

## DRIVING BUSINESS GROWTH ACROSS CANADA

The Canada Business Network (CBN) is pleased to present the 2010-2011 Year in Review, summarizing our achievements and highlighting the work we do with Canadian businesses every day. Our network provides entrepreneurs with one-stop access to information and services to start, run and grow their businesses. This valuable partnership between the federal government, provincial and territorial governments and not-for-profit entities helps small business owners and entrepreneurs. They save time and money by tapping into the expertise, guidance and information available through our vast network.

In 2010-2011, we served tens of thousands of entrepreneurs and small businesses in-person, on the phone and through our award-winning website, [www.canadabusiness.ca](http://www.canadabusiness.ca). We built and supported our partnerships with hundreds of organizations across Canada to better meet the needs of our clients. We strengthened our 'anytime, anywhere' delivery of information, training and other services by using the Internet, videoconference technology and social media. We continue to evolve our approach to support businesses over the long term, helping them grow and maximize their opportunities for success.

## OUR NETWORK

We offer in-person, telephone and electronic services through our 13 service centres and five satellite offices. Our National Office provides the federal web presence. We work with more than 400 Regional Access Partner sites, including the Community Futures Network, economic development corporations, provincial enterprise service centres and other community-based business support service entities.

Our program is managed on behalf of the federal government by Industry Canada and the Regional Development Agencies: Atlantic Canada Opportunities Agency, Canada Economic Development for Quebec Regions, Western Economic Diversification Canada and the Canadian Northern Economic Development Agency.



## OUR VISION

Entrepreneurs and small businesses in all regions of Canada will succeed and grow through streamlined access to reliable, up-to-date and relevant information and services, tailored to their needs.



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## SERVICE DELIVERY POINTS

Web: [www.canadabusiness.ca](http://www.canadabusiness.ca) Tel.: 1-888-576-4444 TTY: 1-800-457-8466 (hearing impaired) A network of regional business centres





## PARTNERING FOR BUSINESS SUCCESS

The Canada Business Network is built on partnerships. By working closely with business service providers, educational institutions, public sector agencies, associations and not-for-profit organizations, we have expanded our reach to better serve our clients.

In 2010-2011, at both the regional and national levels, we established new contacts, maintained and nurtured existing relationships and built awareness of CBN services and resources. Collaboration helps us:

- provide more services and broader expertise to businesses;
- save money and share costs for a more enhanced or in-depth service delivery;
- reduce duplication in services and information materials; and
- extend our reach by delivering training and services to rural and remote areas.

"Partnerships allow us to demonstrate to clients and the business community that government organizations and private sector groups are working hand-in-hand to support their business endeavours," says Shannon Coughlin, General Manager of the Canada/Manitoba Business Service Centre. "We're always looking for new opportunities to collaborate. We keep our partnerships strong by nurturing partners, cross-promoting our organizations and events and ensuring we all benefit."

Across Canada, there were many examples of partnerships being built or reinforced in 2010-2011. Canada Business Ontario signed a Memorandum of Understanding with provincial government partners to offer services through a single federal-provincial telephone number and e-channel. In Saskatchewan, **business infosource** provided business information workshops via video conference to business and community organizations, and offered front-line training for new staff at Regional Access Partner sites. Similarly, Canada Business Prince Edward Island trained and supported staff at PEI's five new Rural Action Centres. Quebec's Info entrepreneurs and Ressources Entreprises continued to build strong links with private and public sector partners by sitting on awards program juries and the boards of business organizations, as well as enlisting professionals to offer expert advice.

As John Kavanagh, Manager at Canada Business – Nova Scotia, puts it, an active partnership program allows centres to contact clients they might not otherwise access. "All our outreach activities serve two purposes: first, making individuals aware of Canada Business and its resources; second, reaching out to Canadians and providing them with information on programs, services and intelligence support so they can make better or more informed business development decisions."



