



Canadian
Youth Business
Foundation

Fondation
Canadienne
des Jeunes
Entrepreneurs

CYBF

In Action

Welcome

Welcome to CYBF *In Action*. CYBF has embarked on a whole new image and way of communicating to you, and *In Action* is one of many new and exciting additions to our national marketing efforts. *In Action* will be issued every second month and contain the latest CYBF news and events. Please enjoy!

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Headline News

CYBF Accomplishments To Date

Since 1996, CYBF has been supporting aspiring young entrepreneurs, from Victoria to St. John's, to launch their new business start-ups across Canada. Now, in November 2005, CYBF has more accomplishments to celebrate than ever!

- Over the past nine years, CYBF's entrepreneurs' businesses have generated 8,000 new jobs, \$160 million in total gross sales and over \$37 million in tax revenue for Canada's economy
- We have invested in over 1,500 Canadian entrepreneurs to start their own business

New Business

Start-Up Financing:*

Alberta: 16
British Columbia: 9
Manitoba: 3
New Brunswick: 10
Newfoundland: 3
Nova Scotia: 12
Ontario: 39
PEI: 9
Quebec: 55
Saskatchewan: 4

New Mentors:*

Alberta: 15
British Columbia: 8
Manitoba: 3
New Brunswick: 10
Newfoundland: 3
Nova Scotia: 11
Ontario: 39
PEI: 9
Quebec: 54
Saskatchewan: 3

Community Partners:*

Alberta: 4
British Columbia: 9
Manitoba: 1
New Brunswick: 3
Newfoundland: 5
Nova Scotia: 1
Ontario: 14
PEI: 1
Quebec: 14
Saskatchewan: 2

* Per Province, as of Fiscal Year End 2005

CYBF has engaged the help of 900 plus generous volunteers to help deliver its programs nationally. CYBF programs and services currently reach 970 local communities through 64 community partners.

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DRIVING CANADA'S BUSINESS SUCCESS
BY HELPING YOUTH HELP THEMSELVES

Business

CYBF Welcomes New Board Members

Jonathan Simmons
Treasurer, and Partner,
PricewaterhouseCoopers

**Two Others Have Been Invited
to Join the Board**

Harry Chemko
Director, and CEO
Elastic Path

Lili de Grandpré
Director, and Managing Partner
Cenceo Consulting

CYBF Welcomes Sixteen New Community Partners

Business Victoria
Canada International College
Canada Manitoba Business
Service Centre
CLD de Lajemmerais
CLD de Laval
CLD Rouyn-Noranda
CLD de Shawinigan
CLD de la MRC D'Antoine-Labelle
Conseil de développement
économique des municipalités
bilingues du Manitoba
Global Infobrokers Inc.
Greater Barrie Business
Enterprise Centre
Louis Riel Capital Corporation
Markham Small Business
Enterprise Centre
MKS Learning Centre
Self Employment and Entrepreneur
Development Society
Sunrise Community Futures
Development Corporation

CYBF Welcomes Six New Staff Members

Marilyn Bromberg
Communications Coordinator

Daria Coneghan
Director, Saskatchewan & Manitoba

Cathy Delaney
Director, British Columbia

Gwen Hughes
Programs Assistant

Shelley Marinigh
Director, Ontario

Katrina White
Vice President, Marketing

CYBF Welcomes 83 New Entrepreneurs' Businesses

902 Auto Distributors
Akita Multimédia
Ambition Marketing & Communications
Ameublement Sainte-Rose Inc.
Andante Concierge Service
Atelier de Lutherie Moustache
Au Maître-Brasseur Inc.
Auto Électrique Lamarre
Backwood Imports Inc.
Banana Berry Clothing
Banff Language Institute
Best Price Railing
Bio Impact Extermination
Burke and Hair Inc.
Champion Spirit Athletics
Children In Fur Coats
Choco-là
Chubbacious
Coach Séduction
Conception Plein-air
Décoration 3 Rivières
Design et Fabrication KAAG inc.
Ella's Botanicals
E-Marketing Solutions
Executive Airways Grooming Services
Farside Adventures
Fast Lube
GEOMED
Groupe Xosor Inc.
Handia incorporée
Hardy Électromécanique
Harmony Naturopathic Health Centre
Help Unlimited - Vaughan
In Vivo, Coopérative de travail
Ink Isle
Innofit Consulting Group
JCDelivery
Kamaeleon Soundworks Inc.
Karamea
La Fourmi Bionique Inc.
Laird Tree Care
Lamare auto électrique
LaModa
Le 8e ciel inc.
Les Communications être et avoir
Les Films Éclair
Les Productions Diverso inc.
Luce Hair Studio
Magex Technologies Inc.
Marché Le Noblet inc
MudScout
NCU Funktional Fashions
Nubian Hair & Beauty Supply
Office Concepts Installations
OH! Media
One Stop Electric Motor Repair
Online Business Directories
Outside Expeditions, Inc.
Paintball Fort Ouest inc.
Prompt Alert Inc.
Ripskin Inc.
S. Doucette Project Development &
CAD Services
Sales Pilot Software
Sand Box Survival
Se'ramik
Shadow Cast Tattoos
Sign ADvantage/Niff-Teez
Skate Elite
Studio Mistair beauté inc.
Ter-O concept inc.
The Garden Market
The Learning Achievement Centre
The Toban Experience
TJ Photographics
Tutopia
uDrop eSell
Unwind
ÜRBA, Tapis et motifs urbains inc.
Vitalité Massothérapie
WES Power Technology Inc.
Wicked Studios Inc.
Wood Environmental Systems
X-Scream Video Productions Inc.

