

Summer Company

Be your
own boss

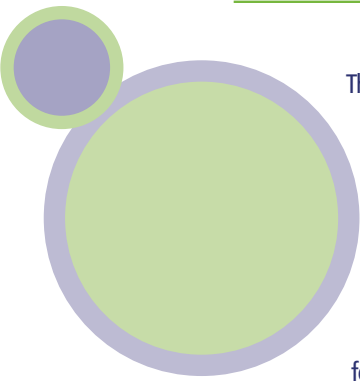
Yearbook 2002



www.youthjobs.gov.on.ca

YOUTH OPPORTUNITIES ONTARIO

The Summer Company Experience



The summer of 2002 provided a great opportunity for Ontario students. Whether they were 15 or 29 or any age in between, full-time students participating in the Summer Company program could be their own boss for the summer, and run their own business.

Over 230 students participated in the Summer Company program. The stories that follow are a sample of the many exciting ventures that young entrepreneurs launched.

The participants did everything from running a summer drama camp and giving swimming lessons to repairing bicycles, providing personal fitness training and making and selling traditional First Nations foods.

A lot of hard work went into the Summer Company businesses. The participants overcame unexpected challenges and took advantage of unforeseen opportunities. They enjoyed unimagined successes, often discovering hidden talents they hadn't dreamed of.

Some of the businesses were very profitable. In other cases profit levels were modest. But every participant came away from the experience with a wealth of knowledge about entrepreneurship—and their own ability to be entrepreneurs. When the season ended, many of the Summer Company students knew for certain that a full-time career running their own business would be a part of their future.

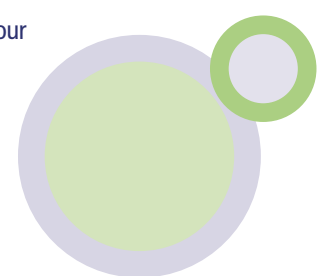
You Can Have a Summer Company

Are you looking for a challenging opportunity and a great way to take charge of your future?

If you're between 15 and 29 years old and going back to school full-time in the fall, then you can apply to the Summer Company program. First, you need to come up with a good idea for a summer company. Next, you have to write a detailed business plan. Don't worry—you can get help doing this from your nearest Small Business Enterprise Centre or Business Self-Help Office.

If your business plan and application are selected through a competitive process, you'll complete 12 hours of business training and receive up to \$1,500 in May or June for your venture's start-up costs and up to \$1,500 for your return to school.

Find out more about Summer Company and the location of the Small Business Enterprise Centre or Business Self-Help Office nearest you. Call 1 800 387-5656 or, in Toronto, (416) 326-5656. Or visit www.ontario-canada.com.



A Mentor's View

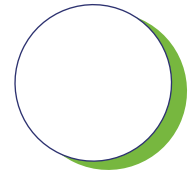
Maurissa Grano, President, Creative Odyssey Marketing and Design, Sudbury

As a small business owner and operator, Maurissa Grano knows first hand the challenges faced by entrepreneurs. So she was happy to pass on her wisdom to Sudbury's Summer Company participants. Having completed her second summer as a mentor, Ms. Grano says, "I am impressed with the young people in the program and how dedicated they are. When they asked me to come back for a second year I didn't even think twice."



"It's just such an incredible program to offer and such a rewarding experience to see students, and future entrepreneurs discover entrepreneurship. This hands-on approach to running a business is quite an eye opener for many of these students."

Ms. Grano benefits from the experience too. "It's great to see so much enthusiasm. It gives me renewed hope."



A Mentor's View

Ken Hay, Owner, Window Light Photography, Brampton

Ken Hay thoroughly enjoys his role as a Summer Company mentor. He has been a great resource for both the participants and the Brampton Small Business Enterprise Centre, and feels the program has been very rewarding both personally and for the growth of the students.

For the second year in a row, Mr. Hay worked alongside other local business people giving advice and support to the young entrepreneurs in his area. According to Mr. Hay, one of the most interesting aspects of the experience is sitting in on the application process. While confessing that he is "hard-nosed and expects a lot", he says, "there is always someone who makes your mouth drop open and you just say wow!"



Mr. Hay will continue to be involved in the Summer Company program. "I enjoy the opportunity to have a lasting impact on these guys' lives. I will definitely be back next year."

Insane Polishing

Gregory Banducci, Sault Ste. Marie

Looking back at his original business plan, Greg realizes that he underestimated the profitability of his Summer Company business. Insane Polishing restores aluminum giving it a shiny, new-looking luster. Although Insane Polishing also does cars and trucks, it is the only company in Canada specializing in motorcycle polishing. Greg offers a very specialized service to customers who truly care about the appearance of their vehicles.



Soon after starting his business, Greg lined up a steady stream of business from an American motorcycle dealer. Unfortunately, he was forced to end the relationship after he ran into border difficulties. Undeterred by this setback, Greg diversified his company to include the restoration and resale of damaged motorcycles. This branch of the business proved very successful, and Insane Polishing ended the summer showing an impressive profit.



Wired About Glass

Nicole Beaumont, Ottawa

Nicole had a significant goal at the beginning of summer: to make a profit doing what she loves. This goal was achieved thanks to her business Wired About Glass. Nicole, an honours Psychology student at Carleton University, just loves producing and selling stained glass crafts. And her customers just love her products, especially her Suncatcher Series consisting of butterflies, flowers, angels, dragonflies and stars.

Nicole reached her public directly with a booth at Ottawa's Byward Market and regional craft shows. Through networking with other craftspeople, Nicole found shared studio space, which allowed her to expand her product line to include custom designed stained glass windows and repair services. Nicole has plans to sell her products at craft shows in the fall and around the Christmas season, and will spend her spare time this winter building up her inventory for next spring.



Kali's Crêpes

Amanda Kali Bent, Toronto



Amanda was inspired by the ubiquitous crêpe stands in France to create her own street corner crêperie. After some initial glitches with her equipment, Amanda settled into selling a selection of savoury, fresh fruit and sweet crêpes to the lunchtime crowd in Toronto's Baldwin Street Village.

