What’s Inside

- Rolling out the Red Carpet
- Meet the Winners!
- Red Carpet Moments
- Spotlight: Lian Morrison
- Events & News

NLOWE Head Office
2nd Floor, Regatta Plaza II
84-86 Elizabeth Avenue
St. John’s, NL A1A 1W7
TEL: (709) 754.5555
FAX: (709) 754.0079
TOLL-FREE: 1.888.NLOWE.11
E-MAIL: info@nlowe.org

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

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.

Rolling out the Red Carpet for the 2015 Entrepreneur of the Year Award Winners

Women business owners received the red carpet treatment at NLOWE’s 2015 annual awards gala on October 29th in St. John’s, where eight awards were handed out to exceptional women business owners and the corporations that support them.

This was NLOWE’s 18th Annual Entrepreneur of the Year Awards Gala.

For 18 years now we have been celebrating the hard-work and accomplishments of women entrepreneurs in Newfoundland and Labrador. 18 years of innovation, courage, perseverance and success.

Learn more about these inspiring entrepreneurs on the next few pages.

Continued on page 2.
Meet the 2015 Winners!

Newfoundland & Labrador Credit Union
Start-up Award
Andrea Irene Rowe
Airo Landscape Design, St. John’s

Andrea Irene Rowe is Owner and Principal Landscape Designer of Airo Landscape Design Inc. She is also Co-Owner and Landscape Project Manager of Atmosphere Landscape Construction Ltd. Together the two companies offer a full range of environmental assessment, landscape design, landscape construction, and project management services. “Winning this award means a lot to me,” says Ms. Rowe. “It’s the pat on the back – the acknowledgement – of all the hard work I’ve been doing to get where I am now. I absolutely love what we do and we are committed to creating beautiful, engaging residential gardens that stand the test of time.”

Community Impact Award (Sponsored by Herbron)
Sarah Short, ActiveLife Physiotherapy & Wellness, Deer Lake

Sarah Short is Owner of ActiveLife Physiotherapy and Wellness. ActiveLife offers a wide variety of health care services from a multi-disciplinary team to help individuals improve health and wellness, and thus, a better quality of life. Even as a teenager growing up in Deer Lake, Sarah knew that she wanted to be a professional in her hometown, and give back to her community. “Winning this award means a lot to me,” says Ms. Short. “Growing up in Deer Lake there were so many people who gave their time to help me grow as a person, and it is an honour to get an award for helping other people in that same regard.”

Scotiabank Innovation Award
Sarah Bennett, Summer Services LTD (UC Baby and A New Beginning Massage Therapy), St. John’s

Sarah Bennett is the Owner/Operator of UC Baby St. John’s and A New Beginning Massage Therapy. UC Baby offers unique ultrasound experiences to families expecting a baby. A New Beginning Massage Therapy offers expecting mothers relief from the aches and pains of pregnancy, as well as help to other clients regardless of age or gender. “Innovation to me means something new and improved. Something modern,” says Ms. Bennett. “Being surrounded by successful local women entrepreneurs through NLOWE is very inspiring. To hear their success stories, their struggles and how they’ve been able to overcome their struggles makes me feel that I too can achieve.”

Visionary Award (Sponsored by Cox & Palmer)
Katie Hayes, Bonavista Social Club, Upper Amherst Cove
(Pictured: Katie’s mom Lorie & brother Sam)

Katie Hayes is the Owner/Operator of the Bonavista Social Club. The Bonavista Social Club is a restaurant and food production facility that caters to the growing demand for quality local food products on the Bonavista Peninsula and province-wide. Located just 300 feet from Bonavista Bay, its trademark has become simple, rustic food. “Adapting to change and trends on the culinary scene is crucial in the success of the business,” says Ms. Hayes, who is also a Red Seal Chef. “It is a great honour to be recognized as a visionary, especially in this province where there are a lot of very strong women creating their vision and doing what they love. I am inspired by anyone who is doing what they love for a living.”

Export Award (Sponsored by EDC)
Cindy Roma & Sydney Ryan, Telelink, St. John’s

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Cindy Roma and Sydney Ryan are the Co-CEOs of Telelink, a successful contact center and a leading provider of scalable Emergency & Safety solutions to North America’s energy sector. Telelink has been exporting its service since 1999, and is currently in 5 international markets. “I think the key to our success is that we have a foundation of core values in our organization that has grown our business. Our culture is a huge influence on who we are and what we do,” says Ms. Roma. Ms. Ryan agrees and believes they will continue to grow. She says, “Seeing your ideas come to fruition and building something – that continues to fire you up.”

