



## Local Business Owner Thrives During Coronavirus

(July 14, 2020 Medicine Hat, AB) Local Author and Motivational Speaker, Blaise Hunter, has just been announced as a 2020 Woman of Inspiration Award Nominee with the Universal Womens Network™ based out of Calgary. With the Alberta business landscape radically altered over the last four months, many business owners are facing layoffs and closures. However, a small business in Medicine Hat is seeing an uptick in demand and is gaining exposure. Blaise the Trail inc. is creatively learning to adapt in these times while successfully pivoting key business strategies as well as demonstrating resiliency.



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Hunter faced substantial hardships with the shutdown because she relocated from the United Kingdom in March 2020. She planned on hitting the ground running the moment she landed in Medicine Hat, but the coronavirus caused her to abandon all methods of traditional networking and collaboration. Hunter's main business is appearing as a Keynote Speaker at conventions and conferences but with all events cancelled for the foreseeable future, Blaise quickly adapted. She relied on her former training as a marketing/branding strategist and began helping other businesses rebrand themselves during this time.

**“ I was thrown a curveball with all my events cancelled in 2020. No means, no networking and no money. Then my own words came to me –  
No Grit No Pearl, I needed to dig in and get resourceful and a new business was born.**

**Blaise Hunter – Blaise the Trail inc CEO**

Hunter is an author, international speaker, award winning mental health advocate, fertility expert and the founder of the Heroine Movement. Her business, Blaise the Trail inc, is a consulting agency geared to help people birth their dreams and goals. During the pandemic, Blaise created a signature series which includes Birth Your Brand, Birth Your Voice and Birth Your Story. Hunter has 15 years experience in broadcast

[blaisehunter.com](http://blaisehunter.com)



journalism, marketing/communications, and public speaking. “It’s been a difficult season for many small business owners,” said Hunter. “I am so thankful I had a deep bullpen of expertise to pull from and sustain my business. This is where my teachings really challenged me to practice what I preach and lean into the difficulties and birth courage, strength and turn the mess into my message.”

Hunter is also the founder of the Footprints Infertility & Pregnancy Loss Support Initiative. This program is helping change one community at a time and invoke healing for grieving parents. The distribution of Footprints Support Bags are also part of this initiative, where Hunter plans to bring this program to Medicine Hat and surrounding areas. Blaise won the 2019 Women of Influence Award for founding the Footprints Program and is filled with gratitude with the 2020 Women of Inspiration nomination. “My focus isn’t about winning awards but it is about what these honours represent,” expressed Hunter. This solidifies my message is being heard; We all experience setbacks and disappointments but we still have a destiny to birth.”

Blaise is consulting with various clients from Canada, the US, and the UK and is looking to forge new partnerships with stakeholders and organizations all around Southern Alberta and help our business sector thrive. Hunter also assists parents in discovering peace amongst infertility and loss. She experienced three miscarriages, battled depression, and then battled back. Hunter wrote her book to heal and in turn [Heroine: Embrace Your Flaws & Own Your Awesome](#) has become a women’s survival guide and resource tool to rise up and become the hero of their lives. It is time for people to draw their swords and breathe fire.

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<https://universalwomensnetwork.com/women-inspiration/nominees-finalists/>