



# Entrepreneurs with Disabilities Network

Your dreams are our business



Winter 2008 Newsletter

## 'Tis The Season For EDN's Holiday Social!

The annual "EDN Holiday Social" was a smashing success! A big thanks to all those members, community partners and guests who attended, you all helped to make the event wonderful. The social was held on December 5<sup>th</sup>, at the CNIB center on Almon Street in Halifax, and was a fitting location, just the right amount of room. After giving everyone a chance to shed their winter wear and grab a beverage, Executive



*Members had tables to display their work, and guests were able to do some Christmas shopping*

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Director  
Brian Aird  
and

President of the Board Roswell James kicked off the night's festivities with a short welcoming speech. Long time EDN ember Anna Quon gave a speech touching on the United Nations International Day of the Disabled, held two days earlier on December 3<sup>rd</sup>. This year's theme was "Decent Work" and Anna spoke passionately relating her experiences in entrepreneurship to "decent work".

**Continued....**

Filling up the perimeter of the room were tables hosted by members as well community partners. The community partners such as CEED and The Canada Nova Scotia Business Service Centre had information tables, and many of our members filled their tables with displays of their works, including art, treats for pets, embroidered goods, jewelry, greeting cards and more! Along with mingling and eating, guests and members were able to get some Christmas shopping done. While the mingling and shopping was happening, staff member Archie Gillis strummed his guitar for some background music. For the first time at the Social, EDN had some entertainment from two Spoken

Word Artists, Kristine Erglis and Laura Burke. Spoken Word is a form of literary art, where poetry or lyrics are spoken, often with a rhythm or beat to it, instead of being sung as a song. In this case, it was powerful and moving. Both women were dynamic, and their words captured the room's full attention. The night came to a close with a draw for some great door prizes, which were donated, by members, community partners and businesses within the community. Thanks again to all those who came out, and to those who were unable to attend, the staff at EDN hope you can make it out next year, and make the 2008 Holiday Social an even bigger success!

**Board of Directors**

Chris Atwood  
Joan Blood  
Tom Boyd  
Bob Brown  
Paul Crane  
Troy DesBarres

Kristine Erglis  
Pierre Filiatreault  
Roswell James  
Jack Jones  
Sterling Kendall  
Ken MacMillan

Sandra Preeper  
Don Roper  
Nicole Smith  
Kevin White

**Staff**

Executive Director: Brian Aird      Project Coordinator: Jason Smith  
Business Counselling Coordinators: Archie Gillis & Beth Carmichael

"An entrepreneur tends to bite off a little more than he can chew hoping he'll quickly learn how to chew it.

- Roy Ash, co-founder of Litton

## Small Business Week 2007

Small Business Week took place in October and was a busy week for EDN staff and EDN members alike! During the week of October 15<sup>th</sup>-19<sup>th</sup>, EDN put on/attended four events. The week started with the Fresh Ideas for Business Growth Panel Discussion, Lunch and Tradeshow, put on by the Centre for Entrepreneurship Education and Development (CEED). EDN had a booth at the trade show and a table for the luncheon, panel discussion and awards ceremony, which some members enjoyed attending.



*EDN Booth at the Fresh Ideas Event*

On the 17<sup>th</sup> was EDN's second annual Keg Event, which was a great success. Thanks to the generous people at the Keg Restaurant who donated their facility (along with all the coffee and tea you could ever want), we were able to hold our event in the morning hours at the Keg, which proved to give just the right atmosphere our event needed. At the event, were ten members of the business community who spoke with our EDN members in one-on-one meetings to help with questions our members had on their specific business or business idea.

There was a wide range of topics including business planning, taxes, bookkeeping, time management and many more. EDN looks forward to putting on this event again next year. On the 18<sup>th</sup>, EDN had a booth at the Business-to-Business Expo put on by the Chamber of Commerce to expose more people to the services

EDN has to offer, and to showcase some of our member's wonderful products, which the public was interested in.

On Friday, Executive Director, Brian Aird headed down to Yarmouth to attend a trade show. All in all, it was a great small business week and the EDN team enjoyed all the events, helping to spread the message of EDN, and we hope the members who took part in the Small Business Week festivities enjoyed it as well!



*Margaret Armour of Aerobics First speaking with member about retail*

**Many many** thanks go to Doug and Wally at **THE KEG RESTAURANT**, Paul Card and Mike Whitelaw of **THE BRISTOL GROUP**, Mary Jane Copps **THE PHONE LADY**, Margaret Armour of **AEROBICS FIRST**, Debi Peverill of **PEVERILL AND ASSOCIATES**, Ken MacMillan and Jarrod Pettipas of **THE BUSINESS DEVELOPMENT BANK OF CANADA**, Floria Aghdamimehr of **RECOGNIZE YOUR POTENTIAL**, Roswell James of **ROSWELL'S BOOKKEEPING**, Matthew Moir of **WELDON McINNIS**, Brendon Sattich of **STUDENT CONNECTIONS**, and Ashley Urquhart of **CEED FOR THEIR EXTRAORDINARY SUPPORT OF EDN MEMBERS!!!!!!!!!!!!!!!!!!!!**

# The Marketing Mix



*This phrase is one of the most widely known and used in the world of marketing. It consists of the 4 P's that every entrepreneur should be aware of. This can be used when trying to come up a way to market your new product or service to get it out to your target market.*

**P**rice – when pricing your product or service be sure to include the cost of materials used, but also overhead such as travel, rent and most importantly your time!

