



NEWFOUNDLAND & LABRADOR ORGANIZATION OF
WOMEN ENTREPRENEURS

NEWSLINK

Helping
Women in Business
Start . Grow . Advance

NLOWE | e-Newsletter | June 2015

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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.



Becoming part of value and supply chains NLOWE Announces new Supplier Diversity NL Initiative

In June, NLOWE announced the new Supplier Diversity NL initiative aiming to provide opportunities and benefits for both corporations and women-owned business within the province.

Supplier Diversity NL is a proactive business program which encourages the use of women-owned business as suppliers within procurement chains. These chains are also known as supply and value chains. A supply chain refers to the flow of physical goods and associated information from the source to the consumer. A value chain describes the full range of activities undertaken to bring a product or service from its conception to its end use.

Supplier diversity programs recognize that utilizing products and services from previously under-used suppliers both helps to sustain and to progressively transform a company's supply and value chains.

A relatively new concept in Canada, Supplier Diversity programs can be a powerful tool to help enterprises and women-owned businesses alike explore new opportunities for revenue growth. "Supplier Diversity NL will aim to educate both from the corporate side as well as the women-owned business

side, in order to promote the effectiveness of supplier diversity programs to both parties," said Paula Sheppard, Chief Executive Officer, NLOWE.

Companies owned by women entrepreneurs currently represent 47% of all small and medium-sized enterprises and provide jobs for 1.7 million Canadians. There are over 821,000 women entrepreneurs in Canada who annually contribute more than \$18 billion to the economy. Women-owned businesses also are creating new jobs at four times the rate of the average firm and women are starting businesses at twice the rate of men.



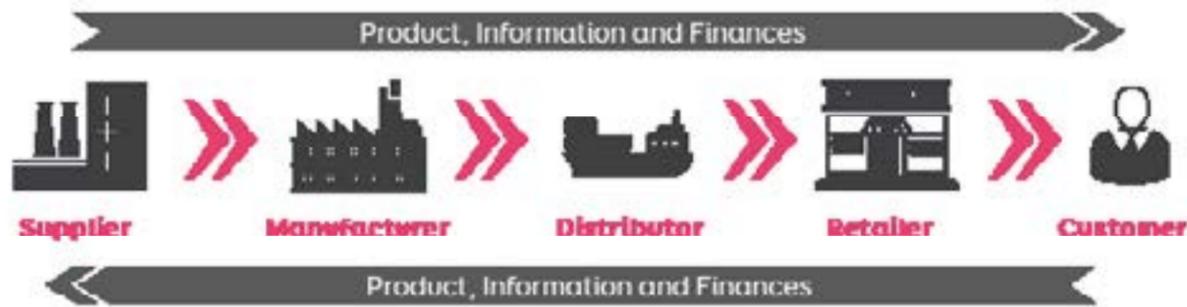
"Within Newfoundland and Labrador, many large projects such as Hebron and White Rose Extension have government mandated diversity initiatives in their benefits agreements for the projects.

Continued on page 3...

Supplier diversity NL

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A supply chain is a network created by a number of different companies, starting with a supplier, and ending with a customer. Supply chains consist of activities, information sharing, and resources that transform raw materials into finished products that are used by end customers. It can be as simple as going from the supplier to the customer, or it can be as complicated as going from supplier to manufacturer to distributor to retailer to customer.



To break into the supply chain it is critical to understand the Expression of Interest Process. Today's global economy encourages competition, and successful suppliers make connections well in advance of a formal Expression of Interest (EOI). Networking events and supplier sessions are opportunities to build relationships with key decision makers and illustrate competitive advantages. The most successful companies use all available resources to ensure they are ahead of the game, and awarded the final contract.

Expression of Interest Process

Pre-Tender	Tender	Evaluation	Award & Contract
Expression of Interest (EOI)	Call Tender	Tender Opening	Preferred Tender
Tender of Documents	Tender	Tender Evaluation	
	Tender Addendums	Tender Interviews	
	Close Tender	Tender Recommendation	

"Supplier Diversity NL initiative..." con't

Additionally there will be increased potential for more opportunities as a result of projected future oil & gas and mining developments on the horizon. Supplier Diversity NL will assist in initiating mutually beneficial connections between corporations and women-owned businesses that may not have happened otherwise. Now is the time to access opportunities in a broad range of industries including oil and gas, mining, and energy."

