



FOR IMMEDIATE RELEASE

## Ashley & Lesya Chapman Revealed as the 1<sup>st</sup> Investors for the Hawks' Nest Competition!

Neustadt, ON – January 11, 2016



The Saugeen Economic Development Corporation (SEDC) and Bruce Community Futures Development Corporation (Bruce CFDC) are pleased to introduce Ashley and Lesya Chapman from Chapman's Ice Cream in Markdale, as angel investors working as a couple/duo for the local Dragons' Den inspired competition **"Hawks' Nest."**

This young professional couple is full of entrepreneurial spirit and business experience. While raising two daughters and also growing the family business, Ashley and Lesya keep very busy and enjoy working as a team in every way.

As the **Vice President of David Chapman's Ice Cream**, Ashley Chapman is responsible for corporate growth and improvement of business efficiencies. Using his multi-disciplinary background, Ashley is well-versed in every aspect of the ice cream business including everything from the distribution process to IT. Ashley is known for implementation of innovative, return-on-investment, corporate decisions. His enthusiasm for Chapman's Ice Cream is contagious among the company's more than **500** employees.

Equipped with 10 years of experience in strategic marketing, Lesya is an expert in branding, public relations, direct loyalty, lead nurturing, social media and business planning. She has a proven track record of improving the effectiveness and efficiency of sales and marketing for her corporate clients across Ontario. Lesya's main strengths include leadership, drive for results, superior communication and change management.

Although this couple enjoys their busy schedules full of business, social and philanthropic commitments, they are always on the lookout for the next extraordinary opportunity.

### WELCOME ASHLEY AND LESYA TO THE HAWKS' NEST!

For more information on the Hawks' Nest, please contact SEDC toll-free at 1-877-335-7332 or Bruce CFDC toll-free at 1-888-832-2232.

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Resources:

[Federal Economic Development Agency for Southern Ontario](#)

[Saugeen Economic Development Corporation](#)

[Bruce Community Futures Development Corporation](#)

*The Saugeen Economic Development Corporation and the Bruce CFDC are two of 36 CFDCs in southern Ontario funded by the Federal Economic Development Agency for Southern Ontario (FedDev Ontario) through the Community Futures Program. CFDCs are independent, not-for-profit organizations delivering programs and services that support rural economic development and small business growth. They employ local staff and are each governed by a volunteer board of directors, made up of local residents representing the community.*

