

Entrepreneurial Exchange

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Acadia Centre for
Social & Business
Entrepreneurship

ACSBE

Open for business

ACSBE Expands Services in Southwest Nova Scotia

For more than 20 years the Acadia Centre for Social and Business Entrepreneurship (ACSBE) has been working with individuals, groups, educational institutions and communities to fulfill their entrepreneurial potential. Thanks to a newly forged partnership with Job Depot, situated in the picturesque seaside village of Hubbards, ACSBE's services are now being offered to an extended audience.

Located in the spacious and modern Aspotogan Heritage Trust community building, Job Depot has been serving the local community for six years under the sponsorship of the St. Margaret's Bay Region Tourism Development Association, which initiated the project in 2003.

Funded by Service Canada, ACSBE officially assumed responsibility for the centre on June 1, 2009 and is looking forward to their partnership with Job Depot and their commitment to Hubbards and surrounding areas.

"We are really excited about having ACSBE as our new sponsor," says Kristy Wagner, ACSBE Job Depot Manager and Employment Facilitator. "We are now able to expand on our services. We will be offering career counselling, as well as a whole new array of training opportunities and workshops."

ACSBE Job Depot serves the needs of clients in the greater St. Margaret's Bay region from Tantallon to Chester, including the coastal loop from Peggy's Cove around the bay, and the Aspotogan Peninsula.

"This is a tourism-based area and it is strongly seasonal employment here,

which makes it hard for people to maintain regular full-time work," Ms. Wagner explains. "We want to grow our businesses. We want to help people find jobs – jobs that they enjoy. We want to get people the training they need so that they are able to live comfortable, happy lives. That is the bottom line."

She adds, "We have a community line, where one half of Hubbards is located in Halifax Regional Municipality and one half is situated in Lunenburg

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Kristy Wagner, ACSBE Job Depot Manager and Employment Facilitator (left) with Stephanie Lohnes, Employment Counsellor & Interim Transition Facilitator



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JOBDepot

Recipe for Success

Follow Your Heart, Do What Makes You Happy, and Work Hard

By Shawn Lougheed

The recipe for success, according to entrepreneur Mary Jane Allen, calls for equal measures of artistic craft and training, careful research and business planning, and a passion for perfection.

As the owner of Eat the Cake First, a Lunenburg County-based business that specializes in the creation of one-of-a-kind wedding and all-occasion cakes, Ms. Allen provides an ever-expanding customer base with a top-quality product that appeals to the senses.

“I did office work for a number of years,” Ms. Allen says as she pipes butter-cream icing onto a mouth-watering sample of red-velvet cake in her professional kitchen and studio, “But when I turned 40, I realized that I needed something more challenging and more creative. I’ve always needed that creative outlet in order to feel good, truthfully, to be at my best.”

The daughter of business owners, Ms. Allen was undeterred by both the level of commitment and the long hours that she knew would be required to make her dream of becoming an entrepreneur a reality.

“It was something that was never far from my mind,” she says of her steadily growing business that she officially opened on December 1, 2008.

“Family and friends have always asked me to bake the cakes for our events. Both of my grandmothers were great bakers, and my mom, so I think I came to it honestly.

I have always enjoyed seeing people happy from something I have made. I still get a great kick out of that when people are here sampling cakes and loving it – it makes my heart sing.”

Ms. Allen began her journey with the business team at Acadia Centre for Social



Eat the Cake First business owner Mary Jane Allen creates delectable one-of-a-kind wedding and all-occasion cakes for customers throughout Nova Scotia.

and Business Entrepreneurship (ACSBE) in Bridgewater with a workshop entitled *So You Want to Start a Small Business*. Working closely, and at different times, with ACSBE business counsellors Helen Abel and Stephanie Beaton, Ms. Allen continues to participate in the Self-Employment Benefits program sponsored by Service Canada.

“I think of them as an oasis in the desert, literally,” she says, “You need good

knowledge, support and advice, and they offer that – plus.”

Ms. Allen has continued to enhance her culinary skills through sugar-art courses, and self-study and practice. She is planning on enrolling in classes at a world-class advanced cake school this fall.

“I think you have to follow your heart, do what makes you happy, and work hard at it,” she says, “And success will come your way.”

Founding Chairperson of ACSBE Receives President’s Award



The founding Chairperson of the Acadia Centre for Small Business and Entrepreneurship was recently named the recipient of the Acadia University President’s Award for Entrepreneurship.

Shae Griffith, a community entrepreneur, innovator and a catalyst for community, economic and social development was presented with the prestigious award during the Spring Convocation in May.

Since its introduction in 2005 the President’s Award for Entrepreneurship has honoured those who have actively demonstrated Acadia’s holistic definition of entrepreneurship in business, community development or society, through hard work, determination, creativity and resourcefulness.

Check out the next issue of Entrepreneurial Exchange for the full story and interview with Shae Griffith.

County. Previously, depending on where clients lived, they were often referred to other offices for services. We will now be able to provide services for everyone, without them having to leave the area.

“We are going to be hiring a career counsellor within the next month,” Ms. Wagner continues, “One who will be working directly with individuals to develop a plan to get back to work or start a business or above all, make informed decisions about their career. They will also assist clients to access funding to return to school or to start a business via programs such as Self-Employment Benefits through Service Canada.”

