

Inside DNV

Newsletter
2nd Edition
October, 2005

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General Manager**

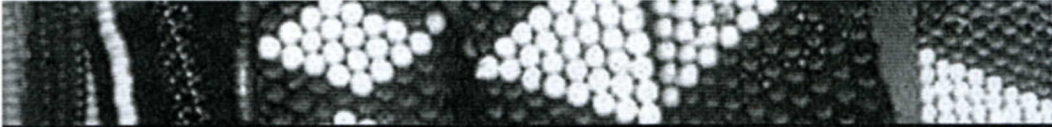
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dāna Näye Ventures is a Yukon based, Aboriginal controlled institution that encourages business development by providing developmental finance and business training to entrepreneurs.

Welcome to the Second Edition of dāna Näye Ventures' Newsletter, *Inside DNV!*

We are looking forward to a very active fall! After a careful review of all of our initiatives, we have decided to move back to what dāna Näye Ventures is all about – making money grow – and focus on our loan programs and services. This will help us to better serve you, our customers, in the future.

Many people don't realize that dāna Näye Ventures can assist small business and entrepreneurs with financing. We are able to make decisions locally – this enables us to turn around your loan application in a short period of time. We are also very accessible and our account managers are more than happy to work with their clients on more than just loans and are always available for other business advice!

We have recently created a new position, Business Support Officer, and combined this with our Youth Coordinator. Our goal is to have a resource that will provide assistance to our Aboriginal clients with writing their business plans, mentoring and providing aftercare to our clients. This is a position that we have certainly always needed!

Our programs and services are designed to help local businesses and entrepreneurs play an important role in the Yukon economy, with a goal of improving the business climate for Aboriginal and non-Aboriginal companies and expanding the private sector overall.

We are proud to work in partnership with other finance and business organizations as well as a range of other agencies, boards and departments on initiatives that are helping strengthen business skills and promote greater awareness of business achievement.

**Elaine Chambers
General Manager**

**dāNA NÄYE
VENTURES**



dāna Nāye Ventures Customer Service Directory

Business Loans

General Manager

Elaine Chambers

Financial Services

- Wayne McLennan - Manager Financial Services and Yukon Venture Group
- Holly Unterschultz - Financial Services Officer
- Norma Kobayashi - Aboriginal Business Canada Delivery Officer
- Julianne Roberts - Micro Loan Coordinator

Corporate

- Sarah Steinberg - Manager Finance & Administration
- Corain Driscoll - Accounting Officer
- Colleen Johnston - Administrative Assistant

Program Support / Business Services and Training

- Kim Solonick - Business Support/ Youth Services Officer
- Janice Williams - Business Services Officer
- Robin Dyer - Bookkeeper
- Tina Grant - PT Bookkeeper
- Jennifer Mederak - Self Employment Coordinator

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1-800-661-0448
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Website: www.dananaye.yk.net

How we can help you!

In our October issue, we showed how the Yukon First Nations Implementation Fund Trust and the First Nation Patient Venture Capital fund could assist First Nation businesses with access to capital.

But, we are much more than this.....

dāna Nāye Ventures offers commercial financing to **both** Aboriginal and non-Aboriginal clients from various loan programs that are independently owned and managed.

Did you know that in many cases we can loan funds where traditional commercial banks are not able?

We can also tailor your repayment terms to suit your cash flow!

We want to work with you to ensure that your business ventures are successful! We have both short and long term loans with flexible payment schedules.

In order to qualify for a loan with us, the entrepreneur applying for support must be able to demonstrate the following in their business plan:

- The financial viability of the proposed business.
- The amount of equity contributed by the owner.
- Personal Credit History.
- Value or property, equipment or other assets for security.
- The environmental impact of the venture.
- Employment generation and competitive advantage.

Once you are successful in obtaining a loan, we can support you with business workshops, individualized training sessions, and additional financial assistance.

Read on for more ways we can assist your business...

DID YOU KNOW?

dāna Nāye Ventures means "making money grow"

On the lighter side...

Mark Twain -

October. This is one of the peculiarly dangerous months to speculate in stocks in. The others are July, January, September, April, November, May, March, June, December, August and February.

COMING EVENTS - Small Business Week

In association with the Business Development Bank of Canada, **däna Näye Ventures** is a proud sponsor of the small business week in Yukon, October 17-22nd, 2005.

