

ENTREPRENEURSHIP

ATLANTIC

SPRING 2001

Atlantic Canada's Entrepreneurship Development Newsletter

Celebrating the spirit *of entrepreneurship*

It's exciting! It's interactive! It's energizing! It's the *Spirit of Entrepreneurship* Conference. Atlantic Canada's largest gathering of entrepreneurial-minded people is coming to Université de Moncton from April 26–28, 2001. Students, young entrepreneurs, educators and economic developers will explore and discover entrepreneurship through informative sessions and inspiring speakers.

The *Spirit of Entrepreneurship* offers a unique opportunity to blend all elements of entrepreneurship together under one roof. The energy and enthusiasm from youth; the insight and knowledge from entrepreneurs; the dedication and information from economic development professionals and educators will create synergy, enthusiasm and motivation for all involved.

Past conferences have seen gatherings up to 700 people from Atlantic Canada and as far away as Great Britain, Eastern Europe, Portugal and South America. Last year's

participants explored and discovered entrepreneurship in Halifax with motivational speakers including Canada's Dee Brasseur, one of the first two female fighter jet pilots in the world, and received tips from spirited local entrepreneurs such as Bruce MacNaughton of the PEI Preserve Company.

This year's event will build on this past success. Motivational speakers, an activity night, networking sessions and a panel of young successful Atlantic Canadian entrepreneurs via an interactive video presentation are just a few of the things planned. The Planet Entrepreneur awards and a trade show round out the action-packed conference.

There's Spirit Enough for Everyone

This year's conference encompasses two streams of programming: the seventh annual Young Entrepreneurs Going Places (YEGP) for students and young entrepreneurs and

Atlantic Edge for educators and economic development professionals. While separate, the two streams will convene during several joint sessions, meals and special events. Aspiring entrepreneurs can network with their mentors and supporters while educators and economic developers can learn more about their target market.

Travelling to Moncton shouldn't pose a problem for any student delegate. The Centre for Entrepreneurship Education and Development (CEED) has arranged complimentary bus transportation to and from Moncton for students living anywhere in Atlantic Canada. This service is covered in the all-inclusive student registration fee. Students also get to experience a few days of university life as they sleep in residence and eat in the campus cafeteria – it's all included in the \$160 student registration fee. Sessions, free time and a night of entertainment allow students to get to know peers who share an interest in entrepreneurship.

Atlantic Edge delegates will gather with colleagues who are also creating an entrepreneurial culture. Networking sessions have been built into the program so educators and economic developers can share their methods and theories of developing, growing and supporting entrepreneurship. The \$199 registration fee includes lunch and supper on Thursday and Friday. Limited space is available for accommodations and breakfast at Université de Moncton for an additional \$93.

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The Spirit of Entrepreneurship 2000, in Halifax, attracted hundreds of students from across Atlantic Canada



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Canada

Celebrating the spirit of entrepreneurship

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Planet Entrepreneur Awards

A highlight of the conference is Friday night's Planet Entrepreneur Awards Banquet. The awards celebrate the excellence of Atlantic Canada's young entrepreneurs, their supporters and educators. There will be winners in nine award categories, one of whom will be recognized as Young Entrepreneur of the Year. Award recipients receive a minimum \$1,000 cash award or equivalent.

Trade Show Boosts Awareness

A YEGP Trade Show scheduled for Saturday, April 28 at the Champlain Place mall allows young entrepreneurs to showcase and sell their wares and gain valuable marketing experience. Expect a great audience - all youth delegates will be bussed to the mall to join the regular Saturday shoppers. Educators and economic developers should stop by to see what our youth have to offer.

Our Supporters

The Spirit of Entrepreneurship Conference is produced by CEED and sponsored by Atlantic Canada Opportunities Agency; Human Resources Development Canada; Nova Scotia Economic Development; Nova Scotia, Prince Edward Island, New Brunswick and Newfoundland Departments of Education; Université de Moncton; CARDE; Atlantic Progress Publishing Limited; CBC Television; Sable Offshore Energy Incorporated and Cadillac Fairview.

