

VISION:

Building on our current success, over the next two years the Practice Firm Program will offer an innovative approach to transition International Business Professionals into long term meaningful employment in Canada. To facilitate this we will provide a practical Canadian business experience utilizing best practices. The Practice Firm Program will work towards the development of multiple Practice Firms under the Douglas College umbrella. We will build the partnerships with government, employers and other stakeholders to address the employment needs in the business sector.

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What is a Practice Firm

A **Practice Firm** (also known as a practice enterprise, training firm, or virtual business) is a virtual company that runs like a real business silhouetting a company's business procedures, products and services. The Practice Firm resembles an actual company in its form, organization and function. The Practice Firm trades with other Practice Firms, following commercial business procedures in the practice firm's worldwide economic environment.

Although Practice Firms (PF) are not very well known in Canada, despite the impressive results they've been achieving here since 1995, they are a truly household word in Europe, where they came into being over 50 years ago. In Germany alone, where PFs started, there are over 600 of them! That goes to show to what extent the PF concept,



Our Practice Firm helps Immigrant Business Professionals

whose origins date back to over 200 years ago, is worth getting to know on this side of the Atlantic...

The Practice Firm is an employability and training measure which simulates all of the commercial activities of a business. Thus, the PF develops and markets a variety of products or services, and then carries out transactions with thousands of its counterparts spread out over the entire

planet. The commercial exchanges truly take place: thus, the publicity material, purchase orders, bills and even cheques really do circulate throughout the international practice firm network. In a nutshell, everything conforms to reality except for the production and the delivery of goods, which remain fictitious.

The participants in a PF are unemployed persons (employability PFs) or students (pedagogical PFs). By carrying out their duties just as they would in a real firm, under the supervision of qualified staff members, they can acquire concrete professional experience in a real office environment within an international trade context.

The Practice Firm is a framework for International Business Professionals'



The first Practice Firm in Western Canada is WWTC which performs full cycle business through replicating the operations of a company's head office. There are 20 work experience positions available in the following departments:

- Administration
- Accounting
- E-commerce
- Human Resource
- Sales and Marketing

The Practice firm participants learn Canadian Business culture, gain confidence, and enhance their soft, professional and technical skills.

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Coordinator's Corner - Gail Olson



Business is booming and each one of these sales equate to a very busy work load.

Celebrating our 4th year of operations, The Practice Firm team has been privileged this past year to work with 95 international business professionals and provide them the Canadian work experience that enabled 98% to secure meaningful employment in their field. This outstanding success can be attributed to our exciting new location, innovative business strategies and most importantly the talents of the Practice Firm staff and valued WWTC employees.

Conducting best business practices in our recently renovated offices; our WWTC business has enjoyed an extremely healthy increase in sales over the past 4 years. We have exploded from \$16,000 in our humble beginnings to exceeding 2 million in our 3rd quarter of this year! Business is booming and each one of these sales equate to a very busy work load. For up to three months WWTC is also host to a total of 20 employees, of which there are 2 new hires and a minimum of 2 retirees every week. This extremely busy environment ensures every department from

Administration to Human Resources, Marketing to Accounting experience a dynamic, stressful and highly rewarding workload. Exposure to this practical experience guarantees all who attend gain confidence, enhanced communication skills and exposure to the Canadian business culture. This business immersion is necessary to transition from working for us to securing long-term meaningful employment with a fortunate new employer.

The Practice Firm WWTC truly provides a unique British Columbia experience!



Our top priority is to assist the participants with business related international experience to gain Canadian work experience, understand Canadian work practices and find employment in their field.

Who are we?



The Practice Firm is operated by the Training Group of Douglas College.

Our program is funded by the government of British Columbia and offered at no cost to eligible participants. Our virtual business Way of the World Travel and Cruises (WWTC) is mentored by a local business, Hagen's Travel and Cruises.

WWTC has been in operation since late 2005, serving more than 95 immigrant business professionals per year

and boasting over an 98% job placement success.

We are honoured to have been recognized as Best Business Practices by the CPFN 2008. In 2006 we were presented with Program of The Year awards from ENET and HRMA.

WWTC is Making work in Canada a reality!

The Practice Firm is a framework for training in:

(continued from page 1)



The Practice Firm is the Perfect Fit

Trading with other Practice Firms is an essential component of the concept. Practice Firms trade with each other in a closed economy according to strict commercial principles. The global Practice Firms' network consists of more than 42 countries and more than 5,000 Practice Firms.

The Practice Firms' international network is called EURO-

PEN (used in the Europe) or PEN International (used outside of the Europe). The Canadian Practice Firms Network (CPFN) is the head office in Canada. www.rcee-cpfn.ca

Benefits of The Practice Firms for Companies:

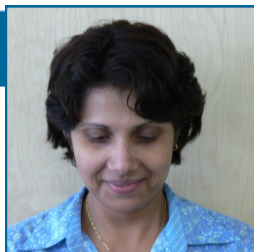
- Get a well trained workforce

- Reduce recruitment costs
- Reduce the settling-in period
- Avoid errors when placing employees
- Effective system of assessment
- Provide good public relations opportunities
- Enable companies to support the community in a practical way

Meet Our Team

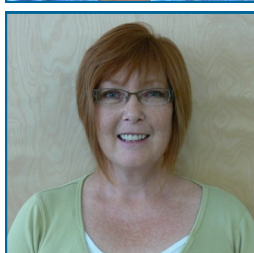
Manjeet Singh Business Coordinator

Our resident Accounting and Business expert ensures all business transactions are completed accurately and the business is run effectively. Manjeet brings to the team 7 years of accounting and teaching expertise.