Tuesday, October 18th	däna Näye Ventures	409 Black Street	Brown Bag Luncheon	12:10 -12:50 pm	Survival Business Kit
Thursday, October 20th	däna Näye Ventures	409 Black Street	Brown Bag Luncheon	12:10 -12:50 pm	Access to Capital

October 19-21st, 2005

däna Näye Ventures has been an active participant on the planning committee for the 2005 "Information Technology in Action Conference". It is a great opportunity to share ideas on new ways technology is being used in the work place for businesses to improve their efficiencies and operate more effectively. For conference information, please visit www.yukonitexpo.com



A Reminder of Our Free Self-Employment Information Sessions

*Every 2nd and 4th Thursday at 2:00 pm
däna Näye Ventures office - 409 Black St.*

Who's Who and What's New!

My name is Kim Solonick, your new **Business Support/Youth Services Officer**. To give you some background, I have worked with **däna Näye Ventures** for the past 5 years, primarily in the Self Employment Program and the Micro Loan Program. Prior to my term with **däna Näye Ventures** I worked in the financial industry with CIBC and TD Canada Trust for almost 20 years. I am active in the community, sitting on numerous community boards. I am also the President of the Whitehorse Toastmasters Club and a family support group.

I am a strong believer in entrepreneurship; I have myself operated a small but successful business for 5 years while raising my family. I have been successful in working with entrepreneurs to establish, acquire or expand many types of businesses. We offer pre-business workshops that offer entrepreneurs the tools to assist them in the planning of their business ideas.

My role is to actively promote and facilitate the concept of entrepreneurship through marketing, planning, preparing and facilitating community workshops designed to provide Aboriginal clients with assistance in readiness for self-employment.

Should you have any questions, please don't hesitate to contact me at (867) 668-6925 ext. 246 or use our toll free number 1-800-661-0448. My email address is ksolonick@dananaye.com.

I look forward to working with you!



I would like to take this opportunity to introduce myself to you. My name is Jennifer Mederak and I will be your new **Self Employment Coordinator**. I have just recently moved to the Yukon and I bring with me several years of experience as an administrator, department facilitator and trainer, and coach.

I grew up in a small town in Ontario, and completed my Bachelor of Commerce degree before embarking on world travel. Eventually I landed back on Canadian soil, in Vancouver, B.C., and stayed there for 8 years. I hope to utilize my energy and organizational skills to help you to achieve your business goals within my new role. This position will enable me to facilitate information sessions and one-on-one support sessions, as well as coordinate business

reporting so that your progress can be noted and any areas of opportunity will be identified.

Bottom line is that I am here to support you. Should you have any questions or concerns, please don't hesitate to contact me at (867) 668-6925 ext. 228 or use our toll free number 1-800-661-0448. My email address is jmederak@dananaye.com.



CHEAT SHEET

Marketing Tactics for Growth



Look here for tips on all aspects of business – marketing and sales, taxes, finance and much more!

Your marketing efforts should be strategic and not just aim to attract new business. In a competitive marketplace, it's also critical to retain your existing clients by enhancing your relationships and growing your business with them. This also requires a marketing mindset!

There are a myriad of ways to market beyond advertising, which tends to be a longer-term and possibly more expensive strategy. Consider a few cost effective ways to raise your company profile.

- Network effectively and with integrity. Networking is a powerful way to raise your business profile. Clearly define your goals: do you want to establish contacts to foster collaborations, new business, and /or build relationships that can introduce you to new business opportunities? Then get out there and ask other professionals, suppliers, even clients or prospective clients what connections they may be able to make for you. And, very important, you must be willing to return the favor.
- Conduct Presentations and Seminars: An educational type presentation allows you to interact with clients, prospects and industry contacts, demonstrate your expertise and advertise your business. Be brief and interesting and provide practical information that will help your audience; avoid giving a marketing pitch! At conferences and tradeshows, offer to speak to become known, rather than simply donating something for the delegates bags.

- Participate in Tradeshows: Tradeshows have become a trend in recent years. The goal is to get your name out there – but don't expect direct business immediately. A trade show is good for lead generation since many prospects are willing to stop and ask questions: ensure good follow-up.

source....RBC Royal Bank, 2005

In the next issue....Tips on "How to Write Your Business Plan"!

COMMENTS & CONTACT INFORMATION

Does your company have some news you'd like to announce in our publication?

We welcome announcements, comments, questions and suggestions!

Please direct them to:
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