Part of the Supplier Diversity NL initiative will be to educate industry about the benefits of buying from women-owned businesses. It's a known fact that diverse supply chains drive value and innovation by increasing the number of suppliers in the marketplace. In turn, this drives down cost.

Supplier Diversity NL will help diversify the pool of suppliers that corporations choose from, and to encourage more women-owned businesses to put themselves forward for larger contracts. Introducing new players into the supply chain is timely. Encouraging more women-owned businesses to interact with corporations will offer more flexibility, access to a broader range of talents and opportunities for greater participation.

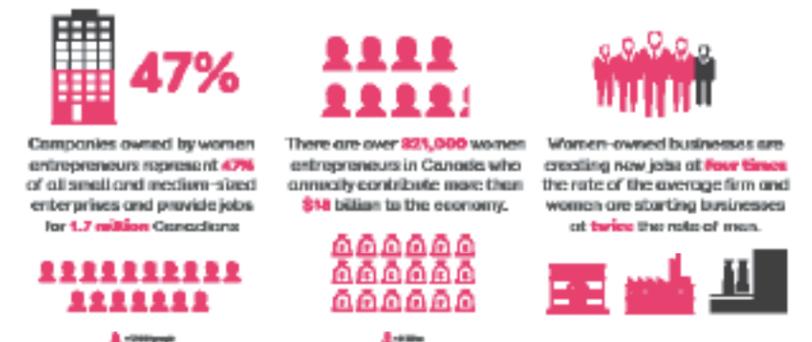
"A diversified supply chain also adds to the speed and nimbleness of enterprises. Organizations can delegate specific aspects of their supply chain to specialist businesses, meaning they have more choice in how they get goods and services to market. By doing this, they also encourage more small businesses owned by women to access contracts that help them to expand and employ more staff," said Paula.

For more information, visit www.supplierdiversitynl.com.

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Supplier Diversity is a proactive business program which encourages the use of women-owned businesses as suppliers within procurement chains. Supplier diversity programs recognize that utilizing products and services from previously under-used suppliers both helps to sustain and to progressively transform a company's supply chain.



Despite all this, women-owned businesses are seriously under-represented in procurement contracts.

Now is the time to access opportunities in a broad range of industries including oil and gas, mining, and other energy-related sectors.

In fact, estimates put women-owned businesses at less than 5% of all domestic and international suppliers to corporations and governments.

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The deadline for submissions for the next issue of NewsLink is Wednesday, June 24th. Member news may be submitted to info@nlowe.org. NLOWE reserves the right to edit and/or decline submissions.

Vale's Hydromet Facility Promotes Growth in the Eastern Region



Photo by Rhonda Hayward, The Telegram, thetelegram.com

Long Harbour-Mount Arlington Heights, a small picturesque community of approximately 300 people, is the home to Vale's newly constructed nickel processing plant.

Vale, a global company with operations in more than 30 countries, sought to develop a new, more efficient process for processing Voisey's Bay nickel concentrate than traditional smelting and refining. In advance of commercial plant construction, an extensive \$200 million R&D program was launched to explore the feasibility of hydrometallurgical (hydromet) technology. Based on the success of this program, a decision was made to build a commercial-scale Hydromet facility in Long Harbour. Vale.com

This multi-billion dollar state of the art facility, in 2013 during peak construction, employed 6000 workers at the site. In full operation by the end of 2015, the nickel processing plant will employ approximately 500 people and hundreds more in support positions. Nickel concentrate from Voisey's Bay will be shipped to the Hydromet facility in Long Harbour to be processed into finished nickel and associated copper and cobalt products. Procurement expenditures are estimated at \$125 - \$150 million annually. The construction, operation and business spin offs has breathed new life into the community specifically and the region in general.

An example of the business spin offs is the announcement of a new multi-million

dollar Industrial Business Park being constructed in Long Harbour. The Long Harbour Development Corporation, a not-for-profit organization established to strengthen business opportunities in Long Harbour, with \$1.6 million combined funding assistance from the Provincial and Federal governments, is constructing a new \$2.2 million dollar Industrial Business Park adjacent to Vale's Hydromet facility.

