

SelfEMPLOYMENT PROGRAM

Where successful entrepreneurs begin

entrepreneurs

WINTER 2008/09

Congratulations to our Entrepreneur of the Year Award Winners

On October 22nd we celebrated our 12th annual Entrepreneur of the Year Awards. The Coquitlam Executive Hotels & Resorts' ballroom was full to its 400 person capacity as dignitaries, businesses, community and college representatives, and program alumni celebrated our graduates' business success and accomplishments. We honored 20 people, representing 20 businesses, from 16 different intakes

who have dared to be remarkable.

It was also a chance for past graduates to get together with new clients in the program and share success stories with staff, watch some magic, enjoy some great food, and win some cash and amazing door prizes.

Read more about this year's winners inside!

Entrepreneur of the Year Award winners

Left to right. Back row:

Darlene Neilson, Once Upon a Vine; Ed Lapins, E.A.L. Trucking; Philip Soo, Phil Soo Enology Consulting. Front Row: Rodica Cimpan, Glenwood Childcare Centre; Priscilla Albana, Albana Stone Corporation; Tim Wong, Chi Activate Limited; Allison Kanderka, Alleycat Music Rehearsal Studios; Eve Gauthier, CE Construction Services. Missing: Wayne Williams, New Space Renovations



Photo: ishoot.ca

Contents: Entrepreneur of the Year Award Winners and Sponsors • Small Business Articles • Updates

Graduates, have you checked your Business Directory Listing?

Would you like to have your business added? Please go to www.douglascollege.ca/selfemployment and refer to the Business Directory to update or add your contact information.

Congratulations to the following Entre 2008 Award Winners

Coast Capital Savings Entrepreneur of the Year Award

Darlene Neilson

Once Upon A Vine...

604-460-8463

info@onceuponavine.com

www.onceuponavine.com



Philip Soo
Phil Soo Enology Consulting
250-486-8086
phil.soo@shaw.ca



City of Coquitlam Home-Based Business Award

Phil Soo Enology is a consulting business focused mainly on the BC Wine Industry. The consulting business assists winery operations in improving their quality of products and to help improve and control their operational costs. With over 16 years of winemaking experience, any winemaking issues or problems can be resolved.



Darlene Neilson
Once Upon A Vine...
604-460-8463
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Staples Business Depot Retail Award

Once Upon a Vine... opened its doors five and half years ago primarily as a "U-Vin", a premise for consumers to make their own premium wine. The retail store now offers hundreds of gourmet food products as well as a large assortment of wine-related gifts.

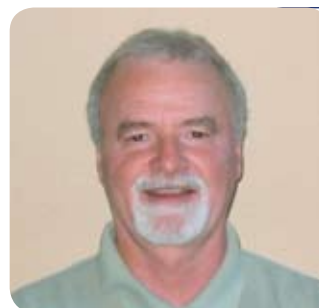


Tim Wong
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www.chiactivate.com



City of New Westminister High Tech Award

Chi Activate provides beauty and massage machines online such as facial massagers, neck massagers, back cushions, portable saunas and more. Chi Activate drop ships products for over 200 resellers.



Wayne Williams
New Space Renovations
604-805-4631
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www.newspacerenos.com



The Now Newspaper Construction and Manufacturing Award

New Space Renovations is a hands on general contractor specializing in construction and design. The services provided range from designing gardens to full house retro fits.

Thank You to All of the Nominees and Good Luck Next Year!

preneur of the Year



Eve Gauthier
CE Construction Services
 604-329-1820
 evegauthier@hotmail.com

STEINMAN PREOVOLOS
 BARRISTERS & SOLICITORS

Steinman Prevolos Consulting Award

CE Construction assists construction companies with all levels of project development, operations and management. With a Civil Technologist and Environmental Engineer on staff, they effectively provide their clients with civil environmental project solutions.



