. New this year, was an interactive Wall of Wins engagement in partnership with the Art Gallery of Northumberland County. Attendees were encouraged to write and post their business, career or general life successes that they were proud of accomplishing over the past year.



Wall of Wins Activation in collaboration with the Art Gallery of Northumberland



StrikeUP Viewing Party Crowd

New for Cobourg was the inaugural InspiHER Local Women in Business session that was held at the Venture13 Innovation and Entrepreneurship Centre on March 7, 2025. This session was held in celebration of International Women's Day and provided an opportunity for three local women to offer insights about their business challenges that they have experienced and overcome.

Trina Dyson (Dyson Construction and Renovation), Jamesi Sutherland (Compassionate Heart Home Care) and Suzanne Tilley (McLean Chimney Company) discussed their career paths, business values, and leadership styles with moderator Lydia Marciano (RBC Financial Group). Thank you to each of them for sharing their experiences and remaining resilient women who make a difference in Cobourg's community. Stay tuned as InspiHER returns next year for International Women's Day 2026!



InspiHER Panel Discussion

Subscribe to the economic development newsletter to stay current on upcoming business, innovation and entrepreneurship support programming in 2025.

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