Alex Hu E-Commerce Coordinator

Alex's talents are directly attributed to the growth in sales due to his brilliant technical skills and creative marketing abilities to update e-store and promotions. Alex brings to the team more than 5 years technical experience and a strong aptitude for marketing and increasing business sales.



Naomi Loo Human Resource Coordinator

Moving staff from WWTC into paid employment, Naomi's employment counseling background and combined business knowledge ensure staff are motivated and prepared by providing the key ingredients to find a job.

Gail Olson Business Team Lead

Gail has combined her business background with leadership and coordination skills to ensure that WWTC business operations are pro-active and results oriented. Gail's enthusiasm and proven Program and Business development provide a solid foundation for continued growth and success of The Practice Firm and WWTC.



Leslie Sandeen Program Assistant

Brings to the team many attributes. Her highly organized, excellent technical and interpersonal skills as well as an amazing sense of humour keep our team efficient, our files impeccable and our sides in stitches.

OUR MISSION:

To enhance the knowledge and professional skills of International Business Professionals who have immigrated to Canada to successfully integrate into the Canadian workforce.

OUR MANDATE:

It is the duty of the Practice Firm Program at all times to: Utilize customer service excellence to meet or exceed the needs of our customers. Establish, monitor and enhance standards of business practices within the program. Build on and develop meaningful relationships that support the growth of Practice Firms.

Where are they Now?



Not only do our employees find work, they attend workshops and meet lifelong friends. All are committed to support each other by maintaining their friendships, via a monthly get together which they have named Way World Multicultural Network WWMN. Here is an email which is one example of how working in WWTC, attending workshops and creating a network impacts people's lives.

Gail Olson - Business Team Lead

Hi Naomi,

I am very excited to tell you that I got a job as (an) Accounts Payable Clerk on June 4, 2009. This is an amazing story about the network(ing that) you taught us. Do you remember Don and Judy? All of us worked together in the Practice Firm in June 2008. Don found a (new) job in Whitehorse several weeks ago, and he recommended Judy for his position as a Financial Manager

(in Mayo, Yukon.) Judy got it and recommended me for her position. All the positions and chances in this case were provided from our network. I remembered I told you that I didn't believe the network can work well when I was in your workshop. But now, I really understand how important it is! I really miss the days I worked in the Practice Firm. You encouraged me a lot... Thank you. Keep in touch. Bill via e-mail.

The Training Group

The Practice Firm is part of the Training Group at Douglas College. The Training Group specializes in responsive career and workplace training solutions. We design and implement specialized programs of any duration for the specific needs of individuals, employers, industry groups and government agencies.

We've developed successful programs in skills training, enterprise development, industry certification and career assessment/transition.

THE PRACTICE FIRM

Is located at the Douglas College,
Surrey Training College
10060 King George Highway
(Opposite: Central City Mall)
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Making Work in Canada a reality for Immigrant Professionals

Benefits of Hiring:



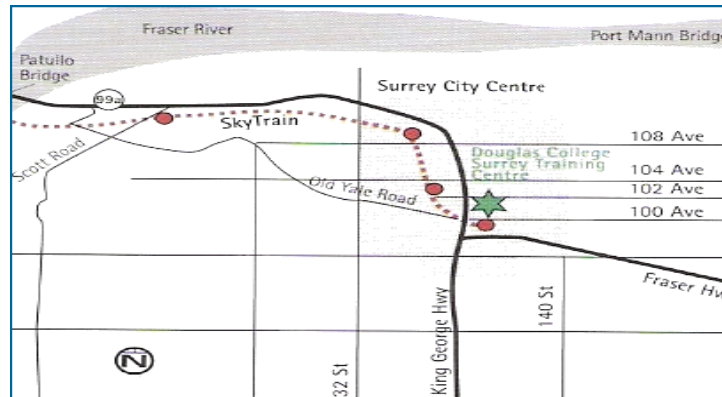
As an employer, recruitment of staff is a key function to the success of your business operations.

Our Practice Firm participants are highly qualified, educated professionals with local work experience, who want to put their talents and skills to work for you.

As our participants have applied their skills and knowledge within our practice firm business, we can provide you with first hand work reference on their abilities.

The primary goal of Douglas College's Practice Firm is to help immigrant business professional find work in their career. We are not a placement agency or recruiter, and all our services are offered at no cost to the participant and employer.

Our staff can help you fill your hiring needs and forward suitable resumes to your attention. Please contact us directly at 604-588-7772 or email us at practicefirm@douglas.bc.ca.



DIRECTIONS TO:
Douglas College Surrey
Training Centre

Community Partners Comment

**The Practice Firm
gets a**



WE ARE ON THE WEB
www.wwtc.ca

JAS RANDHAWA

B. Comm, CGA

Manager, Recruitment & Employment

Certified General Accountants Association of British Columbia

CGA-BC is really pleased to be working with The Practice Firm as they have a great program in place for new immigrants who are having a tough time making the transition into the Canadian workplace. The Practice Firm is providing them with real

hands on Canadian work experience while we are providing them with a program of professional studies which in turn is proving to be a great asset to foreign trained immigrants. This program is helping them find jobs which are a bit more difficult to

come by without any Canadian experience.

Upcoming Events

- *Open House*
July 08th 2009
- *Family Day*
August 15th 2009
Central Park,
Burnaby