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

Boosting Your Holiday Sales

What’s at the top of every small-business owner’s holiday wish list? More sales! It’s no wonder. For many small businesses, the holidays are their make-or-break season, often bringing in half their total annual income.

Holiday sales are critical for more than just retail or e-commerce companies – small businesses in personal services, hospitality, travel, even many business-to-business industries; depend on the holidays to make their year.

So you’ve got to get out there and make the most of the weeks remaining in 2014. Here are a number of key strategies that can boost your sales this holiday season.

Bundle up for big sales
Want to make more money from each customer? Think “bundles.”

After all, why sell just one book when you can offer a Jane Austen-themed bundle with a few books packaged with tea and a teacup, wrapped and ready to ring up?

Bundles solve customers’ holiday shopping dilemmas, and they’ll spend more for the convenience. Here are some ways to bundle up for big holiday sales:

- Provide themed bundles. Think “for him,” “for her,” “for pets.”
- Gift-wrap bundles so they’re ready to give.
- Feature bundles both on your display floor and your website.
- Create bundles at different price points to reach more customers.

For the holidays, think outside the (gift) box. Partner up with other local businesses this season to increase your holiday impact – and stretch your dollars. Team up with complimentary businesses to do joint promotions, or package products and services together. You might even split with another business the costs of hosting a holiday party. Take a look at NLOWE’s Membership Directory to find some great business partners for the holiday season at www.nlowe.org.

Deck the digital halls
E-commerce stores, too, depend on good holiday sales. Driving customers to your site and then getting them to buy takes marketing, merchandising, customer service and even holiday “decorations.”

Send special holiday emails, because, according to Forrester Research, email marketing is the most effective way to encourage online customers to return. Messages help keep you in front of customers, even during the holiday rush. Getting started with mailings is easy. If you have a small list of email subscribers, turn to MailChimp or Constant Contact for free help that includes design.

Make merry with your messages by telling your customers about:
- Special holiday discounts for returning customers.
- New products or services for the holidays.

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NLOWE’s Celebration of Women’s Entrepreneurship Day

On Wednesday, November 19, 2014, the world celebrated the first annual Women’s Entrepreneurship Day, and NLOWE was delighted to join in on the festivities. Women’s Entrepreneurship Day was celebrated as part of Global Entrepreneurship Week, which is hosted in more than 140 countries and is the world’s largest celebration of innovators and job creators, who launch start-ups that bring ideas to life, drive economic growth and expand human welfare.

With 224 million women business owners driving our economy worldwide, it was an important day to acknowledge those contributions and put female entrepreneurs at centre stage.

NLOWE hosted a celebratory breakfast that morning at Clovelly in St. John’s, which was attended by many of the community’s women business owners, along with government representatives and industry stakeholders.

The Honourable Darin King, Minister of Business, Tourism, Culture and Rural Development, was on hand to speak to the women entrepreneurs and celebrate their impact on the province.

This was followed by a goal-setting activity, where the women entrepreneurs were asked to write down a goal for their business in the coming year, which were then sealed in envelopes to be mailed to them in one year, so they could measure their own successes.

NLOWE was pleased to have participated in such an important event and looks forward to celebrating the successes of this province’s women entrepreneurs in the many years to come.

We’re Hiring

NLOWE is currently recruiting a qualified woman for each of the following positions:

Marketing & Communications Coordinator
Maternity Replacement (Jan. 2015 - Feb. 2016)

Based at head office in St. John’s, the successful candidate will be an innovative communicator responsible for developing and implementing NLOWE’s marketing and communications strategies. Duties include media relations; event promotions; developing and designing promotional and communications materials such as newsletters, brochures and advertising; and the coordination of projects including event sponsorships and NLOWE’s annual Entrepreneur of the Year Awards.

We are seeking an individual with demonstrated ability and experience in dealing with a variety of audiences including internal and external stakeholders and media. Applicants must be able to manage and meet deadlines for a variety of concurrent projects.

