

ENTREPRENEURSHIP

ATLANTIC

FALL 2001

Atlantic Canada's Entrepreneurship Development Newsletter

GREAT IDEAS ENDURE:

Atlantic Canadian Entrepreneurs Honoured

Allan C. Shaw, Chairman and CEO of The Shaw Group Limited, was honoured as the 2001 Atlantic Entrepreneur Of The Year at the recent Ernst & Young 2001 Entrepreneur Of The Year® Awards. His businesses include real estate development, the manufacture of construction and consumer products, and supplying the offshore oil and gas industry.

Mr. Shaw was among the award recipients honoured in seven categories at this year's EOY ceremonies held at the Sheraton Halifax. "Allan Shaw has been a leader in helping Nova Scotia's industries and businesses prepare for excellence in the global marketplace," said John Carter, Director of the Atlantic Entrepreneur Of The Year program and Managing Partner, Atlantic Canada, of Ernst & Young. "Under his stewardship, The Shaw Group has become a leading force in natural resource-based development, manufacturing and project management. We are honoured to acknowledge Allan's success and the continued contribution of The Shaw Group to Atlantic Canada."

The awards ceremony included presentation of the first ever Atlantic EOY Lifetime Achievement Award – given in recognition of outstanding entrepreneurial leadership of world-class calibre. The first honouree is John Bragg, President of Oxford Frozen Foods (the world's largest fruit farm) and EastLink (Canada's largest privately-owned cable television company).

This year's recipient of the Business-to-Business Products & Services award is Wesley Armour of Armour Transportation

Systems in Moncton, NB. Mr. Armour became president of the family business in 1968 at age 22 and began making significant acquisitions that transformed Armour into the largest LTL (less than truckload) carrier in the Maritimes. His ability to attract, train and retain good people, and his focus on growing the business through retained earnings have helped the company to achieve impressive business goals.

The Business-to-Consumer Products & Services award was presented to Jim Casey of Padinox Inc., of Winsloe, PEI.

Mr. Casey purchased the company in 1986 and used innovative financing skills to set the company on a solid footing. His perseverance and creative marketing methods resulted in sales growth, diversification and stability. The company's popular cookware products are distributed through various channels, including major retailers, kitchenware and houseware stores, e-stores, food services retailers and outlet stores.

Dale Gass of Pantellic Software Inc. in Halifax, NS, was named Emerging Entrepreneur. In 1998, he and his

partner created "Photopoint", an internet site for hosting digital photography. The site was launched within three weeks and has grown to include 1.5 million members sharing more than 30 million photographs. In a time of rapid industry consolidation, Mr. Gass is preparing new innovations to maintain Pantellic's leadership position.

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Allan C. Shaw (right) was introduced as the 2001 Atlantic Entrepreneur Of The Year at the recent Ernst & Young 2001 Entrepreneur Of The Year® Awards by John Carter of Ernst & Young.

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Canada

Atlantic Entrepreneurs Honoured

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Joseph P. Landry of DOWNEAST Plastics Ltd. in Cap-Pélé, NB, took the award for Manufacturing. Mr. Landry founded the business in 1982 and grew the small, unprofitable enterprise into a leading provider of expanded polystyrene (EPS) products for the fishing and construction industries in Atlantic Canada.

Under his guidance, DOWNEAST achieved significant sales in 2000 and a production capacity 10 times its previous level.

The award for Technology & Communications was presented to Mickey MacDonald of DownEast Communications Inc. in Halifax. A former auto mechanic, firefighter and teenaged businessman, Mr. MacDonald has tremendous entrepreneurial instincts which allowed him to build DownEast Communications into the largest company of its kind in Canada. In addition to the sale and service of cellular phones, pagers and two-way radios, DownEast provides landline phones and services for MTT. The company has enjoyed double digit growth every year since he became owner.

The Real Estate and Construction award was presented to Allan Shaw for transforming his well-established family business into a growth-oriented enterprise. The Shaw Group was founded by his great-grandfather in 1860 and was a major brick manufacturer. Six years ago, Mr. Shaw sensed the need for renewed entrepreneurial spirit and guided the company through an extraordinary evolution, expansion and diversification. Today the Shaw Group has seven separate divisions producing more than 1,000 products.