Register Now

Don't miss this energizing entrepreneurial event. For highlights from last year's conference and the latest news on this year's, visit www.planetentrepreneur.com. To receive a conference poster or session information, call 1 800 590-8481.

Immersing yourself in Entrepreneurship Education

Educators and others involved with entrepreneurship education in the school system should take note of the upcoming Summer Institute in Entrepreneurship Education.

The event consists of five intensive days of professional development sessions built around the approach, philosophy and implementation of entrepreneurship education.

Hosted by the Centre for Entrepreneurship Education and Development (CEED), this year's conference will be held in Halifax from July 30 to August 3, 2001. Lead facilitators Chris Curtis and JoAnne Akerboom will demonstrate how entrepreneurship can be used as a vehicle for learning in any curriculum field, making the foundation of this professional development workshop useful for all teachers. Already, 10 educators from Finland have registered to participate in this year's institute.

The program is conducted in three streams to address the unique needs of elementary, junior high and senior high students. This makes classroom instruction more compelling and effective and helps prepare students for new opportunities in our global economy.

Peter Roper, the Enterprise instructor at Bottwood Collegiate in central Newfoundland, was one of the participants at last year's session. "The Summer Institute is really an excellent opportunity for any educator or person working with entrepreneurship development," he says. "The workshops and seminars are filled with great information and some of the resource information provided is excellent."

He adds that many entrepreneurship instructors don't have a formal curriculum for entrepreneurship courses, and the materials provided to participants at the summer institute are a great asset in planning class exercises and assignments.

One of the most valuable aspects of the Summer Institute is the chance to meet with educators from other provinces and countries, and to share experiences to compare challenges and philosophies.

"I've been teaching this course for about eight years, but much of my experience is based on the local economy," explains Mr. Roper. "Having the chance to consider other perspectives has broadened my horizon and helped me to look at things in new ways. I definitely recommend the program for all educators or people working with agencies involved in entrepreneurship development."

Mount Saint Vincent University, in Halifax, recognizes this training opportunity as a valuable educational program and offers a one-half course credit towards a Master's Degree in Education. For information on the credit requirements, contact Paula Mayich, Graduate Secretary, MSVU, Department of Education, (902) 457-6341 paula.mayich@msvu.ca

Registration Fees for this year's institute are \$300 for residents of Atlantic Canada and \$1000 for participants from outside the region. For more information contact Colin Craig, Tel: (902) 424-7246, or 1-800-590-8481 • craigcd@gov.ns.ca OR Theresa Myra, Tel: (902) 424-2164, or 1-800-590-8481 myratm@gov.ns.ca • www.ceed.ednet.ns.ca

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.

einfo@acoa-apeca.gc.ca

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.



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potential and capability of young entrepreneurs

Recent research has drawn attention to an interesting anomaly in the field of entrepreneurship in Canada. According to George Wybouw, CEO of the Université de Moncton's Centre Assomption de recherche et de développement en entrepreneuriat (CARDE), proportionally, there are less than half the number of young entrepreneurs in Atlantic Canada than there are in the rest of the country. This is a significant fact and worthy of serious consideration because entrepreneurship is a critical component of our regional economy.

CARDE has moved to address this situation by promoting the initiative, opportunities and success of 20 young Francophone entrepreneurs in Atlantic Canada.

In conjunction with the Atlantic Canada Opportunities Agency (ACOA) and Human Resources Development Canada, CARDE has produced a series of 20 vignettes, each profiling a different young entrepreneur. Similar in scope to the "Me Inc." segment of the English language program *Street Cents*, these vignettes introduce potential young entrepreneurs to peers who have already seized a business opportunity. They provide viewers with a good look at what drives these entrepreneurs – where they find encouragement, the obstacles they face, the places they turn for assistance, and the lessons they learn along the way.

The vignettes are currently being broadcast by the Radio-Canada television network and an audio version is being carried by nine Francophone community radio stations in Atlantic Canada through the Réseau francophone d'Amérique (RFA).

George Wybouw, is confident that broadcasting these vignettes is a valuable step towards encouraging other young people to consider entrepreneurship as a viable and feasible career option. "It is crucial to demystify the process that transforms a person into an entrepreneur," says Mr. Wybouw.