Proficiency in InDesign and Photoshop is a must and experience with social media tools such as Facebook, Twitter, LinkedIn, YouTube and blogging would be considered an asset. A post-secondary degree in marketing and communications or a related field and at least two years relevant work experience is required.

Deadline to apply – Friday, Dec. 12, 2014

Business Growth Advisor (Avalon)
Maternity Replacement (Jan. 2015 - Jan. 2016)

The successful candidate will be proactive in establishing and building relationships with women business owners and assisting them to grow their businesses. She will complete business diagnostic assessments and make recommendations to enhance operational performance and capacity for growth, as well as identify resources and programs to help women business owners meet and exceed their business objectives. She will identify professional skills development opportunities for clients and in some instances, develop and deliver such training.

The ideal candidates will have a minimum of an undergraduate degree in business administration/commerce; at least five years of significant experience in business analysis/diagnostics; and in-depth experience with business plan development. Having well established business networks and knowledge of high-growth sectors, exporting and innovation and various business assistance programs is an asset.

This position requires regular travel. A valid driver’s license and access to a reliable vehicle are required.

Deadline to apply – Friday, Dec. 19, 2014

To apply to either of these positions, please forward a resume and three references to:

Kristy Martell, Assistant Director
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Fax: 709.754.7016
Email: kmartell@nlowe.org

We thank all who apply; however, only those selected for an interview will be contacted.
“Boosting Your...” con’t...

- Special holiday services, like free gift-wrapping or expedited shipping.
- News and tips they’ll find useful.
- Order status and tracking information.

And always think mobile. Remember, 49 percent of emails are opened on a mobile device. Make sure your emails look good on screens of all sizes. Even online sellers have to “merchandise” their wares by figuring out how to best present and promote their products. Arrange your virtual store windows to sell more by jazzing up your website with holiday decor, creating holiday landing pages and bundling goods or services.

Make it easy for customers to find your business, by updating your website’s search engine optimization (SEO) and buying search engine ads (SEM).

For social media mileage, add share buttons to products so customers can post gifts on their wish lists to their Facebook and other pages and market your products for you.

And offer free shipping on purchases over $100.

Ring in the new year with sales

The holidays are critical for service businesses, too, especially those in personal services and hospitality. Step up your marketing now if you want to enter 2015 with a better bottom line.

Reach customers with gift certificates and holiday events, like buy-one-get-one promotions or bring-a-friend party.

Show your customers you care, by donating a portion of one week’s sales to charity, or donate your services to a community group to increase visibility.

Finally, keep holiday customers returning in the new year – and attract new ones – by launching a reward program for frequent users and referrals.

Ask your best customers to tell their friends and family about you – and then reward them when they do. Create a program for the holidays that provides incentives for your customers to return and tell others about you. Offer discounts to redeem during the slower months of January and February.

The holidays can be nerve-wracking for small businesses, but they can also be the key to success. So get out there and sell!

Adapted from “Small business holiday sales secrets” by Rhonda Abrams on app.com

Can’t handle the hustle and bustle of holiday shopping?

Your perfect holiday gift list is only a click away!

Visit www.nlowe.org/gift during the month December for a list of provincial retailers and purchase your holiday gifts from the comfort of home.

Check out our Facebook page for a spotlight on a different retailer each day.

The deadline for submissions for the next issue of NewsLink is Wednesday, December 17th. Member news may be submitted to jreddy@nlowe.org. NLOWE reserves the right to edit and/or decline submissions.
The residents of Happy Valley-Goose Bay in 2010 realized an economic boom was coming to Central Labrador. There was a lot of activity in exploration. Minerals were being found in the sands around Happy Valley-Goose Bay and on top of that, there was the Lower Churchill Project (Muskat Falls hydro development). Things were certainly moving fast and there was not enough infrastructures to keep up with the pace. In 2012, partners came together to introduce the concept of a new Town Centre. This Centre, in phase I, is well underway in 2014.

