06/23/17

RE: InnovateHER 2017 Challenge

To Whom It May Concern:

The Western Dairyland Women’s Business Center held a local competition for the InnovateHER 2017 Challenge. After receiving and reviewing several applicants, our judges panel unanimously agreed upon one business – Aunt K’s Natural Powders.

Kay Widule and her mother, Sharon Horstman, have been developing their product and building a business around it for several years. Their product is packaged as baby powder, sports powder and foot powder. It is marketed and sold to three distinct buyers. And has a high capacity for growth. Due to recent developments in the industry that have found correlations between talc and cancer, consumers have been flocking to natural powders such as Aunt K’s that do not have talc and are safe to use around children.

The Western Dairyland Women’s Business Center and the judges panel strongly believes in the potential success of this product, as well as the management team of Kay Widule and Sharon Horstman.

Sincerely,