This year's Young Entrepreneur is Tom Hickey of Frontline Safety Ltd. based in Dartmouth, NS. A decent hockey player in

his own right, Mr. Hickey considers Wayne Gretzky to be one of his mentors. Gretzky used to say that success has a lot to do with anticipating where the play is going, and Mr. Hickey believes one of his greatest strengths as an entrepreneur is anticipating what is going to happen in the safety industry. In six short years, Frontline Safety, which provides safety training and consulting to business and industry, has grown to 33 employees with project experience in Canada, Russia, Africa, South America, and the US.

As the Atlantic Entrepreneur Of The Year, Mr. Shaw advances to the national



Tom Hickey (left) received the Young Entrepreneur award from Dennis Wallace, President of ACOA.

level of the EOY program combining finalists from the Pacific, Prairie, Ontario, and Quebec regions for the title of Canada's Entrepreneur Of The Year. Canada's Entrepreneur Of The Year recipient will participate for the title of World Entrepreneur Of The Year in the Spring.

The panel of independent judges tasked with choosing the Ernst & Young 2001 Entrepreneur Of The Year Award Atlantic recipients included: Rob Crosbie, Chairman, Crosbie Group; David Hastings, Shell Canada; Dr. John Sears (retired), St. Francis Xavier University; Lois Dyer Mann, Partner, Caldwell Partners; Jim Johnston, Deputy Minister Development and Technology, Government of Prince Edward Island; and Denis Losier, President, Assumption Life. 🌟

Visit www.eoy.ca for more information about the EOY awards program.

Congratulations to the 2001 EOY finalists!

BUSINESS-TO-BUSINESS PRODUCTS & SERVICES

Wesley G. Armour, President & CEO
Armour Transportation Systems Moncton, NB
Rodger Cameron, CEO & Secretary/Treasurer
Cameron Seafoods Ltd. Kentville, NS
Robin J. Wilber, President
Elmsdale Lumber Elmsdale, NS

BUSINESS-TO-CONSUMER PRODUCTS & SERVICES

Jim Casey, Chairman & CEO
Padinox Inc. Winsloe, PEI
Ronald Weatherhead, President
Rainbow Farms Limited Upper Rawdon, NS
Joey O'Brien, President
Ski Martock Windsor, NS

EMERGING ENTREPRENEUR

Dale Gass, President & CEO
Pantellic Software Inc. Halifax, NS
Peter Scales, President
Absorbent Concepts Inc. Halifax, NS
Daniel Vienneau, President
Nanoptik Inc. Dieppe, NB

MANUFACTURING

Joseph P. Landry, President
DOWNEAST Plastics Ltd. Cap-Pélé, NB
Claude H. Pothier, President
Bonté Foods Limited Dieppe, NB
David J. Rioux, President
Precision Metal Works Ltd. Fredericton, NB

REAL ESTATE AND CONSTRUCTION

Allan C. Shaw, Chairman & CEO
The Shaw Group Limited Halifax, NS
Greg A. Mailman, President
Custom Millwork Atlantic Inc. Lakelands, NS
John Furneaux, President
Jim Brennan, VP & Operations Manager
Rideau Construction Inc. Bedford, NS

TECHNOLOGY & COMMUNICATIONS

Mickey MacDonald, President
DownEast Communications Inc. Halifax, NS
Trevor Sawler, President & CEO
Crescent Studio.com Fredericton, NB
Emad Rizkalla
President & CEO
ZedComm Inc. St. John's, NF

YOUNG ENTREPRENEUR

Tom Hickey
Frontline Safety Ltd. Dartmouth, NS
Jeffrey Campbell, President & CEO
Core Networks Inc. Halifax, NS
Andy Buylting, President
Green Village/Cranbuy Holdings Ltd. Fredericton, NB

ENTREPRENEURSHIP ATLANTIC

Atlantic Canada's Entrepreneurship Development Newsletter

Entrepreneurship Atlantic is published by the Atlantic Canada Opportunities Agency for the benefit of professionals and individuals dedicated to the development of entrepreneurship in the Atlantic Region.

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A Commitment to Sustainable Development

At ACOA we believe that a healthy environment is essential to the development and maintenance of a strong, growing and sustainable economy. We are committed to protecting the environment of this region by setting an example in the environmental management of ACOA's own operations, by promoting sustainable businesses in the Atlantic region, and by advancing the environmental industry sector in Atlantic Canada.