With small and medium sized proposed businesses struggling to find space to rent or land to build on, this Centre will alleviate some of those frustrations.

“The Goose Bay Town Centre project is an important development for the region,” says Sterling Peyton, President, Labrador North Chamber of Commerce, “one that has the potential to respond to future need and anticipated growth of our communities, and create a better business environment for both established and future business operations.”

Through a multi-year development agreement, which was signed in 2012, the town of Happy Valley-Goose Bay and Goose Bay Capital Corporation partnered with a vision to create a new type of subdivision for this region. There will be something for everyone as “The Town Centre” develops – restaurants, professional office space, retail shops, multi and single family housing. With land development of the first phase nearing completion and commercial lots available to sell or lease for building construction, planning for the next phase is underway. It is beginning to take the shape that was envisioned and become the place where people will live, work, and play.

“This is the first modern development of its kind in Happy Valley-Goose Bay and will offer features not unlike what one would expect to find in centres such as St. John’s or Halifax,” says Laurie Smith, Director of Real Estate for Goose Bay Capital Corporation, “we have built infrastructure necessary to encourage existing business to grow and expand and to attract new businesses that require this type of infrastructure in a community.”

The TransLabrador Highway, going down Hamilton River Road, has been widened, freshly paved, and has new turn off lanes – just in time for this new development. The Centre is located across from the Hospital and Senior’s Home and adjacent to a very busy Tim Hortons.

“I have a lot of confidence in the future diversification and growth of Happy Valley - Goose Bay,” comments Mayor Jamie Snook, “in the years ahead, it is my hope that a new generation of entrepreneurs will come forward. With new ideas and capital, we can see revitalization and the offering of new amenities that people expect from modern communities.”

It is no wonder there is optimism in the air! At NLOWE we can see it, as more entrepreneurs are coming forward with new and exciting ideas!

For more information about Happy Valley-GooseBay’s new Town Centre, visit: www.goosebaycapitalcorporation.com

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Spotlight

Arlene Gibbons is bringing the world to her clients, one vacation at a time. Arlene is an experienced travel professional with more than 25 years in the business. Earning an Honours Diploma in Travel & Tourism from the Newfoundland Career Academy in 1988, Arlene has gone on to hold various roles within the travel industry. She spent several years working as a travel consultant in Ontario and returned to Newfoundland in 1992 to become a consultant with Sears Travel. Arlene went on to take on a managerial role with the company, first in Lethbridge, Alberta and later back in St. John’s. She held the role as Manager in the St. John’s branch of Sears Travel for over 15 years, topping the list of 109 managers of the national branches in 2008 to win the Manager of the Year Award.

With her education and years of experience in tow, Arlene decided to open her own office in 2014 as an independent Sales Travel Consultant and Manager with The Travel Agent Next Door. In this new role, Arlene shares her knowledge and experience with her clients to help them design the perfect vacation. Sharing her clients’ love of travel, having taken advantage of every opportunity to visit as many destinations as she can over the years, Arlene is able to advise her clientele on what destinations and excursions are right for them; whether it is a short break to New York or Las Vegas, a week in the sun, or longer trip to Europe, Asia and beyond.

Like many travel agents, Arlene has faced the challenge in recent years of the trend towards online do-it-yourself travel. Consumers now make use of the Internet for many of their purchases, including travel, often discounting the importance of using an experienced, service-driven professional to ensure their needs are being met. Arlene hopes to make consumers aware of the benefits of using a travel agent to provide an unforgettable vacation experience, free of the pesky travel surprises that often arise when they decide to do-it-themselves. Not only can clients meet with Arlene to discuss their vacation plans, but they can also take advantage of her fully bookable live website with 24/7 access to a variety of destinations worldwide: arlenegibbons.thetravelagentnextdoor.com.

Arlene has had great support and inspiration throughout her entrepreneurial journey and has this to share with her fellow women business owners and aspiring entrepreneurs, “don’t be afraid to take on a new challenge. Set goals and believe in yourself and you will find success!”

