



NEWS RELEASE:

More than 100 Women-Owned Businesses to Gather for Sold -Out Passion to Profit Idea Summit in St. Marys

ST. MARYS, ON – One hundred and twenty women entrepreneurs from across Perth County and beyond will gather for a full day of learning and networking at the St. Marys Golf & Country Club on Monday, April 29th. The sold-out Passion to Profit Idea Summit has been organized by Kerry Ramsay, founder of the [Fresh idea Collective](#), and supported by various local sponsors, including signature partner [KDB Law](#).

Last fall, the Fresh Idea Collective began hosting monthly, sold-out events in women-owned spaces throughout Stratford and St. Marys. To date, more than 250 women have taken part in the monthly meetups which have provided guided networking sessions and training along with fun experiences such as roller skating, business book exchanges, and axe-throwing.

The Passion to Profit Idea Summit is the largest Fresh Idea Collective event to date.

“The goal of the Passion to Profit Idea Summit is to help women-identifying entrepreneurs create meaningful financial goals for their businesses, while learning the key strategies they need to help make those goals a reality,” says Ramsay, a former marketing professor who now leads the women’s entrepreneurship strategy (remotely) for the greater Kingston region through Queen’s University.

In July 2022, Ramsay and her family moved to Stratford where she had the opportunity to connect with dozens of female creatives and entrepreneurs in her neighbourhood and in the surrounding area.

“Like many entrepreneurs, I’m passionate about creating something out of nothing, and helping to solve common problems in not-so-common ways,” she shares. “By gathering with other women creatives and entrepreneurs on a regular basis, we are generating fresh ways of thinking, while boosting our mental well-being and creating a stronger business ecosystem.”

The keynote speaker for the Passion to Profit Idea Summit is Hadriana Leo of [Money Navigator International](#) who will deliver a 1-hour training session on “Positioning Your Mind for Profit: Learning How to Manage Your Money Mindset”.

Workshop leader Holly Mortimer, Business Advisor for the [Stratford Perth Centre for Business](#) will teach attendees how to “Become Your Own Profit Tracker: How a Simple Cash Flow Statement Can Boost Your Bottom Line.”

A Profitable Business Strategies Panel of six outstanding women entrepreneurs will round out the event by providing ideas and insights based on a combined total of 75 years of experience:

- Efua Adaboa Biney-Assan, Certified Public Accountant (CPA) and Owner of [Manyiwa](#) and [Apt & Cove Property Management](#)
- Amy Bannon, Owner, [Redhot Creative](#)
- Naomi Clement, Potter and Educator, [Naomi Clement Ceramics](#)
- Judy Gardiner, Nurse Practitioner and Healthpreneur at the [Stratford Menopause Clinic](#)
- Sue Griffiths, Owner, [Stone Home Creatives](#)
- Montana Wilson, CEO, [GRIT Engineering](#)

The Passion to Profit Idea Summit will include a Morning Movement Break with Michelle Laidlaw, owner of [Vitality Health & Fitness](#) (St. Marys) and an Afternoon Dance Break with Breanna Willis, owner of [Stratford Dance Co.](#)

The entire event will also be captured by London graphic recorder [Emma Richard](#) who will use deep listening, connection-making and speed drawing to capture key stories from the day in a visual format.

Fresh Idea Collective is grateful for the support of its key supporters, including:

Signature Sponsor - [KDB Law](#)

Founding Sponsors - [Perth County](#), [investStratford](#) and [Town of St. Marys](#)

Leadership Sponsors - [IG Wealth Management](#) and [Infopreneur Launchpad](#)

Supporting Sponsors - [Redhot Creative](#), [Fresh Content Management](#), [The Marketing Lighthouse](#) and [St. Marys Golf & Country Club](#)

To learn more about upcoming Fresh Idea Collective events, follow @freshideacollective on Instagram and Facebook.

MEDIA CONTACT INFORMATION:

Kerry Ramsay

Email: freshideacollective@gmail.com