TORONTO'S SEASONAL ENTREPRENHER ONLINE MAGAZINE

HER COLLECTION

COLLECT.CONNECT.CREATE

SUSTAINING HER



JANINE BOWEN

founder of HERCOLLECTED


Two



editor's note

As I write this, I can hear the birds chirping and see the full, lush green leaves on the trees outside my window. Aaahh... summer has arrived! Like many things in life, there is no easy transition from spring, just the jolt of hot weather that we always welcome but never quite seem prepared for.

There is an energy of celebration combined with restlessness—a burning desire to make up for the lost time entering the Summer of 2022. I have committed to saying YES to all invitations sent my way this season. I also feel compelled to make plans and stay busy. There is a sense that we are on the other side of things and, thank goodness, back to "normal." But what we can not lose sight of is the growth that has taken place. This period of history has affected each of us differently, but it has been a time of great transition for many. It has prepared us for the next steps in our evolution.

HER has not been exempt from that evolution. A child of the pandemic, she has had a lot of growing pains in these short two years. But as we celebrate this milestone, we do so with a heavy heart. I know you have been wondering where our beloved Loveleen is; all is revealed in this season's cover story.

The theme for this season is **Sustaining HER**. After a storm, there is always calm, time to regroup and center. That's precisely what we plan to do. So enjoy, as our contributors take us on a journey through their words and techniques to a place of **BALANCE.**

Janine

EDITOR IN CHIEF

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JANINE BOWEN

THE STORY OF HERCOLLECTED

Being on the other side and sharing my story is truly exciting. This issue is special for so many reasons and having the chance to write the story of **HER**COLLECTED brings it full circle.

Let's start at the very beginning for those who may be meeting **HER** for the first time. My name is Janine Bowen. I am a Success Coach Specializing in Leadership Development, Business Support & Strategic Planning, and I am one of two women who founded **HER**COLLECTED. Our experience is based on working in corporate Canada for decades. In both retail and financial services. **HER**COLLECTED is one of the many businesses that the pandemic birthed back in April 2020.

On July 1, 2020, we launched the first edition of our magazine, **HER**COLLECTION, which showcases female entrepreneurs. Our reach has taken us as far South as Florida and the Netherlands, but we call Toronto home.

As the founder, in the sense that I had the original, inspiring thought, I have told this story many times, and as we grow, I'm sure I will have the chance to tell it many more, but this version will focus on the intention of **HER**COLLECTED as that, for me, is the relevant tale.

It all began with a referral for a new nail salon, and from that initial encounter with the owner, *Diana, we formed a bond. Firstly, I must say she is a brilliant nail technician, and when I use those words, I mean to say that her talent goes beyond the fundamentals of her craft and to the core of who she is as a person and the light she brings her clients. Each time I sat in that chair, we engaged in meaningful, thought-provoking conversations about womanhood, life, love, business and everything in between. After each visit, I would leave thinking; I wish I could bring these conversations to other women. That's when I felt something brewing. I was fully aware that I could not force it, so I let it percolate, knowing it would come to full fruition when the time was right.

Visit after visit, I would leave with the same feeling, but nothing developed. One day I hired a 'five-star' handyman, and long story short, I was disappointed with the service. Then I thought, 'how great would it be to create a network of people (primarily women) to whom I could refer others, so people don't waste time and resources; as I learned, online reviews can be deceiving. That was it!

I wanted to build a community of women, leading the cheer for great female-led businesses and providing them with the support and resources to grow. But I knew I could not do it alone.

I approached a dear friend and colleague about the idea, asked if she was interested and let her know I wanted Loveleen and another workmate to come on board. At that time, we called the business the Entrepren-HER-Collective. We referred to our newly formed powerhouse as the power of 4.

The initial work started with enthusiasm and excitement. Still, when that wore off and we launched our first issue of HER COLLECTION, it became apparent how much work and dedication this undertaking would require. We had not included the membership or business coaching services we wanted to initiate. Like all businesses, there was some strife as we tried to meld four people's ideas on a project that was not garnering any income. By the 6th month and the launch of our 3rd issue, we lost 2 of our partners and Loveleen and I became the passion of 2! Which really meant we inherited double the workload.



We were the last two founders, but we quickly learnt that we work synergistically. At the time, we were both committed to the vision and knew that this venture was our purpose and future, but with fewer hands, many of the critical elements of what we wanted to achieve had to be pushed back; we simply did not have the time or resources. Working at our full-time jobs, parenting and focusing on the critical elements of **HER** forced us to take significant steps back and re-evaluate, categorize and then push our priorities forward as a company.