Atlantic Canada Opportunities Agency

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Canada

Aboriginal entrepreneurs

Aspiring and potential entrepreneurs in Atlantic Canada's aboriginal communities now have access to a wealth of business resources to help bring their business ideas and plans to fruition.

The Aboriginal Business Service Network (ABSN) is a regional economic development thrust under Industry Canada's Aboriginal Business Development Initiative and is designed to assist members of the aboriginal communities to start or grow their own businesses. With the guidance of an Atlantic ABSN Working Committee, a business network is being developed encompassing 42 ABSN sites in Atlantic Canada where members can have free and ready access to business information.

Groups in the ABSN include the Miikmaq and Maliseet First Nations as well as the Innu and Inuit of Labrador. The Working Group is comprised of aboriginal representation from each of the four Atlantic provinces as well as the Canada Business Service Centres (CBSC) in each province. The aboriginal representation ensures input as to the unique information needs, logistics and challenges of the aboriginal users of the ABSN.

"What we are working to achieve through ABSN," says Kurt Inder, ABSN Coordinator for Atlantic Canada, "is to provide aboriginal people with access to basic business information that will enable them to explore their entrepreneurial ideas and determine how best to proceed. We want to enable users to access whatever information is required for business development."

One of the key tools for achieving this objective is the Internet. It enables the ABSN sites to take advantage of the existing resources and infrastructure the CBSCs have developed on their own networks throughout the region. While the four Atlantic CBSC websites already provide access to aboriginal information, the new ABSN website will provide dedicated access to aboriginal-specific information.

One of the first projects undertaken by the Working Committee was to establish business resource sites or centres in selected communities. This project involved finding suitable locations to make the resources available to all

aboriginal communities as well as the establishment of fully equipped Internet access sites or resource centres to provide complete and free public access at these locations. The communities were surveyed early in the process to identify the most convenient and accessible locations to set up the Resource Centres. "We then accessed the hardware, software and physical needs," explains Kurt. "Equipped with this information, we then established the work stations in each site, including the computer, modem, printer and related hardware."

The participating communities or sites also received a business library comprised of 60-70 guides, directories and reference books pertaining to business. These publications were selected to complement information contained in the CBSC websites.

"The CBSCs have a great wealth of information," explains Barbara Gagnon-Thériault, Manager of the Canada / New Brunswick Business Service Centre, "and our teams are very experienced in helping clients find information as well as learn more about research and planning their business ideas. Our interactive business planner alone is a phenomenal tool that can benefit any existing or aspiring entrepreneur."

"Public accessibility is critical to the success of this project,"

"Public accessibility is critical to the success of this project," adds Kurt. "We took great care to plan and coordinate the ABSN sites to ensure they are set up in the most inviting locations where everyone can benefit."

The second phase of the project, now underway in some parts of the region, involves the CBSC regionalization or network coordinators visiting all communities to provide first-hand training on how to use and maximize the benefits of the equipment and the network. As the initiative continues, the working group will oversee the establishment of a website that is aboriginal-specific with business information that is relevant to the aboriginal community, including business start-up and growth, programs, marketing, resource contacts and links with other aboriginal communities and organizations. 🇺🇸

Kurt Inder is a Program Development Officer with ACOA. For additional information, visit www.cbcs.org

MeInc. gives young entrepreneurs '2 minutes of fame'

BY VINCENT GILBERT

BC's Street Cents starts its 13th season in just a few weeks. Street Cents is an Emmy (and recently Gemini) nominated television show that brings together information from across Canada to present consumer reports and product information aimed at teen-agers, though the show is popular with people of all age groups.

The MeInc. segment is of particular interest to young entrepreneurs and entrepreneurship educators. A two to three-minute MeInc. vignette airs during Street Cents to showcase a successful young Atlantic Canadian entrepreneur and his or her business venture. Narrated by the owner, the segment gives viewers a brief overview of the business as well as some business tips based on personal experience. Featured businesses range from Jam Lite Studios, a Moncton, NB, recording studio for emerging Atlantic Canadian bands, to Heavenly Haddock, a Shelburne, NS, fresh fish delivery service.

In addition to the MeInc. segments, one entire show will be dedicated to showcasing entrepreneurship, money management and investment information. Immediately following this special show, Street Cents will facilitate an online discussion for five hours between viewers and a number of experts.

Tune in Monday nights at 5:30pm starting with the season opener on October 15. (MeInc. segments will begin during the second show.)