With customer service always foremost in her mind, Amanda's menu was constantly evolving to suit the tastes of her clientele. While some of her fillings, such as hummus, would not appeal to traditionalists, they were perfect for their market and kept her customers coming back throughout the summer. Amanda's sales were further helped by the media attention her business received. Kali's Crêpes was featured on CBC Radio's Metro Morning, Citytv and in Toronto's Now Magazine.



Island Braids

Kadian Cammock, Brantford

People had always told Kadian that she had a talent for hairstyling and that she should consider it as a career, but she never took them seriously until she opened her own business. Island Braids specializes in Caribbean style hair braiding and proved that there was a demand for Kadian's skills. Soon she was booking appointments from customers from Brantford and beyond. There was so much demand that Kadian had to hire an employee.

Island Braids was a mobile business, operating from a hair salon and also on-site at summer festivals. Kadian had a great experience; she not only made some money, she met some great people and learned skills that will last her a lifetime.



Oracle Productions

Michael Davidson, Roseneath



Michael already had some experience and natural talent in filmmaking and communications when he started his Summer Company; but the success of Oracle Productions was far from guaranteed. However, Michael was up to the challenge of quickly organizing his business and securing contracts to produce videos for a full range of clients. By the end of the summer, he had surpassed his sales projections.

Michael's summer portfolio included producing corporate promotional videos for Nbiz.ca and Northumberland Business Assistance, commercials for Burnley Fine Furniture and Northumberland Tourism, safety videos for local co-ops, a music video for a blues band and wedding videography presentations.

Always displaying a positive attitude, Michael's advice to other young entrepreneurs is to "not dwell on errors or mistakes, but to use them as a learning tool for the future."

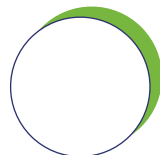


The Scoop

Josh Dehaas, New Liskeard

In the beginning it seemed like a simple idea: sell some ice cream, snacks and pop out of a concession booth at the New Liskeard Beach Park. But over the summer, Josh was involved in some very complicated tasks including: ordering and controlling stock, hiring an employee, designing a marketing campaign and collecting and paying the appropriate taxes. Josh greeted all these challenges with relish, "After about a week of my business being open, I knew I wanted to be an entrepreneur for the rest of my working life!"

Josh has had a good start on his future career. His sales and profits surpassed his expectations, and he will be back next summer to sell some more ice cream.

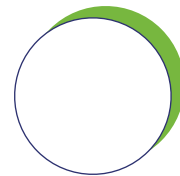


Lawn-Boyz

Mark DeVos, Cambridge

15-year-old Mark wanted to fill a niche in the lawn care field by providing lower cost grass cutting, gardening, shrub and edge trimming and yard clean-up to residential customers in the Cambridge area. When planning his business, Mark paid special attention to the needs of his target market. Stress-free lawn maintenance and excellent customer service, he reasoned, would keep his customers coming back. And come back they did. By the end of the summer Mark had 23 regular customers and had reached his profit target.

Mark hopes to continue his business and as he gets older expand into larger properties. Eventually, Lawn-Boyz will be a year-round company with snow removal and full landscaping services. Clearly, for Mark, the sky's the limit.

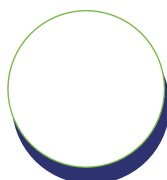
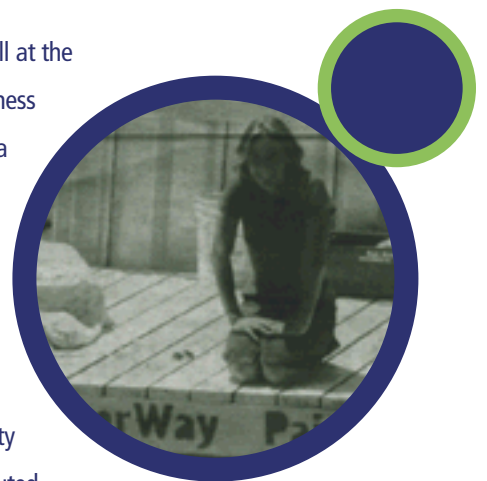


WaterWay Paints

Jennifer Dixon, Wallaceburg

For homeowners and businesses along the Sydenham River, the metal breakwall at the edge of their properties is an extra item of maintenance. For Jennifer it's a business opportunity. WaterWay Paints power washes and repaints these walls, offering a range of colours for customers to choose from. As an added incentive for businesses, WaterWay will paint a customized advertising message on the wall, visible to the boaters who use the waterways of the area.

Always open to new opportunities, Jennifer listened to customer demand and part of the way through the summer added house painting to her list of property improvement services. This turn of events taught her valuable skills and contributed to her financial success. Jennifer has already started looking for customers for next summer.



Furious Vehicle Wash & Detail

Justin Foreman, Redbridge

When planning his Summer Company business, Justin decided to add a little extra service to the mix. Most car wash services require the customer to come to them. Justin, on the other hand, will go to his customers' homes or businesses to give their cars an expert wash, wax and detailing without the car ever leaving its driveway or parking space.



Proving that his company is flexible as well as Furious, Justin expanded his marketing reach beyond car owners. By the end of the summer he had secured contracts with transportation companies to service their transport fleets. Justin's advice to future Summer Company students: find something you enjoy doing and build your business around that activity.



RHF Forestry Service

Rebekah Freymond, L'Amable

Rebekah, a second year forestry student at the University of New Brunswick, decided to put her studies to practical use over the summer. She started up RHF Forestry Service, specializing in forest inventory, management plans, timber cruising, forest value assessment, forest access road layout and boundary line location.

Through the Summer Company experience, Rebekah learned a lot about marketing her business, especially cold calling and advertising. Perhaps her biggest surprise was how busy she was immediately upon startup. Business was going so well at the beginning of summer that she didn't have time for marketing. As a result, her business didn't maintain its momentum through July and August. All in all though, Rebekah reported a financially and personally rewarding summer and says that entrepreneurship is a very possible career choice for her.