**P**lace – where are you going to sell your product? Consider your target market, and where they tend to shop.

**P**roduct – is your product tangible? Or is it some kind of service? What is the benefit that customers will receive from purchasing your product? The benefit is what makes the product valuable.

**P**romotion – what are you doing to attract customers? Sales Promotion? Advertising? Trade Fairs/Exhibitions? Public Relations (PR)?

## Mary Anne Joudrey publishes her first book – **The Adoption Option**

Mary Anne Joudrey of Shelburne, Nova Scotia became a self published author in August 2007 with her first book – the Adoption Option. Mary Anne's inspiration for the book is based on her love of animals. Hector, her adopted cat, is the featured feline in her first release. Mary Anne muses that her unique cat Hector has also encouraged her to write for therapy. The first five chapters centre around "life without Hector" and are simply titled "plan 1, plan 2, plan 3, plan 4 and plan 5"!

Mary Anne has sold approximately 20% of the first printed 250 books that she printed! Sales have been generated by word of mouth, retail opportunities in her three local veterinary offices and the publicity generated from a strong book review in the local Coast Guard County newspaper. She plans to sell the books in the local museums this summer as well as to follow up with Coles, which has expressed an interest in carrying her book. Looking back on her first publishing venture, Mary Anne says it has been a learning experience. A consideration for "next time" is to explore the benefits of securing a publisher versus being self published.

The book retails for \$20.00. Mary Anne donates \$5.00 of the book sale to the Spay and Neutering Program in Shelburne. Mary Anne's contact information to order your own copy of "the Adoption Option" can be secured through EDN at 426-0591. Check it out!!!!!!

## EDN Member Profiles



**Larry Kenneally**

Larry Kenneally is an EDN member who loves to work with his hands, which is why he enjoys woodworking and small engine repair. His love of small engine repair began as a young boy when he and his friends would take things apart for fun. Larry then began to love the puzzle aspect of it, hoping to find out what was wrong with the object and see if he could find a way to fix it. Larry takes a logical approach to fixing broken items, seeing if it's something external that can be fixed before taking it apart to work on it internally.

Larry's woodworking is all hand crafted, and he designs the pieces himself, he has never taken a woodworking course, he's self-taught. Larry is able to take requests from customers to make custom pieces. Some of his works include picture frames, deacon benches, wishing wells, and many more. One of the biggest obstacles Larry faces is that he moved from Kingston to Kentville only three months ago, and Larry finds himself to be a shy guy, so getting the word out can be a bit of a challenge. If you are interested in Larry's work, or need some repairs on a small engine, here is the word! Contact him at [larrykennally@eastlink.ca](mailto:larrykennally@eastlink.ca) or call (902) 679-0404



**Rocky Francis**

Rocky Francis's company is called **A&A Moving and Storage**. Rocky spent many years working for trucking companies; years spent learning what to do, and what not to do when running a moving business! Rocky suffered an accident on a job in 1984. This accident has left him with a disability that makes it difficult for him to work the extended hours some companies expect of their employees. This is why Rocky has become self-employed.

Rocky spends a great deal of time working & networking, doing whatever it takes to get the job done, and to keep customers happy. He is no stranger to struggle however as he frequently runs into issues, which make his work tougher than it should be (but this is another story). Because of these bumps in the road, sometimes this means renting vehicles from rental agencies, which virtually takes his profits away, but Rocky does it so he can complete the jobs he has taken on. **THAT'S DEDICATION & SERVICE!** Rocky wants to build a brand that is strong and reliable.

Rocky says that through hard work, and using skills he has learned from EDN, BBI, and past employers; matched with his determination to succeed, that he knows A&A Moving and Storage will flourish.

Rocky would like to extend a thank-you to all the staff at YMCA in Dartmouth, and heart felt thank you's to T. Adams & S. Adams. You can contact Rocky at 478-4338.

**Most new jobs won't come from our biggest employers. They will come from our smallest. We've got to do everything we can to make entrepreneurial dreams a reality. Ross Perot**

## The ABCs of web design

By Jodie Turner of LuckyDuck Web Design

*This is the final instalment of a three-part series*

### C is for Keeping it Current!

Lastly, you or your web designer will have to update your site regularly. Think of it as you would a magazine – would you keep buying the same edition over and over? Not very likely!