Last season's Me Inc. vignettes can be viewed in Real Player format at: http://halifax.cbc.ca/streetcents/me_inc/index_me_inc.html

Francophones can tune in to the new season of Radio-Canada's Temps d'affaires beginning January 2002. 🇺🇸

Vincent Gilbert is a co-operative education student studying Commerce at Dalhousie University.

Summer institute provides insights

A personal account of entrepreneurship education

BY STELLA GREENSLADE

The Entrepreneurial spirit is alive and well in the education system. I attended the summer institute put on by the Centre for Entrepreneurship, Education and Development in Halifax with many expectations. I have been a senior high teacher in Newfoundland for the past 20 years and have taught the Enterprise course for the last 6 years. During that time, my students and I have received many awards and it is one of my ambitions to seek out and learn as much as I can to improve on what we already have.

I truly love the satisfaction that this course provides for both the students and me. The summer institute provided a dynamic approach to education at the elementary, junior and senior high levels. I was so excited to be given the opportunity to visit and participate in the institute because I felt this would provide me with new teaching techniques and curriculum guides. I received this and more!

The institute provided a fun-filled

agenda. I was excited to be a part of this experiential learning. "Learning how to learn" was the most important component of this week. While the philosophy of Enterprise Education in Newfoundland differs from the Entrepreneur Education in Nova Scotia, the approach to delivery is certainly in agreement. I received a warm welcome and when I presented, teachers were open to my approach and suggestions. It was definitely a sharing! I would recommend it to other teachers who wish to provide a pedagogical approach that is steeped in an experiential and contextual process. I gained a tremendous insight to new and interesting ways to deliver my program.

One of the highlights of the week was the multitude of resource materials we were given. The high school resource guide provided sample lesson plans and is an invaluable tool to any teacher. They provide a resource that is practical; hands-on in nature and one that will help students develop the key elements of entrepreneurship. Also noteworthy was



Stella attempts to make a sale during Summer Institute's Business for a Day.

the networking that took place between teachers, young entrepreneurs and community supporters of entrepreneurs. This was a vital component of the sessions.

In conclusion, I had a terrific week at the summer institute. I feel that after this week, I am better equipped to provide a strong and spirited Enterprise course, one that gives students a sense of reality to the real world. 🌟

Stella Greenslade is the Enterprise teacher at Mount Pearl Senior High in St. John's, NF, and was the recipient of the McCain Entrepreneurship Educator of the Year Award at the Spirit of Entrepreneurship Conference held in Moncton in April.

OFB opens doors in NB



(Left to right) Claude Lapointe, Manager, Northeast District Office, ACOA New Brunswick; Gaston Richard, Regional Director, Training and Employment Development New Brunswick; Clément Roy, Regional Director, Human Resources Development Canada; Suzanne Duclos, President, Caisses Populaires du Restigouche; Michel Guitard, Director, Centre financier aux entreprises du Restigouche; Francois Tardif, Open for Business Network Team; Betty Ann Levesque, Director, Restigouche Regional Economic Development Commission.

People living in northern New Brunswick can now take advantage of a new entrepreneurial resource. Open for Business (OFB) Campbellton recently celebrated its official opening, becoming the first OFB in New Brunswick, and the first fully bilingual OFB. This is part of an international network of youth-friendly walk-in centres that help aspiring entrepreneurs to understand how to approach the challenges of business ownership and to plan the necessary steps to start, improve or expand a business.

The exploration process for the establishment of the OFB began approximately one year ago, when ACOA NB brought together various government and community resources to determine how entrepreneurial services for youth could complement those resources already available in the community. The main supporters were the Community Business Development Corporation and the Regional Economic Development Commission. While other communities in Carleton and Kent Counties opted for the concept of Community Entrepreneurship Development Officers to work with youth, schools and

Open for Business (OFB) Campbellton recently celebrated its official opening

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GEM: A Bigger Picture

BY VINCENT GILBERT

Many of us believe that entrepreneurship is good for the economy. It creates jobs and increases national income. But we often don't really have a solid explanation as to why entrepreneurship is good for economic growth. We know that Canada is entrepreneurial, but how do we compare with the rest of the world? Should we be doing more to encourage and support entrepreneurship? A recently released 2000 report helps to answer these questions.

