

small business centre

**Subject: WindsorEssex Small Business Centre
Summer Company 2014
Media Brief**

SUMMER COMPANY OVERVIEW:

Summer Company is an exciting opportunity for full time students, 15 to 29 years old, to explore entrepreneurship hands-on. Applying for Summer Company is a competitive process as space is limited and the program reaches capacity quickly. Students who are accepted receive up to \$1,500 to put towards the costs to start and run their own summer business. A second award of up to \$1,500 is available to the students upon successful completion of the program. With hands-on business coaching, training and mentoring, Summer Company helps turn ambitious students into entrepreneurs.

Summer Company is administered by the WindsorEssex Small Business Centre in partnership with the Ministry of Economic Development, Employment and Infrastructure. For further information visit www.windsorsexsmallbusiness.com/youth.cfm or call the Small Business Centre at 519-253-6900.

2014 WINDSOR-ESSEX SUMMER COMPANY STATISTICS:

- 29 Submissions in Windsor-Essex
- 20 Students approved
 - 8 high school, 12 post-secondary
 - Businesses located in 7 municipalities in Windsor-Essex
- Students will receive a full day of training on July 4rd, 2014
 - Taking place at the Windsor Small Business Centre
 - Topics include: proper record keeping, business banking solutions, marketing, professionalism and customer service
 - Meet and greet with other entrepreneurs

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- Students will attend bi-weekly mentoring sessions at either the Windsor or Essex Small Business Centre depending on the municipality they reside in
- Summer Company mentors are community members with business experience who volunteer their time to support the students in their business ventures
- Previous Summer Company students return each year to mentor the new entrepreneurs
- Summer Company has been empowering young entrepreneurs for thirteen years

SMALL BUSINESS CENTRE MENTORS:

Tim Hamilton

Sales and Support Executive
Canadian Computer Distributors Inc.
thamilton@ccd.on.ca
519-252-1008

Matt Dunlop

Marketing Director, President
Mainstream Marketing
trainer@trainedbypros.com
519-969-4430

Jack Lin

Financial Services Representative
CIBC Securities Inc.
Dingjie.Lin@cibc.com
519-252-4463 Ext 229

Daryl Driedger

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Owner/Graphic Designer
Cowlick Studios
info@cowlickstudios.com
519-329-4146

Tim Seech
Account Manager
Libro Credit Union
Tim.seech@libro.ca
519-733-6521 ext. 231

STUDENT MENTOR – FORMER SUMMER COMPANY RECIPIENT:

Jayson Bastien
Previously: Prestige Property Maintenance
Roth, Mosey & Partners LLP
Jayson.bastien@gmail.com
519-818-2196

2014 SUMMER COMPANY STUDENTS:

Eagle & Associates: Financial Concierge **Sole Proprietor: Tamara Adler**

Tamara understands that dealing with money can be stressful but with the right assistance it doesn't have to be. Tamara provides services for youth to educate them on important financial matters including obtaining and maintaining good credit. She also provides services to assist seniors in navigating the online banking world as well as tools to help them meet their financial obligations including timely bill payments. The third aspect of her business involves assisting couple with cohabitation agreements.

Funky Faces by Chantelle Boismier **Sole Proprietor: Chantelle Boismier**

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Chantelle's entertaining and engaging personality along with her artistic talent make her a great addition to any event. She specializes in beautiful and unique face paintings as well as body painting, glitter tattoos, balloon artistry, and henna tattoos. She creates a safe and inviting atmosphere for children to be transformed into works of art.

Captain Bob's Ice Cream and Coffee House

Sole Proprietor: Matthew Coulaufis

Ideally located on beautiful Boblo Island, Matthew's ice cream and coffee business is sure to be a hit. Both residents and visitors to the island can stop by for a refreshing ice cream cone on a hot day. If a delicious cup of coffee made from fresh roasted beans is your preference, he'll be happy to serve you that as well.

South Beach Water Sports

Sole Proprietor: Aleks Dobrich

Whether you are a beginner or an experienced Stand Up Paddle boarder, you'll enjoy your visit to South Beach Water Sports. Aleks' idyllic setting on Boblo Island lends itself well to this sport. Aleks has paddled at locations around the world and wants to share his passion for this sport with others. Board rentals and lessons are available making this sport accessible to all whether they're looking for a relaxing day on the water or for a great workout.

I Been Bullied

Sole Proprietor: Ralph Frak

Ralph experienced bullying throughout his high school and post-secondary years and as a result started a FaceBook Group "I Been Bullied So Let's Talk About It". His page now has over 5,000 followers and has gained momentum. Ralph hopes to generate revenue this summer through product sales to be able to spread the word about bullying to an even wider market. Ralph has been featured on CTV, AM800, and the Windsor Star and is becoming somewhat of a local celebrity for his efforts in building awareness of bullying.

Pupu Baby Apparel

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Sole Proprietor: Enya Hulkkonen

Pupu is a Finnish word meaning “Bunny” which Enya felt was the perfect name for her infant clothing line. With several younger siblings of her own, Enya recognized the need for reasonably priced unique and creative items for babies to wear. The versatility of “onesies” along with her embellishments makes her clothing pieces ideal for parents and grandparents alike.

