

MEDIA RELEASE  
June 24, 2015

**Becoming a Seniorpreneur Is An Opportunity To  
Turn a Personal Passion into a Viable Business**

**A Seminar Presented By  
WindsorEssex Economic Development Corporation and Small Business Centre**

**Windsor-Essex County, Ontario, Wednesday, June 12, 2015** - The WindsorEssex Economic Development Corporation and the Small Business Centre presented an information seminar for retired and nearly retired Windsor-Essex residents that are interested in starting their own business. With information gathered from the roundtable discussions at today's seminar the WindsorEssex Small Business Centre will use this feedback to develop a program aimed at providing information and support to retirees on how to start and sustain their own small business enterprises.

The registrants heard from keynote speaker **Wendy Mayhew** a successful Canadian Entrepreneur and Author who coaches first-time entrepreneurs establish successful businesses. Miss Mayhew outlined the programs she offers such as The Business Launch Solutions and described how to start a business and provided insight on the basic fundamentals that are often overlooked when launching a business.

An attendee today, **Joanna Parris, Founder of The Etiquette Nanny** and consultant specializing in business etiquette stated, "The Encore Enterprise Program is coming at an opportune time because there are many talented people over 50 with a wealth of knowledge who would like to start a small business, but don't know if they are going to get the support they need. This second opportunity will ignite their enthusiasm to launch their dream business. A program like this is absolutely necessary, and it is excellent to see the Small Business Centre address this need."

**Sandra Pupatello, CEO of the WindsorEssex Economic Development Corporation** said "Seniors starting their own business have better success rates than the average start up, and seniors today are more equipped than ever before with the skills that make a good entrepreneur!"

For further details on the Encore Enterprise Program visit [windsorsexsmallbusiness.com](http://windsorsexsmallbusiness.com)

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