The Global Entrepreneurship Monitor (GEM) Report (2000) is an annual assessment of the national level of entrepreneurial activity within selected countries. Its broad purpose is to measure the magnitude of entrepreneurial activity as well as the impact such activity has on economic growth. The 2000 executive report presents an international perspective, focusing on 21 countries, up from 10 countries in 1999. Those countries are: Argentina, Australia, Belgium, Brazil, Canada, Denmark, Finland, France, Germany, India, Israel, Ireland, Italy, Japan, Korea, Norway, Singapore, Spain, Sweden, the UK, and the US. GEM also publishes individual country reports that provide a detailed description of the level of entrepreneurial activity and the local factors that affect it.

Research teams from Babson College, the London Business Schools, and the Kauffman Center for Entrepreneurial Leadership used data collected in surveys of more than 42,000 adults living in the various countries, 800 in-depth interviews with entrepreneurship experts, and standardized national data. The GEM report studies the complex relationship between entrepreneurship and economic growth in attempting to answer three fundamental questions.

- 1 Does the level of entrepreneurial activity vary between countries and, if so, by how much?
- 2 Does the level of entrepreneurial activity affect a country's rate of economic growth?
- 3 What makes a country entrepreneurial?

A Few Key Points

There is a strong correlation ($r = 0.7$) between the level of entrepreneurial activity and economic growth.

The surveyed countries that have high levels of entrepreneurial activity all have above-average economic growth. Only a few of the countries with high growth have low entrepreneurial activity.

There is a strong relationship between the level of available financing and entrepreneurial activity. The countries with easily accessible and abundant financing have the highest levels of entrepreneurial activity. This includes informal as well as traditional venture capital.

Business and entrepreneurship education is highly important. Most of the 300 experts interviewed identified business and entrepreneurship skills development education as a top priority.

Awareness and perceived legitimacy of entrepreneurship is strongly related to entrepreneurial activity. Those countries with a high level of public awareness and perceived legitimacy of entrepreneurship as a career option ranked highest in terms of entrepreneurial activity.

Much of this report can be applied at a regional level. While Canada ranks in the top seven for each measurement category, there are differences among the regions. Atlantic Canada traditionally has lower economic growth and entrepreneurial activity when compared with the rest of Canada. However, the potential is there. We have solid funding for new ventures, a general societal acceptance

of the legitimacy of entrepreneurship as a career choice, and a strong education base with many business and entrepreneurship skills development programs.

The GEM report is a well-researched report with input from hundreds of entrepreneurship organizations and experts around the globe. The assumptions drawn are well backed up and help shed some light on the value of entrepreneurship and its role in economic growth. 🌟

The surveyed countries that have high levels of entrepreneurial activity all have above-average economic growth.



VIEWPOINT

Entrepreneurship Vital for a Strong Economy

BY NEVILLE GILFOY

Entrepreneurs are the ones who create the wealth that is at the heart of prosperity for the Atlantic region.

They conceive the ideas that become a product or a service. Entrepreneurs recruit investors, banks, suppliers, employees and customers.

They are the driving force for the company. These days, when the whole world is crashing down, the entrepreneurs' determination, optimism and dogged will to win are often enough to withstand the worst circumstances.

And yet for many years, entrepreneurs were the pariahs in our business world. People would avoid talking to someone who was starting their own business. The generally accepted psychiatric opinion was that the only difference between an entrepreneur and a crazy person was the entrepreneur's ability to recruit others to the vision.

Today – not that many years since Atlantic Progress started – the world of entrepreneurship has changed somewhat.

Governments, banks, crown corporations, private sector institutions have found ways to support, promote, and indeed celebrate entrepreneurs. (Witness the Entrepreneur of the Year Awards, sponsored by large and small companies and government).

Atlantic Progress magazine promotes the creation of wealth. It's a "how-to" for profitable business growth and provides networking events and conferences all aimed at supporting, nurturing and growing entrepreneurial activity.

Entrepreneurs create wealth. Without their vision, courage, and absolute determination to succeed, there could be no prosperity, no future.

Support your local entrepreneur... today!! 🌟

Neville Gilfoy is the publisher of Atlantic Progress magazine.

