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Send your feedback, inquiries and Spotlight Q&A forms to members@nlowe.org.

NLOWE offers services to women in business thanks to the financial support of the Atlantic Canada Opportunities Agency (ACOA).



Atlantic Canada
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promotion économique
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Winning women - NLOWE hosted its 2011 Entrepreneur of the Year Awards Gala on Thursday, Oct. 27 at the Sheraton Hotel Newfoundland in St. John's. Pictured left to right are the award winners: Chantelle O'Driscoll, Diversity Without Borders (Visionary); Andrea Sharpe, Karlande Designs (Community Impact); Penny Chatman, The Red Rooster Eatery (Youth); Pauline Duivenvoorden, Headline Holsteins Ltd. (Entrepreneurial Excellence); Robin White, Fresh Faces/Total Body Fitness (Start-up); and Tineke Gow, The Artisan Inn (Innovation).

Award winners announced

Six businesswomen from Newfoundland and Labrador were honoured as Entrepreneurs of the Year at NLOWE's 2011 annual awards gala on Oct. 27 in St. John's.

Andrea Sharpe, owner of Karlande Designs Inc. in Clarenville, won the Community Impact Award. Sharpe created a unique bracelet called Sparkles of Hope in memory of her sister, who lost her battle with cancer, and donated it to the Dr. H. Bliss Murphy Cancer Care Foundation to use as a fundraiser. The campaign has been successful in raising over two million dollars for cancer care in Newfoundland and Labrador.

"I have been completely blown away — not only from learning that I am one of

NLOWE's Entrepreneur of the Year Award recipients, but also by the success of the Sparkles of Hope campaign," Sharpe said prior to the awards gala.

Taking home the Entrepreneurial Excellence Award was **Pauline Duivenvoorden** of Headline Holsteins Ltd. in Deer Lake, which is the second largest dairy farm in Atlantic Canada and the largest producer of industrial milk in Newfoundland and Labrador.

"I feel honoured to be part of this dynamic group of enterprising women," Duivenvoorden said prior to the gala. "I am

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Winners can't ...

also very appreciative of the recognition it gives to agriculture in this province and to the many women involved in primary food production here. I am proud of the dairy industry in particular, and grateful for the opportunities it has provided. It is a privilege to accept this prestigious NLOWE award."

Robin White, owner of Fresh Faces Laser & Medical Cosmetics Clinic & Total Body Fitness in Gander, won the Start-up Award, recognizing a successful entrepreneur who has been in business for at least two years to a maximum of five.

Penny Chatman, owner of The Red Rooster Eatery in Lethbridge, took home the Youth Entrepreneur of the Year Award. **Chantelle O'Driscoll**, owner of Diversity Without Borders in St. John's, won the Visionary Award while **Tineke Gow**, owner of The Artisan Inn in Trinity, won the Innovation Award.

"NLOWE is pleased and honoured to recognize the achievements of the winners of this year's Entrepreneur of the Year Awards," says Karen Noftall, president of NLOWE's Board of Directors.

"We're especially pleased to see that the winners are representative of different regions of the province, which shows us that women entrepreneurs are having a tremendous impact on the provincial economy as well as that of their communities. These women have worked hard to achieve business success, and we're hap-

py to be a small part of that success."

Attended by nearly 200 people, including such dignitaries as Premier Kathy Dunderdale and Minister Susan Sullivan, this year's award winners were inspirational in their tales of community dedication and entrepreneurial success.

In her remarks to the audience, Dunderdale spoke of her childhood in St. Lawrence, of being inspired by her mother, and of her experience as the province's first female premier. She also said that while she one day hopes it won't be necessary to view economic opportunities through a gender lens, that day has not yet arrived.

"It's important in all things to have balance, and that women have the opportunity to share in the opportunities that now abound in this province," said Dunderdale.

Karen Skinner, director of enterprise development with the Atlantic Canada Opportunities Agency (ACOA), brought remarks on behalf of that organization and highlighted ACOA's role in the development of the business community.

"ACOA is in the business of growing business," she said, later adding, "Every single woman business owner here this evening should be applauded for their achievements."

NLOWE has been handing out Entrepreneur of the Year Awards since 1997. About one hundred nominations are typically received every year.

Message from the president

On behalf of NLOWE's staff and Board of Directors, I would like to congratulate the winners of our 14th annual Entrepreneur of the Year Awards.