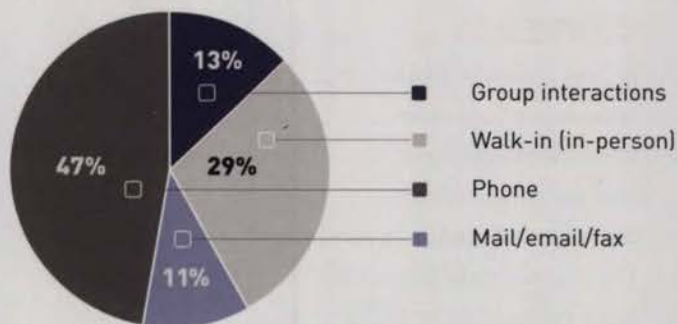
## IN BUSINESS... TOGETHER

From rural Canada to urban centres and remote communities, the Canada Business Network connects entrepreneurs to the services, information and government programs they need to start, run and grow their businesses. We offer support for business planning, market research, international trade and much more. We organize networking sessions, training and business seminars in-person, online and through videoconferences.

Canada is a nation of entrepreneurs. According to Industry Canada, 98 per cent of businesses have fewer than 100 employees and are classified as small enterprises. There are 1.1 million small businesses in Canada with employees. This does not include the 2.8 million self-employed Canadians who also help power our economy.

Canadian entrepreneurs work long hours. In 2010, 31 per cent of self-employed Canadians reported working more than 50 hours each week, according to Statistics Canada figures. At CBN, we help them manage that reality by delivering the information and services they need, when and where they want it. During 2010-2011, we recorded close to 1.9 million visits to [www.canadabusiness.ca](http://www.canadabusiness.ca). On more than 195,000 occasions (see below), we also assisted entrepreneurs in-person, on the phone, via email and other channels.

### Service to clients – 2010-2011



Total of 195,230 interactions

We know the needs of Canadian businesses are growing. Today's entrepreneurs are savvier and require deeper expertise from our network. We meet that demand by continually upgrading staff skills at our centres, shifting our service delivery model to support growing businesses and establishing long-term relationships with clients to assist them every step of the way.

### THE CANADA BUSINESS NETWORK



## WHAT OUR CLIENTS THINK

### Phone service survey

Examining what we do and finding ways to do it better is integral to CBN's success. At the end of fiscal year 2010-2011, we commissioned an independent client survey to evaluate our call centre service. Four hundred clients were surveyed. This is what we discovered:

- Nearly half our clients (47%) called our phone service for information on starting or growing a business.
- Others sought financing information (25%), regulatory information (18%) and market research (16%).
- Our success rate is high—95% of clients received all or some of the information or services they needed from CBN.
- Four out of five respondents said they have recommended CBN to others looking for business information.

### In-person service results

The client survey we commissioned at the end of fiscal 2010-2011 solicited feedback from close to 600 respondents on our in-person services at CBN's business service centres. This is what we found:

- Many of our walk-in clients are repeat visitors—almost half (48%) visited our service centres three or more times.
- More than one-third of clients surveyed attended learning events, while another 36% wanted assistance with market research.
- The majority (95%) said they received most or all of the information or services they needed from the centre during their visit.
- Nine out of ten said they have recommended the CBN's in-person services to people they know who need business information.

### Web survey findings

With more than 5,000 visits each day in 2010-2011, the Canada Business website has become a primary point of entry for Canadian entrepreneurs to access the full range of services and information available to them. To better understand our clients' needs and how we're serving them, we commissioned an independent survey of 500 users in February 2011. We found that:

- Overall, our clients were satisfied with the user friendliness, relevance, detail and credibility of the site's information, plus its overall look and feel.
- Users are mostly satisfied or very satisfied (64%) with the website and the information it provides.
- Close to 60% of users searched for information about starting a business and many (53%) wanted to know more about grants and finances.
- A majority of respondents (75%) said they plan to use the website again.

