

# CONNECTING TO MY FUTURE

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*Connecting Canadians – Ontario Region Success Stories*



connecting .canadians



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## FOREWORD

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The Government of Canada is committed to keeping our country competitive in today's knowledge-based economy. Industry Canada's Information Highway programs are a major element of the government's plan to help Canadians become the most connected people on earth, ready for the jobs and opportunities of the future. The Connecting Canadians initiative has been developed so that people across the country can learn and benefit from new ways of communicating and doing business over the Internet.

Connecting Canadians has something for everyone: families, schools, libraries and community groups in rural and urban areas; businesses from small to large; and individuals of all ages. The stories in this collection give you some real-life examples of Connecting Canadians in action in Ontario. You'll read about:

- members of the public gaining Internet access through the **Community Access Program**;
- students getting information technology experience by building Canadian content on the Internet through the **Canada's Digital Collections** program;
- schools receiving donations of computer equipment through **Computers for Schools**;
- volunteer organizations connecting to the Internet through **VolNet**;
- employers and job seekers connecting on the Internet through **Campus WorkLink**; and
- small businesses receiving Internet and e-commerce training from Student Business Advisors through the **Student Connection Program**.

Connecting Canadians helps people across Canada look to the future and learn how they can use the Internet and information technology as tools for their own social, economic and cultural development.

This collection of stories only scratches the surface of what Connecting Canadians is all about. To find out more about this exciting initiative and what it can mean for you, check out the Connecting Canadians Web site (<http://www.connect.gc.ca>) or call 1-800-575-9200.



## COMMUNITY ACCESS PROGRAM

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*Industry Canada's Community Access Program (CAP) is an initiative developed to help provide Canadians with affordable public access to the Internet and the skills to use it effectively. Under CAP, public sites such as local schools, libraries and community centres act as "on-ramps" to the Information Highway and provide support to help users get the most out of the Internet.*

**<http://cap.ic.gc.ca>**

**1-800-575-9200**

### Connecting rural communities to the world

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Access to the Internet creates new and exciting opportunities for rural communities. It allows them to communicate with each other, conduct business, enhance job skills, or simply exchange information and ideas.

That has certainly been the experience in Lindsay, Ontario. Its residents have affordable public access to the Internet at a facility created through a partnership between Women and Rural Economic Development (WRED) and Industry Canada's Community Access Program. The town's community access site offers Internet courses for everyone from beginners to advanced users. It also has some special courses, such as Web design and "A Parent's Internet Guide — for Kids." Add to this a wealth of resources for business development, such as an interactive business planner and community statistics — all of them bookmarked at the WRED-CAP Web site (<http://www.quicklinks.on.ca/~wred>). There is no charge to use the computer and a staff member is always available to give assistance.

A registered charity with headquarters in Stratford, Ontario, WRED opened its doors in the fall of 1999. Its mission is to strengthen Ontario's rural communities by helping women become economically self-sufficient, gain confidence and hone their leadership skills. WRED's focus is on helping individuals enhance their business knowledge and life skills. It encourages skills development, leading to long-term employment for rural residents.

Lynda Rickard is the Regional Development Manager for WRED's southwestern Ontario office. She previously worked with a CAP site in Woodville and could see the benefit to the community from providing training for people new to the Internet. Ms. Rickard felt sure that CAP could benefit Lindsay as well.

Although WRED's mission is to help women, its doors are open to anyone who needs a computer to type out a résumé, put together a business plan or explore the Internet. One user was able to follow a distance education course offered by Ryerson Polytechnic University. Without the CAP site and the opportunity it provided for using e-mail and browsing Web sites, she might have missed the chance to further her learning.

Right now the Lindsay site has four computer workstations, all with current software and links to the Internet, plus a scanner and laser printer. Also available are a photocopier, fax machine and courier service.

Says Ms. Rickard, "The community access site allows the general public — people who might not otherwise be exposed to computers — to come in and find out what the technology is all about. Our doors are open; let us know what courses you need. We are here to help."



## Internet access benefits citizens of all ages

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Two years ago Father Brian Hart, a Catholic priest based in Erinsville, Ontario, sat down for a serious talk with residents from villages and rural communities north of Napanee, in eastern Ontario. Together they began to take a close look at the stark realities of the area. They found low average incomes, high unemployment levels, a very high infant mortality rate and few economic prospects. On top of this, an informal survey of Grade 8 students confirmed what everyone knew: young people believed that eventually they would have to leave the area to find employment.