If you would like to learn more about Arlene Gibbons and The Travel Agent Next Door, visit her Facebook Page, or contact her at agibbons@thetravelagentnextdoor.ca or 709.701.8638 ext. 2241.

Member Mentions...

Welcome to our new members!

**Erin Chafe**, Healthy Blossom, St. John’s
**Deborah Dunne**, Witless Bay Retirement Inc., Witless Bay
**Debbie Mahon**, General Manager, Magnum & Steins/Duckworth Hotel, St. John’s
**Jennifer Noseworthy**, Conception Bay South
**Candice Smallwood**, Terra Nova Kennels Inc., Roaches Line
**Caighlan Smith**, St. John’s
**Diane Starling**, PA Building Contractors & Associates, Corner Brook
**Susan Vatcher**, Project Manager, MUN Medical School, St. John’s

For more information about any NLOWE member, check out our online membership directory at www.nlowe.org.

Congratulations!

Congratulations to Higher Talent Inc. in St. John’s, owned by **Susan Power**, for recently becoming WEConnect International Certified.

Congratulations to **Brenda O’Reilly** and her pub O’Reilly’s on George Street on being named Canada’s Favourite Bar by enRoute magazine. Abbyshot Clothiers, owned by **Bonnie Cook**, was recently granted over $300,000 in government funding, from the Atlantic Canada Opportunities Agency and the Department of Business, Tourism, Culture & Rural Development in order to help expand the business. Congratulations Abbyshot!

**Lisa Payne** of Connections for Success Inc. is featured in the Winter Issue of Fine Lifestyles St. John’s magazine. Check out her story on pages 72-73 of the issue.

www.nlowe.org

Check out NLOWE’s new and improved website, now with simple navigation and more resources to help you start and grow your business.

While visiting the new site, take a moment to update your online member profile to ensure that the information about you and your business is correct.

To access your profile:
- Click the login link at the top right hand side of the page;
- Enter your e-mail address and password in the fields provided and hit the login button;
- Click on your name at the top right hand side of the page;
- Click the edit profile button.

www.nlowe.org
Goodbye & Good Luck

NLOWE is saying goodbye and good luck to a valued staff member. Melissa Field has finished up as the Outreach Coordinator with NLOWE and is now pursuing other career opportunities.

We wish Melissa much luck in the future!

Holiday Closures

NLOWE will close for its annual Christmas break at noon on Tuesday, Dec. 23. Offices will re-open on Friday, Jan. 2 at 8:30 a.m.

Dec. 10: Social Media: Making It Work for Your Business

Join Melissa Wheeler, Business Connections Coordinator with NLOWE, on Wednesday, December 10, 6:00-8:00 p.m. at Hotel North II in Happy Valley-Goose Bay, as she helps you discover how to incorporate social media into your business.

She will help you gain a better understanding of various social media channels including Facebook, Twitter, LinkedIn, and Pinterest.

During this two-hour workshop you will learn:
• Best practices for each social media channel
• How to navigate the back-end of social media sites
• How to measure and evaluate your online efforts
• Tips and tricks to save time

This event is free but registration is required. Register for this session by visiting www.nlowe.org/events.

Dec. 17: NLOWE Information Session

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

Offered via online Webinar on Wednesday, December 17 from 9-9:30 a.m. A valid e-mail address, access to the Internet and a telephone are required to participate.

Register for this session by visiting www.nlowe.org/events.

 Celebrate the Holidays with NLOWE

Take the time out this busy holiday season to network with your fellow women business owners and register for a NLOWE Holiday event. NLOWE will be hosting holiday events throughout the month of December, visit www.nlowe.org/events to find an event in your area.

Save the Date

NLOWE’s 2015 Provincial Conference will be held April 22-23 at Greenwood Inn & Suites in Corner Brook,

Stay tuned for an announcement of speakers early in the new year!