



The Orange Hub
Unit 441B, 10045 -156 St NW T5Y 2P7, Edmonton, AB
Stockman Centre
Unit 102, 2116 - 27 Ave NE T2E 7A6, Calgary, AB
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(780)217-5185

Date: July 03, 2026

Dear Carolyn,

I am absolutely delighted to congratulate you and the Destination Must Visit Tourism Alliance on securing this remarkable \$2.4 million government contract. This achievement is a testament to your vision, leadership, professionalism, and unwavering commitment to excellence.

Having had the privilege of working with you, I can personally attest to the extraordinary value you bring to every project. When Black Canadian Women in Action Society organized our SMART GROWTH INTERNATIONAL BUSINESS EXPO in Calgary, Alberta, Canada, you travelled from the United States to support us at a time when our organization had very limited resources. You never measured your contribution by the number of hours you worked. Instead, you invested your expertise, your time, and your heart because you believed in our mission and in the women we serve.

Beyond serving as an exceptional event consultant and Conference producer, you graciously agreed to be our Master of Ceremonies, and you elevated the entire event with your professionalism, warmth, and ability to engage our audience. Even more remarkable was your willingness to defer payment until our organization was in a stronger financial position. That level of generosity, integrity, and confidence in our work is rare.

What has impressed me most is that your support did not end when the event was over. You have continued to reach out, asking how our organization is doing and how the women we serve are progressing. That speaks volumes about the kind of leader and partner you are.

Your recent success also demonstrates something much bigger: when women lead, collaborate, and intentionally support one another, we create opportunities that transform communities and open doors that might otherwise remain closed. Women-owned businesses bring innovation, collaboration, accountability, and purpose to government contracting, and your achievement is a powerful example of what is possible when women work together with excellence and determination.

I wholeheartedly recommend you and your organization to any public or private sector partner seeking a trusted, strategic, and results-driven leader. I have every confidence that the same dedication, integrity, and excellence you demonstrated in supporting our organization will continue to produce outstanding results on projects of any size.



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Congratulations once again on this well-deserved accomplishment. I look forward to seeing the many lives and communities that will benefit from your leadership in the years ahead.

Jeanne Brigitte Lehman, CM

Founder and CEO | Fondatrice et directrice générale

Black Canadian Women in Action (BCW in Action)

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