Fast forward to today, and those same pressures have only increased. Loveleen has re-evaluated her life and commitment to **HER**. She has been battling a rare disease called Vasculitis, which involves inflammation of the blood vessels that affect the respiratory system. So this past February, she took a step back. She remains a contributor and number 1 fan, but the show is solely mine.

The power of 2 is now the determination of 1, and no matter how hard things get, quitting will never be an option.



HERCOLLECTED has evolved, but the core of who she is has not. We are the facilitators of dreams and champions of entreprenHERS. We provide our community with the tools and resources to establish their purpose and make their dreams come to life. **HER**COLLECTION Magazine is how we elevate and celebrate women by sharing their unique stories, allowing others to feel inspired and support them. As **HER** journey continues, I look forward to becoming more agile, shifting into a chapter that will enable me to work solely in this area.

This is how **HER**COLLECTED has dedicated **HER**self to making a difference. One woman at a time, one issue at a time.

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*Read Diana's story in the Fall 2021 Edition of **HER**COLLECTION

How Do You Love Thyself?

By Tanasha Smith



How we see ourselves is fundamental to our self-worth. How we treat ourselves is how we train others to treat us. When you realize that your self-worth is connected to your identity, history, culture and race, your life journey is to accept who you are and fall in love with yourself every day.

Self-care is a lifetime commitment. Caring for ourselves looks different for everyone, and it requires daily intentions. Self-love is appreciating your uniqueness and highly regarding your mental, physical and spiritual growth. Taking care of your needs isn't being selfish; it's making sure you're not sacrificing your well-being for others. Your peace and happiness should be your priority, not for someone else to fulfill.

As a helping professional, I had to learn what it meant to take care of myself emotionally, physically, mentally, and spiritually. The journey in doing so was challenging; through trial and error, I learned to accept my weaknesses and strengths that made me unique. We all have a story to tell that contributes to who we are today. As a child sexual abuse survivor, I had many challenges to overcome to be committed to my healing process.

HEART & HOME *Relationships*

My life work consists of determination, resilience, strength and love. I carried shame, guilt, hatred and low self-esteem towards myself. Even though I felt this way about myself, I was devoted, caring, compassionate and kind towards others who then, in return, took advantage of me. Based on my history, I had to unlearn the generational cycle of my upbringing and transform my mind, body and spirit to rebirthing a new image of me.

Loving who I am has become a life lesson of teaching others to know and appreciate their self-worth. Looking at the reflection that you see every day should remind you that you are worthy of love, peace and happiness. Your happiness depends on you and having others join you on that journey adds the icing to the cake.

My commitment to self-care is showing up for me first so that I can be there for others. My morning routines start with affirmations that awaken my spirit when I rise. Then, I meditate for ten minutes to center my thoughts. I exercise 3 to 4x a week, and I meal prep every week to sustain my weight. My night routine varies from listening to music or reading a book and reflecting on my gratitude by journaling. I try my best to get 7 hours of sleep because rest is essential. I enjoy being in nature, traveling and learning new things. I do the things I love. Once I realized my worth,



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I made an oath never to lose sight of myself ever again. My journey to finding myself was a challenge. First, I had to work through my shit (trauma) to heal the parts of me that were never mine.

I believe if we aim to prioritize our healing, we gain superpowers to sustain the unique imperfections that make us special. Radically loving yourself is a lifetime commitment to never letting go of your worth.

My question for you is this: **What importance do you place on your self-worth?**

HER | 09

IT'S MONEY HONEY

seasonal tips on how to manage $$$

My Family Money Story

By Loveleen Rai

We all have a particular relationship with money. Our relationship was formed while we grew up partly by values instilled in us by our parents. As a result, by the time we reach adulthood, we have a concrete set of ideas about money that aren't entirely our own.

Looking back to my childhood, I can pinpoint my growing relationship with money; I have to say it would have been during my early school years. My parents planted the proverbial seed about the money tree early in childhood (6-7yrs old). Growing up as a 1st generation South Asian Canadian born in the '80s to immigrant parents who were new to Canadian culture, going to friend's birthday parties was not a priority. At the end of the day, they had to work, save money and provide for their family. Playdates, birthday parties, and having relationships with my schoolmates' parents were last on that list. There was no " Hey mom, Jessica's parents are taking us to Chucky Cheese for her birthday. Can I have twenty dollars to play the arcade?". It was more like, " You don't need to go; you see your friends at school; that's a waste of money."