Part of the reason for the lower numbers of young entrepreneurs may be

the result of the fear of going into business, but, as Mr. Wybouw points out, available financing could be another significant factor. He says the region has little venture capital, compared to the rest of the continent, which deters many potential entrepreneurs.

Financing is very important when launching a business. "Many young people manage to start their own businesses because family members have enough confidence in them to advance them the start-up capital and support their efforts," adds Mr. Wybouw. Those without such financial backing often don't get the chance to put their ideas into motion. Mr. Wybouw hopes that these vignettes will extend a circle of confidence and increase the standing of young entrepreneurs – particularly in Francophone communities.

CARDE is also organizing a tour to promote entrepreneurship in all the region's high schools and community colleges and has launched a website, www.jeunesentrepreneurs.org, to give young people access to information about starting a business.

Created in January 1987 through an agreement between Assumption Life and the Université de Moncton, CARDE seeks to promote entrepreneurship research and training, as well as spread entrepreneurial knowledge. The centre has made a name for itself through its participation in the *Temps d'affaires* television series, its program for women in business, *Femmes en affaires : la belle affaire*, and its active involvement in both regional and international initiatives. 🌟

...broadcasting these vignettes is a valuable step towards encouraging other young people to consider entrepreneurship as a viable and feasible career option.



VIEWPOINT

Businesses that are sticking to old ways of thinking and doing things are in jeopardy.

In this knowledge economy, intellectual capital is your most important asset – critical to your business success - so why not invest in it? After all, haven't you ever heard that "the secret to business is to know something that nobody else knows."

Knowledge is power and power means success. So why is it that companies still view training as a cost rather than an investment? Well, likely because it's not always easy to build a direct link between training investment and improved business performance. Evidence is now mounting however that will help us build a compelling case for investing in human capital. Many benchmarking tools and studies now exist for business owners and managers, tools to help decision-makers realize the importance of training in the workplace as a direct means to improve the bottom-line.

Businesses that are not recognizing this are likely putting their futures at risk. More often than not, the quality of your human capital is the distinguishable factor between the "haves" and "have-nots" – those that succeed rather than fail. Why not opt for success? After all, it's all in your people!

Annette Comeau is the President and CEO of the N.B. Training Group Inc., a broker of learning opportunities for the education and training sector.

WANTED:

Young, Educated Entrepreneurs

Does the Yellow Brick Road lead “to” or “from” our rural communities?

The report entitled Rural Youth: Stayers, Leavers and Return Migrants prepared by Statistics Canada for the Canadian Rural Partnership and the Atlantic Canada Opportunities Agency sheds light on a serious concern in many of Atlantic Canada's rural communities – the loss of young people and its effect on the local economy.

The report concludes that rural areas in the Atlantic Provinces, Manitoba and Saskatchewan experience a net loss of residents aged 15-29 years. The problem is particularly acute in Newfoundland, although there are rural areas in Atlantic Canada where the 15-29 population has increased, such as the Annapolis Valley.

Education and Employment levels of Rural Youth: This report addresses the issue of the brain drain in Atlantic Canada and the ability of rural areas to compete in the knowledge-based economy. It indicates that almost half of the youth leaving rural areas have post-secondary education. Only 17% of rural youth in Atlantic Canada had post-secondary education in 1996, compared to 26% in the region's urban areas. The unemployment rate for youth in rural areas was 29% compared to 18% in urban areas. The unemployment rate for rural youth in Newfoundland was 42%.

Return Migration is Low: The study includes a longitudinal analysis of the return migration trend. It found that, at most, only 25% of young individuals who moved away had returned to their communities ten years later. This implies that a rural community cannot rely on automatic return migration as a means of preserving the population size. Rural communities wanting to maintain a younger population will have to be proactive in attracting youth to their areas.

Rural Areas Need to Attract More Youth: Rural areas in Atlantic Canada fare worse than the national average, not because they have a higher percentage of youth leaving, but because they are unable to attract a sufficiently high proportion of young individuals into their communities. In fact, the rate of retention of youth in Atlantic Canada's rural areas is higher than in most other provinces.