Camp Cotyledon

Carol-Ann Galego, Brampton

Having been involved in drama for a number of years, Carol-Ann recognizes the value of this art form in teaching self-confidence, social skills and public speaking. With Camp Cotyledon, 17-year-old Carol-Ann is helping youngsters realize their full potential and have a lot of fun at the same time. Through eight weeks of game playing, instruction and student participation, Carol-Ann taught the basics of costume design, scriptwriting and characterization ending with a final show, written and produced by the kids themselves.

Carol-Ann was very enthusiastic about her Summer Company experience:

"Every morning, to be able to walk into a room full of people who love you is just the most incredible way to spend a summer!"



Lifestyles Personal Training

Mélanie Guertin, Kapuskasing

Mélanie, a Kinesiology student at Western University, knew that there were no qualified personal trainers in her hometown. With the help of Summer Company, she decided to rectify that deficiency. Offering exercise programs for improved health, weight loss, sport-specific training and better lifestyles, Mélanie helped 16 clients achieve their fitness and weight loss goals.

Mélanie's personal training programs were received with great enthusiasm in her community. Throughout the summer, Mélanie added new programs to her business such as specialized programs for specific needs, and seminars for clients unwilling to commit to a full 8-10 week program. Her biggest problem was the lack of time to meet the demand for her customized fitness programs.



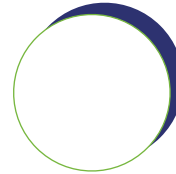
The Garden Planner

Jennifer Hayman, Whitevale

Jennifer believes that one of the most important concepts to keep in mind when starting a small business is customer satisfaction. As a result of her business, The Garden Planner, there are a lot of satisfied customers in the Durham region. Targeting double-income homeowners and commercial properties, Jennifer designs gardens and outdoor living spaces with an emphasis on native plants and organic growing methods.



Much of Jennifer's success can be attributed to the strong relationships she developed with contractors, landscapers and garden centres. Their referrals resulted in sales of large designs and installations and in repeat business for next spring. After a marketing push around the fall planting season, Jennifer returns to horticultural studies at the University of Guelph and starts to prepare for what is sure to be a busy spring and summer in 2003.



Stacy's Perennial Delights

Stacy Jackson, Colborne

16-year-old Stacy may be a natural entrepreneur. Even though she had never taken a business course, she was a finalist in the Northumberland Business Plan competition and successfully launched her Summer Company business growing and selling flowers and herbs. Seeing a demand, she quickly diversified into flower arranging as well, and built up a loyal customer base.

Stacy showed her flair for marketing by developing creative promotional strategies such as the "Herb of the Week" which included recipes and information pertaining to the uses of the featured herb. Additional ideas have included: "Past Blooms Sales", "End of the Season Sale", and developing a personal product catalogue that provides colour examples of Stacy's product line so customers may customize and maximize orders.



M & M Gardens

Marie Janssens, Thunder Bay

17-year-old Marie was kept busy with her Summer Company. Her ambitious plan was to plant organic vegetables on five acres of land near her home and sell the delicious results at a local farmers' market. Marie began planting in May and settled down to regular weeding, tilling and general care of her product until she was ready to begin harvesting later in the summer.



Through a diverse mix of vegetables with variable growth periods, Marie, with the help of four employees was harvesting pretty much continually throughout the later part of summer. Despite a drought in July which left some plants almost dead, and had Marie hauling water from a nearby creek, she ended the summer with sales on target, and the prospect of more to come as she continued to harvest and sell until late October.



Winning Strokes

Nicole Kaufman, Listowel

When Nicole started planning for a swimming school to be operated from her backyard pool, she set herself a goal of 20 students over the course of the summer. By the end of August, she had taught 70 students in private and semi-private lessons, and discovered her love of teaching.

Nicole is already making plans to continue this business next summer. At the end of the season she sent thank you cards to all of her students, complete with a photograph of them taken under water. As well, she included two business cards for her clients to pass along to friends who might be interested in swimming lessons next summer. Nicole says she will contact all of her previous clients next summer before beginning advertising for the 2003 sessions.



Sowing the seeds of success

by DEBORAH CREATURA

The Ontario Summer Company program is a family business growth program for students aged 15-19. The program is designed to help students gain business experience and develop leadership skills. Students are encouraged to start their own businesses or join existing ones. The program is a partnership between the Ontario Ministry of Education and the Ontario Chamber of Commerce.

One of 250 students across Ontario to receive \$1,000 to start their business. The students are encouraged to start their own businesses or join existing ones. The program is a partnership between the Ontario Ministry of Education and the Ontario Chamber of Commerce.



John E. Lightfoot (left) is the founder of the Ontario Summer Company program.

"It has been a tough journey," she said. But she has added a lot of value to her business and has a lot of experience in the business world. This program is a great way for students to gain business experience and develop leadership skills.



Danielle Taillefer is the founder of the Ontario Summer Company program.

One of the business mentors for the program said he was amazed at the level of business sophistication the students displayed in their plans. They certainly know more about business than I did when I was going to college," said Sullivan. In setting up an example of that business. One of the first things she did was negotiate a discount on her supplies from local suppliers. She said lots of work still has to be done. "You just have to put out there and show people you're willing to work." She began showing her willingness to work about two months ago.

For business success



Light, Jay Seggie, Mike Davidson, Tazio Cappello, Vanessa Chase, Christine Benson, Chris Stacy Jackson and Kerry Oxley are the eight local student who have been awarded grants entrepreneurship in designing summer businesses.

and sheeting services, and door installation, he calls himself as "the cool in the shed." clean and outside green promise of Kerry Oxley, Merry Helper, who will housecleaning and your eyes is the brainchild of Jay Seggie, who offers to help people organize their photos by putting them into digital form, and more. He will also repair pictures, set them to music, or put them on T-shirts or stickers. Located at the Cobourg waterfront, Vanessa Chase will sell unique and personalized T-shirts. Tu es Vrai Bleu promises clothing for the true blue individual. Mentors for the program include Brenda Liston-Hanley, Andree Cooper, Dan Borowec, Susan Latta, Rita Hyvelids, Marlene Werry, Penny Crawford, Jamie Simmons, Helen Chavens and Elaine Cortina.

