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The 2005 CCSBE/CCPME Conference to be the Largest Yet

By Benson Honig, 2005 Conference Chair

Planning for the 2005 CCSBE/CCPME Annual conference October 27-29th is complete and conference organizers are expecting a turnout of over 200 academics, entrepreneurs and students to come together to network, share research and exchange experiences. This year's conference has also added to its regular program of workshops and paper sessions many new activities to promote networking and informal exchange.

The program sessions have been organized into three main streams: Research, Business Support and Entrepreneurship Education. These sessions will range from formal to non-formal education, with current best practices and tangible results in entrepreneurship education and development. They will also examine the provision of capital, marketing advice logistical assistance, research parks, targeted technological development, and fostering and incubating Canadian entrepreneurs.

The social activities planned for this year include a St. Jacob's country tour, a trip to the Stratford Theatre to see the Tempest, as well as a wine tour in the Niagara Valley. If you have not already registered for these activities, you may still do so online.

Keynote speakers at the conference will include Jim Balsillie, Chairman and Co-CEO of Research in Motion as well as Isabelle Le Breton-Miller, president of Organizational Effectiveness Research, Danny Miller, Research Professor of Strategic Management at HEC Montreal, and Chair in Strategy and Family Enterprise at the University of Alberta.

Participants are encouraged to register early. All updated information and registration forms may be found online at www.ccsbe.org.

CALL FOR PROPOSALS

The Brian Farlinger Award for Emerging Researchers (\$2500 grant)

The CCSBE-CCPME Research Division was established in order to encourage research on Canadian Entrepreneurship and small business and to facilitate the publication and dissemination of results. A seed grant research fund has been set up to support emerging researchers and exploratory research. The CCSBE-CCPME therefore invites seed grant proposals from members in the areas of Entrepreneurship and small business in Canada. The grants will not exceed \$2,500.

Applications will be accepted until October 25, 2005. Grants will be announced at the 2005 CCSBE-CCPME National Conference in Waterloo.

These grants are intended to support initial research activities that will lead to further more complete funding for a full-scale research project. This will be an important consideration in evaluating proposals. Other criteria to be used in evaluating proposals include:

- relevance to practicing entrepreneurs and owner-managers;
- scholarly significance;
- research plans (including budget);
- qualifications of the researcher(s).

Please note that the seed grant is aimed to provide financial assistance to a young researcher in the field of Entrepreneurship. It is normally provided to a recipient only once. This person is expected to present at least one paper on the topic of the selected research at one of the annual CCSBE-CCPME Conferences.

There is no application form, but submissions must include:

- the objectives of the research and the methodology to be used;
- a description of the proposed project and, where appropriate, a concise literature review;
- a timetable, budget and statement of expected results;
- an outline of how the research will proceed after the seed grant is obtained, including prospective eventual funding sources;
- the C.V. of the principal researcher.

The proposal can be forwarded in English or French by email or four copies can be forwarded by mail to:

CCSBE Vice President, Research
Dr. Perry Bamji, Consultant
Pennatech Inc.
212 Fairway Hill Crescent
Kingston, ON K7M 2B4
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ICSB Celebrates 50th Anniversary

By Annette St-Onge

Our umbrella organization, the International Council for Small Business (ICSB) celebrated their 50th anniversary in conjunction with the 2005 World Conference, hosted by the United States Association for Small Business and Entrepreneurship. According to Bob Brockhaus, a former president of ICSB, who wrote an excellent history of the organization, the Canadian affiliate (CCSBE) became the first affiliate in 1980 and the United States became the second affiliate in 1981. Today, as an affiliate member of ICSB, we are part of a network of eleven affiliates and two chapters throughout the world. During ICSB's fifty years, Canada has had two CCSBE members serve as president— Raymond Kao, 1987 – 1988 and Lois Stevenson in 1997 – 1998.