Your website visitors need to have a reason to come back: assurances of new products, new people, new prices, new stories or new services will give the visitor plenty of encouragement to bookmark your website for easy – and frequent – returns.

At [www.luckyduckwebdesign.com](http://www.luckyduckwebdesign.com), we re-launch our website on the last day of the month. On the following day, we launch our e-newsletter with stories and links to a variety of websites – including our own.



We make it very clear to first-time visitors that our's is a Current website:

- ❖ Each month we post a new, dated photo collection, for example:
  - **LuckyDuck web design presents our June '07 photo page**
- ❖ Each month we post a new feature story with photos, for example:
  - **May '07**
  - **Bruce Wildsmith – first generation market gardener**
  - **“The world is full of solutions waiting to happen”**
- ❖ Our Clients Page is updated every month or two – new clients tagged appropriately: for example:
  - **NoRush Farm - \*\*\*New May '07!\*\*\***

This amount of updating isn't necessary, but website owners should make the effort to keep Current information posted – it will pay in return visitors!

There you have it, the **ABCs of Web Design**. By following these three steps, you can be confident you're on your way to having a very successful website!

*Jodie Turner is a web designer and marketer on the South Shore of Nova Scotia. She can be contacted through [jodie@luckyduckwebdesign.com](mailto:jodie@luckyduckwebdesign.com)*

**If you think you're too small to have an impact, try going to bed with a mosquito.”**

**-Anita Roddick, founder of The Body**

# The Importance of Business Cards

A business card is a very important networking tool, especially to entrepreneurs! It is a way of informing people about your business, and gives them a way to get in touch with you. Some tips for having a successful business card include:

- ❖ Keep your card up to date, if your phone number changes make sure to get new business cards printed.
- ❖ Place your cards in a case, it keeps them neat and professional looking.
- ❖ Make sure all the information is clear and easy to read
- ❖ If using colour, pick shades that compliment each other
- ❖ Simple cards work, but having an eye catching logo or design can be quite effective

If you are in need of help or an idea for your own business card, **please contact EDN at 426-0561.**



**Always keep a business card on you; you never know where your next potential customer will turn up!**

## The Fall of Advertising & the Rise of PR

*Authors: Al Ries & Laura Ries*

*Published by Harper Business 2002*

*Review by Cathy Davy*

The overall premise of the book is based on the highly successful strategy of using PR as your main marketing tool. This is good news, especially for small businesses because PR is free or at least relatively cheap. The underlying concept is that advertising bombards us; experts guessed an average person is exposed to thousands of messages per day, consumers usually pay little or no attention to them. Ads lack credibility. PR messages come from a third-party endorsement, various media sources, word of mouth, etc. and are seen as trustworthy. Hence, PR has more credibility. Only once the PR work has run its' course should advertising be used.

The book is peppered with entertaining stories behind some of the greatest business successes and failures of our time. The authors reveal why some triumph while others linger or fail. These include fascinating insights on the psychology behind consumerism.

This book is a must read. No matter the size of your business or type of service you offer the concepts discussed will enhance your entrepreneurial skills and spirit.



## Upcoming Workshops and Events!

<p>“Words that Work”: Writing for Your Business                  By: Anna Quon                  Tuesday Feb 5, 2008 from 5:30-7:30                  At the CNSBC/EDN Boardroom</p> <p style="text-align: center;"><b>Call to Register</b></p>	<p>Ever wrestled with your mission statement or struggled to find just the right words to describe your business? Join EDN member and writer Anna Quon for EDN's "Words that Work" workshop! Bring your pen and paper or your laptop and, if you have it, the mission statement and business description that you want to work on... we'll do some brainstorming, wordsmithing, and have some fun in the process.</p>
<p>Announcing EDN's new certificate program in “Achieving Business Excellence”.                  By: Mary Jane Copps                  February 13<sup>th</sup> from 4:00-5:30</p>	<p>EDN is developing a prototype certificate program to be delivered beginning in February 2008. This program has five major components, the first of which consists of the foundation credit component “Building my Business”. This will be delivered weekly over five weeks.</p> <p>The topics are 1) What is my Business, 2) Defining who are my customers, 3) What is my message, 4) Where are my customers, and 5) How do I market to them.</p>
<p><b>EDN's Entrepreneur of the Year Award Announcement and Celebration</b>                  Nominations accepted until March 21, 2008.</p>	<p>Contact EDN at 426-8578 or <a href="mailto:EDN@ednns.ca">EDN@ednns.ca</a> to nominate yourself or a friend as EDN's Entrepreneur of the Year!!! The award will be presented on April 17, at our newly designed event devoted exclusively to celebrating Entrepreneurship and our members!</p>

**Please call to register in advance**  
**ASL Interpreter Services are available upon request - Please request in advance your personal accommodations or alternate format requirements**

**Not a member yet???**  
 Contact EDN and join!!!  
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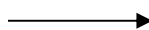
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