Allison Kanderka
Alleycat Music Rehearsal Studios
 604-253-5547
 alleycatmusic@shaw.ca
 myspace.com/alleycatrehearsal



Ed Lapins
E.A.L. Trucking
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 edlapins@shaw.ca



Alliance Printing Perseverance Award (Tie)

Alleycat Music is a rehearsal studio in Vancouver. The studio provides rooms for rent on an hourly and monthly basis to solo musicians and full bands. The rooms are equipped with drums, PA, amplifiers and microphones.

E.A.L. Trucking offers local cartage and mobile crane services to the Lower Mainland, providing service to the construction, lumber, landscape, plumbing and roofing industries.



Priscilla Albana
Albana Stone Designs
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Executive Hotels and Resorts Global Award

Albana Stone Corporation is a family-owned company, specializing in the import of natural decorative construction stone and high end fabric from the Philippines.



Rodica Cimpan
Glenwood Childcare Centre
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 rodicacimpan@hotmail.com
 www.glenwoodchildcare.com



TD Canada Trust Service Award

Glenwood Childcare Center promotes a highly educational, productive and enjoyable environment for children. Truly focused on the needs of the child, Glenwood provides excellent care and service in its community.

A spectacular night like this would not have been possible without many of our program graduates who supplied their services and whom we are so proud of their success:



Motivational Magic
Ray Medway
 604-936-6665
 www.raymedway.com
 Master of Ceremonies and Magician "extraordinaire"!

Blue Moose Promotions
 www.BlueMoose.ca
 Bruce Cutayne, 604-472-2000
 Supplied all entrepreneur awards and winner/sponsor plaque.

Party Tailors in Port Moody
 Silvia Di Meglio 604-461-1711
 www.partytailors.com
 Created all the elegant balloon décor and table centers.

Justbake
 Justica Charisma 604-521-1001
 The decadent rum sponge cake with the chocolate and mango mousse fillings.

Grow Creative
 Richelle Giberson 604-992-4769
 www.growcreative.ca
 Designed all print materials for the event.

www.ishoot.ca
 Anne-Marie Godfrey 604-657-3681
 Event Photographer, includes all photography in newsletter.

Thank You to our Door Prize Sponsors for sending some of our guests home with a little something extra

Albana Stone Corporation
 Two 18" x 24" Marble Pastry Boards

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 Gift certificate for 6 hrs of personal instruction

Burke & Hair
 Custom haircut and colour with Melanie (value \$160)

Canakin International Trading Inc.
 Deluxe Backpack

C-Original Brush Wear Co.
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The Training Group
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Executive Plaza Hotel
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Fundraising Intelligence
 250 GB Portable Hard Drive

Intuit Canada
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Once Upon A Vine...
 Wine Kit including service, corks, labels & caps

Parisian Lady Boutique
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Suter Brook Mechanical
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The BeautyInk Gallery
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Wireless Advocates
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DOUGLAS COLLEGE SELF EMPLOYMENT PROGRAM *entrepreneur*

We would like to thank each of the Award Sponsors for their contribution to the Awards Evening

**Entrepreneur of the Year Award Sponsor**

Coast Capital Savings is Canada's second largest credit union with total assets under administration of \$11.9 billion, 380,000 members and 51 branches in Metro Vancouver, Fraser Valley and Vancouver Island regions of British Columbia. Product innovations from Coast Capital Savings include Canada's first free chequing account from a full-service financial institution and the first business account in the country to offer unlimited transactions for a flat fee. The credit union was named one of BC's Top 50 Employers in 2009, is one of Canada's 50 Best Managed Companies and the recipient of the Canadian Co-operative Association Innovations in Co-operative Governance Award. Coast Capital Savings has also been designated a Caring Company by Imagine Canada.

604-517-7000 www.coastcapitalsavings.com

**Finalist Award Presentation**

As one of Canada's largest credit unions, Westminster Savings Credit Union is locally-based and member-owned, with a strong focus on giving back to the communities where we all live and work. Westminster Savings Credit Union also understands the complexity of business today and the importance you place on having a financial partner that offers real solutions. Their experienced commercial bankers will evaluate your financial needs and help you choose the right combination of services and products to position your business towards growth and long-term success. After all, their business is making your business prosper.