## HOW WE'RE RESPONDING

At the Canada Business Network, we work diligently to improve our services in response to the feedback we receive from clients. In 2010-2011, we enhanced the Canada Business website with more information. We established and now manage a content editorial board to nurture federal, provincial and regional partnerships and to identify gaps in information. We implemented a social media strategy and introduced RSS feeds, blogging and Twitter. By year end, we had created 100 blogs, tweeted 1,800 times and gathered 3,800 Twitter followers.

Our centres continued their consultations with clients and partners to ensure that our products and services address the changing needs of businesses. We gathered knowledge from the businesses we've supported and we worked with experts to keep on top of trends and evolving requirements. We conducted formal evaluations of our workshops and asked clients about training gaps they need to fill. We responded by providing businesses with better multi-channel access to information, services and training—giving them what they need to run and grow their businesses, where and when they need it.

In 2010-2011, we enhanced reporting tools and established procedures for performance measurement and evaluation. We also worked with our centres to develop a coordinated approach to staff training. Skills upgrading is central to how we're responding to our clients' needs. Case in point? Canada Business Newfoundland and Labrador.

"By providing training to our staff on how to become Certified Small Business Counsellors, we can offer clients more in-depth knowledge on how to start and operate a business successfully throughout the full entrepreneurial life cycle," says Director Terry Johnstone. "Our clients establish a relationship with a business information officer on a long-term basis, which gives them support they can rely on at every stage in their business. By investing in the employees, we are investing in our clients!"

## OUR ACCOMPLISHMENTS IN NUMBERS » 2010-2011

1,865,023	..... visits to <a href="http://www.canadabusiness.ca">www.canadabusiness.ca</a>
195,230	..... staff-assisted client interactions
3,898	..... Twitter followers (English and French)
1,551	..... promotional and learning events
400	..... active Regional Access Partners across Canada
364	..... training sessions attended by CBN staff
100	..... CBN national and regional blogs posted
46	..... new partnerships established



# OUTREACH TO CANADIAN BUSINESSES

Across Canada, our 13 service centres and five satellite offices recorded an impressive 1,551 promotional and learning events in 2010-2011. Combined with active participation in Small Business Week, media outreach and marketing activities, we reached out to entrepreneurs and businesses, creating awareness of the services available to them, and offering valuable learning opportunities. This table offers a taste of what our centres achieved:

Centre	Results
Canada Business Newfoundland and Labrador	7 workshops and 51 training sessions 14 trade shows 15 partner site visits 19 presentations and/or tours 40 guest advisor sessions
Canada Business Prince Edward Island	34 outreach activities, including trade shows and information sessions New bi-weekly e-blast to 1,700 clients
Canada Business Nova Scotia	110 presentations, workshops, trade shows and information sessions Provided business intelligence and information to 2,500 entrepreneurs at trade shows Monthly newsletter, new trade show backdrop and marketing materials
Canada Business New Brunswick	14 trade shows, events, learning sessions and networking opportunities 33 Canada Business presentations to entrepreneurs Monthly bilingual newsletter
Info entrepreneurs and Ressources Entreprises (Quebec)	184 presentations, events and trade shows Hosted the television series, Parlons affaires (11 episodes) Produced publicity materials, an annual report and a brochure
Canada Business Ontario (CBO)	136 events and 10,218 client interactions at events, trade shows and presentations 41 business information articles in Ontario media outlets New CBO brand, brochure and five informational videos
Canada Manitoba Business Service Centre	75 tours for foreign delegates, business groups and training programs 180 small business learning sessions with 5,271 participants Events, trade shows, presentations and training New monthly bilingual e-newsletter
<b>business infosource</b> Canada Saskatchewan Business Service Centre	26 tours and presentations 53 business immigrant sessions 81 video conferences 8 trade shows and conferences 43 guest advisor sessions An open house, networking events, brochures and promotional items
The Business Link Business Service Centre (Alberta)	136 small business learning sessions via video conference with 4,324 participants 72 promotional events hosted and 94 events attended 22 unpaid mentions in the media 21 marketing products created, such as seed packages, e-newsletter, brochure and articles 88 guest advisor sessions
Small Business BC (British Columbia)	4 events hosted, including the Successful You Awards 448 seminars and training programs with 4,120 participants; of these, 255 were delivered simultaneously by videoconference to 977 small business owners in regional sites 22 new program offerings developed to better serve client needs 27 outreach events with 2,691 clients Social media strategy; now active on Facebook, LinkedIn, Twitter, Flickr and YouTube
Canada Business Northwest Territories	Participated in trade shows and events Promotional products distributed at conferences and association and business AGMs Advertisements to promote video conferences Updated "How to Start a Business in the NWT"
Canada Business Yukon	Participated in trade shows and networking events Job fair presentations and centre tours Promotional products distributed to associations and industry groups
Canada Business Nunavut	Participated in Kivalliq and Nunavut trade shows Promotional materials distributed to associations and clients Created awareness via partnership with Nunavut's Community Futures groups