Kleritech Solutions

Sole Proprietor: Zaid Kaleem

Zaid will provide three different yet related tech-centric business services to small business owners in Windsor-Essex. Whether a business requires assistance with their social media management, guidance on cloud application suites, or help selecting the best software for their business application, Kleritech can help. Zaid will consult with his clients on their current business practices and will make recommendations on the best available mix of business software applications to help them succeed going forward.

Sharing Suds

Sole Proprietor: Victoria McGuire-Rainone

Victoria creates artisan bath products made from local and organic ingredients. A portion of total revenues are donated to charities that provide sanitation services to communities that do not have access to such. Her products include artisan soaps, sugar scrubs, lotions and foot soaks.

Culture Shock Jewelry

Sole Proprietor: Kathryn Pasquach

Kathryn learned the art of jewelry making from her mother and her grandmother and wants to keep the tradition alive through Culture Shock Jewelry. All of her earrings, necklaces and bracelets are handmade and focus on Native Canadian traditional elements. Her jewelry reflects a rich and diverse culture and appeals particularly to people who seek out authentically made pieces.

The Saw and Chisel Woodworking

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Majority Shareholder: Drew Reaume

Drew is currently studying woodworking at St. Clair College and plans to put his skills to use this summer. His custom made raised dog and cat bowls, beds and toys are sure to be a hit with pet owners in Windsor-Essex.

Scruffy Panda Publishing & Design

Sole Proprietor: Jason Rankin

Jason is currently studying creative writing and digital journalism at the University of Windsor. The knowledge he has gained allows him to start a business offering both graphical design services as well as online book publishing. His design studio can create logos, books, brochures, booklets and many other materials.

Kids2Leaders

Sole Proprietor: Fatima Tayebi

Fatima is introducing a unique camp experience to the youth of Windsor-Essex. Based on curriculum offered by Kid Lead, this summer day camp focuses on leadership and equipping kids with necessary skills that all leaders possess. Youth age 6 – 13 will learn leadership qualities and skills through various interactive lessons and projects.

Bottom Blossom

Sole Proprietor: Brandon Taylor

Bottom Blossom is a line of before-you-go toilet deodorizers that prevent foul smelling fumes from being released into the air. Simply spray the solution on the surface of the water to create a protective barrier of essential oils, effectively preventing any unpleasant scents from rising up. Aerosol sprays try to mask unfavourable scents whereas Bottom Blossom products keep them from being released into the air in the first place.

Kemies Supply Company

Sole Proprietor: George Oni

Winner of the *Make Your Pitch* Competition 2013

<http://www.makeyourpitch.ca/>

The Kemies Supply Company is an apparel company that designs and makes backpacks, messenger bags, and tote bags with interchangeable flaps. The

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flaps allow the user to mix and match their designs while maintaining the same generic backpack. Customers can personalize their items even further with a favorite quote or picture.

Poseidon's Pool Care

Sole Proprietor: Andrew Williams

Winner of the *Make Your Pitch* Competition 2014

<http://www.makeyourpitch.ca/>

Residents of LaSalle and neighbouring areas will not have to worry about maintaining their pools this summer as Poseidon's Pool Care is there to take care of it for them! Whether it be daily, weekly, or occasional service you require, you can depend on Andrew and his team to keep your pool sparkling clean.

Tails and Trails Pet Care

Sole Proprietor: Heather Barnwell

Do you have a pet, or are thinking of getting one, but you just don't have enough time to do everything that's required of a responsible pet owner? If you live in the Leamington area Heather would be happy to come to your home and help out. Whether it be overnight pet sitting, house sitting, or care for your cat, dog or other small animal, you can depend on Tails and Trails Pet Care to be there.

Adorn

Sole Proprietor: Brenda Guenther

Adorn is a graphic design company based out of Leamington focused primarily on logo design and print design. Brenda will use the skills she is learning in the Graphic Design program at George Brown College to offer fresh, contemporary ideas on a freelance basis.

Balls to Inspire

Sole Proprietor: Reid Jackson

Balls to Inspire have inspirational quotes engraved on acrylic with two Swarovski crystal beads (balls) attached to each piece. They are intended to inspire people to face their fears and challenges. They could also be used to commemorate a special moment, person, pet, or sports team. Balls

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to Inspire come in many forms including earrings, pendants, zipper tags and pet tags and can be custom designed.

Academia on Demand

Sole Proprietor: Josh Myers

As a recent secondary school graduate who held himself to a high standard of academic performance, Josh plans to offer tutoring to summer school students and to those who wish to gain prior knowledge of the curriculums of the upcoming year. While Josh is comfortable to tutor a variety of subjects and grade levels, he plans to specialize in math and science. With a combined average of 95% in grade 12 chemistry, functions, calculus, physics, English and business, Josh is well positioned to assist his clients.

Justin's Lawn Care

Sole Proprietor: Justin Way

If you live in the Lakeshore area and are looking for someone to maintain your lawn, Justin's Lawn Care is for you. This service is ideal for seniors who find it difficult to work outdoors in extreme temperatures, for those planning a vacation, or for those who are busy with work or their children's sports. You no longer have to worry about your grass getting too long, just give Justin a call.