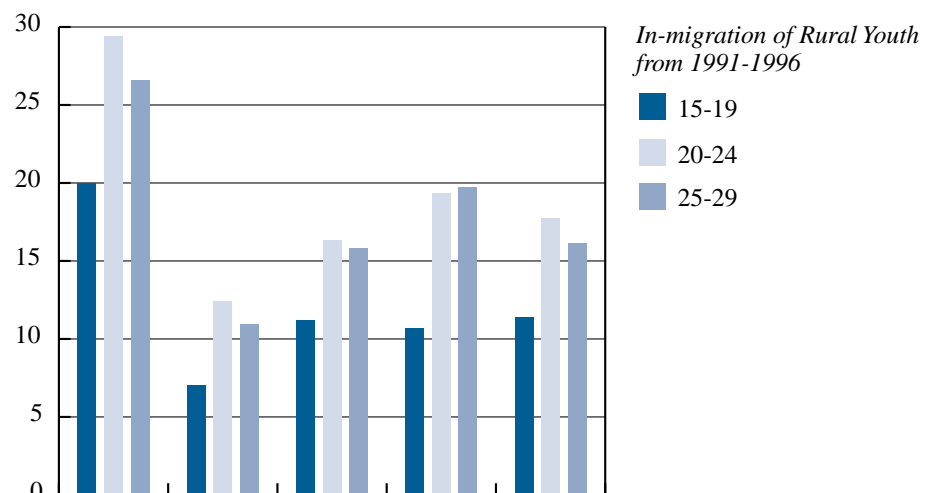
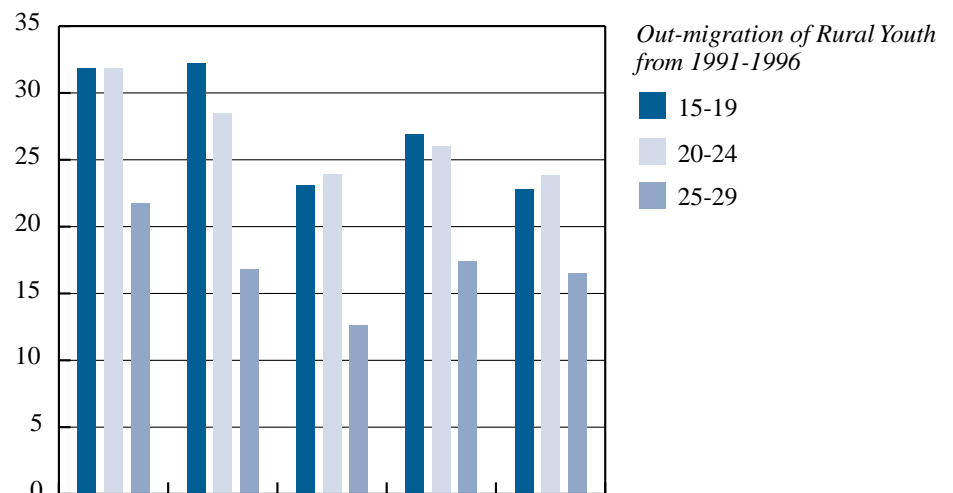
What distinguishes Atlantic Canada's situation from those of other provinces is the number of rural youth leaving for urban centres in other regions of the country and the inability of rural communities in Atlantic Canada to attract

new youth or to entice former residents home. The report concludes that the out-migration rate for urban youth is higher than the rate for rural youth in all provinces except the three most affluent ones, namely Ontario, Alberta and British Columbia.

One of the interesting aspects of these findings for Atlantic Canada is that the “exodus” of youth from rural areas could be approached in a practical way by creating a stronger rural economy – especially by putting in place strategies to attract educated, entrepreneurial youth into rural areas. Certain areas of the country now have development programs to encourage young college and university students to return to home and to become young entrepreneurs.

A Second Phase of Research on Rural Youth: ACOA is currently working with the Rural Secretariat and other federal partners on the second and third phases of this research that will explore the qualitative reasons behind these phenomena. The second phase of the research project will target youth who have stayed in, left from and/or returned to rural areas and will incorporate their views in various focus and discussion groups and surveys.