## QUOTE=UNQUOTE=

**"Outreach is a critical component of the work we do. By leveraging partnerships with complementary organizations, we are able to extend our reach to client groups that we would normally have difficulty accessing and also leverage our own limited resources."**

Cathy Goulet, Executive Director  
The Business Link, Edmonton

## THE SUCCESS FILES: NEECHIE GEAR



"It's been an amazing year," says Kendal Netmaker, 24, the founder of Saskatchewan-based sportswear company, Neechie Gear. Just two years into his business, the energetic young businessman is picking up entrepreneurship awards and attracting attention. He recently participated in the G20 Young Entrepreneur Summit in Nice, France.

Netmaker's success comes as no surprise. After all, he leads with his mind and his heart—an approach that has earned him praise and a loyal fan following. He established his business in 2009 with the idea of turning profit into opportunity for young athletes. "We are the Canadian brand with a social conscience. We are the first to create, support and develop Canadian youth sports teams," he says.

Growing up with a single mother and three sisters on Sweetgrass First Nation in Saskatchewan, he learned the value of giving back when one of his school friends lobbied his parents to pay for Netmaker's sports fees and drive him to practices and games. He credits that one act of kindness with changing everything; it led to a sports scholarship in college, a degree in education and a passion for helping others reach their full potential through sports.

It is this zeal that drove him to turn to business as a way of supporting other Aboriginal and low-income athletes. With the help of mentors and staff at **business infocource**, the Canada Business service centre in Saskatoon, Netmaker developed a business plan, conducted market research and set up his online company.

"The staff at **business infocource** offer an education in entrepreneurship, which has been vital for me. They have so many resources and workshops," says Netmaker. "They have been there to cheer me on through my successes and they've encouraged me to keep going."

In 2010-2011, Netmaker recruited and coached 14 top Aboriginal volleyball players from across the province through his non-profit organization. He measures his success on results: all 14 athletes have plans to enroll in post-secondary education.

Netmaker has grown his business through social media. He ran a Facebook competition to rename his company. The winner—Neechie—means 'my follower, my friend' in his native Plains Cree language. As Netmaker continues to promote his brand of social entrepreneurship, he hopes other companies follow his lead. In the meantime, he's gathering plenty of neechies.

[www.neechiegear.com](http://www.neechiegear.com)

## SERVICE DELIVERY IMPROVEMENTS EARN GOLD

The Canada Business Network's team approach to improving service delivery was recognized with a gold medal at the 2010 Government in Technology Week (GTEC) awards ceremony. A blue ribbon judging panel of private and public sector technology executives selected [www.canadabusiness.ca](http://www.canadabusiness.ca) as the 2010 Distinction Federal Award Medalist for service delivery to citizens and businesses.

