



NOVA SCOTIA

THE RENOVATOR'S RESOURCE

JENNIFER CORSON may have more energy than an average person... she may have more steely determination... or maybe she just has a knack for business. There must be some explanation for how she has managed to help establish and run three separate business ventures at the same time.

As a young entrepreneur, Jennifer has an obvious concern for the future of our economy and our community, which may be a reason all three businesses are concerned with environmental services. It also explains her choice of mission statement: "Preserving and Enhancing our Community's Built Environment".

A graduate of the Technical University of Nova Scotia (TUNS), Jennifer now applies her architectural training and passion for the profession to the business world. She is currently principal partner in Solterre Design, which employs two people, president of The Renovator's ReSource Incorporated, which employs six, and an equal partner in Pick & Shovel Productions Ltd. which employs a crew of 11 during the filming season.

Solterre Design, established with architect Keith Robertson in 1992, provides residential design services that focus on 'healthy housing'. The business specializes in sustainable construction technologies, such as solar and other alternative energy design in addition to environmental and materials research.

In 1994, Jennifer and Susan Helliwell created The Renovator's ReSource Incorporated. This business is a perfect complement to Solterre Design as it deals in the salvage and reuse of quality building materials and architectural detailing. Using a 10,000 square foot warehouse in downtown Halifax, Nova Scotia, this company offers shoppers a selection of virtually



Susan Helliwell and Jennifer Corson guide the growing business.

Barrett and Mackay

every building material or remodelling item imaginable. Reusing quality materials helps to preserve natural resources, our environment, and often the project budget.

Pick & Shovel Productions Ltd. was formed in 1995 to produce the television series *The Resourceful Renovator* carried on the Life Network, a national cable channel. Working with partners Johanna Eliot and Michael MacDonald,

awareness. Plus, working with teams of caring, dedicated people who share my visions is an absolute joy."

There is little doubt that Jennifer's biggest challenge is time. "It's not always easy to work all three businesses. In fact, I'm still trying to work out the kinks in my work day. I've been really lucky, though. My business partners are active, hands-on people. They're very supportive and ready to take over when

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Jennifer serves as host and a creative director to develop episodes that promote environmental issues such as recycling and health-conscious home designing. The series is sponsored by the Nova Scotia Film Development Corporation and Natural Resources Canada.

"My partners and I saw an opportunity with each of the three businesses," says Jennifer. "Each company met a slightly different need, but they all complement each other and the issue of environmental

I'm working on other things."

While all three businesses are still young and growing, Jennifer says their plans are to continue growing and adapting to market conditions. She cites confidence and persistence as keys to her success, "Plus, I'm very lucky that my favorite hobby is my job... so I don't mind spending so much time on it." Jennifer advises potential entrepreneurs to plan carefully and not to fear taking the first leap.

Jennifer Corson

WHERE TO REACH JENNIFER CORSON

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