Businesses operating from the Industrial Business Park in Long Harbour will not only be able to service the Vale Hydromet facility but, due to its centralized location, it can service major industry projects in the region in nearby Come By Chance, Bull Arm and Argentia. The Industrial Business Park development of 7.5 hectares of land into commercial semi-serviced sites will include road construction, bridging, fencing, water/sewer, electrical, landscaping, as well as marketing initiatives.

It is not difficult to see the economic impact. In addition to Long Harbour's Industrial Business Park, Whitbourne, located just 25 kilometres east of the Long Harbour Access Road, is also seeing major growth. From existing businesses expanding, newly constructed and operating businesses along the TCH near Whitbourne, to a multi phase, upscale, residential development at Goose Pond. The town of Whitbourne is thriving.

NLOWE member, Pam Hefford, owner of the Inside Scoop in South Dildo has also seen the benefits of being close to a mega project. Since 2005, the Inside Scoop has catered to their customers with custom made gift baskets, a wide variety of bulk

foods and an array of Newfoundland made products, just to name a few of the specialty products the store carries. "We have something for everyone" Pam said. She credits her longevity to exceptional customer service and keeping her customers happy. An entrepreneur that has a solid repeat customer base, Pam has grown her business to employee two people. Pam has seen an increase in new customers who have moved into the area due to the mega project construction. "Two years ago we had the best year to date, in part due to the peak construction period at Long Harbour."

With the long life span of Vale's Hydromet facility in Long Harbour, real estate and business spin offs in the eastern region will continue to thrive.

For more information visit www.longharbour.net.



Natural Resources Minister Derrick Dalley (left) and Premier Paul Davis display nickel rounds produced at the new Long Harbour Processing Plant. (Terry Roberts/CBC)

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Spotlight

Since becoming a couple, 11 years ago, Nancy & Shawn Power have taken over 90 getaways & vacations together, including 39 cruises, and have visited 50 countries & counting. Out of a love of cruises was born Powerventures Travel Services.

Co-owner, Nancy said that moving back home to Newfoundland in June 2014, after being away 20 years has been a challenge. "Although we have clients world-wide, we are starting from scratch here. Getting our name out and growing local clientele is our greatest focus right now."

Like many who have successful businesses, their education in the cruise business was next to nil. They fell in love with taking cruise vacations after "we reluctantly went on our first cruise."

"It wasn't until our fourth cruise that they decided to go into business. Our 'education' has been in taking 38 cruises to date and experiencing them first-hand." The two have been in business for 2 years now and are hoping to expand.

Nancy works on the marketing and customer service side of the business, while Shawn works as a cruise consultant. "We make a great team."



Nancy Power
Powerventures Travel Services

Nancy and Shawn both worked in customer services jobs for years prior to owning their own business. "We never over promise or under deliver. This was a very important mantra to us when we opened our business."

"Thankfully, we started in the business model called network marketing (NLM) years ago. Jumping in head first, we got bumps and bruises by making so

many mistakes... looking back it was a tremendous learning curve. We wouldn't be where we are today without it!"

So far, Nancy says their biggest achievement was that in only two years, out of the 700+ home-based travel agencies in their Association, they received awards for most improved and received the highest honour of the President's Circle. "That's a big deal, considering we are a start-up."

Nancy says that the phrase "Work harder on yourself then you do your job", resonated for her. "The first time I heard this, the words were profound! I think it's a good quote to live by because business is all about building relationships. Knowing, liking and trusting yourself automatically gives others permission to reciprocate that back to you which means more sales and business growth. Its win-win!"

"For us, the sky is the limit and we are looking forward to building a local business here in St. John's."

Powerventures Travel Services... "Your Trusted Cruise Experts." Visit them online at NancyandShawnPower.com or contact them at 1-800-738-8619 or nancy@nancyandshawnpower.com.

Member Mentions

Welcome to our new members!

Janet Denstedt, The Old Salt Box Co.