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**Global Award Sponsor**

An elegant four-star hotel, the Executive Plaza Coquitlam offers personalized, attentive service in a luxurious environment. Its 140 beautifully appointed rooms and deluxe suites blend a unique boutique feel with an upscale atmosphere. Enjoy the signature 15 minute Executive massage in the spa, complimentary for overnight guests or have a soak in the outdoor heated pool and hot tub. Celebrate business accomplishments or personal milestones at the Copper Club Restaurant & Lounge with live entertainment. The Executive Plaza Hotel Coquitlam's well-appointed accommodations include Deluxe Rooms, Corporate Club Rooms and Luxury Suites, combining all the comforts of home with the amenities of business.

1-888-433-3932 Central Reservations: 1-866-888-3932
Hotel Direct: 604-936-9399 Fax: 604-937-4577
Online: www.executivehotels.net/coquitlam

**Home-Based Business Award Sponsor**

The City of Coquitlam is fast becoming the Lower Mainland's number one location for lifestyle and business. The City's open and accessible government enables all members of the community—business and residents—to prosper and grow in a safe and clean environment. Coquitlam is proud to support entrepreneurs and their contributions as they are integral to developing a dynamic and responsive business community.

604-927-3000 www.coquitlam.ca

**Construction & Manufacturing Award Sponsor**

The NOW Newspaper has served the Tri-Cities, plus Anmore and Belcarra, since 1984. They take pride in providing first-rate coverage of local news, sports and events, both in print and on their website. The Now's commitment to their community is the key reason they believe so strongly in the Self Employment program.

604-942-4192 www.thenownews.com

**High Tech Award Sponsor**

The City of New Westminster is located at the centre of Metro Vancouver. New Westminster has much to offer. Five SkyTrain stations provide rapid transit to points throughout the Lower Mainland and major transportation routes are all nearby. Named by Queen Victoria in 1859, the first capital of British Columbia has history as well as geography on its side. New Westminster's ideal riverfront location, unique heritage character and strong community connections make it a great place to live, work and play.

604-521-3711 www.newwestcity.ca

**Service Award Sponsor**

Small Business Banking products were created with you in mind, the small business owner, to ensure they meet your business financing and banking needs. Helping your business by offering you more branches, and longer hours so you can do your business banking when and where you want. Browse their website or contact a Small Business Advisor in your neighborhood. Their experts understand your unique needs and provide one-on-one service and advice.

604-927-5700 www.tdcanadatrust.com

**Retail Award Sponsor**

Staples Business Depot was founded in Toronto in 1991 and is Canada's largest supplier of office supplies, business machines, office furniture and business services for small business and home office customers. The company is an everyday low price retailer. The chain operates in all provinces across Canada under the banners Staples Business Depot and Bureau En Gros. Employing over 11,500 people, they serve their customers through more than 301 stores across Canada.

The company is truly committed to "making it easy" by offering their customers three ways to shop – on line – by catalogue – and in store.

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Alliance Printing has been in business for seventeen years and strives to move with the speed of technology. The result of this is providing the best possible services available in today's marketplace. Under one roof they have the highest quality of full colour digital printing, black & white copying/printing, full colour poster printing, banners, show booths, offset printing, pre-press and complete bindery services. In fact, they are the printers for most local printers; a printing company with a reputation for outstanding customer service, integrity and quality.

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Consulting Award Sponsor

Steinman Prevolos is a law firm specializing in commercial litigation and employment law and is located in Vancouver's central business and financial district. The firm's practice includes acting as counsel to clients in all manner of business disputes, including contract disputes, negligence and misrepresentation cases, shareholder and partnership disputes, fraud claims, banking litigation, insurance claims, commercial tenancy disputes, and employment cases. The firm's clients include Canada Post, U-Haul and AG Hair Cosmetics.

604-692-2525 www.steinmanlaw.ca



Rockingham Engineering provides structural engineering services for residential projects for the North Shore, Squamish and Whistler.

604-921-1394

entrepreneur

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Funded by Service Canada and offered through The Training Group at Douglas College. We provide practical training, advice and income support for eligible participants. Our program has provided assistance through training to over 2,200 new business start-ups.