All this did not bode well for the community. But Father Hart and his parishioners were not ready to give up. With other local partners, they examined the broader issue of community economic development and investigated options. They soon saw that at least some of the answers might lie in technology. And so they approached Industry Canada's Community Access Program, the Algonquin and Lakeshore Catholic District School Board, and a host of other organizations and individuals willing to help. The rest, as they say, is history.

Today, Erinsville and the nearby town of Marlbank each have a public Internet access site, made possible in large part by CAP and other partners. The Sheffield Computer Training Centre, a non-profit organization, operates the sites; each is staffed full time and open six to eight hours every day except Mondays.

Located in the Anglican church hall, the Marlbank centre started operating in July 1999. The computers are laptops, easily moved and stored, allowing the hall still to be used for church activities. The Erinsville centre opened in September 1999 in a portable classroom adjacent to St. Patrick's Separate School. In the mornings the portable with its 10 computers serves as the school's computer lab. Response from the community has been overwhelmingly positive.

"In its first three weeks of operation, over 150 people used the Erinsville centre, the oldest being 92 years of age," says Father Hart. "He just wanted to find out what this 'Internet thing' was all about." Now, he says, the Erinsville centre mainly attracts seniors, while the Marlbank centre tends to draw a younger crowd, with many users coming in each day right after school.

The access centres have quickly become valuable community educational resources for adults seeking computer software training or high school equivalency courses. An instructor is provided by Loyola Community Learning Centre, associated with the Algonquin and Lakeshore Catholic District School Board. At the two centres, enrolment now totals approximately 30. Encouraged by their recent successes and determined to generate their own funding, local residents now are looking for other ways to help their community. An on-line community newspaper is about to be launched, while a longer-term project is already under way to build a replica of a traditional Irish village; this will offer opportunities for locals to sell a wide array of products not only at the village but also over the Internet through electronic commerce applications.

And the story keeps getting better: two more access centres will soon open in the villages of Tamworth and Enterprise.



## Northerners power up Internet connections

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For the Nishnawbe-Aski Nation (NAN), the world is opening up thanks to community-based Internet access centres, supported by Industry Canada's Community Access Program. NAN territory covers much of northern Ontario, stretching from the Quebec–Ontario border and the shores of Hudson Bay clear across to the Manitoba border. This remote area has few telephone lines and fewer roads, and has always experienced unique communications challenges. But now, with the support of CAP and its partners, and with a strengthened telecommunications infrastructure, First Nations communities in the area are being brought closer together and are more connected with the rest of the world.

CAP assistance has enabled more than 50 First Nations communities across NAN to link together through <http://www.knet.on.ca> a site operated by K-Net Services, based in Sioux Lookout, Ontario. Each partner has a Web page giving basic information about the community, the services available, and details concerning upcoming and past events. The site also offers information about NAN's culture and language, and other subjects of common interest.

All this came about through the efforts of First Nations and NAN's partners, as well as the development of telecommunications across NAN territory. And, says Brian Beaton, K-Net's Service Co-ordinator, "CAP has acted as a lever to support that development."

CAP support dates back to the spring of 1997. In those days, if the communities had any Internet connection at all, it was dial-up service limited to a text-only bulletin board operated by K-Net. Things changed with the introduction of satellite service: CAP sites with full Internet service have proliferated.

In each community, the CAP co-ordinator acts as a trainer, technician and roving ambassador for the program. CAP access is offered in the local school, the nurse's station, the band office or wherever it can be made available. In one community, the nurse specifically requested that the computer be located in the examination room, for use by parents of children coming in for routine treatment. During their sometimes lengthy wait, parents can surf the Internet for health information related to their child's condition, and they can access other valuable resources on-line.

Full Internet access has also changed how First Nations communities deal with each other: now they can easily share information and co-operate on joint projects. Says Mr. Beaton, "It is very rewarding to be able to see the Chief of Keewaywin communicating with all the different members of her community over the Internet." (For audio and video clips of the Chief of Keewaywin speaking on telecommunications, visit <http://knportal.knet.on.ca/mchiseltelecom.html>)

But the best is yet to come. Using their CAP sites, communities across NAN territory are in a position to launch and expand projects and services in any number of areas, from economic development to education, health, research, recreation and e-commerce.