For a complete copy of the report, you can contact Wade AuCoin at the ACOA Head Office in Moncton or you can find it on ACOA's website at <http://www.acoa-apeca.gc.ca>.



develop future entrepreneurs

The St. John's YMCA-YWCA Enterprise Centre is an organization committed to encouraging, nurturing and developing the potential of aspiring entrepreneurs. This effort starts right in the public schools.

"Tomorrow's entrepreneurs are today's students," explains Paul Dwyer, a former educator and now entrepreneurship consultant working to deliver Y-Enterprise programs. "We're heavily involved in working with students, teachers and school boards to develop an entrepreneurial spirit

and an enterprising culture through education.

Our strategy is very clear: we want to help our very talented and creative youth to realize their enterprise and entrepreneurial potential. It is our hope that in a few years we will have more young people staying here, identifying opportunities, creating businesses and contributing to the economic recovery of our province."

Perhaps one of the most visible projects is the annual Enterprise Olympics competition and conference. Now in its seventh year, this is a partnership effort with the Newfoundland and Labrador Department of Education. The three-day conference is open to approximately 4000 Enterprise Education students at the senior



high level throughout the province and offers an opportunity to celebrate their business innovation through two distinct competitions: The Enterprise Showcase Competition and The Business Plan Competition.

The Enterprise Showcase Competition is designed to simulate "real life" trade shows. Students who have developed a product or service are encouraged to display and promote their enterprising ventures. This challenge draws on their creative ability to design an effective exhibit that will attract clients, as well as their communication skills to "sell" their concepts.

The Business Plan Competition promotes sound business planning and provides an interactive learning experience for participating students. Students selected to attend the conference are required to present their business concepts/plans to an actual review panel.

Judges in both competitions identify specific strengths and deficiencies to each individual student.

The top 40 students in each competition are invited to attend the Enterprise Olympics Conference along with approximately 20 teachers. This year, the conference will be held in St. Anthony, from May 24-27, 2001.

Entrepreneurship educators throughout Atlantic Canada might find the Enterprise Olympics Teacher's Guide useful for adaptation in their own community. 🐾

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Market your thoughts

Driven by the realization that the entrepreneurs of tomorrow are in our schools today, the St. John's YMCA-YWCA Enterprise Centre and the Newfoundland and Labrador Department of Education have also partnered to deliver a business essay competition to grades 7-9 students throughout Newfoundland and Labrador.

Market Your Thoughts exposes these students to the vast number of business opportunities that could be created by young people. Students must identify and present a business opportunity they believe could work in the province. Emphasis is placed on creativity, marketability and practicality. The program encourages students to pursue entrepreneurial thinking and action. 🐾



WEB LINKS

ProfitLearn: Your One-Stop Learning Resource

Small and medium-sized businesses in New Brunswick now have an easier time finding the training they need. In November 2000, the New Brunswick Training Group launched "ProfitLearn: Your One-Stop Learning Resource". The heart of the program is a series of more than 30 business management workshops designed to meet the specific needs of entrepreneurs around the province.

Integral to the launch of the program was the creation of www.profitlearn.com, an easy-to-navigate source of information on the program's workshops. After selecting a language preference (the site is completely bilingual), visitors can view the workshops by topic: Marketing and Sales, Strategic Planning, Human Resource Development, Financial Management, Management and Operations, and Information Technology. The site provides details on the content of each workshop, length of the session, profile of the trainer, as well as dates and locations for workshops.

If visitors are interested only in workshops in their region, they can just click on the New Brunswick map for a regional calendar of events. The site even includes online registration.

Not sure what areas of your business skills you might be able to improve? A simple online assessment tool rates your strengths and weaknesses in all areas of running a business. The 30-minute assessment is completely anonymous (you don't enter a name or contact information) and the results are available immediately. Responses are compared with others who have completed the assessment, so you can see how you rank against others in their industry, and the business community in general.

The consistent left-hand menu bar (only seven items) and the uncluttered design of the site make it easy for visitors to find the information they need. The program continues to evolve, with new workshops and a benchmarking service "Coming Soon".