SelfEMPLOYMENT PROGRAM

Where successful entrepreneurs begin

entrepreneurnews

WINTER 2008/09

Little Loans for Big Ideas COAST CAPITAL

Opportunity

noun

a good chance for advancement or progress

(*Miriam Webster Collegiate Dictionary, 10th ed.*).

That's what Shanda Jerrett experienced when her small business loan from Coast Capital Savings was approved in 2007. The young entrepreneur wanted to open a boutique in Vancouver dedicated to chic rain boots, and with the help of the Little Loans for Big Ideas™ program, her store, Gum Drops, was born.

"Without that loan, I would have had a storefront rented with no products to sell," says Jerrett, 29.

Jerrett took a self-employment program that she calls "intense and gruelling but so worth it." This, combined with her existing Coast Capital membership, viable business plan, a network of personal support and her own contribution to the business, is what made her a contender for the Little Loans for Big Ideas™ program, which helps individuals and businesses that may not meet standard lending criteria.

New or established entrepreneurs who don't qualify for a conventional loan are the demographics Coast Capital is targeting with the Little Loans for Big Ideas™ program. They are a diverse group, but they all have one thing in common: a viable business idea.

Applicants for small business loans, especially start-ups, may be turned away from big banks if their business idea is deemed too risky or their personal credit or employment history is irregular. But at Coast Capital, they understand that life happens.

"Maybe you've just gone through a divorce, been ill for an extended time, or were laid off,"

explains Sheila Murray, Community Lending Specialist at Coast Capital. "Many people who come to us with applications for small business loans have limited net worth, are on unemployment insurance, don't own a vehicle – from the traditional banking perspective, they are a high risk. But we listen to their stories. If they can show motivation and commitment, we'll consider their plan."

Coast Capital has partnered with Western Economic Diversification Canada to offer microcredit loans to entrepreneurs with solid business plans and demonstrated skills to succeed. Graduates of, or current students in, a Self Employment Assistance (SEA) program can seek a loan of up to \$35,000* if they:

- demonstrate proof of community or personal network support
- are a member of Coast Capital Savings
- have a financially viable business plan
- demonstrate proof of their own contribution to the business (financial or in-kind)

ABLED (Advice and Business Loans for Entrepreneurs with Disabilities) is a joint initiative between Coast Capital and Western Economic Diversification Canada that enables entrepreneurs with disabilities to access business loans and advice to help launch or expand their small business.

ABLED applicants can also seek a loan of up to \$35,000* if they meet the same criteria listed above, plus they:

- have a self-declared disability and proof thereof
- show strong evidence and documentation of a disability management strategy

Before they even apply, ABLED program candidates may qualify for business consulting assistance from Coast Capital to develop business plans. This means receiving access to lawyers,

accountants and other business-specific services that may be required during the planning process.

While the application process for these loans is thorough to say the least, Jerrett says she understands that everyone is in business; lenders need to be assured that their money is coming back to them.

"They ask you hard questions and make you think through your plan," she admits. "They'll help you find factors within your business plan you haven't even considered."

Each applicant is required to develop a business plan, including market analysis, operational details, and financial information (specifically, a cash flow statement) for their enterprise. Social or environmental impacts should also be included in the plan where possible.

"We don't require this much work to create hoops; we do it to help people think of all the factors before putting the time and energy into their plan," Murray assures. "We're not giving away free money, here—that would set people up to fail. Their business plans need to make sense because we want to see people succeed."

Jerrett agrees.

"It's a worthy investment of time to go through the hoops," she says. "It's a process, but once you come out the other end, you're much stronger and knowledgeable, and it's empowering, really."

For more information about the Little Loans for Big Ideas™ program, visit any Coast Capital branch, www.coastcapitalsavings.com or call 604.517.7000.

*loan amount and approval based on application details.

Self-Employment Program Staff List

We have had some retirements and new staff come on board this year so we thought we would update you with our contact information.