College of the North Atlantic Youth Entrepreneur of the Year Jodi Basha, Island Orthotics, Corner Brook

Jodi Basha is Owner/Operator of Island Orthotics. Island Orthotics helps people with lower limb discomfort, specializes in custom orthotics, orthopedic footwear, footwear modifications, custom knee bracing and measuring and fitting compression stockings. “It means a great deal to me to run a small successful business in my hometown because there are a lot of people in the community who rely on us for service,” says Ms. Basha. “Winning this award has been such a great honour. It shows that all my hard work and dedication has paid off,” she says. “If you surround yourself with positive people the whole center of your business will be positive.”

RBC Royal Bank Entrepreneurial Excellence Award Dallas Mercer, DMC

Dallas Mercer owns DMC. DMC offers services to employers in disability management, Occupational Health and Safety services and training, and industrial hygiene services. In its 13 years of operation, DMC has grown to over 270 clients and a staff of 28 who work with clients locally, nationally and internationally. “I am inspired by being a Newfoundlander and by being able to have a business in this wonderful province,” says Ms. Mercer. “Winning this award is extremely humbling for me. Many of the past winners have been role models and mentors for me. So I don’t think it has really sunk in that I am now part of that group.”

Corporation of the Year Award Emera Newfoundland and Labrador

Emera Newfoundland and Labrador is responsible for the design, engineering, construction and operation and maintenance of the 500 megawatt Maritime Link Project. As a company, Emera is committed to creating an open and transparent process for local companies to participate in procurement opportunities. As part of this Emera has developed a diversity plan that focuses on underrepresented groups, particularly women owned businesses. The goal is to ensure women are aware of the project and the business opportunities that are available. “We have learned that a challenge for women business owners is getting their foot in the door,” says Patricia Butt of Emera NL. “We strongly believe that once they get their foot in the door they can compete on their own merit,” says Ms. Butt. “Winning this award from NLOWE means so much to our company.”

Check out the award winner videos at: www.youtube.com/NLOWEvideos

Thank You to our Supporters!

2015 Award Sponsors:

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Royal Bank of Canada
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VOCM & Hits FM

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The deadline for submissions for the next issue of NewsLink is Wednesday, November 25th. Member news may be submitted to info@nlowe.org. NLOWE reserves the right to edit and/or decline submissions.
NLOWE Awards

Red Carpet Moments

NLOWE gave guests the red carpet treatment on October 29th at the 2015 Entrepreneur of the Year Awards. Check out #nloweawards on twitter for all the highlights from the evening, or visit our Facebook page at www.facebook.com/nlowe.org to see more photos.

West coast represents! Joanne Gillis (Business Start-up Advisor), Sarah Short (Community Impact Award Winner), Jodi Basha (College of the North Atlantic Youth Entrepreneur of the Year, Paulene Pennell (NLOWE Board Member), and Marvella Wells (Business Growth Advisor).

NLOWE members Michelle Marsh (Tutoring for Young Minds Inc.) and Barbie Drover (Drover’s Accounting Board President Alison Stoodley, and Cindy Roma (Telelink) have great taste in fashion!

Another one bites the dust! Staffers celebrating the success of the 18th Entrepreneur of the Year Awards. See you all next year.

Our awesome board members showing each other some love on the red carpet!

Andrea Irene Rowe (Newfoundland & Labrador Credit Union Start-up Award Winner) with her family and the team at Airo Landscape Design.

Board President Alison Stoodley, and Cindy Roma (Telelink) have great taste in fashion!
In 2012, Lian Morrison graduated from the Prague Film School in the Czech Republic with a Filmmaking Diploma. Having worked in the film industry on various TV shows, commercials, music videos and short films since graduation, Lian decided to try her hand at entrepreneurship. Tin Bird Productions Inc. has been in operation since August 2014. They offer professional videography for businesses, organizations and individuals. They have completed wedding and promotional videos, commercials and live events, but Lian says that any event you would like captured on video, Tin Bird can do. “It’s a big step to take,” Lian says on starting a business, “and it can be a bit scary at first, especially when you are really putting yourself and your work out there for everyone to see,” but she acknowledges that opening Tin Bird has been one of her biggest successes, along with the recognition she receives from clients. “I love the reactions I get when they watch their videos, it really makes me love my job!”