## Hawkesbury goes on-line

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Benoît Ferland taught history and Internet techniques at the Université de Montréal before becoming executive director of Hawkesbury's public library, just when the eastern Ontario community was ready to leap into the information age. After a complete refit of the library, Mr. Ferland extended his efforts to the region.

Joining forces with the local Business Development Centre, which wanted to offer entrepreneurs an Internet course, Mr. Ferland approached Industry Canada's Community Access Program. "Industry Canada representatives were delighted that the project included both a business component and a community component, through the library," says Mr. Ferland.

The outcome was that two workstations were set up at the Business Development Centre and another six at the library. Soon joining the team were Hawkesbury's employment centre, high school and community college, bringing the total to 24 workstations. The 350 people using the services at the CAP site each month include young people, adults, students, entrepreneurs and unemployed workers. Résumé-writing software was installed on some computers, and bookmarks were created connecting to on-line employment banks. "People prepare their résumés and send them off right away," says Mr. Ferland. For those who otherwise would have no access to computer equipment and the Web, this is a valuable resource.

In addition to organizing two-day Internet camps for young people, Mr. Ferland revised the manual he used in his courses, turning it into a guide for the general public. Over a three-year period, nearly 3000 young people and adults have taken introductory Internet courses, given in both English and French. And across the province, even people not enrolled in the courses have begun to place orders for the guide. Responding to interest expressed by residents, the Hawkesbury site organized information sessions in neighbouring communities to help them set up their own CAP sites. A turnkey operation was provided, including training, computer installation and a year of support — all of it self-financed. "This means we can have a full-time Webmaster, in addition to the satellite link we obtained through the regional school board," notes Mr. Ferland.

The numerous initiatives of this dynamic site include creating Web pages for non-profit organizations and digitizing a collection of 500 photos recording the region's history; these were put on a Web site and a CD-ROM distributed to schools and the National Archives. With the training they received at the CAP site, some 10 young people have been able to find jobs in the information technology field, two of them with the site itself. Says Mr. Ferland, "In Hawkesbury, the Internet is a part of daily life thanks to the CAP site."



## CANADA'S DIGITAL COLLECTIONS

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*Canada's Digital Collections (CDC) is an element of the federal government's Youth Employment Strategy. The program is designed to give young Canadians entrepreneurial and technology-based job experience: they digitize material and create fascinating Web sites, making Canada's vast informational resources – such as history, geography, science, technology and culture – accessible to all on the Information Highway.*

**<http://collections.ic.gc.ca>**

**1-800-575-9200**

### **“Clicking” down memory lane in downtown Hamilton**

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The city of Hamilton, Ontario, has a rich and fascinating history. This area of southern Ontario was first visited by Europeans in 1616, and later settled primarily by United Empire Loyalists. In 1816 the Legislature of Upper Canada authorized the building of a courthouse and a jail, and by 1846 the town was thriving. Since then Hamilton has witnessed booms and busts, fires, epidemics, and building sprees. And much of that history is reflected in the buildings of the downtown core.

If only those buildings could talk!

Today they almost do, with the help of a Web site created by four students who worked in the summer of 1999 at the Hamilton Public Library under contract to the Canada's Digital Collections program of Industry Canada.

The site created by the students ([http://collections.ic.gc.ca/hamilton\\_tour](http://collections.ic.gc.ca/hamilton_tour)) provides a virtual tour of the heart of Hamilton, plus many historical photos. A history of downtown development focusses on the main landmarks. Another section gives information on specific sites, including present-day photos, history, architecture, current use and ownership. Still another section lists municipal addresses and provides details on early activities at each. Last, the site posts city directories dating back to 1853, listing property addresses, tenants' names and the purpose for which each property was being used.

For the four students who researched the information, took the photos, wrote the histories and put together the Web pages, it was a huge undertaking and a very busy summer. “They needed every minute,” chuckles Margaret Houghton, Special Collections Archivist at the Hamilton Public Library. “But we've ended up with a marvellous product,” she adds. The site has proved particularly useful because in recent years downtown development has been a burning issue in Hamilton. Ms. Houghton submitted the project application to Industry Canada; she feels that it is a perfect way to show people just what is being discussed. She says that she has had nothing but positive feedback from those who visit the site.

This is the third year that the Hamilton Public Library has participated in the CDC program; the two previous projects provided information on Hamilton parks and Hamilton–Wentworth cultural landmarks. But most important, says Ms. Houghton, all the projects have lived up to their chief purpose: to provide high-tech training and work experience for young people while building valuable Canadian content on the Internet.