Karen Noftall
President

These awards honour six women who have over-

come unique challenges to grow their businesses in niche markets and make an impact on their communities. Their work has been commendable and it is with great pleasure that we recognize their efforts and wish them continued success in the future.

I'd also like to commend all those who were nominated for an award. We typically receive over one hundred nominations every year, so while it's no small feat to be selected as a winner, it's also an achievement to be nominated.

To all of this year's nominees, I'd like to say: be proud of being nominated. It means that someone believes you are on your way to success, you are making an impact in your community, and your achievements are worth being celebrated.

I'd like to thank the many sponsors and supporters of this year's awards gala, as well as the members of the selection committees who volunteered their time to read and evaluate every application. This is a difficult task, and we thank them for it.

By recognizing the achievements of successful women business owners, NLOWE hopes to increase the number of role models and mentors for women in business across the province. So once again, congratulations Andrea, Chantelle, Pauline, Penny, Robin and Tineke. You are part of an outstanding group of accomplished entrepreneurs who deserved to be praised and recognized for your success.

Thank you for the time and effort you put into your businesses and your communities. You are an inspiration to everyone around you.

Thank you to our supporters

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Get your early bird showcase

Showcases are selling quickly for NLOWE's annual Business Mixer & Holiday Showcase. Less than a week remains to take advantage of early bird pricing!

Tables cost \$40 + HST up to and including Thursday, Nov. 10. Showcases are limited and are booked on a first come, first-served basis.

Showcases are only available to NLOWE members and are intended to benefit members by offering them an additional networking, promotional and selling opportunity during the business holiday season.

The Business Mixer & Holiday Showcase will take place from 7-9 p.m. at the Holiday Inn in St. John's.

Registration is now open. There is no cost to attend but donations will be encouraged at the door for the St. John's Women's Centre. Registration is required for catering purposes.

Door prizes, a cash bar and hors d'oeuvres will be available.

This is an opportunity for NLOWE members, board directors, staff and friends to mark the holiday season while networking, doing business and shopping.

Booking a Showcase

To book a showcase, download a form on our website or contact Judy Raske at 709.754.5555 (toll-free 1.888.NLOWE.11) or e-mail jraske@nlowe.org.

Want to Attend?

Register on our website at www.nlowe.org or call 709.754.5555 in the St. John's area.

NLOWE Notes ...

Nov. 11: Stat holiday

NLOWE will be closed on Friday, Nov. 11 for Remembrance Day. Regular office hours are Monday to Friday from 8:30 a.m. to 4:30 p.m.

Staff goodbye

NLOWE is bidding a fond farewell to administrative assistant/data entry clerk, Jennifer Lynch. We wish her the best of luck in her future endeavours.



Works of art - Christina Lundrigan of Love to Quilt in Lords Cove was one of about 24 women business owners to take part in the Regional Women in Business Annual Trade Show & Holiday Fair in Grand Bank on Oct. 14-15. Lundrigan is known for using quality materials and incorporating techniques such as hand applique and hand quilting into her quilting designs. She also creates some of her own unique patterns. NLOWE participated in the event, which was organized by the Regional Women in Business Network and the Grand Bank Development Corporation.

Business Connections preps for workshop

The Business Connections program is currently in the development stages and is expected to be launched in mid-January.

Business Connections is designed to aid women business owners interested in growing their businesses. If you are a woman business owner considering growing your business through business-to-business (B2B) selling, the Business Connections program may offer the training and opportunities you need to move forward.

The program will be delivered in three stages:

Stage 1: Assessing your Business Potential Workshop

A half-day workshop that will help you evaluate and determine the growth potential of your business will be held on Dec. 7 in Corner Brook and St. John's.

Stage 2: Instructional Modules

Program material will cover topics associated with B2B selling including confidence building, social media, procurement and supplier diversity.

Stage 3: Strategic Planning

What happens after the program is finished? The strategic planning workshop offers a comprehensive look at future planning methods to put your growth plan into action.

If the Business Connections program is of interest to you, the first Assessing Your Business Potential workshop will be held in December (further details will be available soon). To learn more or to register, forward your contact information to your respective regional coordinator:

Avalon, Central & Eastern Regions

Melissa Wheeler, Regional Coordinator
Ph: 709.754.5555 ext. 233
Toll-free: 1.888.NLOWE.11
Em: mwheeler@nlowe.org

Central, Labrador & Western Regions

Krista Parsons, Regional Coordinator
Ph: 709.639.1244
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Welcome to our new members!