Entrepreneurial experience without the risk

JA OFFERS YOUTH A GLIMPSE OF THE CHALLENGE AND OPPORTUNITY

There has been a fascinating shift in our economic culture over the past two decades. Not so long ago, the word “entrepreneur” was generally reserved to describe some type of bold, financial maverick. In our communities today, it’s an everyday term and an essential part of our socio-economic structure.

Entrepreneurship certainly is becoming more visible in our communities,” agrees Jo-Ann Campbell-Boutilier, President of Junior Achievement of PEI. “It’s seen as a viable career option and, in many cases, as an economic necessity.”

The Junior Achievement organization, which has been working with youth for decades, affords a tremendous opportunity for young people to start developing their entrepreneurial potential. JA is an international, not-for-profit organization supported by local business and industry. It is dedicated to teaching young people about the principles of business and economics and strives to provide them with the practical skills, knowledge and entrepreneurial spirit needed to succeed in the business world. There are currently more than 30 active charters in Canada.

Ms. Campbell-Boutilier speaks from experience. Participation in JA programs in PEI has increased by more than 350 per cent over the past five years. The local organization, which has a staff of three full-time and one part-time employees, now coordinates programs in more than half of the provincial schools and works with more than 2000 students each year.

“I’m sure that the wide acceptance of entrepreneurship is part of the reason for our growth,” she says. “It’s especially important in regions like ours where there aren’t enough traditional employment options for our young adults.” There has been a shift in the way we do business. As an organization, we’ve become more involved in preparing young people for the work environment and, I believe, we are making a valuable contribution to the educational process.”

In PEI and across Canada, JA manages a variety of programs for youth ranging from Grade 6 to Grade 12. The programs are geared towards supplying students with the

tools and skills needed to increase their self sufficiency and understand free market economics.

Business Basics, for example, is an elementary school program which introduces students to the concepts of business ownership, decision making, production and sales. The Economics of Staying in School is aimed at junior high students and prepares them to make effective educational decisions with an eye on career opportunities. Two programs, The Company Program and Student Venture, offer students a phenomenal opportunity to experience the realities of entrepreneurship without much of the risk and JA Business Game teaches students the importance of achieving equilibrium between supply and demand in a competitive industry through a computer simulation that’s based on economic theory.

The Company Program is structured as an extra-curricular activity where students participate one night a week for 18 - 26 weeks. They start by forming small business groups and brainstorming potential business ideas. They then conduct research to identify market potential and come to a consensus as to what the business and product will be. This first step draws on creativity, co-operation and teamwork.

JA staff and volunteer business advisors work closely with the groups to offer advice and the voice of experience along the way. Each group must prepare a business plan, sell shares in the

company to raise capital required for business start-up, then plan the production, marketing and sales. At the end of the business cycle, the students liquidate their businesses, prepare a shareholder report, buy back shares and pay off any dividends realized from profits.

Student Venture is a similar program but is structured as a class project. An entire school class forms one business, and together experience the reality of market research, business plan development, funding, production, marketing and sales. This programs runs for 10 – 12 weeks.

“Participating in one of these programs is the ultimate business experience for high school students,” explains Jo-Ann. “It’s life as an entrepreneur, but in a risk-free environment.”

Many former JA participants have gone on to start their own successful entrepreneurial businesses, and are now employing other Islanders as well. Several of these “graduates” are now volunteers in the various JA programs. “You just can’t overstate the value of these volunteers,” adds Ms. Campbell-Boutilier. “Nothing has a greater impact on the kids than being able to talk with people who have been through this experience in the real world and who are willing to share their experiences.”

JA of PEI has established a working partnership with educators on the Island and is working closely with the PEI Department of Education, Holland College and the University of PEI to see how JA programs might be integrated into the entrepreneurship and business and education programs offered in schools. 🐾

For more information contact Jo-Ann Campbell-Boutilier at JA PEI, jachievement@hollandc.pe.ca or check with www.jacan.ca or your local JA office.

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FINALY!

Newfoundland youth voice their opinions

There is a dynamic, youth-driven organization in our region that empowers young people to be active participants in the decision-making and implementation of economic development initiatives. It's called FINALY! – Futures in Newfoundland and Labrador's Youth.