To view or download the full GEM 2000 Executive Report visit:

http://www.entworld.org/Bookstore/Product.cfm?DID=6&Product_ID=64&CATID=22

The GEM website can be found at: <http://www.gemconsortium.org/>

IT in Small Business

The Inside Track

BY MONICA DIOCHON

Why are small businesses reluctant to embrace the Internet when it seems to offer endless opportunities for growth? Do they have the technology infrastructure to do so? To what extent are they using Information Technology (IT) in their businesses? In order to gain insight into these issues, a group of researchers in the Gerald Schwartz School of Business and Information Systems at St. Francis Xavier University in Antigonish, NS recently surveyed small businesses in Nova Scotia, New Brunswick and Prince Edward Island.

Of the 177 small businesses (less than 100 employees) responding to the survey, 90% reported using at least one computer in their business. These companies represented a broad cross-section of businesses: retail (22%), accommodation and food services (15%), customer or consumer services (5%), health, education or social services (6%), manufacturing (10%), construction (10%), communications (6%), wholesale trade (4%) and others (22%). The firms ranged from start-ups to well-established businesses, with an average period of operation of 20 years.

Although all firms reported being quite satisfied with their technology, there were marked differences in the intensity of use. The highest users reported using IT in four or more of their business activities over the past three years. These activities included inventory management, accounting, advertising, communication, sales, planning and research to name a few.

Irrespective of the size and age of the firm, there was a strong link between intensity of use and the perceived gains that IT adoption provides. For firms making extensive use of IT, its adoption is seen as a vehicle for offering a new or better product or service, supplying or creating new markets, and keeping up with the competition to retain customers. In contrast, those businesses reporting little use of IT see it as a way to save time, money or to collect information faster and cheaper.

The fact that all firms report very little use of government agencies when seeking advice or information about IT presents a challenge to both service providers and policymakers. A proactive approach is required to assist small businesses in using IT – particularly to capitalize on Internet opportunities. By understanding the stage of IT adoption in a given business, one is able to target assistance to meet the firm's unique needs. For example, high intensity users who are motivated to adopt IT for strategic purposes would be more able and willing to pursue Internet opportunities.

IT intensive firms tend to be concentrated in certain sectors. This means that some firms will be better positioned to capitalize on their existing use of IT than others. The existence of subsidies for IT training to develop internal expertise or tax incentives to facilitate expanding IT systems would assist firms in dealing with resource constraints.

For small businesses aiming to grow, IT represents an important vehicle for reaching new markets or offering new or improved products and services. Since internal expertise in the management of computer systems is associated with higher use, it suggests that any firm oriented toward growth and eager to use the Internet to capitalize on new economy opportunities should consider attracting and retaining competent IT employees.

Many small firms in the Maritimes are capitalizing on the opportunities technology provides. Others have yet to do so. The challenge to service providers is to proactively help the small business community add value through technology. 🐾

Monica Diochon is a full-time faculty member at the Gerald Schwartz School.

More information on this research can be obtained by contacting any member of the team: Monica Diochon mdiochon@stfx.ca David Pugsley dpugsley@stfx.ca Rene Reitsma rreitsma@stfx.ca or Barry Wright bwright@stfx.ca

OFB opens doors in NB

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Junior Achievement groups to help youth develop leadership and entrepreneurial skills, the group in Restigouche County opted for an OFB.

"Youth have to be made aware that becoming an entrepreneur at some point in their lives is a very realistic possibility and should be a career option in the same way as any other career," says Ray Gallant, Strategic Development Officer at ACOA New Brunswick. "You cannot develop a more entrepreneurial culture if you do not work with the next generation. The knowledge and experiences that youth will be exposed to enlarges their career horizons. This is an investment in future human capital."

Visitors to OFB will enjoy an open atmosphere with Entrepreneurship Apprentices (EAs) who are trained to assist new or potential entrepreneurs in reaching their business goals. As part of OFB's outreach program, EAs become involved in schools and the community, facilitate customized workshops and provide support and resources for creating career options and futures.

This OFB is unique in the way it was financed. Traditional financial resources from both levels of governments were secured and additional financial support was gained from the banking community. La Fédération des Caisses Populaires Acadiennes and the local Restigouche chapter of Les Caisses Populaires are important financial partners of the project. "This was really a community based approach and consisted of building from a conceptual base, that led to the establishment of the Center," adds Ray.