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Hill, Graham	Program Manager	hillg@douglas.bc.ca
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Kenny, Sue	Program Coord. (Greater Vancouver Program)	kennys@douglas.bc.ca

All of us can be reached by phone at 604-777-6012 or by the email addresses below

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Shoulak, Mari-Lou	Marketing Manager	shoulakm@douglas.bc.ca
Sieber, Rita	Program Assistant	sieberr@douglas.bc.ca
Sim, Alex	Program Coord. (North Fraser Program)	sima@douglas.bc.ca

How businesses can flourish in today's global economy

TD CANADA TRUST

As Canada has become more integrated into the world economy over the past few decades, its exports and imports have grown dramatically—from 22% of GDP in 1980 to well over 40% today for exports and 35% for imports. Clearly, many Canadian businesses have been reaping the benefits of increasingly open international markets to grow sales and improve their bottom lines.

Over the past decade, export-intensive manufacturers have tended to deliver the strongest performance.

Room for global growth

Yet a closer look shows that Canadian businesses have only begun to scratch the surface with respect to global opportunities. For one, the bulk of companies that trade internationally deal exclusively with the United States.

And while this reliance on the U.S. has declined over the past few years, the drop was more a reflection of the recent U.S. slowdown and impact of the surge in the Canadian dollar than a move by exporters to diversify towards other countries. In fact, Canada's share of imports in booming markets, such as China, has actually been falling.

Secondly, Canadian exports are dominated by large companies. For example, the 50 largest exporters in Canada account for roughly half of all goods shipped abroad. On the flip side, only about one in five small and medium-sized businesses (SMEs) are exporters.

Looking ahead, it will become increasingly difficult for Canadian companies to rely on

their own domestic markets for growth. Canada currently accounts for only 2% of the global economy. What's more, Canada's relatively mature market is likely to expand at a much slower rate than that of the world.

Obstacles can be overcome

Many SMEs have been deterred by the risks and obstacles in doing business abroad, some of which loom larger in perception than reality. Obstacles exist, of course, but so do ways to overcome them, as outlined below:

- **Resources** There are abundant resources available to potential exporters and importers. Many organizations are well-equipped to help SMEs, including the Export Development Corporation (EDC), the Business Development Bank of Canada (BDBC), and the Department of Foreign Affairs.
- **Financing** Institutions like banks, the EDC, and BDBC stand ready to help businesses obtain financing and manage risks.
- **Shipping costs** Technological progress has dramatically reduced shipping costs. Since 1980, the real cost of sea freight has fallen by 11%, the cost of air transport by 25%, and the cost of a three-minute telephone call by 67%.
- **Foreign exchange** A variety of financial institutions are available to help manage exchange rate risk and volatility, including establishing hedging contracts.
- **Other languages and cultures** Language barriers and cultural differences can be reduced over time. The use of English as the language of international business has been expanding. At the same time, Canada's

increasingly diverse workforce offers the opportunity for Canadian companies to overcome these barriers more easily.

Productivity gains are crucial

As globalization continues, the need to ramp up productivity will be critical regardless of the size of business or nature of its market. Companies must strive to move up the value-added chain by shifting production towards goods and services that have greater profit margins. Employing and training skilled staff, investing in capital, and adopting new technologies will be necessary measures in moving towards this goal.

We've come a long way in the past few decades, but we have much further to go if we want to have a robust growing economy and a high standard of living in years to come. Canadian businesses need to reach out to the rest of the world and take a few risks — and all Canadians will reap the rewards.

For all your small business banking needs, please visit your local branch or www.tdcanadatrust.com/smallbusiness

Upcoming Round Table

THE FIRST
Self Employment Trade Show

Wednesday, January 7
5:00 pm - 8:00 pm
Douglas College
New Westminster
Room 1630/40

Book your table now for your chance to make contacts, display your marketing materials and products, demonstrate your service, and take orders!

To reserve call Tanya at 604-777-6012

Stories Wanted

In future newsletters, we are looking for you to share your business expertise, knowledge, and stories about your experiences, your challenges or wins as an entrepreneur. The focus can be either educational or inspirational. Please contact Mari-Lou at 604-777-6097 or email shoulakm@douglas.bc.ca.