Hazel Bishop, Gander & Area Chamber of Commerce, Gander

Cecilia Bungay, FrancoServices Consulting Ltd., Burin Bay Arm

Sherri Dodge, The Thimble Box, Marystown

Deanne Hann, Newfound Icelandic Inc., St. John's

Andrea Hounsell, Something Borrowed, Something Blue, St. John's

Benson Myles PLC Inc., St. John's

Susan Power, Higher Talent, St. John's

Susan Sparkes, Newfound Icelandic Inc.

Roxanne Weinheber, Chatman's Bakery Ltd., Charlottetown

Nov. 19: A Mindful Day

Board member Eddi Kenny-Boyd, owner of Health & Stress Management, and Judy Power, certified kripalu yoga and holistic health instructor, will present a one-day retreat called "A Mindful Day" on Saturday, Nov. 19 at Corpus Christi (Waterford Bridge Rd.).

This event will incorporate discussion and activities such as yoga and meditation, nutrition and wellness, nature and nurture as well as provide a time to unplug and restore.

The cost is \$95 which includes a

Spotlight

A St. John's woman is helping men and women of all ages and professions to put their best foot — and face — forward.

Lori Pender owns Lori Pender Image Consulting, a unique business in Newfoundland and Labrador that helps clients to establish the right impression from the very first meeting.

"I have always believed in the importance of first impressions," she says, adding, "I have a true passion for fashion and cosmetics [and] I teach my clients how they can use these tools to their best advantage."

Pender previously worked in the cosmetics field, which gave her insight into trends and application techniques, and she also worked for 10 years as a graphic artist.

"It is this experience that has given me a sharp eye for colour, form and detail," she says.

Pender holds a diploma in graphic arts (design) as well as certificates in image consulting and business image consulting. She's currently working towards a Bachelor of Arts in sociology.

Lori Pender Image Consulting works with people of all ages, gender and professions, from individuals simply looking for a style makeover to women returning to work after maternity leave to people preparing for a promotion.

Services include analysis of body shape, makeup, hair style, wardrobe and colour as well as business image services.

Pender says she's challenged to get the word out about her type of business, however.

nutritious lunch and snacks. Advance registration is required by Nov. 5 and space is limited.

To register, e-mail jyogapower@yahoo.ca or call 709.754.2425.

Search for top CEOs underway

Atlantic Business Magazine is currently looking for nominees for its Top 50 CEO awards, which celebrate Atlantic Canada's most accomplished business leaders.

The intention is to give worthy individuals the recognition they deserve and use their example to inspire other companies and business leaders to



Lori Pender
Lori Pender Image Consulting
St. John's

"Prior to starting this business, there was no image consulting presence in Newfoundland and Labrador," she says. "In larger centres throughout Canada and the United States, image consultants are widespread. The greatest challenge is getting the word out in an area where many people are not familiar with this field."

Her services are valuable, however, and she says that working with clients and helping them to discover and maintain a new image is rewarding.

"When you look your best, you feel your best and the confidence that is gained will spread to every aspect of your life."

Lori Pender Image Consulting can be reached by phone at 709.691.0883, by e-mail at lori@loripender.com or info@loripender.com or online at www.loripender.com.

achieve similar success.

Winners will be profiled in the May/June 2012 edition of Atlantic Business Magazine and honoured at an exclusive red carpet gala to be held in Halifax on May 9, 2012. One of the 50 will also be singled out for the additional honour of being named CEO of the Year for all of Atlantic Canada.

Eligible nominees must lead a company or organization whose head office is in Atlantic Canada, or who is in charge of a provincial/regional head office with significant decision-making autonomy.

Nominate a deserving CEO online at www.atlanticbusinessmagazine.ca.

NLOWE welcomes new business advisors



Ashton Lane
Business Advisor (Growth), Avalon

NLOWE's new growth business advisor for the Avalon region aims to make the phrase "non-traditional industries" as it pertains to women a thing of the past.

"My expectation [of working with NLOWE] is to help women succeed in their business endeavours through recognizing and understanding opportunities and challenges faced by Newfoundland and Labrador women-owned enterprises," says Ashton Lane.

"Additionally, I would like to assist women in succeeding in non-traditional industries and making this phrase an outdated one."

Lane, a native of Portugal Cove-St. Philip's, joined NLOWE in early October. She holds a degree in business administration from Memorial University.