Business

CYBF's Got the LOOK

In January 2006, CYBF will launch a major new marketing campaign. It consists of designing innovative promotional materials, including ads, brochures, media kits and informational sheets. The materials are geared toward 18-34 year old Canadians, and feature CYBF entrepreneurs across Canada. An important part of the process is a complete revamp of cybf.ca. For these projects, CYBF's relying heavily on the help of long-time CYBF supporter, **Watermark Design**, CYBF entrepreneur Ceilidh McClurg, owner of **Extend Marketing**, and our new partner **Commerx** for the web design. For information on the upcoming campaign please contact **Katrina White**, CYBF's VP, Marketing, kwhite@cybf.ca.

Alberta's Amazing Contribution - \$1 MILLION for Young Entrepreneurs

CYBF would like to thank the Province of Alberta and the Alberta Lottery Fund for their generous donation of \$1 MILLION. The funding will be used specifically to assist young entrepreneurs in Alberta through increased marketing efforts, expansion of community partners and further developments to the mentoring program. A major press release about this contribution was sent to the Alberta based media on November 8, 2005.



Follow the Leader - New Financial Partnership in Rouyn-Noranda, Quebec

The youth of Rouyn-Noranda, Quebec, will greatly benefit from a new partnership between the City of Rouyn-Noranda, Caisse Desjardins de Rouyn-Noranda, Club Defi and CYBF, announced in October, 2005. The first three organizations are generously contributing \$40,000 total during three years to provide CYBF resources to help the region's young people become entrepreneurs. CYBF's matching their contribution with \$160,000 over three years. Through this collaboration, youth need not leave their hometown, Rouyn-Noranda, to access economic opportunities, they can initiate ones themselves. CYBF looks forward to more partnerships of this kind.

The Executive Director of CYBF's CP in the region, le Centre Local de Développement (CLD) de Rouyn-Noranda is M. André Rouleau. According to him, *"this partnership with CYBF is an additional advantage to be able to help young entrepreneurs who want to launch their businesses."*



Premier Ralph Klein & Vivian Woytiuk, CEO, Canadian Youth Business Foundation

Feelin' Hot, Hot, Hot - Harry Chemko, Mark Williams, Dave Koo & Jason Billingsley

Young entrepreneurs, Harry Chemko, Mark Williams, Dave Koo and Jason Billingsley of Elastic Path, www.elasticpath.com, were listed 14th in the 2005 PROFIT HOT 50 ranking. Based in Vancouver, British Columbia, they used CYBF start-up mentoring and financing to start their company in 2000. Elastic Path makes it easier and more flexible for companies to link integratable e-commerce platforms for building sophisticated online stores to their existing systems.



Elastic Path makes several million dollars in revenue annually. They've grown to 28 staff, have customers across North America and Europe,

and won CYBF's 2005 National Best Business Award.

"CYBF provided the only start-up capital we've used in building our business," says Harry. "It may be a small amount of money, but it enabled us to get off the ground and pursue our strategy of funding product development purely on revenue, that is unique in our industry."

CYBF's Small Business Week Media Campaign

To promote CYBF in relation to Canada's Small Business Week, October 16-22, we launched a national media initiative. This encompassed sending a press release and stories of over a dozen successful CYBF entrepreneurs nationwide. Specifically, the information was e-mailed to several hundred mainstream and grass roots media, including college and university presses. Through this, CYBF reintroduced itself to the media for future media relations activities. We're actively monitoring coverage of this outreach...we'll keep you posted. To read the national press release, please visit:

www.cybf.ca/me_nationalsmallbizweek.html

These Sneakers Were Made for Walking, Running, and Adventure - Peter Odle

Urban Expeditions, urbanexpeditions.com, the business of CYBF entrepreneur, Peter Odle, is finding amazing success. Urban Expeditions creates custom designed day and overnight tours of Toronto, Montreal and New York to help people discover their city's hidden treasures. This October, Urban Expeditions teamed up with PUMA Canada for a 10k urban challenge. This unique city-wide foot race created a new urban experience for nearly 200 participants. It was a win-win situation for corporate and community stakeholders, even more so because a portion of the proceeds went to the Special Olympics. Urban Expedition's list of clients include, the Government of Ontario, Ryerson University and the University of Toronto.