The CBN team repositioned the Web as its primary service delivery channel, giving businesses 'anytime, anywhere' access to government information and services. This approach was central to our strategy of addressing the more complex requirements of in-person and phone clients by offering them enhanced services to meet their growing needs.

## QUOTE=UNQUOTE=

**"As part of our commitment to service excellence, we set and meet high service standards, receive and act on feedback from clients and partners and conduct diligent performance measurement. We closely monitor the quality of calls and emails to spot trends, issues and best practices for handling different types of interactions and meeting the needs of our clients."**

Sharon O'Flaherty, Deputy Director, Outreach and Partnerships  
Canada Business Ontario

## IN THE DRAGONS' DEN

In 2010-2011, CBN entered the Dragons' Den—CBC's hit television series that features aspiring entrepreneurs pitching their business ideas and products to a panel of Canadian business moguls. When the show's producers came looking for passionate entrepreneurs with ideas, CBN answered the call.

From British Columbia to Alberta and Saskatchewan to Nova Scotia, many of our centres partnered with the series to help recruit talent for Dragons' Den auditions through mail-outs and information sessions. Those efforts have paid off for a number of CBN clients, including Frog Box, Vancouver's eco-friendly moving supplies company and Holy Crap, the artisan organic cereal from Sechelt, B.C. After appearing on the show, Holy Crap reportedly sold \$1.5 million in products online alone and is now working on distribution deals in global markets.





## QUOTE=UNQUOTE=

**"We're focused on getting results for clients. During Small Business Week in October, we coordinated 500 express meetings between entrepreneurs and financing organizations, which gave our clients quick and easy access to a wide range of service providers in one location. We now work more closely than ever with partners to offer complementary services to Quebec businesses."**

Cindy Desmarais, Director, Business Information  
Info entrepreneurs



## ACROSS THE MILES

Technology helped the Canada Business Network bridge vast distances to reach rural and remote entrepreneurs in 2010-2011. Among our initiatives:

- Canada Business' western partners (British Columbia, Alberta, Saskatchewan and Manitoba) expanded the number of video conferencing seminars offered and established more video conference sites to reach a greater number of clients.
- Canada Business Northwest Territories rented digital readers to remote clients and digitized its business learning videos for easy distribution via USB data sticks.
- Small Business BC launched a new series of short, advice-rich web videos on YouTube called Expert Insights.
- **business infosource** in Saskatchewan converted its five-day Bookkeeping From a Shoebox course to a format better suited to video conference delivery for rural clients.
- Canada Business Nova Scotia launched a webinar series and Facebook page.

As Shannon Coughlin, General Manager of the Canada/Manitoba Business Service Centre, points out, "We are using technology to change the way we do business. Our videoconference training sessions and comprehensive website now give us more client contact time with growth-oriented or complex small businesses."

## QUOTE=UNQUOTE=

**"I have attended networking meetings, information sessions and workshops at The Business Link. I often refer my clients to them. They provide a valuable service to small businesses and entrepreneurs, and a positive atmosphere for networking and referral support."**

Charmaine Hammond, Author and Speaker, Hammond International Inc.  
Edmonton | [www.hammondgroup.biz](http://www.hammondgroup.biz)

## THE CANADA BUSINESS NETWORK

## THE SUCCESS FILES: JUMPSTART 720



Moncton-based success coach and leadership speaker Paula Morand is embracing life—and teaching others to do the same. Her company, JumpStart 720, offers training, coaching, live events, audio programs, books and software to help people find success, achieve their full potential and transform their lives.

Today, Morand has clients across Canada and plans to establish a base in the United States in 2012. She has four full-time staff and 16 contract trainers and coaches. A big believer in giving back, she established the Paula Morand Foundation to help build healthier communities locally and around the world. She attributes much of her success to the support she's received from Canada Business New Brunswick (CBNB).

"They're part of my team," says Morand. "I email them at least five to 10 times per month. Why would I go to anyone else? They get me all the information I need so I can get my business growing."