Other OFBs and other options are being contemplated for New Brunswick. "This will only happen when community resources can be brought together to determine the needs and willingness of local partners to support these type of activities," Ray advises. "Only then can these types of services be warranted." 🐾

OFB Campbellton is located on the 4th floor of the Via Rail Station in Campbellton (506) 753-4570. Information on this and other OFB locations is available at www.ofbnetwork.com

E-Net Atlantic/Atlantique *develops entrepreneurial skills*

E-NET Atlantic/Atlantique is a new initiative of the Atlantic Colleges Committee for Entrepreneurial Development (ACCED-CCADE) to foster entrepreneurship development and provide entrepreneurial support in Atlantic Canada's community colleges. The concept arose from an ever-growing demand from both students and faculty for more concentrated entrepreneurial support in the college system in Atlantic Canada.

"This is an exciting initiative that will give our regional colleges another opportunity to build entrepreneurial energy on the campuses," says ACCED president Paul Chafe. "We are striving to make our colleges a hotbed of entrepreneurship development in the future and we believe this program can go a long way towards achieving that goal."

"The pilot project included discussions with l'Association des clubs d'entrepreneurs étudiants du Québec (ACEE)," continues Mr. Chafe, "an organization that provides the same genre of entrepreneurial support in the francophone environment. Our affiliation allows us to share information and strengthen our groups in both official languages. ACEE Québec is also a valuable channel to interact with a growing global network of young entrepreneurs."

Both students and faculty appreciate that this type of program can greatly enhance the college experience. It can provide students with life and business lessons that can be applied during and after their college experience.

Such programs have proven invaluable at other educational institutions throughout the country. Entrepreneurial programs such as ACE Canada, situated throughout Canadian university campuses, continue to flourish and provide value-added benefits to traditional university education.

One significant deficiency in most existing programs is that none are designed to foster entrepreneurial development or support for college students in one and two-year educational programs. This motivated ACCED to design and implement the E-Net Atlantic pilot project to entrepreneurialize college campuses in Atlantic Canada. Two French and four English language colleges participated in the pilot which set the groundwork

for recent expansion to a possible 17 participating clubs this year.

The model chosen for E-NET Atlantic clubs focuses on the needs of college students enrolled in one and two-year college programs. Unlike other clubs of this nature, E-NET provides a truly innovative and entrepreneurial environment where each club is given the power to govern and operate. Perhaps the most advantageous feature is the collaborative support network consisting of college instructors and administrators, alumni, community stakeholders, ACCED-CCADE and other clubs.

"Our objective is to create a network for college students to develop their entrepreneurial skills," explains Rachel Couturier, Director of ACCED-CCADE and a faculty member at CCNB-Dieppe. "This program helps them to understand what's going on, learn where resources can be found, and fosters an interchange between faculty and students in 5 provinces which could lead to greater emphasis on entrepreneurship, community economic development, venture creation or anything drawing on the entrepreneurial experience."

This is all part of working to entrepreneurialize the college system – assisting instructors to understand how to introduce more entrepreneurial content into the curricula and to manage the campus in an entrepreneurial way. "College instructors are very innovative," says Susan Nelson, who is the instructor who helped launch the student initiative. "As a Director of ACCED-CCADE, I asked my students what they would like to see happen for them. That is what motivated me to work on E-NET."

ACCED-CCADE is a not-for-profit organization designed to enhance interaction among all college instructors in Atlantic Canada and provide a network for students that encourages innovation, skills development and collaboration in entrepreneurship.

E-NET Atlantic/Atlantique is open to all college students. Members of the community interested in becoming an entrepreneur and learning more about being an entrepreneurial leader in their community may join as Community Affiliates. Application forms are available on the website www.acced-ccade.com or through ACCED-CCADE Tel 1 709 738-5525 or Fax 1 709 738-5535. 🇵🇸

It can provide students with life and business lessons that can be applied during and after their college experience.



WEB LINKS

Realm: Creating Work You Want

BY VINCENT GILBERT

Founded in 1998, Realm Magazine - and its French counterpart Sphère - provide young entrepreneurs with a valuable tool in their quest for business strategies, emerging opportunities and industry connections. The official Realm website fills the need for an online resource, for young entrepreneurs, written by young entrepreneurs.

The Realm site offers a host of useful tools and resources including a calendar of events organized by province; a categorized list of business resources; a classifieds section; a free email newsletter; and articles on current issues of interest to aspiring entrepreneurs.