That is where it began for me—the symbiotic relationship between money and self-worth.

In my need to research how to navigate my emotions with money, I came across Financial Therapist Amanda Clayman.

"Our Family Money Story is the "original software" behind the attitudes, beliefs, and behaviours we bring to our financial life. For some of us, our Family Money Story is all too familiar. For others, it percolates under the surface, influencing our choices without our conscious awareness. Some of us work to modify that programming as we run into limitations in how it serves us. But before we can do that, we have to get clear on what the story is."
— **Amanda Clayman in GOOD Money**

YOUR FAMILY STORY SHAPES YOU

Your Family Money Story shapes the attitudes, beliefs, and behaviours you bring to your financial life.
To further explain, Clayman says,
"it is based on events, messages, feelings, and meaning. These make up your experiences surrounding money, as well as the beliefs and feelings surrounding what your parents said (or didn't say) about money".

IT'S MONEY HONEY

"These experiences can create patterns or a set of beliefs that affect your relationship with money in one of two ways:

- *You repeat it*
- *Or you reject it*

"If you found your parents' frugal view that "There's never enough money," to be restrictive, you might take the opposite, "Money is meant to be enjoyed," point of view," she explains.

The challenge that I had with my Money Story growing into adulthood was my perception. I perceived spending money as a complete luxury, and I was never worthy of spending it on myself. Taking trips with my girlfriends to Mexico in my early 20's was permanently shadowed under the feeling of anxiety and stress about how much this would cost and if I worked "hard enough" to earn the trip. I would always have a fantastic time, but that feeling of shame loomed over me.

This feeling in itself comes from my childhood. We rarely went on vacations; eating at restaurants was a rare luxury(I could count on one hand the times we did in my youth). It had nothing to do with my parents not having the means, but their value of money was not associated with pleasure. Instead, they valued money in terms of tactile possessions. Home, Car, Education. I hold some of those values with my relationship with money as an adult, so thank you, Mom and Dad.

I struggled with the feeling of worth and the idea of money being spent on pleasure. For example, only when I got married did I indulge in a massage. To this day, my 65-year-old mother has never paid for a massage. She would tell me, "that's a waste of money." I think in her mind, she holds herself in higher regard because she never had to get a massage, "she's one of the stronger ones!!!" (I'm assuming her thoughts here, but I feel this rings to be true). If I looked further into my parents' money story to better understand who they are, I would have a deeper understanding of my behaviours around money.

BOOMER PARENTS AND THEIR DEPRESSION AREA PARENTS

First off, my parents are from the Baby Boomer Generation, children born from depression-era parents themselves. My parents also immigrated from India with no more than $100.00 in their pocket in the mid-'60s. These facts alone have already created the pathway to my current Money Story. Money was viewed as a means to survive. And I mean **SURVIVE**. Without it, you didn't eat, there would be nowhere to sleep, and how could you possibly create a space for a family. It's no wonder my parents' views of enjoyment have such a huge price tag attached to them. So I grew up with the feeling of Shame when I spent money on myself.

"How could I be so frivolous when my parents worked so hard and never bought a Starbucks in their life," that would be insane, you can make coffee at home.

When the idea of Self-Care became mainstream in 2015, my eyes opened to a world that taught me it's ok to indulge a little in yourself. It's ok to spend some money on self-care. They are means to help with the mental, emotional and physical self. It took baby steps, and I had to break out of my guilty feeling for spending money on myself. I still

IT'S MONEY HONEY

struggle with this notion today, but at least when I go on vacation now, I'm living in the moment and not having a looming cloud of shame over my head. Anjali Pradhan, a Financial Analyst, based in Montreal, @dahlia_wealth, gave some great tips on breaking out your “Familiar money story’.

First, you need to identify your relationship with money. Pradhan says to ask yourself these questions:

“What visceral thoughts does money bring up? What feeling does it bring up in the body?”

After identifying and acknowledging your emotional ties to money, you can rework how money affects you, says the analyst.

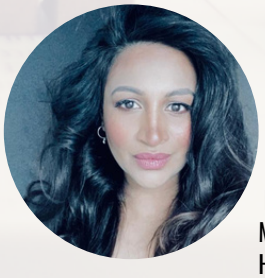
If you want to break out of your “familiar money story,” the next step is to erase all your old feelings toward money.