After last summer's CDC project, three of the students returned to college. The fourth was looking for a job and first found temporary work with Hamilton's planning department, moving from there to a more permanent position with the Regional Municipality of Hamilton–Wentworth. And how did she do it? Ms. Houghton proudly offers the answer: “Through the contacts she made while she was working on the project. Put simply, she impressed them.”





## Drug education by youth for youth

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After six years of working on drugs and problem-solving issues, RCMP Corporal Pat Poitevin wanted to reach out to youth, and he saw that the best way to do so was to let them help each other.

Says the Ottawa-based Cpl. Poitevin, “I wanted to give them something they could call their own — a sense of ownership that their project and efforts reached out to their peers.”

The result was Drug Education and Awareness for Life (DEAL), a Web site created by youth for youth. With help from the RCMP, the private sector and Industry Canada, the site brings the latest in drug awareness and problem solving to teens and children. It enables them to seek advice, share experiences and find tools for making decisions by themselves or with their peers.

The site (<http://www.deal.org>) provides practical methods for children and teens to address all types of complex social issues, such as substance abuse, violence and intolerance. DEAL was made possible through the Canada’s Digital Collections program. Development was also supported through federal Youth Employment Strategy funding from Industry Canada’s SchoolNet, which encourages the integration of information and communications technology in learning.

Working to develop the site provided job experience; still more, it gave young people a channel for talking about subjects that affect their everyday lives. This added to the site creators’ strong motivation. Their efforts have won recognition as far afield as France, where information from <http://www.deal.org> is being carried on the Médisite Web site for health-related issues.

“Our choice is based on strict information quality and reliability criteria, and is by no means the result of mere chance or of a desire to accumulate the most sites. All referenced sites have been thoroughly examined and the content has been evaluated in terms of date as well as overall information,” explained a spokesperson for Médisite.

Working on the DEAL site gave the teens training in project management, team building and problem solving — skills they can apply to any situation or job. They also helped evaluate the project and the end product. Because what they thought really did matter, they were all the more eager to be involved.

“They had a sense of ownership and pride,” says Cpl. Poitevin, “because they could identify with the work and have a forum to showcase what they can do.”

Some of the teens who helped create the site are still participating as volunteers. And there is talk of creating a DEAL network that would encourage teens across the country to create their own school Web sites. These would highlight and promote what the students are doing in their schools to deal with issues of common concern and interest.



## COMPUTERS FOR SCHOOLS

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*As part of the SchoolNet program, Computers for Schools (CFS) provides Canada's schools and libraries with surplus computers and software donated by governments and the private sector. It turns surplus computers into valuable resources for increasing Canadians' access to computer technology in a learning environment.*

**<http://www.schoolnet.ca/cfs-ope>**

**1-888-636-9899**

### Connecting students to opportunity

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Long before anyone asked her, Penny McLeod, head of science at Thornhill Senior Secondary School in Thornhill, Ontario, offered to publicly endorse Industry Canada's Computers for Schools program. The offer came in a July 1998 letter to George Meek, CFS Ontario program director. Dr. McLeod's school had just received six computers for its new wing. "Please thank everyone involved," she wrote. "If you need a spokesperson for your work, please call."

CFS did. But it seems that Dr. McLeod had already embarked on a campaign extolling the virtues of the program to colleagues near and far. And when Penny McLeod speaks, teachers listen. She is a former recipient of the Prime Minister's Award for Teaching Excellence and a proponent of innovative approaches in the classroom, including the use of new technologies.

As Dr. McLeod will tell you, Computers for Schools is an easy program to sell. Created in 1993 through a partnership between Industry Canada and the Telephone Pioneers, the program challenges businesses and governments to provide experienced computers and software free to schools across Canada. A runaway success, CFS boasts a growing list of sponsors who help in a variety of ways, including donating, refurbishing and transporting the computers.

Like many other schools, Thornhill Senior Secondary had faced budget cuts in recent years, making the free computers all the more welcome. Now teachers had an unexpected opportunity to dramatically improve the quality of education for their students. Four years ago the school had only a handful of computers, most of them outdated. Today, thanks to Computers for Schools, Thornhill has almost 100 machines all over the school, some of them able to run the most up-to-date programs.