"Students learn if they work hard, they can make dreams come true," says Ms. Colter. For more information, call the Self-Help office at 905-372-9279.

The scoop on business

Summer Company program aids young entrepreneurs

By MIKE BAUSLUGH

But a hard-earned success story is just the beginning. Karen Bruce's introduction to entrepreneurship has been a roller coaster of ups and downs. Bruce, a 15-year-old student at St. Andrew's West, is the founder of her own business, a summer company called Summer Company. She is just one of many young entrepreneurs who have started their own businesses through the Summer Company program.



She is operating K's Ice Cream thanks to a Summer Company grant of business knowledge. (Staff Photo by Mike Bauslugh)

For their business practice the next year, the right kind of business. They are not just students who have expanded their horizons. They are young entrepreneurs who have started their own businesses. They are just one of many young entrepreneurs who have started their own businesses through the Summer Company program.



Master of the Mc Maze

Fifteen-year-old Sandy McDonald of St. Andrew's West opened his homemade 'McMaze' amusement park to the public for a second season last Friday. Located at 17049 Road #9 West, the attraction includes two cornfield mazes and, new this year, an indoor 'house maze' with a fog-filled interior. Also back this year is the haunted barn, which reopens September 21 until Halloween. Three-thousand people visited the McDonald operation last year.

McMaze attraction opens

Nathan Zandbergen, Record Staff

ST. ANDREW'S WEST — An a-maze-ing young McDonald continues to make a name for himself with a penchant for enterprise and through the structure. Rock music pounds and a fog machine spews mist into the darkness as he leads a reporter through on a demonstration walk.

The building went up while he was in England for an exchange program sponsored by the Rotary Club. "We did it on a piece of paper and it came to us," laughs his father. Sandy is living at the home of a friend in England, and he is now in St. Andrew's West. He is a member of the Rotary Club. He is a member of the Rotary Club. He is a member of the Rotary Club.

This year, the teen who aspires to become a teacher some day was one of three local youths awarded \$3,000 under the provincial government's Summer Company Program. He was also recognized with the Standard Freeholder SD&G Great Kids 2002 award. As for Sandy's new buddy, Hill, he had's quite formulated an opinion on his exotic surroundings. "I've only been here for a day," he protested. McMaze is open seven days a week, depending on the weather, 11 a.m. till dusk — 11 a.m. to 4 p.m. on Sunday. Hours are reduced after September 2, call 932-7630 in advance to be sure.



Madison Hill, 11, gets a piano lesson from Amanda McLean as fellow piano students from a group of 11, both of St. Joseph School, look on.

Autumn Skies

Elena Kerr, Owen Sound

Before she began planning for her Summer Company business, Elena had no idea how to write a business plan.

By the end of the summer, Elena had not only written and implemented her plan, she had learned how to keep accurate financial records and effectively manage her time.



Elena, a third year student at Ontario College of Arts designed and produced a line of accessories and home décor items. She sold her crafts at local markets and an artists' co-op. Over the summer she completed four commissioned pieces for clients—doubling her initial projection. Elena plans to continue Autumn Skies on a part-time basis for the next few years until she has built up sufficient clientele to make it her full-time job.



Dee Style

Deanna Lankin, London

Deanna put a lot of planning into her seasonal retail business in Grand Bend and is delighted with what she achieved over the summer. After carefully researching the business climate in Grand Bend, she determined that a clothing and arts store offering truly unique merchandise would be a welcome addition to the main strip of the town.

Deanna worked especially hard on the presentation of her space with creative window and in-store displays. This dedication clearly paid off with strong sales in July and August.

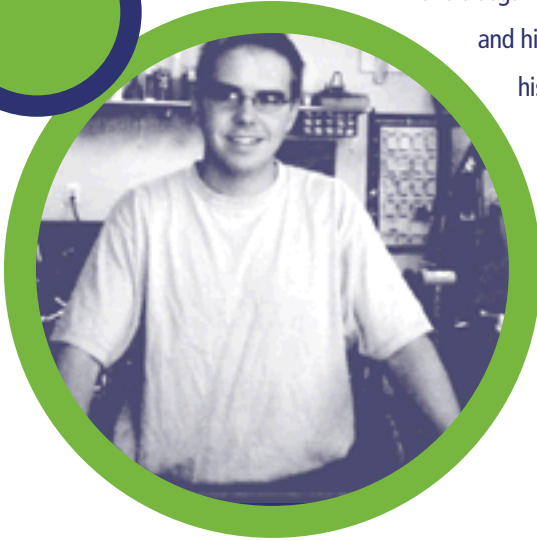
Dee Style became an outlet for three new clothing lines: TIGHT, SQUIRT and REVELSTOKE, and sold art on consignment for emerging artists from Southwestern Ontario. Through extensive networking in the local business community, Deanna has become a welcome addition to the town and eagerly awaits the start of a new tourist season.



Ben's Cycle & Sports

Benoît Lalonde, Rockland

Ben's Cycle & Sports specializes in the sale and repair of bicycles. With an easy to find location, few local competitors, an enthusiastic and knowledgeable owner and a great marketing plan, the venture was destined for success.



Benoît began his planning for Summer Company with a thorough analysis of his market and his competition. By the time he had looked at all the variables, he was sure his venture would be a huge success. But he surpassed even his own expectations when he tripled his projected sales and ended the summer with a \$20,000 profit. Benoît goes back to the University of Ottawa to continue his commerce degree with a wealth of experience and a welcome cash injection.



Gray's Creek Marina

William McDonald, Williamstown

With the City of Cornwall privatizing its money-losing marina complex, William decided the time had come to exercise his entrepreneurial skills. Through a combination of management skills, good planning, hard work and long hours, he created a profitable business, netting about \$28,000 over the course of the summer.

Gray's Creek Marina offers docking services, fuel, snacks, bait and other convenience items. William differentiated his business from the competition by enrolling in a "Clean Marine" program and by offering 24-hour surveillance of docking areas. These initiatives allowed him to charge higher prices than the competition and make a successful venture out of a promising business.



