



Entrepreneurs with Disabilities Network

Your dreams are our business

2009 Volume 3



Inside This Issue

Annual General Meeting	1
Looking Ahead	2
Mel-Hebb Awards	3
The House That Mike Perrier Built	4
Ask EDN	5
Eco-Friendly Business	6
Member Profile: HR-Pros	8
Book Review: Practical Time Management	9
Upcoming Events	10

EDN's 13th Annual General Meeting



EDN's 13th Annual General Meeting was a success! The event was held in the Lunenburg room at the Westin Nova Scotian Hotel on June 25; a hot and sunny day—a rarity in Nova Scotia this summer! Snacks were served, and there was a reception period before the AGM began.

Holly Bond and Kendall Worth were elected as new Board Members in EDN's Board of Directors, with the new elected officers being Nicole Smith (President), Tom Boyd (Vice-President), and Ken MacMillan (Secretary/Treasurer).

Several exciting things happened during our AGM. One of EDN's past co-op students, Angelica Tueva, presented her findings of the "Success Report". Angelica conducted this report over the past year, and its purpose was to discover how members define success, and what goals they need to attain, related to their business, to feel successful. The findings were quite interesting and sparked discussion among members.

Two people were awarded for their hard work and dedica-



Stephanie Pronk, EDN co-op student, and Roswell James, outgoing President of EDN's Board of Directors

tion to EDN. The Pamela Langille Memorial Award, a new award given to an individual who dedicated their time, expertise, and knowledge to EDN, was granted to Ann Smith, a lawyer who assisted EDN over the last several years. Ann's dedication and kindness to EDN did not go unnoticed, and we thank her for all of her hard work! A gift crafted by Nova Scotian Crystal was awarded to Ann.

The second award was granted to Roswell James, President on EDN's Board of Directors, in appreciation of his leadership and dedication to the Board during his Presidency. A Rosewood plaque and a Keg gift certificate were awarded in appreciation.◊



**Board of Directors
2009-2010**

Nicole Smith

Chris Atwood

Joan Blood

Holly Bond

Tom Boyd

Bob Brown

Troy desBarres

Elizabeth Elliott

Pierre Filiatreault

Roswell James

Sterling Kendall

Billy Lewis

Ken MacMillan

Sandra Preeper

Don Roper

Kevin White

Kendall Worth

Mike Perrier

EDN Staff:

Brian Aird

Archie Gillis

Stephanie Pronk

Joe Lang



Deep Panuke gas project business and career opportunities.

For information on business opportunities with EnCana's Deep Panuke natural gas development in Nova Scotia's offshore, visit the Deep Panuke pages on the EnCana website at www.encana.com/deeppanuke/business

For information on employment opportunities at Deep Panuke, visit the Career section on EnCana's website at www.encana.com or the Career Beacon website at www.careerbeacon.com

www.encana.com



Looking Back, Moving Ahead

group

Over the past few months, EDN has gone through some major transitions; two students have left to return to school (Angelica Tueva and Jordann Kaye), while Stephanie Pronk and Joe Lang have joined our team. Stephanie is our co-op student during the summer months, while Joe is our Entrepreneur Peer Advocate, who will be traveling throughout Nova Scotia seeking experienced entrepreneurs for our mentorship program, as we continually strive to provide better services to entrepreneurs with disabilities in Nova Scotia.

We have also held several workshops over the last few months. Anna Quon, a member of EDN (who also writes articles for our newsletters) is now hosting a monthly

discussion titled "Coffee Talk." All members are invited to meet in a coffee shop setting to discuss business topics. The last Coffee Talk was held on July 24 at Dofsky's Grill on Brunswick Street, and the topic of discussion was "Entrepreneurship and the Internet." Anna's next session will be held on August 21 at Dofsky's Grill, and the topic of discussion will be "Media Relations."

A Financial Awareness workshop was held on July 8 in the Canada Business Centre Boardroom (1575 Brunswick Street). Members Rebecca Oulton and Danielle Bordage shared their tips, tools, and techniques for practical financial management. Keep checking our website for more upcoming

(Continued on page 3)



Looking Back, Moving Ahead (cont'd) ★

events!