In physics class, the computers are used by senior students working on independent study projects; in chemistry, students can depict molecules with 3-D graphics displays. Geography teacher Stephen Fish has recently received six "almost state-of-the-art" computers, some with CD-ROMs and all with lots of memory. With them, he trains his Grade 9 students to use the Global Information System (GIS), a computer mapping software package that previously overtaxed the capabilities of the school's older computers. Nowadays, GIS training is essential for geography students who hope to find employment in the field.

In the next few months, Mr. Fish looks forward to creating a classroom computer network, using CFS-donated Ethernet cards. The network will run the whole GIS package, outputting maps and graphs on a colour printer or one of seven black-and-white laser printers, all acquired by the school from CFS. Mr. Fish appreciates the increased teaching possibilities that CFS has given to him and his colleagues. He says, "For us, the Computers for Schools program has been a goldmine. It provides excellent-quality equipment that we otherwise wouldn't have."



## VOLNET

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*The Voluntary Sector Network Support Program (VolNet) offers Internet connectivity, including computer equipment, Internet skills development and support to voluntary organizations. It enhances the voluntary sector's access to information technology, and to the skills and tools it needs to play a stronger role in Canadian society. VolNet's mission is to enable voluntary organizations to access and use Internet technologies to further their own work.*

**<http://www.volnet.org>**

**1-800-575-9200**

### Linking Niagara's volunteer organizations

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An innovative federal program is helping nearly 200 voluntary organizations across Ontario's Niagara region use the Internet as a tool for establishing links to each other and to resources throughout Canada and the virtual world. Making this possible is the Voluntary Sector Network Support Program, part of the Connecting Canadians initiative administered by Industry Canada.

For a modest fee, each participating organization receives a fully loaded computer, one year of unlimited Internet access, skills development and support. Some of the eligibility criteria include: being a non-profit corporation, a registered charity or an amateur athletic association; having a board of directors composed of volunteers; and having annual revenues under \$500 000.

In the Niagara region, VolNet is delivered by the Niagara Centre for Community Life and Leadership. Based at Niagara College, the centre serves as a one-stop resource for the voluntary sector. Before being approved as a VolNet delivery agency, the centre surveyed the area's voluntary organizations and found that fewer than 27 percent were connected to the Internet, a figure far below that for Canadian businesses.

Niagara Centre co-ordinator Brenda Herchmer says that VolNet addresses two fundamental needs in the voluntary sector. First, many voluntary organizations lack funds for capital expenditures, especially in recent years as funding has fallen and social issues have become more and more complex. Second, she says, organizations increasingly need to network and share information and resources within and across sectors.

In Niagara, networking begins from the moment participants enter the skills development workshops. These three-hour sessions are conducted by VolNet co-ordinator Judi DeGordick, a part-time staff member and volunteers. Since the participants' computer experience varies widely, training is offered at three levels. The service is personalized: each organization is given a template listing Web sites that are particularly relevant to the work it does. Once its own computer is delivered, the organization is visited by a representative, who guides the staff member or volunteer through the Internet hook-up process. After that, the centre continues to serve as a central contact for support.



For participating voluntary organizations, the program has opened new opportunities. Commented one trainee after a skills development workshop, “This is a rare situation where everyone benefits! Congratulations to its creators and co-ordinators!”

Ms. Herchmer perhaps sums it up best: “The federal government has done a fabulous job of consulting, listening to the feedback and then responding with a very appropriate program. VolNet is a wise investment that creates a tremendous amount of good will in the community. Through this program, the federal government has acknowledged and is supporting the key role the voluntary sector plays in contributing to the health and vibrancy of Canadian communities.”

## CAMPUS WORKLINK

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*Campus WorkLink is a bilingual national Internet database that quickly matches employers' specific needs with the skills of young job seekers. It offers candidates greater access to employers and jobs across Canada, and helps employers recruit staff efficiently and cost-effectively.*

**<http://campusworklink.com>**

**1-800-930-9643**

### Finding someone with the right stuff

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At the Family YMCA of Windsor–Essex County, camp co-ordinator Janet Baldwin was looking to hire a very special person for the Y's summer camp. She needed someone who was active and worked well with kids, who had some sports knowledge plus enough computer knowledge to teach children basic computer skills. Surfing through some SchoolNet sites, Ms. Baldwin came upon Campus WorkLink and decided to give it a try.

Good thing she did, because she found her candidate: Peter Zahoruk, a student in communications at the University of Windsor. Now Ms. Baldwin has been bitten by the Campus WorkLink bug. “It's my intention to use Campus WorkLink again, not only for summer employment but all through the year,” she says. “I think Campus WorkLink is great and I've told a lot of people about it.”