Relaxing Thymes

Melissa McKnight, Oshawa

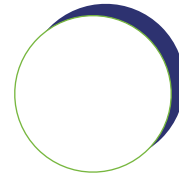
Melissa had a head start on her classmates when she started the Business Administration program at Durham College in the fall; she not only had retail and clerical experience—she now knows how to run her own business.



Relaxing Thymes is a line of home spa products attractively packaged and marketed in the local area.

One of the most challenging things for Melissa was waiting for it all to come together: identifying her product line and learning to make and package the products. She also worked hard to market her product and created a catalogue of her line.

Already an exemplary corporate citizen, Melissa is proud her company pledged \$250 from its profits towards Bethesda House, a safe haven for women at risk in Durham.



Studz'N Stuff

Terry Massicotte, Sault Ste. Marie

Although Terry had taken entrepreneurship classes in high school, he had never really thought of opening his own business until he heard about the Summer Company program. Then he came up with his idea to open a store selling skateboarding products, band merchandise and leather belts, collars and bracelets.

Targeting the local youth, Terry promoted his business at punk rock concerts by handing out flyers, addressing the crowd over the microphone and having a draw for gift certificates.

Studz'N Stuff grew as the summer progressed, and Terry kept reinvesting his profits back into the business. He enjoyed his work so much, that he will continue his store at a new, bigger location throughout the school year. Next summer he plans to be back at it full-time.



Peterson's Furniture Assembly

Nathan Peterson, Guelph

When Nathan was working for Staples—a large business supply store—he noticed that customers buying ready-to-assemble desks and other items of furniture would often ask if there was anyone who could put the furniture together for them. It was from these enquiries that Nathan's Summer Company business was born. Peterson's Furniture Assembly puts together desks and other furniture quickly and efficiently for customers who don't want to do it themselves.



Nathan decided that the best approach for his business was point-of-sales marketing. So he approached local stores and advertised his services directly to customers buying a desk or chair or shelving unit that required assembly. By maintaining good relationships with the stores and delivering reliable service to his customers, Nathan was able to expand his business and keep busy all summer.



New Wave First Aid

Shannon Scully, Barrie

Shannon's goal for the summer was to get more first aid and CPR knowledge into society. In order to do this, she created a business plan for New Wave First Aid that targeted companies that need employee training in order to comply with Workplace Safety and Insurance Board regulations. Shannon had a great idea and her enthusiasm and natural people skills served her well in this venture.



Like many other small business owners, Shannon initially had difficulty with the bookkeeping aspect of managing her own company. However, with the help of her mentorship committee, she worked through the paperwork and finished the summer showing a profit.



Sider 3

Andrew Sider, Stevensville

Andrew decided on three services for his business Sider 3: cottage, lawn and yacht care. From cleaning yacht decks to painting cottages to yard care, Andrew enjoyed a busy summer providing an “all-in-one” maintenance service to cottagers and boaters. Andrew made a wise choice when he decided to target his business at cottagers and boaters in his area.



His marketing strategy was simple: hand out laminated flyers to all cottages and yacht club members within his area. That, combined with word-of-mouth from satisfied customers, led to a full schedule, which kept him and his two employees busy throughout the summer. His hard work and long hours, along with a keen sense of professionalism, have definitely paid off. Andrew enjoyed financial success, netting over \$7,300.



A Touch of Silver

Beth Simpson, Kemptville

Beth had already taken college courses in business management. In starting her Summer Company, A Touch of Silver, she got to test her education in the real world. Beth creates original and custom designed gold and silver jewellery pieces. As the only jeweller in her area, she also performs a much-needed service to her community: jewellery repair.

Beth worked hard at establishing her business and getting her name around. Taking a broad approach, she advertised with flyers, newspaper ads, a sign on her car and her own website. As well, she went to festivals, hosted home shows and networked extensively in her community. At the end of summer, Beth declared the business a success: “All in all, it was a great program and a terrific experience!”



Model T Grill

Jason Small, Orillia

Jason had been working on his Summer Company plan for a couple of years before he actually started the business. It all began with an idea for a hotdog cart made from a small-scale replica Model T Ford. Jason had it built to his specifications, including a built-in propane barbecue. Jason couldn't help but think that such a thing would be popular with tourists to his region, especially if he set himself up outside Orillia's antique car museum.

As the summer progressed, he was proven right.



Jason also took his unique cart to local fairs and festivals and received business from the local Ford dealer who hired him to give away hotdogs and pop during the dealership's promotions.

With the large capital cost of his Model T Grill, Jason has committed himself to the business for at least three years. He is well on his way to becoming a fixture in his local tourist industry.



Vicarious Experience Clothing

Melissa Stewart, Utterson

After Melissa graduates from high school she plans to study fashion design. In the meantime, she got a jump-start on her career creating and selling her line of clothing through her Summer Company, Vicarious Experience Clothing. Originally Melissa planned to sell her clothes on consignment through stores in the Huntsville area. However, she soon realized she was missing out on a valuable business opportunity by not selling them directly herself as well.

Melissa took advantage of some of the craft shows and festivals in her area and had soon dramatically increased her revenues and discovered a previously hidden talent for selling. Melissa declared her summer a great experience and plans to start on next summer's inventory during the school year.



H.A.R.D. Decals and Signs

Rihard Suler, Mississauga

Rihard had always thought of himself as a business minded person. But it wasn't until he participated in Summer Company that he got a chance to put it to the test. Rihard's company, H.A.R.D. Decals and Signs

started out producing and installing vinyl advertising signs on trucks and store windows.

Seeing a market, Rihard, in true entrepreneurial fashion, also began producing large banners, magnetic signs for cars and even decals for a 35% scale model airplane.

By the end of the summer, Rihard had acquired some practical skills in sales, networking and record keeping — adding to his entrepreneurial flair. As a result of his summer experience, Rihard is considering entrepreneurship as a future career choice.