Former CCSBE President Inducted as Wilford White Fellow

By Annette St-Onge

CCSBE's congratulations go to Dr. Louis-Jacques Filion, Director of Rogers-J.A. Bombardier Chair of Entrepreneurship at HEC in Montreal and professor of entrepreneurship, for being inducted as a Wilford White Fellow during the ICSB World Conference. Louis-Jacques has been a strong advocate for SME and entrepreneurship and has made significant contributions to the advancement and support for entrepreneurship in Quebec, and in other parts of the world – e.g., Brazil, Eastern Europe, and other Spanish and French-speaking countries. He is a published author with ten or more books on SME and entrepreneurship, and has written too many articles to even count. His books and papers have dealt with pedagogical issues, research methodologies, entrepreneurial vision, ethnic entrepreneurship, solo-entrepreneurs and SME management strategies.

Louis-Jacques has been very involved in CCSBE-CCPME for many years. He was a member of the Board of Directors from 1989-96, serving as President during 1991-92. From 1992 he was VP Conferences and prepared an extensive set of guidelines to ensure the quality of future CCSBE-CCPME national conferences. During 1995-96, he was VP-Research. He served as President with grace, professionalism and sophistication and was later asked to serve as a member of the Board of ICSB (95-96). He is widely respected for his work and a worthy recipient of this prestigious honour.

Import Substitution Project

By Ron Robichaud

The Jodrey Centre at Université Sainte-Anne in Church Point, Nova Scotia initiated an Import Substitution Study which was funded by Atlantic Canada Opportunities Agency and the Economic Renewal Agency under the Cooperation Agreement. This involved setting up an Ad Hoc Committee composed of 9 individuals from the community with varying backgrounds and involving university students to conduct feasibility studies. The rationale for using committee members was to sensitize more people in the community to opportunities.

The following is the area of occupation of the members of the committee:

1. Owner/operator of a multinational educational software distributor and service
2. Co-owner of a construction company
3. Hairstylist
4. Fish plant manager
5. Co-owner and manager of local food manufacturing operation
6. Fishery Biologist
7. Owner/operator casket manufacturer
8. Finance
9. Retail store manager

Each committee member was asked to identify (from a list of products imported into Canada) 10 products that would have a potential to be manufactured locally. The committee members were also asked to consider the following:

- a. Environment friendly industries
- b. Availability of raw materials and or natural resources
- c. Size of import market
- d. Local labour force skills
- e. Socio-economic factors
- f. Initial capital requirements including facilities and equipment
- g. Proximity to markets

Initially, the committee identified approximately 100 products. Each product was scrutinized by the dollar value of import into Canada. Products with less than 1 million dollars of imports were excluded from the list due to insufficient sales volume. However, some items were under 1 million dollars because they were relevant to existing businesses and we wanted to analyse its full potential. The rationale being that 10% of such a market share would not substantiate establishing a manufacturing operation for \$100,000 in sales per year. This process reduced the number further to 46 products. The committee then prioritized the remaining products and studied the top ten.

The following is a list of ten products studied:

1. Plastic Shower Curtains with 7.2 million in imports yearly
2. Buoys, Beacons, Sonar & Echo Sounding Equipment with .7 million in imports yearly
3. Pickles, switched to Herbs with 10.3 million in imports yearly
4. Pots of Peat with .3 million imported yearly
5. Pasta with 18 million imported yearly
6. Industrial Shop Towels, Hemmed with 1.6 million imported yearly
7. Cabin Cruisers with 10.6 million imported yearly
8. Wood, Frames for Windows, Seats, Furniture, etc. with 17 million imported yearly
9. Safety Equipment with 32 million imported yearly
10. Telephone Poles with 1.5 million imported yearly

There are many additional products such as these that have the potential of being manufactured and sold in Canada. However, a mixed variety was purposely used to vary the research. Although not all products studied had potential, five of the ten were promising. They were: Herbs, Pots of Peat, Pasta, Cabin Cruisers, Wood - Frames for Windows – Seats - Furniture)

Twelve students were hired to work on the Import Substitution project. Their task was to research their assigned product and to produce a feasibility report of the result of their research. The information was then disseminated throughout South West Nova Scotia in public information sessions.

Export Opportunity Project

By Ron Robichaud

Since the Import Substitution project worked so well the following year the Jodrey Centre decided to do a similar project but target Export opportunities.

There were two main objectives to the Export Opportunities Project:

1. To involve students in the research process and to provide them with both practical experience and theory on the subject of export opportunities and markets.
2. To identify potential export markets for local products and to provide information to those interested as to how to go about exporting a product and the tools required to do so.

