

January 2014

Award Judges
2014 Manitoba Woman Entrepreneur of the Year Awards

I have had the pleasure of working with Faye (F3 Designs) for the past three years. Faye contacted me on a recommendation from a Red River instructor that we both had while working towards our Web Development Certificate. We went through the program at different times, Faye having completed it quite a bit before me. It didn't take long for me to realize that Faye was not just offering me contracted employment with F3 Designs, she was becoming a mentor and a friend.

Faye came to me with an offer to design and develop websites for her company F3 Designs, as her workload was growing too quickly for her to keep up with the demand. I was immediately in awe of how well organized she was and how easy she made it for me to "fall in line" so that I would be producing the same quality work she was already producing for years. When you take the chance of working for someone you don't know it can be an intimidating task, trying to learn the way they do things and what their expectations are. Faye's expectations are high – very high. No detail is left unnoticed; every aspect of a design, every piece of code is contemplated and completely thought out.

Faye has pushed the limits of my creative, troubleshooting and problem solving skills, and I have emerged a better web designer/developer because of it. I have learned how to set up a solid contract with Faye's guidance and experience on projects together. I have watched her handle difficult clients with nothing but the utmost professionalism. I know how important it is to stick to a timeline and how teamwork is so much better than trying to go at it alone, and that's all because of Faye's leadership skills.

Faye goes beyond maintaining a mere professional relationship with clients – she cares for them. In a world where anyone can build a website using any number of free online tools, it's not always easy to make people see the value in hiring a web designer/developer. Faye is the exact definition of why people need to hire someone who specializes in website development. F3 Designs is all things web. From start to finish she looks after every need, making the entire process easy and pleasant. At F3 Designs, you are getting the "real deal" with Faye, which is so hard to get in a digital world often void of real human qualities such as caring, humor and a personality so down to earth you'd swear she has always been your neighbor.

I hope to work with Faye for many years to come and to continue to grow as a woman entrepreneur in Manitoba as Faye has done. She captures the very essence of what a woman in 2014 needs to be, what is most often required of each of us as modern, working women: to be a good wife, a mother and a hard working contributor to the family household. Faye juggles each task with seemingly effortless finesse and makes a lasting impression on clients, friends and those of us lucky enough to work alongside her.

I am proud to call Faye my mentor, my co-worker and my friend. In my opinion, Faye well deserves to be recognized for all that she has done with her work at F3 Designs.

Sincerely,
Kati Pauls