



September 5, 2018

Welland/Pelham Chamber of Commerce  
32 East Main Street,  
Welland, ON  
L3B 3W3

Dear Nominations and Awards Committee,

**Re: Le Village: Lise Daniel**

I am thrilled to take the opportunity to speak on behalf of Lise Daniel, owner and operator of Le Village Decor, a boutique in Pelham. It is my understanding that she has been nominated for the Venture Niagara Award for this year's Ruby Awards Ceremony. I cannot think of a better business and owner to receive this award because she encompasses the true nature of community.

I have been a patron of Le Village Decor in Ridgeville since it opened several years back and have always been truly delighted with the wonderful atmosphere that this boutique provides. I have witnessed Lise grow from a new business owner taking a chance in a small community to becoming someone who is regarded with respect and compassion for her patrons as well as the community at large. Her contribution to the community is what I would like to take the time to address.

As a Board Member and current President of Women's Place of Niagara South I was fundraising for one of our events with the task of soliciting local businesses a few years back. It was a natural fit for me to approach Lise as her clientele are primarily women. Lise, was thrilled that I came in as she stated that she had been looking for a non-profit community service that she could acknowledge and support through her own business and was thrilled that I came in. She has never looked back from that initial conversation and has plunged forward full force in making sure that her patrons understand and participate in supporting Women's Place through third party events and fundraisers she sponsors.

To date, Lise has held 2 golf tournaments for women with all proceeds going to Women's Place, resulting in several thousand dollars. She has taken those opportunities to ensure that all of the participants become educated about domestic violence and the services that are available through Women's Place. She has also taken many other opportunities such as her bi-annual fashion show to sponsor Women's Place. It doesn't just stop with Women's Place as Lise also is involved with another organization that supports women in Africa and her clientele have become involved in that sponsorship as well. She has a gift of bringing people together for a good cause.

In addition to the goodwill that Lise Daniel spreads throughout our small community, she has also been instrumental as a business owner in reviving the hamlet of Ridgeville over the past several years and bringing people from all over the Niagara Region to her modest boutique and the surrounding stores. As a long time resident of Pelham, it was amazing to watch the transformation in Ridgeville take place and yet maintain its quaintness. If I could sum up the character of Lise Daniel, it would be "love for community". Lise is a perfect candidate to receive this prestigious community award.

Thank you for the opportunity to speak of Le Village Décor and Lise Daniel. If you require any further information please do not hesitate to contact me at 905-892-5343 or [Deborah.richards@pelhampsychotherapy.com](mailto:Deborah.richards@pelhampsychotherapy.com)

Yours truly,

A handwritten signature in black ink that reads "Deborah Richards". The signature is written in a cursive, flowing style.

Deborah Richards, M.A., RP  
President,  
Women's Place of South Niagara