Exclaims Peter, "CYBF has been gracious enough to include Urban Expeditions in a framework of support for small business. CYBF has helped us obtain the tools that we need to be successful."



E-Zi Does It...

With Generation Z,
Part of CYBF's New
Marketing Campaign



We're thrilled that Zi Magazine, which reaches over 75,000 Canadians, features CYBF client **Ceilidh McClurg** in its Fall 2005 issue. Zi's geared toward the intelligent and sophisticated 'Generation Z', youth age 18-34, and examines life from all angles, including culture, fashion, beauty, politics, travel, technology, sports, fitness, money management, and more. Ceilidh's business is Extend Marketing, extendmarketing.ca. Extend helps businesses to implement and measure their corporate giving and community relations programs. This ad is part of CYBF's new marketing initiative highlighting entrepreneurs' successes nationwide.

If I had a Million Dollars - Shashi Behl

The annual sales of Ankh International Inc., the firm of CYBF entrepreneur Shashi Behl, will surpass \$1 MILLION, for the first time, before their fiscal year's end, January 31, 2006. Ankh is the holding company to Shashi's two businesses, Twisted Goods, and Body Blocker Co. CYBF helped Shashi finance her first business, Body Blocker Co., whose success made her able to finance her second, Twisted Goods. The stores have multiple locations: Twisted Goods has a store in Saskatoon and another in Calgary. They're opening a third location in Calgary, in summer 2006. Body Blocker Co.'s products are sold in boutiques across Canada. According to Shashi, "CYBF was a trampoline. It enabled me to do everything."



International

Around the World In Under 80 Days - CYBF Entrepreneurs Go International

This year, two CYBF entrepreneurs, Harry Chemko and Ceilidh McClurg, participated in important international meetings. Harry, of Elastic Path, was in Buenos Aires, Argentina. Elastic Path won CYBF's 2005 National Best Business Award. In Argentina, Harry had a lengthy dialogue with a 19 year old female Bolivian entrepreneur, as part the "Young Entrepreneurs of the Americas Forum for the Participation of the Civil Society in the Process of the Summit of the Americas." CYBF's CEO, Vivian Woytiuk, attended, and played an active role. It was a key part of the information gathering that ensures civil society participation in the Summit of the Americas. The event took place August 10-12, 2005.

Across the equator, in Seoul, South Korea, young entrepreneur Ceilidh McClurg represented Canada at the Asia-Pacific Economic Cooperation's workshop on women's e-business training from July 24-30, 2005. There, female entrepreneurs discovered new technology and e-business tools, and discussed collaborative opportunities. Ceilidh spoke about founding and managing Extend Marketing, extendmarketing.ca. Extend Marketing helps businesses to implement and measure their corporate giving and community relations programs. Extend was also recognized as CYBF's 2005 Alberta Best Business of the Year.

An X-Tremely Amazing Success - Cathy Galbraith



From kitchen. To living room. To retail. To....Eco Resort! CYBF entrepreneur, Cathy Galbraith, the owner of X-Treme D-Tours, xtreme-dtours.com, which grossed over \$1.3 MILLION in 2004, is opening an Eco Resort on 20 acres of Australian rainforest. X-Treme takes clients on unique tours, like trekking inside a Central American caving maze, and scuba diving in Premier Lake, BC. Cathy started X-Treme in 1997, in Calgary, Alberta, with CYBF financing and mentoring. Her kitchen was her first office, and her living room was her second. Retail buildings were next. Now, there are no limits!



"CYBF made it all possible with a meeting and a business plan! Wow! What a reality," says Cathy proudly.



Ken Mariash, Managing Partner, Heritage Partners Limited Partnership, Vivian Woytiuk, CYBF's CEO and HRH The Prince of Wales

Robert Davies, CEO, the International Business Leaders Forum, HRH The Prince of Wales and Kofi Annan, Secretary General of the United Nations.