She has previously worked with Viking Power Systems as an operations coordinator where she helped the company grow and expand into new markets as well as with the Investors Group as a consultant focusing mainly on helping small businesses plan for the unexpected and capitalize on opportunities.

She has also worked with Provincial Aerospace and says her education and career experience will be an asset in working with women in business, a clientele which attracted her to the position.

"The opportunity to help women entrepreneurs on a one-on-one basis and

make a positive difference in their lives was a major attraction to this position," she says. "Helping companies succeed locally will inevitably translate into a better community and a healthier economy for Newfoundland and Labrador."

Lane describes herself as highly organized and attention-detailed.

"As a person that is able to see the 'big picture' and make decisions based on current and future variables, I will be able to view a client's situation and provide objective advice."

To make an appointment with Lane, contact:

Ashton Lane
Business Advisor (Growth), Avalon
Ph: 709.754.5555 ext. 229
Toll-free: 1.888.NLOWE.11
Em: alane@nlowe.org



Joanne Rowe
Business Advisor (Start-up), Western

The new start-up business advisor for the Western region brings several years of experience working in business development to clients in the area.

Joanne Rowe holds a diploma in business administration from College of the North Atlantic and a degree in business administration from Cape Breton University. She specialized in marketing at both locations.

"My first position after graduation from

university was working with the regional economic development boards. I enjoyed working in this field and working with the various organizations associated with this field.

"When I came across the advertisement for the business advisor (start-up) with NLOWE, I thought it was a great opportunity to work in the economic development field once again."

Originally from Corner Brook, Rowe has been living in the community for the past two-and-a-half years. She spent two years working at the RED Ochre regional board before starting work with NLOWE as well as two years as an admissions officer at Academy Canada.

"There are so many different fields to work in with a business degree; however, working with an organization such as NLOWE is definitely my niche."

Rowe learned the fundamentals of business planning through her educational pursuits and gained knowledge of the many economic sectors as the organizations associated with each by working within the economic development field.

She says she looks forward to working with clients and helping them find the path to successful business planning.

"I hope to encourage and motivate women seeking advice in starting their own businesses," she says, adding, "I grew up in an entrepreneurial family and see great possibilities for the various economic sectors in Newfoundland and Labrador."

To make an appointment with Rowe, contact:

Joanne Rowe
Business Advisor (Start-up), Western
Ph: 709.632.5122
Toll-free: 1.877.632.1205
Em: jrowe@nlowe.org

The deadline for submissions for the December issue of NewsLink is Nov. 30. Member news and business-related events may be submitted to swhitemacpherson@nlowe.org.



Small business matters - Marvella Wells (left), NLOWE's Business Advisor (Growth) for the Western Region, and Dana Pittman, human resources advisor and owner of HR at Work Inc., took part in a business trade show held in Hawke's Bay on the Northern Peninsula during Small Business Week in October. Pittman is a client of NLOWE who has been in business since August, offering a wide variety of assistance and tools with human resources matters.

Free training opportunities in November

Nov. 8, Dec. 6: SEA Info Sessions

If you are unemployed or under-employed and thinking about starting a business, the Self-Employment Assistance (SEA) Program may be for you!

Join NLOWE to learn about this provincial government program that assists people to create their own jobs by starting a business.

Taking place via online Webinar from 9-10 a.m. on Tuesday, Nov. 8 and Tuesday, Dec. 6. The deadline to register is 3 p.m. on Monday, Nov. 7 for the first session and Monday, Dec. 5 for the latter.

Nov. 17, Dec. 8: NLOWE Info Sessions

If you're a woman interested in starting a business, looking for information on how to grow your business, or exploring advancing your enterprise through training, exporting and networking, join this online information session to discover what NLOWE can do for you!

Taking place via online Webinar from 9-

10 a.m. on Thursday, Nov. 17 and Thursday, Dec. 8.

Deadline to register is 3 p.m. on Wednesday, Nov. 16 for the this month's session or Wednesday, Dec. 7 for next month.

Nov. 15: Starting a Business: Increasing Your Odds of Success

Starting a business can be risky but there are steps you can take at the beginning to increase your chances of success!

This Webinar will help you evaluate whether you have what it takes to be an entrepreneur and outlines things you should consider before opening your doors. You'll also discover how NLOWE can help you establish a solid base upon which to build your new business.

Offered via online Webinar on Tuesday, Nov. 15 from 9-10 a.m. Pre-registration is required. Deadline to register is 3 p.m. on Monday, Nov. 14.

Register for all Webinars online at www.nlowe.org.

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