FINALY! is a unique organization in that it is governed by a democratically elected board (known as the Provincial Youth Council) of which all members must be between 15 and 30 years of age. The organization is working to establish regional youth councils in each of the 20 recognized economic development regions in the province. Ultimately, one representative from each of the youth councils would hold a seat on the local economic development board, ensuring that youth have a voice in the planning of their futures. Then the real work begins. FINALY! staff and the PYCs will maintain the councils, develop their memberships and act as resources for any initiatives and activities that may take place in their zones.

"The person in the youth seat acts as a liaison between the local youth council and the regional economic development board," explains Simone Keilley, Provincial Executive Director. "This is an excellent way for our economic planners to understand how local youth perceive certain issues and how they will be affected by the decisions we make. This input is essential because the decisions we make today shape the economy that our young people will soon take over."

To date, there are 12 active councils which have initiated youth-specific projects such as homework hotlines, suicide hotlines, youth centre proposals and planning, public workshops on youth issues, and valuable youth representation on various boards and committees.

The organization has grown tremendously in the past year. In addition to Ms. Keilley, there are now three Regional Coordinators: one working in Labrador, one covering the regions from Grand Falls to the west, and one covering from Lewisporte to the east.

"Having staff to work with the Provincial Youth Council has helped expand our presence within the zones," adds Ms. Keilley. "It provides a more consistent method for working with established youth councils and allows us to increase our efforts establishing new councils."

The achievements of FINALY! will have a direct impact on the future of entrepreneurship in the province, according to Paul Murphy, Development Officer with ACOA. "In Newfoundland and Labrador, economic development is inextricably linked to the state of entrepreneurship," he explains, "particularly where our young people are concerned. In order to ensure that we have capable entrepreneurs and ample opportunities, we really have to consider their opinions and experiences."

FINALY! is working on a couple of projects that will be developed over the next couple of years. It hopes to launch the Youth Awards in late 2001, a means of highlighting the efforts of youth in the province and their contributions to our communities. It is also investigating the feasibility of an International Youth Exchange to be held in 2002. This event would bring together youth from all over the world to look at issues surrounding social and economic development from a global perspective. 🌐

For further information, please contact: Simone Kielley, Provincial Executive Director; Jason Beck, Eastern Regional Coordinator; Dana Pittman, Western Regional Coordinator; Trina Whelan, Labrador Regional Coordinator. www.finaly.nf.ca

NEW MEMBERSHIP

Program for Entrepreneurs and Women in Business

The Centre for Women in Business at Mount Saint Vincent University proudly introduced a new membership program recently. Designed to bring together women entrepreneurs from Atlantic Canada and beyond, the program serves as a source of information as well as a forum for women to share ideas and expand their networks. All this will make a positive contribution to their business success.

Geared towards business owners, aspiring entrepreneurs and women who may simply be looking to gain exposure to the business world, the program supports a stronger voice for women in business throughout Atlantic Canada.

"We are very excited to be able to offer women in business an opportunity to expand their networks and develop new skills through our membership program," says Dr. Daurene Lewis, the Centre's Executive Director. "This program helps business women work together and learn from each other to make their businesses more successful."

Membership benefits include discounted course and workshop fees, a quarterly newsletter focused on entrepreneurial issues, and more. Perhaps the most valuable benefit is the chance to meet other entrepreneurs who have experienced similar issues and challenges such as growing pains, financing, marketing advice or hiring an employee for the first time.

To obtain more information or to become a member, interested groups and individuals should contact the Centre for Women in Business at 1 902 457-6449, www.msvu.ca/cwb, or e-mail cwb@msvu.ca. The Centre is a non-profit resource centre for entrepreneurs and women in business.



ENTREPRENEURSHIP AROUND THE WORLD

The Centre for Entrepreneurship Education and Development (CEED) knows no international boundaries. Dedicated to

creating a vibrant, dynamic entrepreneurial culture, CEED has developed unique models and interactive programs that are being sought far beyond of Atlantic Canada.