Morand uses a full range of CBNB services. She taps into the centre's expertise to gather quantitative information, demographics and research to help support her company's business case or business growth. She attends networking sessions. She also identifies suppliers and manufacturers, as well as international contacts for exporting.

"We've grown tremendously. We recently launched a technology firm to build software for the global market," says Morand. "Canada Business has been helpful in getting us the information we need to pitch to investors, raise capital and take the business to a whole new level."

A career-long entrepreneur, Morand feels Canada Business has been an essential part of her professional life. "I'm passionate about teaching business owners to develop a circle of experts, advisors and mentors to guide them on their journey. Canada Business has been that for me."

[www.jumpstart720.com](http://www.jumpstart720.com)



Photo credit: Ben I Photography



## PLANS FOR 2011-2012... AND BEYOND

As we look ahead to the next fiscal year, we will continue our efforts to identify and implement efficiencies and service improvements across the Canada Business Network. Progress has been made—but we will continue to respond to the emerging needs of Canadian entrepreneurs and small businesses as we support them in their efforts to grow and become productive and competitive.

We will strengthen efforts to place more emphasis on meeting the needs of existing small businesses to help them survive and grow beyond the first three years. This key shift in our vision will enable us to increase our clientele base. Our centres will also reinforce their standing as credible service providers through increased staff training, information resources, improved client relationship management strategies and more targeted in-person programming.

We will build, reinforce and leverage partnerships at all levels across the country by coordinating our efforts with other service providers such as business associations and community level organizations. We will engage local business leaders to champion the CBN service and strive to further extend our reach outside of urban areas by engaging clients and service delivery partners at local levels. We will also develop a marketing strategy to maximize uptake and promote CBN to established businesses.

Our goal? To ensure that entrepreneurs, businesses and the organizations that serve them value CBN's presence in their region and view it as having a unique role in the continuum of support for business.

### QUOTE UNQUOTE

**"Canada Business has been extremely helpful at pointing me in the right direction. Their team has given me information on setting up my business, finding financing and trademarking my product. It's a great resource with good people. I would recommend them—without a doubt."**

Peter Dowd, Owner, Alberta Organic Gardens  
St. Albert | [www.albertaorganicgardens.com](http://www.albertaorganicgardens.com)



## ENTERPRISING NEW CANADIANS

The Canada Business Network service centres work closely with immigrant entrepreneurs to support their efforts to establish and grow their businesses across the country. In 2010-2011, CBN staff gave tours and presentations to hundreds of newcomers to Canada and undertook other activities to support them.

Nova Scotia's **Connections** publication for immigrant entrepreneurs was adopted in Alberta and Saskatchewan. Ontario conducted outreach to local settlement organizations, translated its top publications into 12 languages and posted them on its website. Quebec helped develop the guide, **ImmigrAffaires**, and increased the resources it makes available in different languages. Our Prince Edward Island centre partnered with the PEI Association for Newcomers and the provincial government to promote programs for newcomers and support their efforts to establish and grow their businesses in Canada.

As for the work our centres do and what it means to newcomers?

"We diagnose their needs and direct them to the programs, permits, organizations and government agencies that can best support them. We also conduct market research to give them an overview of opportunities together with demographic and economic profiles of the different regions of Quebec."

Guy Jobin, Info entrepreneurs, Quebec

"More than 60 per cent of newcomers to Canada choose to settle in Ontario each year. Our outreach to multicultural groups and newcomers are important ways of working with new Canadians and helping them establish their businesses in Canada."

Sharon O'Flaherty, Canada Business Ontario

"Newcomers bring with them a wealth of business information and new business ideas from their native countries to Canada. Many offer products or services that are not necessarily mainstream in Canada, and can take advantage of niche markets. We see their success as our success."