Kenora Kids in Action

Ashlynn Surovy, Kenora

At the young age of 16, Ashlynn has already developed many of the skills she will need to succeed in the business world. In setting up her summer camp, Ashlynn planned for a wide variety of activities providing a diverse experience for children 6 to 12 years of age. Campers enjoyed sports, culture, community involvement, science and art. Their parents appreciated the well-planned program with its emphasis on personal accomplishments and building self-confidence.

While sticking to her general business plan, Ashlynn was careful to make adjustments based on actual demand. When enrolment was lower than expected, she quickly added a part-time option for kids whose parents wanted a more flexible schedule.

Kenora Kids in Action was a huge success and a positive experience, but Ashlynn says that for now she plans to stick to her plan to become an elementary school teacher.



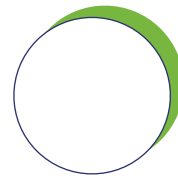
Amanda's Place—Traditional Food

Amanda Two-Axe Kohoko, Golden Lake

15-year-old Amanda had three goals for her Summer Company: provide a needed service, make a little money and promote her aboriginal culture. Her business, Amanda's Place—Traditional Food, fit the bill perfectly. Amanda's Place sells her culture's traditional foods including: scones, scone dogs, butterfly wings, Indian steak on a scone and fresh berry juice. Located on a popular route between Ottawa and Algonquin Park, Amanda provided unique, quality food to tourists and local customers.



Amanda's Place proved to be very popular and Amanda had a productive summer. She especially enjoyed meeting her customers and accepting their compliments on her great food. Amanda enjoyed the experience so much that despite the long hours, she is definitely considering self-employment as a career choice.



Student Entertainment Guide

Ricky Wong, Markham

As a fourth year York University student, Ricky believes that he has a special insight into the entertainment needs of students. It was this that prompted him to start his Student Entertainment Guide. The product is a book offering discounts on restaurants, sporting events, gyms and entertainment especially chosen for students. According to Ricky, the problem with his competitors was that the discounts were too low. He proposed to offer substantial discounts for entertainment venues and products that students actually want.

It was a double selling job for Ricky. With the help of a couple of employees, he first had to solicit businesses to participate in the discount book. Then he had to sell the book to the students. But with an extra marketing push that increased his participating businesses from a targeted 20 to 37, Ricky was setting the stage to success.



A Mentor's View

Rich Gark, Branch Manager, Scotia Bank, Niagara Falls

Rich Gark believes the future of the Canadian economy is small business. He is also very interested in advancing youth-related initiatives. This, combined with his business knowledge, prompted him to accept a mentorship role in the Summer Company program.



Mr. Gark was an extremely active mentor with the Niagara Falls and Area Business Self Help Office. He made himself available to the participants whenever they required his assistance or advice. Having 30 years of experience in business banking enabled the participants to tap into a wealth of information and expertise.

Mr. Gark returned for a second year because he wanted to see the program grow and evolve. Will he be back for a third? "Definitely. I receive a lot of satisfaction interacting with the other mentors and participants."



A Mentor's View

Susan Latta, Business Manager, Northumberland Business Development Assistance Corp.

Susan Latta was one of 11 mentors in the Northumberland region providing advice and encouragement to local Summer Company participants.

"I cannot say enough good things about Summer Company. The experience that these kids are able to get is amazing. I know that I learn a lot just listening to the discussions at the mentoring meetings so I can't imagine how much the participants are learning. And they are able to draw on so much talent that is available within the Mentoring Committee! Add to this, the fact that they are able to learn within the structure of the program where the only risk they have is not working hard, and you have created a perfect opportunity for growth. I am a big believer in the program."