Five people were directly involved in the project full time and an additional 5 part time. The process began by establishing an Ad Hoc committee. The committee was composed of 9 individuals from the community. They were as follows:

1. Christmas tree grower
2. Artist
3. Bark mulch producer
4. Mink oil & Cabin cruiser manufacturer
5. Fish plan manager
6. Mince Meat manufacturer
7. Artist
8. Fisheries Biologist
9. Peat Moss farm owner

Each committee member was asked to identify products which had a potential for exporting. The criteria used to identify the products were:

- Identify natural resources which are currently under-utilized or are waste products
- Products which could be value-added
- Existing products which have a potential for export

The ten products which were identified by the committee were as follows:

1. Christmas Trees
2. Minced Meat

3. Crafts
4. Mink Oil
5. Wooden Furniture in Parts
6. Greeting Cards
7. Pots of Peat
8. Short, Clear, Hardwood Lumber
9. Pleasure/Sport Fishing Boats
10. Bark Mulch

Once the products were identified, the students set to the task of researching each one individually, bearing in mind the subjects which would be of interest to an individual interested in exporting. The topics researched included: Product description, process, sources of raw materials, markets, export regulations and transportation issues.

Once the research had been completed the Jodrey Centre conducted four information sessions to the public to disseminate the information to the public. Information sessions were held in Digby, Clare, Yarmouth and in Pubnico.

In addition, the Centre made a presentation to the Yarmouth Rotary Club in Yarmouth. The audience found the information to be most fascinating and expressed its hopes for continued projects to stimulate the local economy.

The following is an overview of the ten products studied and their results at the time:

1. Christmas Trees:

Individual Christmas tree growers in the region do not produce on a large scale, therefore exporting has not been an option for most. However, the beginnings of change can be seen. In studying this product we have been able to determine that a strong potential exists if the Christmas tree growers could form a consortium and export as an association rather than simply trying to export individually. In order to ship tractor-trailer loads to New England, you need a fairly large supply to fulfill the demand. Economies of scale could be achieved by collaborating between the tree growers of South West Nova Scotia. The study also identified where markets have the greatest potential and which ones have the least potential. The results of the findings have been sent to La Forêt Acadienne, a local association for woodlands owners.

2. Minced Meat:

A local manufacturer has been producing minced meat for the local market and wished to venture into the United States. The research determined that the further south you went the less appealing was the product. Nevertheless, the study found that the New England states showed good potential for export.

3. Crafts:

The crafts sector is varied and widespread. There are many craft producers who cannot produce on a large scale, thus causing problems with exporting. Exporting usually requires a company to have the capability to produce a large enough volume of products to make it worthwhile for brokers or manufacturer representatives to carry the product. The study identify this as being a problem and has directed the craft producers to look at setting up a consortium of crafts people to make a catalog of available products and then be able to represent many crafters and sell their products through mail order for wholesalers.

4. Mink Oil:

Unfortunately, we have not been able to find a market for the mink oil produced here in South West Nova Scotia. The market research performed was directed towards cosmetics manufacturers since this product was used in various products such as face, eye and lip cosmetics. However, our contacts with cosmetic manufacturers revealed that mink oil in cosmetic products was a thing of the past.

We then attempted to investigate leather tanneries and leather softeners manufacturers who use mink oil in their products. Numerous letters were sent to these manufacturers without success.

5. Wooden Furniture in Parts:

There exists a large potential from the research conducted and the export study. With the exchange on the dollar and close proximity to markets, especially in New England, there is a large market to be tapped and a large demand to be filled.

6. Greeting Cards:

The greeting card industry has evolved especially with the arrival of make your own cards through computers located at many outlets. However, there always exist niche markets for unique products such as hand-crafted greeting cards. One person in particular was interested in exporting these cards and the information has been forwarded to her.

7. Pots of Peat:

With the horticulture industry growing quickly in North America, Peat products are gaining ground for do it yourself gardeners and landscapers. Clare Organics has pursued the idea of exporting pots of peat, peat in bulk and in 4 cubic foot bails into the US market.

8. Short, Clear, Hardwood Lumber:

The results of the project indicated a large demand for this type of product. It mostly accented on the landscape industry of the Eastern Seaboard of the United States. At the time, this created a new venture creating over 35 jobs and operated for a few years. However, due to unforeseen circumstances the business is no longer operational. However, the markets still exist and the potential is still there to pursue.