Deborah Doucette, Canada Business Prince Edward Island

"Many new Canadians were entrepreneurs in their home countries and want to continue to do so here. The choice of business is often international trade, importing products from their country of origin. They also become interested in exporting Canadian products back to their home country that they discover here."

Bridget Field, Small Business BC

"We work hard to build trust with immigrant entrepreneurs. It's extremely important and it keeps them coming back. We definitely feel a personal reward in seeing individuals succeed and contribute to our economy."

Elaine Unrau, business infosource, Saskatchewan

### QUOTE UNQUOTE

**"The integrated services and support we received from business infosource have been key in guiding our organization on the road to success. Your knowledgeable staff and enthusiastic students directed me to vital information sources on market analysis, mandatory licensing and industry contacts."**

Jo-Ann Gagnon, City in a Box Relocations Inc.  
Saskatoon | [www.cityinabox.ca](http://www.cityinabox.ca)



## FROM SIMPLE TO SOPHISTICATED

The year 2010-2011 was marked by a noticeable increase in more sophisticated requests for information and support. Access to online business information, combined with changing client demographics, has resulted in a more knowledgeable client base.

"We have definitely noticed a trend," says Cathy Goulet, Executive Director at The Business Link in Edmonton. "The initial information request is not more complex, but the expected response is different. We see clients who want more depth of information and more time spent with them." To manage the challenge, Goulet's team has established processes to better stream clients.

In Montréal, Info entrepreneur's Vice-President of Business Services, Guy Jobin, echoes the same experience. He says the duration of calls and in-person consultations has increased. "We're adjusting to this new reality by developing more detailed info-guides and training our officers. We also follow up with clients to confirm that our support achieved the desired results."

Ontario's numbers support the theory. In 2009-2010, the average call handling time—on the phone and post-call research—was 7:14 minutes. That time increased in 2010-2011 to 8:00 minutes. It appears to be climbing further into 2011, with a total average call handling time of 10:19 minutes.

In British Columbia where client demographics are changing, Small Business BC CEO George Hunter attributes the shift to strategy. "More and more, we're getting senior companies that have been around longer. It is a conscious effort on our part to support older, more established companies."

Hunter says Small Business BC is moving to a doctor's office model, where the service approach is more interactive and designed to build long-term relationships. "We truly diagnose our clients rather than point them to where they want to go," he says. "We sit down with them and give them a treatment program, set them up with training and give them the contacts they need to progress their business."

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## THE SUCCESS FILES: SASSYTUNA



Julie Lewis defines herself as a 'sassy tuna'—the British slang word for someone who likes to party. The name stuck when she established SassyTuna in St John's, Newfoundland in 2007. Today, her children's party business and art studio offers art parties where guests make art projects, create green screen movies and learn to draw, paint and animate.

The self-styled party maven has been an entrepreneur since her student days, when she drew caricatures to pay for her education. Since then, she has worked for animation studios and art colleges in Toronto, Ottawa, Italy and Halifax before making a home in St John's.

"The company has grown a lot," says Lewis. "With the help of Canada Business Newfoundland and Labrador, I reworked my business plan multiple times. I was hesitant at first to take on financial backing until I felt I knew what I was doing. When I finally applied for financing this year, it helped build the technology aspect of the art. Buying equipment was an important investment."

Next up for SassyTuna? Video and film production through a new division of the company called Big Fry Productions. Lewis has partnered with her filmmaker husband to expand the business and capture the magic of the studio setting for a much broader audience. They are also producing commercials together.

"The upfront advice I've received from CBNL helped me to gather some tangible evidence to grow my business and understand my market share," says Lewis. "The staff is so down to earth. It helps to feel like you have a place where REAL people are there to talk to!"

As for her reward? "In small ways, there is a reward when children and adults see the drawings of themselves, or see their funny dance video on camera. The smiles and real fascination are worth a lot to me."

[www.sassytuna.com](http://www.sassytuna.com)





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Year in review (Canada  
Business Network)

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