They Made it on Their Own

<u>Name</u>	<u>Company Name</u>	<u>City</u>	<u>Name</u>	<u>Company Name</u>	<u>City</u>
Heidi Ackerman	Suburban Dragon	Burlington	Paul Delfre	KIDZBIZ	Sault Ste. Marie
Stephen Aichele	S&M Performance	Niagara-on-the-Lake	Mark DeVos	Lawn-Boyz	Cambridge
Michael Aiello	Student Driveway Sealant & Repair	Timmins	Jason Dickinson	JSD Construction	Goulais River
Richard Anderson	Itchy Richie, The Juggling Clown	Kingston	Jennifer Dixon	WaterWay Paints	Wallaceburg
Robin Anderson	Wonderbox	Waterloo	Lisa Anne Donati	Heart-Aid	Brampton
Alex Andrews	Exam Cram	Oakville	Valerie Dovell	VAD	Kingston
Christina Arjune	Christina Arjune	Waterloo	Jason Dwyer	Insane Productions	St. Catharines
Jason Bailey	Crude Imaging	Burlington	Cara Dyck	Plum Line	Kitchener
Brock Baker	Up-A-Grade Tutoring	Bowmanville	Juliette Eleveld	Skillz Hockey Camp for Girls	Ariss
Stephen Baker	Parity Networking	Brantford	Craig Emke	Emke Welding & Fabrication	Elmwood
Gregory Banducci	Insane Polishing	Sault Ste. Marie	Gabriel Fairbrother	Gabe's PC Repair and Web Design	Wawa
Atinuke Bankole	Bankole English Services	Hamilton	Kyle Fennell	Student Yard Works	Brampton
Timothy Barron	Sim's Creek Splat Park	Barwick	Angela Ferguson	The Animal Companion	Kitchener
Danny Baylis	Bayside Productions	London	Andrew Fielding	Canadian Stuff, EH?	Brockville
Ivan Beaulieu	Two Bit Operation	Sudbury	Michael Fisher	Fisher Marketing	Burlington
Nicole Beaumont	Wired About Glass	Ottawa	Justin Foreman	Furious Vehicle Wash & Detail	Redbridge
Christopher Bedard	InSites Web Design	Stevensville	Jenna Fraser	Piano By Jenna	Clinton
Christine Benson	Journey Through the Arts	Port Hope	Rebekah Freymond	RHF Forestry Service	L'Amable
Amanda Kali Bent	Kali's Crêpes	Toronto	Carol-Ann Galego	Camp Cotyledon	Brampton
Travis Bernard	Bernard Computer Services	Nipigon	Mark Gilbert	Chores and More	Toronto
Jennifer Berney	The Friendly Pet Sitter	Richmond Hill	Bradley Gillick	Cottage Country Lawn Maintenance	Bancroft
Chris Berrigan	Bear Necessities	Port Hope	Patrick Gladu	In House Framing	Elliot Lake
Brandon Berry	Student Lawn Care	St. Catharines	Christopher Graham	Agri-Service	Picton
Jesse Bishop	Web Enhanced Business Solutions	Swastika	Ryan Graham	Genius	Kingston
Matthew Blanche	Epic Interlock and Landscape	Whitby	Graham Greenland	Greenland Home Exterior	Whitby
Anthony Bloch	Harvester Bike Co.	Thornhill	Mélanie Guertin	Lifestyles Personal Training	Kapuskasing
Richard Bobbato	Rick's Window Cleaning	Brampton	Kathryn Guse	Leatree Landscaping	Chelmsford
Jeremy Bornstein	J&J Student Sealers	Richmond Hill	James Hawes	Niagara Bartending Services	St. Catharines
Clifton Bourgeois	Clif's Computer Solutions	Sault Ste. Marie	Nathan Hayes-Sheen	Nathan Hayes-Sheen:	
John Bou-Younes Jr.	ARC Property Management	Toronto		Publius Magnum Publishing	Sault Ste. Marie
Paul Bradley	Charisma Works Video	Sault Ste. Marie	Jennifer Hayman	The Garden Planner	Whitevale
Mark Breda	Breda Landscaping Services	Concord	Richard Heidebrecht	Heidebrecht Research & Technology	Vineland
Karen Bruce	K's Ice Cream	Scotland	Ryan Hevey	Lawns of South London	London
Kelly Bryan	Kelly Cards	Windsor	Andrew Hines	Respectable Lad	Hamilton
Kadian Cammock	Island Braids	Brantford	Ryan Hladyniuk	Yard Boys	Thunder Bay
Glen Campbell	Glen's Heirloom Beans	Blenheim	Brandon Hoevenaars	Green Garden Services	Sault Ste. Marie
Joel Caslick	The Village Water Shop	Kincardine	Chris Hogue	Muskoka Cottage Services	Bracebridge
Jessica Cavanaugh	My Little Garden	Kingsville	Mark Holden	Optic Asset	Owen Sound
Eric Chan	ShareIT	Ottawa	Zak Homuth	Zak Homuth Computers	Exeter
Peter Chanthanakone	Pixade New Web Architects	St. Catharines	Neil Hooey	The Friendly Geek	Markham
Christian Charles	Chris' Car Care	Bruce Mines	Alexandra Howell	FreezePeach	Kanata
Vanessa Chase	Tu es Vrai Bleu	Cobourg	Nicholas Hurshman	Nick's Computer Centre	Sault Ste. Marie
Alécia Chen	Pixie Photography	Toronto	Trista Hutchings	TH Maintenance	Blind River
Billie Anne Chornoboy	Billie's Bouquets	Rockwood	Shawn Hyder	SBS Apparel Co.	Toronto
Holly Chornoboy	Delicious Duck	Rockwood	Stacy Jackson	Stacy's Perennial Delights	Colborne
Mat Clancy	Free Fall Production Co.	Kingston	Marie Janssens	M & M Gardens	Thunder Bay
Thomas Cober	Spectrum Window Cleaning	Schomberg	Shaun Karsten	Shaun's Lawn Care	Thunder Bay
Kelly Cordick	Earth Kids Day Camp	Kenora	Nicole Kaufman	Winning Strokes	Listowel
Ryan Coughlan	Freshcut	Corunna	Peter Kerckhoff	Kerckhoff Forest Products	Hunsville
Eric Courville	Eric's Roofing and Repair	Cochrane	Joshua Kerns	The Old Bear Trap	Bruce Mines
Matthew Cox	Matty's Northside Ice Cream	Guelph	Shelby Kerns	Shelby's	Bruce Mines
Jessica Csabak	Breath of Life CPR Training	Vanessa	Elena Kerr	Autumn Skies	Owen Sound
Robert Cundari	Robbie's Ice Cream Shoppe	Sault Ste. Marie	Matthew Kilkeny	The Finishing Touch	Oakville
Samuel Daniels	Canadian Toy Soldier Company	Goderich	Matthew King	Lost Ages Collectable Cards and Games	Sault Ste. Marie
Richard Dash	Dash Lawn Care	Amherstview	Jeremy Kingston	Masterpiece Henna	Toronto
Michael Davidson	Oracle Productions	Roseneath	Mark Kohoko	Markan Services	Cayuga
Thomas de Magalhaes	DoIT Solutions	Burlington	Christie Kong	Agerai	Toronto
Jean-Luc Décoeur	Casse-Croûte Gilmar	Hawkesbury	Nicholas Ksiezopolski	Near North Tennis Co.	Sundridge
Josh Dehaas	The Scoop	New Liskeard	Mariusz Kulikowski	Vanilla Painting	Mississauga