Of interest is the Cyber Club section, which features a discussion forum for surfers to express their ideas and views of today's business trends and issues. For the more interactive type, a chat room facilitates real-time discussions between young entrepreneurs, mentors, and anyone else with an interest in business. This also provides a great opportunity for networking with individuals across Canada and beyond.

Perhaps the most alluring aspect of the Realm website is the abundance of profiles of successful young entrepreneurs and their ventures. Presented in an energetic style and touching on business tips geared to the new business owner, these profiles represent one of the most important resources for budding entrepreneurs by showcasing real-life examples of success achieved by their own peers. These are the heroes and mentors of the aspiring entrepreneur.

A navigation bar directs visitors to the various sections via imaginatively titled buttons such as Generation Why? and Wild Things.

So whether surfing for business or pleasure, youth entrepreneurs and entrepreneurship educators alike are sure to find oodles of valuable business information as well as examples of what that information can help create – confident, knowledgeable newcomers to the entrepreneurial world. 🇵🇸



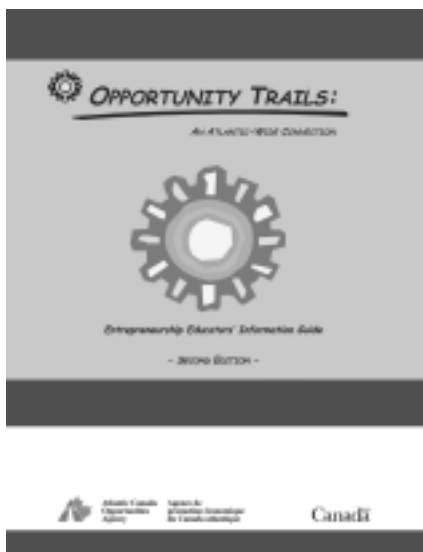
UPCOMING EVENTS

To publish an event: 1 800 561-7862, extension 3800 or info@acoa-apeca.gc.ca

DATE	EVENT	LOCATION	PROVINCE	INFORMATION
Oct. 21-24	Canadian CED Network Conference: Celebrating Diversity Citadel Halifax Hotel	Halifax	NS	Amanda Fraser, 1 902 424-6633 fraseraj@gov.ns.ca www.cedinstitute.ca
Nov. 10-19	Atlantic Canadian Young Entrepreneurs Trade Mission to Mexico CEED	Mexico City	MX	Yuminary Marval 1 800 590-8481 www.planetentrepreneur.com
Nov. 23	Info Fair	Yarmouth	NS	1 800
Jan. 17-19	Mentoring Connections - National Conference	Toronto	ON	1-888-247-3609 http://www.mentorcanada.ca
Feb. 14-16, 2002	ACCED Symposium	Charlottetown	PE	acced@acced-ccade.com
Oct. 2001 - March 2002	1st Virtual World Congress, of Young Entrepreneurs and SMEs			http://www.visionglobal.org/ Email: info@visionglobal.org


Setting Youth on A Trail to Success

A new edition of Opportunity Trails has just been produced and is now in distribution to educators and resource people across Atlantic Canada.



Designed to assist teachers, instructors, counselors and business advisors in providing youth with an introduction to the challenges and opportunities of entrepreneurship, Opportunity Trails is a comprehensive guide for entrepreneurship education. It addresses such issues as learning and teaching styles, student venturing, active entrepreneurship education in Atlantic Canadian schools, post secondary educational opportunities, and available entrepreneurship resources.

Opportunity Trails is a project of ACOA's Entrepreneurship and Business Skills Directorate with support from the Atlantic Colleges Committee for Entrepreneurial Development and the Departments of Education for New Brunswick, Prince Edward Island, Nova Scotia and Newfoundland and Labrador.

For more information, visit www.acoa-apeca.gc.ca or call 1-800-561-7862. 

Did You Miss Out?

*If you missed the 18th Annual Conference of the Canadian Council for Small Business and Entrepreneurship (CCSBE), **Entrepreneurship Atlantic**, has you covered. Future issues will summarize some of the key presentations and research presented at CCSBE. **Entrepreneurship Atlantic** – the next best thing to being there!*

WHAT DO YOU THINK?

We love to get mail! Are we providing information you can use? Can you suggest issues you would like us to address? Do you have a story idea to contribute? Please send us any comments, concerns, suggestions or ideas that will allow us to make this publication even more useful to our readers.

info@acoa-apeca.gc.ca