Mr. Zahoruk says about his job, “To me it wasn't work.” He felt the experience was definitely worth while. In fact, his summer placement turned out so well that he has decided to continue working at the YMCA throughout the school year.

### E-résumé equals relevant work experience

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With the help of Campus WorkLink, returning student Isabelle Gauthier spent her summer working for the Union culturelle des Franco-Ontariennes, promoting the status of women in Ontario.

To help finance her next year of university, she expected to get a summer job as a waitress or cashier. Before she did, a friend encouraged her to put her résumé on Campus WorkLink. Ms. Gauthier was hesitant at first. “I had never used the Internet to look for a job before,” she says. “I usually just hand in my résumé in person.” Instead, with her profile information on-line, she soon found an exciting summer job calling for exactly the skills she is learning as a student in communications and French writing.

Ms. Gauthier's employer, Gisèle Séguin, had heard about Campus WorkLink through the Canadian Council of Archives and had previously used Campus WorkLink's services. That good experience led Ms. Séguin to turn to Campus WorkLink when she was looking to hire a summer student. On the site she discovered the Young



Canada Works program offered by the Department of Canadian Heritage; this invited employers, particularly culture and heritage organizations, to submit a proposal for any project that encouraged young Canadians to appreciate our country's history. It was a perfect fit for the Union culturelle des Franco-Ontariennes.

Once the project was approved, Ms. Séguin had the tough job of choosing from what she says was "a great selection of résumés, which made it very quick and easy for me as an employer to retrieve information." Ms. Gauthier was the lucky candidate. Ms. Séguin has high praise for Ms. Gauthier's job performance. She gained a motivated employee, while Ms. Gauthier gained valuable work experience in her area of study.

## STUDENT CONNECTION PROGRAM

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*Launched in 1996, the Student Connection Program (SCP) hires and trains university and college students as Student Business Advisors to provide customized Internet and e-commerce training to small and medium-sized businesses across Canada.*

*SCP offers practical on-site Internet training tailored to meet the needs of everyone from the beginner to the advanced user. Through SCP's E-Commerce First Step, companies develop a better understanding of the value of integrating electronic commerce into their day-to-day business activities. Student Business Advisors also give free one-hour e-commerce awareness presentations to small businesses.*

**<http://www.scp-ebb.com>**

**1-888-807-7777**

### Talking the new talk

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Hearing terms like e-mail, e-commerce and the Internet can be frightening and confusing if you don't know what they mean or how important they can be for your business. And if you are like most new businesses, you don't have the time or money to invest in lengthy training. This is exactly what Karel Urban was thinking when he began his business, CANDEX Inc., in 1992.

"I needed to upgrade my skills and, more specifically, be instructed on how to use e-mail for quick communication with potential buyers," says Mr. Urban.

Based in Toronto, CANDEX exports high-quality Canadian products and technology, and actively promotes them through exclusive distribution agreements or strategic alliances with Canadian manufacturers and distributors. Product lines are promoted and advertised at major trade fairs, in showrooms, and through trade associations and distribution networks.

Local distributors represent CANDEX in various countries. Distribution networks are also being developed in Central and Eastern Europe. Product lines include building products and accessories, electrical appliances, equipment, and technology transfers. In addition, the company sells and distributes prefabricated homes and provides assistance during the construction process.

Mr. Urban found what he was looking for with Industry Canada's Student Connection Program, an Industry Canada initiative which is funded under the federal Youth Employment Strategy. For a modest fee, SCP introduces the power of the Internet to small businesses across Canada. It provides a Student Business Advisor,



who comes right into your place of business to provide training on the Internet and electronic commerce.

SCP introduces entrepreneurs to a new way of doing business. Cost-effective use of the Internet puts a world of information, suppliers, markets and business opportunities at their fingertips.

“This type of promotion of the Internet is very helpful for small business,” says Mr. Urban. “I would like to thank my Student Business Advisor for helping me improve my knowledge about the Internet. I was also pleasantly surprised that the student was willing to come back later on and finish ‘unfinished business’ from his first visit.”

From SCP, students receive training in information technology skills. They also gain valuable work experience and exposure to potential employers. While helping small businesses, the Student Business Advisors acquire training and teaching experience, learn communications skills and see first-hand how a small business operates.

**<http://www.connect.gc.ca>**

**1-800-575-9200**