9. Pleasure/Sport Fishing Boats:

A local manufacturer of Pleasure/sport fishing boats, has been delivered a copy of the export report dealing with this product. The study identified possible export markets for pleasure/sport fishing boats in Louisiana, a direct result of the trade mission to Louisiana which complemented the Export Opportunity project. To make a long story short the manufactures went from a predominantly fishing boat construction operation to a pleasure craft manufacturing facility. This enabled the company to go from a skeleton crew of about 25 to over 150 employees and now have orders for the next three years booked. They are actually refusing orders at this time. Furthermore, 4 additional operations in South West Nova Scotia have changed their focus to pleasure crafts due to the down turn in the fisheries sector.

10. Bark Mulch:

A local producer of bark mulch has been debating whether or not to look at expanding their business in order to export. (The business currently sells bark mulch in bulk or in unlabeled bags.) The study revealed that there is a potential for exporting bark mulch to the United States. With the report in hand, the proprietors contemplated exporting but decided not to due to the relative low cost of the product and the high cost of transport from South West Nova Scotia.

As time passes these and many other products will hopefully be investigated and pursued as ways to boost the local economy. For our part, we will continue to disseminate information like this to trigger interest and look at all the possibilities that exist.

Entrepreneurship at Work

By Peter Miller

Peter Miller, a member, is creating an organization to help national and international small communities re-vitalize their economy through entrepreneurship. He is seeking part-time associates who want to participate or create ideas and tools.

Mission

To be entrepreneurship economic boosters helping individuals and communities create a self-sustaining economy.

Imagine entrepreneurship as the igniter to create businesses, jobs and payroll, tax revenues for facilities and services!!

Background

Some recent events have impacted positively to find an approach to make a difference in communities that have economic problems or have experienced a man-made or natural disaster. In many cases, aid is provided to communities, villages, towns, provinces, states and countries to assist with medicine, food, clothing and accommodation.

With the recent tsunami disaster, a CNN news interview showed a woman in one of the hard hit communities of Indonesia, who had suffered the loss of a child and her husband. The husband's business and sole source of income for the family was destroyed. In the interview she stated that she wanted to start a business to support her family but she didn't know how to or where to go for help.

Peter Miller tried to make a contribution to agencies such as the Red Cross and to get information from the federal and provincial government where to submit a donation to support entrepreneurs, without success. Money for medicine, food and clothing seemed to be flowing in quite well. Peter's idea was to provide a donation to help a business person start or grow their business to help the business, create jobs, spending and tax revenue to the town or village to provide facilities and services.

As a result of the above the Create Entrepreneurs Network organization idea was "created".

Vision

The organization will start with Canadian project teams that deliver projects to create measurable and sustainable economic improvement through entrepreneurship in communities, towns or villages that have suffered an economic disaster or are experiencing significant economic weakness.

The pilot experience will provide the re-vitalization model to jumpstart (boost) the economic growth of international communities to build a better future using entrepreneurship and provide the base for the development of chapters in many countries through partnering and collaboration.

- IMAGINE CREATING new and sustainable businesses through entrepreneurship
- IMAGINE CREATING jobs and salaries and consumer spending through entrepreneurship
- IMAGINE CREATING tax revenues to provide government facilities and services through entrepreneurship
- IMAGINE CREATING an invigorated and exciting economy through entrepreneurship

The Case

Social Entrepreneurship is a collaborative community effort to provide knowledge, skills and experience to help communities, towns and villages construct or reconstruct their economy using entrepreneurship as the foundation. This will help individuals as business owners/operators, employees, the community in terms of product and service delivery and tax generation for government services and facilities.

A book titled "La Culture Entrepreneuriale, Un Antidote A La Pauvrete", identified by an associate, Elaine Conway, provides models and examples of the impact of entrepreneurship.

The Action Step

For more information or to explore participation contact Peter at 905 294-5239 or peteramiller@rogers.com. He is a college teacher at Toronto area colleges, coaches start-up businesses at a business centre, and runs his own company, SME Business Coaching Service (www.smebusinesscoach.com).

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From Atlantic Canada . . .