Fit for a King, the United Nations & CYBF

CYBF CEO Vivian Woytiuk was one of only three Canadians among 50 guests to attend the United Nations Development Programme's round-table discussion on youth employment, on November 1, 2005. CYBF's two special Canadian guests were Ron Joyce, the Co-Founder of Tim Hortons, and Ken Mariash, Managing Partner, Heritage Partners Limited Partnership. Also in attendance were HRH The Prince of Wales and Secretary General Kofi Annan. The meeting was organized by Youth Business International (YBI). The meeting's goal was to encourage more businesses, governments and NGOs to work collaboratively to address youth unemployment and underemployment. There, HRH met two young entrepreneurs, one from Barbados and another from South Africa, who were supported by organizations helping young entrepreneurs, under YBI's global network.

Sharing Success Tips Across the Globe



From left to right: Mark Strudnick, PSYBT's Chief Executive, Doug Bowie, PSYBT's Director of Finance, Vivian Woytiuk, CYBF's CEO, Mahsa Taheri, CYBF's VP Programs, Ann Scott, PSYBT's Director of Operations, and John Cull, Consultant for YBI and CYBF

In late October, CYBF CEO Vivian Woytiuk and VP Programs, Mahsa Taheri, spent a very busy and productive week in the UK. They visited the Prince's Trust and Youth Business International in London and the Scottish Youth Business Trust (PSYBT) in Glasgow, Scotland. They were accompanied by John Cull, a long standing mentor for the Prince's Trust as well as an expert on Mentoring with a Masters Degree from Oxford on Mentoring Young Entrepreneurs. The purpose of the trip was to share best practices between the programs. CYBF will use this knowledge towards an exciting initiative to create a world class mentorship program in 2006!

Arts & Entertainment

Oh Canada, Our Home and Native Gemini - Jason Orban and Trent Haus

OH! Media, a full service multimedia studio, was nominated for a 2005 Gemini Award for Best Interactive Media, for a website they co-developed, renegadepress.com. Gemini Awards celebrate excellence in English-language television. The entrepreneurs, Jason Orban and Trent Haus, are based in Regina, Saskatchewan. They received CYBF start-up mentoring and financing this year.

"CYBF was part of helping give us the freedom to work on projects we normally wouldn't be involved with."



And the Winner Is... Kelly Carter Murphy!

Once upon a time (2004), CYBF gave Kelly Carter Murphy a loan of \$12,000 to start a publishing company for children's work and self-help books. Based in Charlottetown, PEI, this company is KidzFirst Productions, kidzfirstproductions.com. KidzFirst just won a first place award for Children's Non-Fiction Books for her debut book, *Family Changes: A Workbook for Families during divorce & separation*. The award is from USAbooknews.com, a respected website with book listings in over 90 categories, and exclusive author interviews. Says Kelly, "I feel I am well on my way to reaching my goals, and CYBF was crucial in making that happen." Congrats, Kelly!



Events

CYBF Rides Into Town 'Mustangs & Mavericks' Dinner in Calgary



On Monday, November 21, 2005, CYBF will hold its annual 'Mustangs and Mavericks' dinner in downtown Calgary at the Hyatt Hotel. The dinner is co-sponsored by the generous support of EnCana Corporation and McCarthy Tétrault LLP. For further information, or for tickets, please contact: Mike Cooper, Corporate Development Specialist 1.866.646.2922 x3301, Calgary@cybf.ca.

A Hole in One - for CYBF

CYBF was the recipient charity of the Ron Joyce Invitational Golf Tournament at the Fox Harb'r Resort and Spa in Wallace, Nova Scotia, July 19-20, 2005. Participants received two nights accommodation, were eligible for prizes, and watched evening entertainment. The weather was perfect for golfing, and the event was an outstanding success. For photos, please visit: http://www.cybf.ca/ev_foxharbr2005.html



This e-version newsletter is sent out to provide timely and efficient information on the Canadian Youth Business Foundation and is available in both French and English languages. © November 2005.

If you prefer to receive a French language version, or if you have any other questions regarding this publication, please contact Marilyn Bromberg, Communications Coordinator, mbromberg@cybf.ca

If you do not wish to receive this newsletter in the future, please send us an electronic message. For more information on CYBF's programs and upcoming events, please visit www.cybf.ca or call us at 1.866.646.2922 ext 2301.

CYBF Thanks Our Ongoing Major Sponsors and all others who believe in 'driving Canada's business success by helping youth help themselves':

Alberta Lottery Fund
Alberta Government
ATCO Group
Bank of Montreal
CanWest Global
Communications Corp.
CIBC Small Business
Clearwater Fine Foods Inc.
EnCana Corporation
Fox Harb'r Resort
Heritage Partners Limited
Partnership

Industry Canada
McCarthy Tétrault LLP
PricewaterhouseCoopers
RBC Foundation
Scotiabank Group
The John Dobson
Foundation
The Ontario Trillium
Foundation
Western Economic
Diversification Canada