ACSBE Employment Counsellor and Interim Transition Facilitator Stephanie Lohnes adds, “An ACSBE Job Depot client can work directly with Kristy for help with job searching – creating resumes, enhancing interview skills, and understanding where to find local employment opportunities.

“Using our entrepreneurial cycle, we encourage people to consider their own skills, interests and abilities when thinking of jobs, business ideas or community projects. We feel that when people are working in fields they love, their work will be more satisfying, which will contribute to an overall happier life.”

A grand opening celebration of both the new ACSBE Job Depot office and the Aspotogan Heritage Trust community building will be held on-site at 10 Pte. Richard Green Lane in Hubbards on Saturday, June 27 from 10 a.m. to 2 p.m.

The day will feature events that include a BBQ luncheon, draws for prizes and an informative slide-show presentation. ACSBE Job Depot staff will also be in attendance to answer questions from the public.

“It is a new office and an extension of our services. We are lucky to have ACSBE on board,” Ms. Wagner concludes. “We are starting with some core services but we will be growing to meet the needs of the community.”

Current job postings for the area can be viewed on-line at www.jobdepot.org.

Looking Into New Choices Program

Some people, it seems, just want to give back. Fourth-year Bachelor of Science Biology student Lauren Del Bel’s experience with university life at Acadia has been great and she has made it part of her mission to help other students experience the same. Luckily, Acadia has many different outlets for such a mission, particularly the Looking Into New Choices (LINC) program.

“I have had some really great experiences at Acadia,” said Lauren, “and I wanted to find a way to help make sure other students would too.”

Since her arrival, the LINC program has undergone some major changes. Lauren joined the program, largely by accident, two years ago while working as a new student orienteer for frosh week. As a First Year Advisor she was invited to attend a LINC meeting and the rest, as they say, is history. With program numbers lagging, a small group of students, with the assistance of an ACSBE advisor, decided to take a year to do some strategic planning and re-align the LINC program. Originally focused on mentoring first-year students, the LINC program has now expanded into a three prong approach. This year, working as a team, Lauren and Business student Steve Barron launched two of three new programs.

The new Keyboard Connection program, piloted in the second semester, has 60+ students working with the student recruitment office and sets up mentors for students considering coming to Acadia. The Alumni Connection program, with a smaller pilot of five individuals, connects graduating students with alumni working in their field of study and is supported by Alumni Hall.

The new Community Connections program will launch next year and Lauren will lead the charge along with staff from Student Services. This program will encourage students to get involved with the community and develop leadership skills at the same time.

Lauren has already recruited five new students to create the LINC Executive for the fall and will be President for the 2009-2010 academic year.

This Quispamsis, New Brunswick native has always been fully involved with what she does. In High School, she was the president of her student council. Currently, in addition to her honours biology research and LINC, she is also president of the Biology Society and participates in the SMILE program, which helps kids with learning disabilities.

Lauren sums it up as “I like to keep busy and work with different people.” As for her future, she is contemplating enrolling in medical school and running for grad class executive.

Keep an eye out for Lauren as this entrepreneurial grad’s personality and desire are sure to take her a long way as she pursues her goals at Acadia and beyond.



Lauren Del Bel, Fourth-year Bachelor of Science Biology student



In early May the inaugural two-day workshop, *Focus on Financials*, was held in Kentville and by all accounts proved to be a tremendous success with 12 small business owners participating.

Developed to help business owners understand the cash flow management of their businesses and help them appreciate their profit margins, financial statements and financial management, *Focus on Financials* could not have been offered at a more important time, given the current economic situation.

While many business owners are consumed with the daily fight of keeping their business going, finding new markets, retaining customers and the overwhelming urgencies of running a small business, taking the time to understand

the financial health of their business is key to ensuring future strength of their business.

Paul and Gaea Wegleitner of Cadance Academy in New Minas found the course to be “exceptional”. “Ron (the facilitator) had a vast pool of knowledge and experience to pull from and gave a greater understanding of the importance of financial management in small business. It was a hands-on program and you can apply the knowledge directly to your business,” commented Paul.

“It was a great networking opportunity meeting with other business owners and like-minded individuals that shared their knowledge and experience,” added Gaea.

The Focus on Financials workshops aims to give business owners the necessary tools to understand the financial side of their business.

ACSBE is pleased to be offering this program again in the Fall of 2009.

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Announcement



Kristy Wagner has joined the ACSBE team as the Manager/ Employment Facilitator for the new ACSBE Job Depot office in Hubbards. For the past three years Kristy has been working closely with job seekers, employers & community groups from the St. Margaret’s Bay, Hubbards and surrounding areas providing both tourism & employment assistance.

ACADIA INSTITUTE *for* ENTREPRENEURSHIP



Five-day APEC Programs

Vancouver
November 2-6, 2009

Toronto
November 23-27, 2009

The Acadia Centre for Social & Business Entrepreneurship is offering this five-day program designed for Business Counsellors and Business Coaches working in all sectors of the economy. The program offers Business Counsellors, at all levels of experience, the opportunity to develop their professional counselling skills to a standard that is recognized internationally.

What you will learn

- Human Resource Management
- Client Assessment
- Counselling & Interpersonal Skills
- The Marketing Process
- Problem Solving & Decision Making
- Certification Process
- The Business Planning Process
- Financial Planning & Analysis

Contact Jodi Eye for details (902) 585-1677 1-866-654-4499 jodi.eye@acadiu.ca

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