Lian’s parents and her sister have been very supportive of her decision to start a business. Lian often asks them for suggestions and honest feedback, as they help guide her through this new life venture. “I don’t think I would be able to do it without them.”

For others out there considering starting a business, Lian says don’t get discouraged. “There will be ups and downs with running your business. Just remember to step back and look at the overall picture. Be honest with yourself and others.”

You can check out Tin Bird Productions at www.tinbirdproductions.com. If you would like to get in touch with Lian, email her at info@tinbirdproductions.com.

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Welcome to our new members!
Judith Bobbitt, Oceans Ltd.
Allison Crawford, AGC 80 Marketing Inc.
Deborah Gallant, Colour-Keen
Nichole Kavanagh, NK Live Love Travel – The Destination Experts
Christa Noftall, Quality Matters Inc.
Gina Rideout, Health Coaching Service
Nikki Rose, Pure Iceberg Water Inc.
Denise Ryan, Civilian Career COA
Mandy Ryan Francis, Clear Content
Audrey Wade, Unique Effects

More certified WBES
Congratulations to Kim Hickman owner of Business Portals Inc., Claire Wilkshire, Clare Wilkshire Language Services, and Brenda Kelleher-Flight, GDP Consulting! All recently received WEConnect International certification.

Happy Anniversary
There were lots of anniversaries for NLOWE members this month:
Helen MacKinnon owner of A Holding Place in St. John’s, celebrated her fourth anniversary.
Carrie Hayward, owner of Boxfit in St. John’s, celebrated five years in business.
Erin Kirby owner of Fiberlilly in St. John’s, celebrated her second anniversary.
Niki Hollahan, owner of Mala in Corner Brook celebrated one years in business.

Krasta Hearn & Ann Marie Murphy owners of Quality Care Hearing in St. John’s, celebrated two year in business.
Telexink in St. John’s, owned by Cindy Roma & Sydney Ryan is celebrating 50 years in business! TeleLink is this province’s first and longest continually-operating call center.

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!

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Member Mentions

Congratulations to Jennifer Hillier, Air-Co Sheetmetal Inc. who took home a Gold Business Distinction Award from CBDC Trinity Conception.
Stay up to date on all our events by visiting:  
www.nlowe.org/events

Networking in St. John’s  
Nov. 17, 5-7 p.m  
100 Duckworth St., St. John’s  
Hosted by NLOWE Members June Walker-Wilson & Linda Hudson at Ultramarine Fine Art Studio.

Improve Your Financial Literacy: Small Business Financial Management  
Nov. 24, Plum Point, 8:30 a.m.- 4 p.m  
Nov. 26, Cow Head, 8:30 a.m.- 4 p.m  
The key to starting and growing a successful business is having an understanding of your business finances. Whether you maintain your own books or hire a professional to help, you need to understand your financial position. NLOWE is pleased to partner with the Community Business Development Corporation (CBDC) Nortip to deliver these workshops.

Financial Survival for Entrepreneurs in Happy Valley-Goose Bay  
Nov. 25, 8:30-11 a.m  
One of the keys to starting and growing a successful business is managing finances. During this session, you will learn: Managing growth and expansion - Are you ready?; Understanding and monitoring the numbers and ratios that make or break your business; Effective tax strategies; and, Financing - what are investors looking for? NLOWE is pleased to partner with the BDC and CPA to deliver this workshop.

Intellectual Property:  
What is it and how does it apply to your business?  
Nov. 25, 9:00 a.m.-12 p.m  
Carbonear  
All businesses have one or more forms of intellectual property (IP), whether you are aware of it or not. It can be your business’ most valuable asset. Come learn about Copyright, Patents, Industrial Designs and Trademarks and make your IP work for you! Live demonstrations and personalized assistance will follow the workshop.

Celebrate the Holidays with Us!  
We have number of events happening this December:  
• Dec. 3, St. John’s  
• Dec. 8, Clarenville  
• Dec. 10, Happy Valley-Goose Bay  
• Dec. 15, Corner Brook & Grand Falls-Windsor  
• Dec. 16, Bay Roberts  

Register on Supplier Diversity NL  
Any woman-owned business interested bidding on work in the natural resources sector should register as a supplier on Supplier Diversity NL. Visit the website at supplierdiversitynl.com to register in the supplier database. The site also contains resources and information on supplier diversity, as well as provide links to corporate supplier diversity programs and notices for procurement opportunities.

To learn more about Supplier Diversity NL contact Melissa Wheeler, Supplier Development at mwheeler@nlowe.org or 1.888.NLOWE.11.

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