An impressive list of international visitors draws on the agency's expertise each year, from countries such as South Africa, Brazil, Angola, Trinidad and Tobago, Zimbabwe, Poland, Finland, Australia, Kenya, Portugal, Ukraine, Hungary, and The United States. Sweden, for example, recently purchased a national license to operate Open for Business (OFB) entrepreneurship centres throughout the country.

Research seems to be a common first step for many of these clients. They seek information on entrepreneurship education and development and often look to CEED's unique model of entrepreneurship development. The agency can help them to better understand how to motivate people to become entrepreneurs and to identify where entrepreneurs will emerge.

For information on this international success, contact JoAnne Akerboom, Vice-President, CEED. Tel 1 902 424-5263, 1 800 590-8481, www.ceed.ednet.ns.ca.



UPCOMING EVENTS

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

DATE	EVENT	LOCATION	PROVINCE	INFORMATION
March 22-23	Flat Out! NATI - Accelerating the Business of Technology Annual Conference	St. John's	NF	Lisa Anthony 1 709 772-7386 lisa@nati.net www.nati.net
April 26, 27 & 28	Spirit of Entrepreneurship 2001 Conference	Moncton	NB	www.planetentrepreneur.com 1 800 590-8481
April 30	Entrepreneur of the Year Nominations	Atlantic Canada		Elizabeth Ness 1 902 421-6261 or www.eoy.ca
May 14-18	CEED Foundation Facilitator Program	Halifax	NS	Diane Chisholm at 1 902 424-5263 or 1 800 590-8481 chishode@gov.ns.ca
May 24-27	Y-Enterprise Olympics	St. Anthony	NF	Phone: 1 709 739 9933 Fax: 1 709 726 5231 yec@ymywca.nf.net www.ymywca.nf.net

Facilitators' program

offers effective training methodology

Those involved in teaching, counselling or the professional development of potential entrepreneurs can now look to the CEED Foundation Facilitator Program for an array of effective new tools. This program allows you to experience an informal, 'hands on' approach to facilitation and training methods tailored to entrepreneurship.

The Foundation Facilitator Program is an internationally acclaimed model of learning methods developed and extensively tested by the Centre for Entrepreneurship Education and Development (CEED). The program has already benefited many people working in education, training, community services and economic development, as well as people who simply want to learn what it takes to be an entrepreneur in today's environment. It is particularly important training for members of organizations which have adopted CEED programs, such as Open for Business.

In order to achieve full certification as a facilitator, participants must also complete an interactive interview,

independent study prior to the workshop, and co-facilitate a CEED-endorsed event.

Participants to date have come from Nova Scotia, Prince Edward Island, Ontario, British Columbia, the USA and Sweden. "It has helped me to see the differences between being an "expert" and a "peer" and how to use that as a facilitator," says Bengt-Ake Biller, with Sweden's Municipality of Sollefteå. "The program is a great opportunity to learn about the CEED philosophy and about yourself. You meet a lot of people who are more interested in seeing possibilities than problems."

If you are interested in increasing your facilitation skills and understanding of entrepreneurship, the next CEED Foundation Facilitator Program will be held May 14-18, 2001. Don't miss this exciting opportunity to become part of a network of people involved in facilitation activities from across Canada and overseas. 🌐

For further information, contact Diane Chisholm at 1 902 424-5263 or 1 800 590-8481, chishode@gov.ns.ca www.ceed.ednet.ns.ca/facilitator/index.html



ENTREPRENEUR
OF THE YEAR

It's Nomination Time!

If you know of business owners who have enjoyed notable success in Atlantic Canada, give them a little extra recognition. Nominations are now being accepted for the 2001 Entrepreneur Of The Year® awards – the pre-eminent business awards showcase in the world.

The 2001 event marks the eighth year the program has been held in Canada. Founded by Ernst & Young and co-sponsored by Ernst & Young, Global Television, NASDAQ and National Post, the Atlantic Regional Entrepreneur Of The Year® program is made possible with the assistance of two regional sponsors, Atlantic Canada Opportunities Agency and Atlantic Progress magazine.

For information about eligibility or how to nominate an entrepreneur, contact Elizabeth Ness, c/o Ernst & Young in Halifax: 1 902 421-6261, or visit www.eoy.ca

Nominations must be received before April 30, 2001.