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Axis Connects celebrates Calgary's Influential Women in Business Small and Medium Enterprise Award winner: Allison Grafton

Axis Connects is a dynamic network of professionals committed to building connections, fostering innovation and celebrating the outstanding achievements of individuals across Calgary. As an organization, Axis Connects serves as a platform to amplify the voices of entrepreneurs and professionals, particularly women who have made exceptional strides in their respective industries. One of the most notable initiatives is Calgary's Influential Women in Business (CIWB) Small and Medium Enterprise Award, which recognizes women who have demonstrated leadership, perseverance and commitment to their communities. This year, one of the awards was presented to Allison Grafton, the President and Founder of Rockwood Custom Homes, and active member of the Calgary Chamber of Commerce.

For more than 15 years, Allison has navigated the challenges of being a woman in a male-dominated industry, all while leading her company with a vision of excellence. She founded Rockwood Custom Homes when she was a mother of three young children. This decision would not only shape her career but also contribute significantly to the transformation of the residential building industry in Calgary. Allison's recognition by Calgary's Influential Women in Business is a testament to the powerful impact of her leadership in the construction industry and her commitment to community building.

"It was an absolute thrill to get that call. I respect the people and women on the board and the movement of Axis Connects," she says. "It is everything to be recognized. It reaffirms my commitment to myself, my team, our clients and the industry to keep pushing boundaries and striving for continued excellence."

As Nuvyn Peters, CEO of Axis Connects, shares, Allison is not just a leader in her industry, but also an inspiration to others.

"Allison is an absolute trailblazer and we are proud to celebrate her achievements at the 2025 Calgary Influential Women in Business Awards. Not only has she made outstanding contributions in her industry, but she has also worked tirelessly to support and inspire other women on their journey to success."

Overcoming challenges in a male-dominated industry

Allison's journey into the homebuilding industry was far from easy, and she quickly realized that her path would require more than just

"Getting started in the residential building industry was really challenging. Being both a newcomer and a woman made it incredibly difficult. There is not another woman founder who does what I do. I came in to disrupt the market and turn it on its head," says Allison.

Her ability to thrive in a competitive and predominantly male industry comes from an unwavering commitment to excellence and a belief that success is the ultimate equalizer.

"I had to work significantly harder than my male counterparts just to be taken seriously and to show that I was here for good. I quickly learned that in any male-dominated field, success is the greatest equalizer by a mile."

Encouraging change for women in leadership

Over the years, she has seen meaningful change in the industry, particularly in terms of gender diversity.

"I am impressed by the women who have made incredible strides in business, even in industries that were once completely closed off to us, like construction and homebuilding," she says. "Twenty years ago, it was unheard of for a woman to lead a homebuilding company, let alone challenge full industry norms. But today, I notice and see more women stepping into leadership roles."

She recognizes that the journey for women in leadership is not without its challenges, but she remains steadfast in her belief that women are capable of excelling in any industry.

"Success has come from refusing to accept the status quo. I built my business by doing things differently, and I want to inspire more women to step into roles that they have traditionally been told are not for them," she says.

The future of women entrepreneurs in Calgary

Calgary is a city that thrives on innovation, and Allison is proud to be a part of a community that champions talented and creative individuals, regardless of gender.

"Calgary is a city of exceptional entrepreneurs," she says. "To be named among the women breaking barriers and creating space for

Her journey reflects the power of passion meeting purpose, and her story is an example of the significant contributions women are making in business today.

To learn more about Axis Connects, visit their website at www.axisconnects.com.

To learn more about Rockwood Custom Homes, visit their website at www.rockwoodcustomhomes.com.

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