They Made it on Their Own

<u>Name</u>	<u>Company Name</u>	<u>City</u>
Annie Labelle	GAP – Groupe Action Plus	Ste-Anne-de-Prescott
Benoît Lalonde	Ben's Cycle & Sports	Rockland
Danielle Lamont	Thistle Glen Horses: Riding Lessons	Port Elgin
Johnathan Lane	Diabolic Skateboards	Prescott
Deanna Lankin	Dee Style	London
Sarah Latumus	Digital DVD Memories	Mallorytown
Matthew Lee	Diamonds in the Rough Collectibles	Arnprior
Paul Leendertse	Paul's Quality Roofing	Vittoria
Stacey Levesque	Selling4you2	Pembroke
Reid Linforth	Linforth Arts	Perth
Ian Lochbihler	Waterloo Networks	Waterloo
Alex Loney	Stokes Skimboards	Rockwood
Tazio Lopilato	TAConstruction	Port Hope
Ianiv Lowy	Novalink Technologies	Thornhill
Tim Lum	Dexterous Design	North Bay
Sean MacDonald	Max Computing	Smiths Falls
Michael Madill	Perfection Painting	Georgetown
Sandeep Malik	S. Errands	Etobicoke
Michael Manveiler	Profit-inSight	Mississauga
Mandy Martin	Martin Swim School	London
Cassandra Maschewski	Verve Communications	Hamilton
Terry Massicotte	Studz'N Stuff	Sault Ste. Marie
Colin Maude	Calm Water Ski School	Peterborough
Penny McAlpine-Clayton	The Equine Experience	Val Caron
Brendan McClellan	North Shore Paintball	Algoma Mills
Kelly McCreight	Kelly's Splish Splash Aquatics	Markham
Alexander McDonald	The Haze Maze	St. Andrews West
William McDonald	Gray's Creek Marina	Williamstown
Kelly McFadden	K's Kanteen	Smiths Falls
Melissa McKnight	Relaxing Thymes	Oshawa
Carla McLaughlin	Backyard Splash	Blackstock
Miranda McLean	Music with Miranda	Sarnia
Greg McMillan	Blast Away Sandblasting	Welland
Gavin McTavish	Edge Window Cleaning	North Bay
Maria Megens	Maria's Horse Magic	Haileybury
Bojan Mihajlovic	Ginsu Solutions	Mississauga
Naomi Milne	Dollhouse	Owen Sound
Martin Minajew	Marty's Auto Clean	Guelph
Khairunissa Mohamed	Virtual Memories	Toronto
Adam Moody	Innovative Web Development	Barrie
Jeffrey Moorhouse	Mow Time	Bancroft
Ioanna Morelli	Cheebo	Westport
Paul Morin	The Mopsters	Toronto
Pamela Morrison	Pamela's PaintCan	Auburn
Rony Mourra	Build Mourra Muscle	Brantford
Jacob Naylor	Shocknova Records	King Kirkland
Ruth O'Donoghue	Splash Backyard Pool Swimming Lessons	Oakville
Mitch Osborne	Crystal Clear Pool Cleaning	North Bay
Kerry Oxley	Kerry the Merry Helper	Port Hope
Keenan Papps	Home and Garden Portraits	Bath
Amar Patel	Hand2Mouth Services	Mississauga
Ted Paterson	Paterson Lawn Care	Hamilton
Andrew Patterson	Smudge Productions	Gananoque
Nathan Peterson	Peterson's Furniture Assembly	Guelph
Kerri Pethke	The Summer Fun Program	Finch

<u>Name</u>	<u>Company Name</u>	<u>City</u>
Dustin Petingalo	Dusty's Power Spray	Thessalon
Annette Plumstead	Dance With Me	Kincardine
Yves Pommerville	Canadian Rocketry	Alfred
Alice Potter	Alice's Garden	Belleville
Shelley Pursley	Delicious Moments	Waterford
Paul Reid	Oneejawin Adventures	Sault Ste. Marie
Aaron Richmond	A Field of Dreams	Ethel
Eric Riley	Fishstick Flies	Orleans
James Robinson	Robinson Papin Media	Ottawa
Marisa Rocca	The Ultimate Alterations	Sarnia
Sebastian Salole	All-Pro Property Maintenance	Dundas
Gretchen Sands	Woodland Pottery	Wallaceburg
Elyse Schipper	Aimedia	Toronto
Kenn Schwarz	KPR Exhaust	Sault Ste. Marie
Victoria Scilley	Fo' Sheezy Productions	Kingston
Shannon Scully	New Wave First Aid	Barrie
Jay Seggie	DigitalEyes	Cobourg
Catherine Shanahan	Perfect Princess Parties	Mississauga
David Sharpe	Nelson and Sharpe Sealing	Mount Forest
Jason Shim	The Scholars Educational Consultants	Unionville
Andrew Sider	Sider 3	Stevensville
Beth Simpson	A Touch of Silver	Kemptville
Jason Small	Model T Grill	Orillia
Christopher Smith	Takshi Tek Designs	Brockville
Jennifer Soetemans	Soetemans Sweetcorn	Forest
Melissa Stewart	Vicarious Experience Clothing	Utterson
Nicole Stewart	Jacanda Cards	Hamilton
Rihard Suler	H.A.R.D. Decals and Signs	Mississauga
Ashlynn Surovy	Kenora Kids in Action	Kenora
Danielle Taillefer	Masterpiece Photos	Hanmer
Pavel Tchourliaev	Klear Solutions	Richmond Hill
Michael Tencer	Place-Ad Promotions	Thornhill
Amanda Terfloth	Artistic Ambiance	St. Catharines
Lisa Thompson	Pet Pride Accessories	Sault Ste. Marie
Peter Thorne	Ghost Pirate Records	Belleville
Lori Tribe	Digital Extreme	Burgessville
Amanda Two-Axe Kohoko	Amanda's Place—Traditional Food	Golden Lake
Caitie Tzekakis	ArtistiC Creations	Mallorytown
Stephanie U	Frames By U	Richmond Hill
Mariana Valkova	4 Smart Web	Windsor
Carlene Van Brabant	Leener Media Productions	Guelph
Constant Van Ruymbeke	Constant Productions	Pain Court
Sarah Vandewater	Urban Herbal	Toronto
Jeff Violette	Precision Lawn Care	Sturgeon Falls
Konrad Wagner	Wagner Solutions	St. Catharines
Brett Wallace	Ice Cream Oasis	Arnprior
Micah Walter	Good Boy Grass Co.	Sarnia
Esther Wight	Construction Logistics Solutions	Sault Ste. Marie
Kimberly Wilding	Princess Promotions	Brampton
Tyler Wilkinson	Tyco Student Services	Ottawa
Jennifer Wilson	Exhibit	Burlington
Ricky Wong	Student Entertainment Guide	Markham
Ted Wright	Wright Water Taxi	North Bay
Michael Yue	GiftBaskets4U	Scarborough
Michael Zaranyik	interzolve.com	Brantford

