

# Yummy Mummy Bakery & Pawsitively 4 Pink Receive Awards from the Corridor 9/495 Regional Chamber of Commerce

On March 5th, Business Forward Females (BFFs) of the Corridor 9/495 Regional Chamber of Commerce held its



"International Womens Day" Celebration at Cyprian Keyes Golf Club. The program was to celebrate the achievements of women, while continuing the call to accelerate gender parity. Over 80 women in business attended the event with special guest speaker, Joyce Kulhawik. Kulhawik is best known as the Emmy Award-winning arts and entertainment critic for CBS-Boston and currently lending her expertise as an arts critic/advocate (Joyceschoices.com), motivational speaker, and cancer crusader.

A highlight of the program was the presentation of the 2024 Business Forward Females awards. Melissa Roiter, President and Owner of Yummy Mummy Bakery, received the Woman-Owned Business of the Year award. More than 17 years ago, Melissa started her brownie business in her home kitchen as a single Mom with two-year old triplets. From 2004-2012, she grew her

home-based business through her website, at farmers' markets and fairs, and started to ship brownies nationwide. When she could no longer operate her business out of her home, she moved to a retail location, hired talented staff, and expanded her home made treats to custom cakes, cupcakes, cookies, and so much more. As a result, this small business owner has built her woman-owned business into a successful million-dollar company today.

The second award presented was the BFF Leadership award bestowed to Michelle

Power, Founder and CEO of Pawsitively 4 Pink (P4P). In 2018, Michelle established her nonprofit with the mission of supporting low-income, underserved women in Massachusetts suffering from breast cancer. She is the only employee and since starting her nonprofit, P4P has awarded nearly \$400,000 in grants to women suffering from breast cancer. The grants have helped women with mortgages, groceries, car repairs so they can get to their appointments, co-pays, and other comforts needed due to their diagnosis. The biggest difference

between P4P from other breast cancer organizations, they are the only non-profit in America that supports women who choose either holistic and/or traditional care, and support women up to 6 months after treatment if they need it.

For more information about the benefits and diverse programs the Chamber offers to local businesses, visit [www.corridornine.org](http://www.corridornine.org).



Left to Right: Pam Stevens, Partner, SederLaw & Co-Founder of BFF; Guest Speaker, Joyce Kulhawik, Joyceschoices.com; Melissa Roiter, Yummy Mummy Bakery; Michelle Power, Pawsitively 4 Pink; Karen Chapman, President, Corridor 9/495 Regional Chamber of Commerce. Photo by: Veronica Jay Photography

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## UPCOMING EVENTS:

- 3/22/2024 | **CHAMBER OVERVIEW** 8:15-9:30 am, Corridor 9/495 Chamber office, Westborough
- 3/26/2024 | **YOUNG BUSINESS PROFESSIONALS NETWORKING** 5:30-7:30 pm, Neighborhood Tavern, Northborough
- 3/28/2024 | **ANNUAL LEGISLATIVE BREAKFAST** 7:15-9:30 am, Marlborough Courtyard by Marriott
- 4/9/2024 | **WOMEN IN BUSINESS NETWORKING** 11:30 am-1:30 pm, Cyprian Keyes Golf Club, Boylston
- 5/8/2024 | **BUSINESS EXPO** 4:00-7:00 pm, Best Western Royal Plaza Hotel, Marlborough

Visit the Chamber's website at [www.corridornine.org](http://www.corridornine.org) for more information or to register for events.

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