Kristin Drover, The Hands of Olsen

Carrie Hayward, Boxfit

Suzanne Kenny, RDK Consulting

Jodine McCormack, Integrity Massage Therapy

Lian Morrison, Tin Bird Productions Inc.

Michelle Porter, Sisters in Fitness

Beth Saunders, Reflective Marketing

Rhonda Simms, Pleasantview Manor/ Bayside Manor

Linda Wells, Newfoundland Aboriginal Women's Network Inc.

Jacqui Winter, HR Project Partners Inc.

Congratulations

Congratulations to Anne Whelan, owner of **Seafair Capital** who ranked No. 64 on the 17th annual list of PROFIT/Chatelaine W100— Canada's Top Female Entrepreneurs. Anne was also recently named one of Atlantic Business Magazine's Top 50 CEO for 2015. This is the fifth time she has made the prestigious list and as a result was inducted to the Top 50 CEO Hall of Fame. Way to go, Anne!

We would also like to congratulate Kathleen Dwyer, owner of **KCD Web Services & WP Training** in St. John's who recently received WEConnect International Certification.

Happy Birthday

Kim Paddon, owner of **Whink** celebrated five years in business last month, and **Susan Power** owner of **High Talent Inc.**, Celebrated her fourth year. We wish you both many more years of success!

Share Your Accomplishments

If you are a member of NLOWE and would like to share your recent accomplishments with our membership and the business community, then send it in to Judy Raske, Office Manager, at jraske@nlowe.org for inclusion in our next edition of Newslink!

Meet our new Marketing & Communications Coordinator



Deborah Inkpen is taking over the position of Marketing & Communications Coordinator during the rest of Julianne Reddy's mat leave. With many years industry experience in communications, marketing and issues management, Deborah brings a wealth of experience in the areas of strategic planning, stakeholder and media relations, and brand process.

Deborah has in-depth knowledge of the local, national and international business community. Prior to joining NLOWE, Deborah was Director with NATONAL PR, a full service marketing communications firm servicing regional, national and international clients.

Deborah was also Vice-President of Communications & Policy for Noia and was responsible for much of diversity and supplier diversity programming during her tenure there. She was also for-

merly, the Director of Communications for Workplace Health, Safety, and Compensation Commission, and previous marketing and communications roles with MUN, governments of Ontario and Newfoundland and Labrador, and federal government.

"I am particularly excited to work with NLOWE on its marketing and communications efforts and to help further enhance women owned businesses' ability to be successful in their business endeavors," says Deborah. "Opportunities start with relationships and relationships start with networking. Making connections is vital in the business world."

Deborah holds a Master of Philosophy in Humanities with a concentration on aesthetics, is a Fellow of the School of Graduate Studies at Memorial and is a graduate of Memorial University and Carleton University with Bachelor of Arts Degrees in Classics and Art History.

She is a founding member of the Terra Nova Art Foundation and a member of the City of St. John's Arts Advisory Committee. Her work has been recognized with national and international awards.

An avid advocate of the arts, Deborah studied in Athens, Greece and this summer she's looking forward to returning to the city with her family to check out the view from the Acropolis!

Deborah will be working out of NLOWE's main office in St. John's and can be reached at 709.754.5455 (toll free 1.888.NLOWE.11) or by emailing her at dinkpen@nlowe.org.

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Deborah Moores, Business Growth Advisor Avalon

Judy Raske, Office Manager

Melissa Wheeler, Supplier Development Coordinator

Deborah Youden, Export Consultant

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Paula Flood, Business Growth Advisor, Eastern

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Lindsay Mercer, Business Start-up Advisor, Central

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Marvella Wells, Business Growth Advisor, Western & Labrador

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Mandy Woodland, Appointed Director

June 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 June 17 from 9-10 a.m. Register for this session by visiting www.nlowe.org/events.

June 24: Supplier Diversity Info Session

Supplier Diversity is a business program that encourages the use of diverse-owned vendors, including women-owned businesses, as suppliers to corporations and governments.

Join this free online information session and learn how Supplier Diversity can open doors for you and your business. You will also learn about WEConnect International, WBECanada and the benefits of certification.

Offered via online Webinar on Wednesday, June 24 from, 9-10 a.m. Register for this session by visiting www.nlowe.org/events.