1. Write down the things you want to change about your money story on a piece of paper. Burn this paper.
2. Write out new money affirmations you want to see in your life. For example, **“I will embrace abundance in my life,” “My wealth will grow through investing,” or “I deserve a better salary**.” Write these out on cards, and put them in places you will constantly see.

It takes work to break out of your own money story, but it is possible. But, first, you need the time to evaluate your relationship with money and how it has played a role in your life.

What's your Money Story?





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Tea Time



Stay refreshed this season with these tasty Summer teas that hit the spot.

Bubbly Fruit Tea

Experience the unique and satisfying texture of real fruit and basil seeds! Our take on a healthy version of bubble tea. Basil seeds are full of nutrients and contain filling fibre which helps you feel full and support your gut health. The best part? It has only 30-70 calories per cup. Finally, a filling snack you can feel good about!





Ingredients: Pineapple pieces (pineapple, cane sugar, citric acid), Papaya pieces (papaya, cane sugar, citric acid), Basil seeds, Coconut, Organic banana (banana powder, silica), Baobab powder, Turmeric powder, Natural flavours.



Sangria Time

Sip in style with this great alternative to sugary beverages. First, make amazing sangria right in the teacanter. Then, add tea wine and fruit for a refreshing wine infusion. Save $5 with this collection! Includes:

- Choose any two Sangria Mixers
- Teacanter (1.5 L, 51 fl oz)
- 1 Pot of Tea Spoon

Learn about Sangria, our Sangria blends, paring methodologies and discover new recipes.





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get clean beauty







Reflect Effect AHA Smoothing Facial Mask

Bare it all with this powerhouse exfoliating facial mask, designed to transform dull, tired skin in just 10 minutes. The bouncy gel formula is supercharged with a unique blend of chemical and physical exfoliants, like AHA glycolic acid and bamboo particles. Plus, hydration-boosting saccharide isomerate soothes skin for an ultra-soft complexion. Use it up to twice a week for effective results, and get ready to show some skin.

Benefits:

- The high-performing formula works in just 10 minutes to deliver brighter skin that's soft and smooth.
- A multi-acid blend of 10% AHA and 10% phytic acid plus bamboo particles provide effective chemical and physical exfoliation.
- Resurfaces dull, tired skin for improved tone and texture

Featured Ingredients:

Glycolic Acid: The smallest AHA molecule absorbs quickly into the skin, effectively removing dead skin and leaving a brighter complexion.

Phytic Acid: Helps exfoliate buildup on the skin to reduce dry, flaky skin leaving a more even complexion.

Bamboo Particles: A gentle physical exfoliator derived from the stems of bamboo.

Saccharide Isomerate: An ultra-hydrating sugar-based moisturizer that combats dryness while soothing skin.



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THE READING ROOM



Atomic Habits
by James Clear

"A supremely practical and useful book. James Clear distills the most fundamental information about habit formation, so you can accomplish more by focusing on less."
Mark Manson
#1 New York Times best-selling author

If you have not read or heard of this book, I'm about to introduce you to one of the most influential self-help books today. I repeatedly heard growing up, that to achieve anything in life, one needed discipline.

My mother would scold me for not doing my chores, homework, etc. It would be blamed on my lack of discipline, but according to Clear, discipline is not the answer; forming habits is. James Clear is a leading expert on Habits and has sold over 4 million copies of his book. He will give you the tools and strategies to overcome your worst habits in an easy-to-comprehend step-by-step way.

Atomic Habits provides a framework for improving your everyday life and helps you reframe the way you look at your success. His website also has excellent resources where you can sign up for his newsletter. This is a must-read if you want to continue your journey of self-betterment and purposeful living.



Koukla in Greek means beautiful doll but the word is mainly used as a term of endearment for the women in your life. Bar Koukla being the little sister to Mamakas Taverna on the Ossington strip, is definitely a charming spot to enjoy with those closest to you. They serve Greek-style tapas and fantastic spirits. The atmosphere is festive but the space is limited, the food is incredible, and the service is out of this world. The wait staff are friendly and well versed in the menu, enabling them to make the perfect recommendations.

During our visit, my guests and I tried almost everything on the menu, and for a few items, we ordered twice. Each dish is packed full of flavour and freshness. I repeatedly commented on how eager I was to return and the necessity of visiting the Mamakas Taverna, regardless of how difficult it is to get a reservation before 9 PM.

Bar Koula is a must-visit for a special night out with whomever or wrap up a night out with friends. To avoid disappointment, I highly recommend making reservations. The later, the better, so there is no rush.