By Dannie Brown, UNB

In August, University of New Brunswick - Fredericton hosted the International Conference of Business, Economics and Management Disciplines. This year's theme was: Management Paradigms for the New Economy. Presenters from 12 different countries were on hand. Information about the conference can be found at: <http://www.managementfutures.com/conference2005.html>

From The Prairies . . .

By Warren Weir, USk

Saskatoon Students Provide Aboriginal Youth with Tools for Success

Eight students from the ACE Team at the University of Saskatchewan made a lasting difference in the lives of youth by teaching them key entrepreneurial skills, while encouraging them to celebrate their traditional aboriginal culture.

The ACE Team recognized that challenges facing aboriginal youth are a growing concern in Saskatchewan, and they decided to make a difference by teaching students at a local high school the skills to help them succeed. The enthusiasm of the team caught the attention of the Saskatoon Police, who have stepped in as a financial sponsor of the ACE project through their Peacekeepers Program.

Before setting foot in the classroom, the ACE students organized cultural training sessions, to better understand the challenges that face their target audience. They learned about aboriginal traditions, cultural sensitivities, and some of the contemporary challenges facing youth, including drugs, alcohol, and high school dropout rates.

After their training, the team prepared to begin the semester-long project. "Before we started, we felt a little intimidated, as we wanted to make sure we respected their customs and practices," says Dawn Predenchuk, ACE Saskatchewan President. The ACE students were thrilled when, on their first day, they were invited to take part in a traditional ceremony, recognizing them as part of the school family.

The ACE students then visited a grade ten class of 35 students twice per week, teaching skills such as financial planning, marketing, and opportunity identification. The overall goal of the project was to help create brighter futures for the students while encouraging them to stay in school. The students put their new skills to the test in March, when they opened a restaurant

for a day on their campus. Guests and local business owners were invited and afforded the opportunity to taste traditional Aboriginal cuisine prepared by the class, while the students had a first hand taste at what it was like to be an entrepreneur. At the same time the ACE Saskatchewan team celebrated The International Day of the Elimination of Racial Discrimination on March 21, 2005 at Joe Duquette High School where the entrepreneurial ambassadors hosted the luncheon showcasing their culinary and entrepreneurial talents.

The ACE Team found that they are not only making a difference in the lives of others, but were also being personally impacted by the students. Says ACE President Dawn Predenchuk: "Every time I see the students, it is so wonderful. Every week gets better and better. It is so amazing to be part of a team that is truly making a difference in the community. I just can't describe it. These students are incredible."

University of Saskatchewan's College of Commerce student Dawn Predenchuk was the recipient of the 2005 Accelerating Canadian Entrepreneurship (ACE) Student Leader of the Year. Dawn received the award and a \$2500 CDN ACE Founder Bursary at the ACE National Exposition held in Toronto May 1-5, 2005.

Chelsea Jukes (Vice President ACE Saskatchewan 2004-2005) commented: "We are very proud that this award was given to a University of Saskatchewan student. Dawn is a very worthy recipient of the ACE Student Leader of the Year Award. It is a national honour to be selected out of 2000 Canadian University student leaders. Dawn is a role model for all Saskatchewan youth. She understands the importance of staying in Saskatchewan and building a strong and vibrant province. Dawn's leadership is inspiring and the ripple affects on those she works with will ensure future leadership success in Saskatchewan. The University of Saskatchewan can be proud of the skills it has developed in its students."

Dawn is delighted with her win and says, "It was truly an honor to be selected as the top ACE Student Leader across Canada. The ACE program continues to develop the brightest and most talented future leaders and the competition was fierce. I have experienced immeasurable support from my peers, mentors and Faculty Advisor, whom without their support, this accomplishment would have been impossible. I look forward to advancing leadership and entrepreneurship throughout Saskatchewan and Canada in the future."

The College of Commerce, University of Saskatchewan, in co-operation with the College of Arts and Science, is in the process of developing a joint program to offer an Entrepreneurship Minor for students in the College of Arts and Science. The minor has been envisioned to meet the increasing demand by Arts and Science students to have access to courses that provide fundamental knowledge of management in business and business start-up while devoting themselves to other programs of study. Demand for business education is high at Universities across North America and the College of Commerce is well positioned to meet this demand with innovative programs like the Entrepreneurship Minor.