By Laura Marchione-Giurdanella

The Path to Self Love

One of the greatest struggles for women is their inability to love and connect with their inner resources, desires, wants, or needs without shame or guilt. Becoming aware of the importance of love and kindness toward oneself is a challenge. Even if attempted, feelings of guilt, unworthiness, and shame sabotage all efforts.

The ties that bind women into self-sabotaging thought patterns run so deep that most women don't even recognize that they exist. But they do, and the emotional, social, physical, and spiritual consequences of these ties undermine a woman's ability to experience compassion and love toward herself. They desecrate it before it even has a chance to happen.

Consider this. When was the last time you looked at yourself? I mean, really, looked at yourself? Not just for a fleeting moment as you happen to pass a mirror.

In my work with women, a common finding is that most women don't look intently at themselves or stare deeply into their own eyes. It is said that the eyes are the windows to the soul. Can you stare deeply into your soul? Most women can't.

1. They can't handle what they see: they can't face the reality of who they have let themselves become and the choices that they've made.
2. They are not comfortable giving themselves attention: they don't feel worthy of it deep down. They don't feel they are deserving of the time or effort.
3. They don't recognize themselves: staring into their souls' depths spotlights the incongruencies in their life and can be unbearable.
4. They fear what lies deep within: exploring their souls' depths can open up an undeniable awareness of the truths they have chosen to ignore or hide for far too long.

They feel they lack the courage to face their imperfections and vulnerabilities: It's just 'easier' to turn away and 'ignore' them.

Resetting the lens through which a woman sees herself involves self-love and courage. **Courage** to identify and set new boundaries to protect herself and what she truly wants for herself. **Courage** to prioritize the importance of loving herself over the importance of being loved by others. **Courage** to overcome the feeling that she is not worthy. **Courage** to know that loving herself entirely means that her ability to love others fully will grow profoundly. **Courage** to overcome the guilt and shame of loving herself just as she is. **Courage** to know that she is enough. **Courage** to work through the discomfort of change. **Courage** to claim the joy she deserves.

Self-love opens the door to loving, gentle internal conversations, the warmth and grace of accepting one's 'flaws' as perfect imperfections, and a profound joy that can only be experienced under these conditions.

Incredible things happen when you are on the path to self-love.



© Laura Marchione-Giurdanella,
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WORKING: ON MYSELF BY MYSELF FOR MYSELF



Coaching Corner

BY JANINE BOWEN

Finding Your Way Back To Happiness and Staying There!

I grew up in an environment where the only acceptable emotion I could show was happiness, so it is easy for me to display that during tough times, but if it is not genuine, it will not sustain you. Therefore, I have had to re-evaluate what it means to be happy and how one should source it, and this is what I have learned.

Like all other feelings, happiness is a temporary emotion, but having an existence rooted in happiness is a state of mind. One can not be in a state of happiness all the time, but you should at most possess feelings of contentment which vary from day to day, moment to moment. The key to a happy and content existence is in your hands. Only you are responsible for your happiness, and this responsibility should never be contingent on people, places or things because when they are gone, you are left with yourselves. So be the author of your destiny; you have the power to choose how you approach each day.

First off, let's look at the **how of happiness.** Self-awareness coupled with a healthy perspective is the only tool to keep a person happy even when the shit hits the fan.

We can all agree that we have seen some tough times in the past 24 months. Reflect on how you have been dealing with it. Where have you let circumstance determine your happiness? Acknowledging that you are in a tough place and honouring those feelings is essential.

Looking for your **silver lining amid adversity** is empowering. You need to take the time to acknowledge how resilient you have been, and this, my friend, can be your source of healthy optimism, which is a factor in overcoming the trials and struggles life throws our way. It takes hard work to stay the course of being content when life gives it to you but knowing that ***"this too shall pass"*** is a great mantra

During tough times **release the notion that you have LOST**, or are a loser. The mere feeling of losing something can ruin your happiness and your life. Remember that what is meant for you will never pass and that falling is not failure; staying down is. So, identify your mistakes, get the lesson, dust yourself off, and go with even more tenacity.

Re-framing and shifting our thought patterns will help to do this. Never sit idle. Realize that everyone has the inner strength to move mountains; we all have our unique superpower. What's yours?

You're either going to utilize it or lose it by sitting idle. Decide the trajectory of your life and get going. Putting your best foot forward will give you the momentum to keep moving in the right direction.

So, come get ya life and fulfil your dreams, Sis; the world is waiting for your greatness.



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HER COLLECTION

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