EDN has recently launched its Member Directory!! Our member directory is a free online tool, found on our website, where EDN members can request to add information about their business, and search for other members' businesses. To add your business information to our directory, please email a description about your business, with business contact information, hours of operation, and a logo or scanned image of a business card to Archie Gillis at archiegillis@ednns.ca or call (902) 426-0591 to book an appointment to arrange this in person. To see other businesses online right now, visit www.ednns.ca and click on "Member Directory" under the "Programs and Services" tab on the left-hand side of your screen.

At our last EDN event, during a panel discussion about marketing, Steven Proctor from the Chronicle Herald asked the audience by a show of hands, how many attendees check their Facebook™ profiles at least twice a day. Almost every person in the room raised a hand! This led EDN to create a Facebook™ page of our own, to reach existing and potential members! You can visit our Facebook™ page even if you do not have a Facebook™ profile. Simply search for "EDN" on Google or while signed-in to Facebook™. EDN's page will be used to keep members up to date on all EDN events, and provide a way for members to discuss topics with other members, and to provide feedback regarding EDN events. ♦

Mel Hebb Exceptional Service Award Granted to EDN Members

Prepared by Joe Lang

On Monday June 1, 2009, PAANS (Partnership for Access Awareness Nova Scotia) held their annual "Breakfast of Inclusion" as part of a busy week of activities in honour of Access Awareness Week. It was at this event that two **EDN members** were recognized for their unique commitment to enhancing the lives of people who live with disabilities across Nova Scotia.

Tova Sherman, Founding Director of reachAbility received the "**Mel Hebb Exceptional Service Award**" in recognition of her tremendous commitment to supporting all Nova Scotian's with disabilities, through her diverse work with the non-profit and business communities. As President of IDEA: Independent Disability Education Associates (www.disabilityeducation.ca), Tova has brought *Disability Awareness Training* (both live and e-learning) to cross-sector clients across Canada. In her spare time Tova also hosts a National Radio & Regional Television Show called *Inclusion Revolution* (inclusionrevolution.com). Find out more about Tova at: www.reachability.org

Dan MacNeil received the "**Mel Hebb Encore Award**" for demonstrating incredible creativity and passion when it comes to promoting the abilities of persons with disabilities. A native of Sydney Mines, Cape Breton, and a long-time advocate for persons with disabilities, Dan is Mayor of Our Town Earth. Our Town Earth is a virtual town — a social network for persons with disabilities, and their families, friends, caregivers, and other individuals who believe in equality for all citizens. By creating an Our Town Earth Profile, members can create their own neighbourhoods, advertise their businesses, and connect with one another. Under Dan's leadership this social network has ensured access to those who need it most. Our Town Earth is expected to launch in September 2009. Visit www.ourtownearth.com to sign up today!

On behalf of The Board, Staff and Members of EDN, congratulations to these dynamic entrepreneurs with disabilities whose dedication to community is an inspiration to us all! ♦





The House that Mike Perrier Built



Anna Quon

Mike Perrier, a Hard of Hearing entrepreneur, has literally built his business from the ground up. Mike is the owner of Perrier's Concrete Homes, which serves the HRM and surrounding areas in building homes of Integrated Concrete Forms (ICF). With an all Deaf and Hard of Hearing crew, he builds more homes using ICF technology than any other company on Canada's eastern coast. After nine years in business, he's also built a reputation for quality work. "Word of mouth is my best friend," he says.

Mike looks like a man who works hard- he's powerfully built and says he can be on the

jobsite seven days a week when he's building a house. His broad smile and warm enthusiasm show him to be a gifted people person. But he didn't always have the confidence in himself that he has today.

Mike attended the School for the Deaf in Amherst, and then vocational school where he studied carpentry. After graduating in 1972, he went to work for a windows and doors company for 22 years. And yet, he says, his self-esteem was low. "I didn't realize I had skills," he says.

An engineer told Mike he should learn about ICF construction, which uses hollow "blocks" or "panels" made of polystyrene insulation (EPS) or other insulating foam that is stacked to form the shape of the walls of a building, into which reinforced concrete is poured. At first Mike was reluctant, thinking he didn't want to work

with concrete. But after volunteering on a couple job sites, Mike, who was always interested in energy efficiency, says, "I realized I liked it."

Mike approached several ICF companies but they weren't interested in working with a Hard of Hearing individual. Eventually though, one salesman said he'd teach Mike about it. "I was so excited," Mike says. Mike built his own house using ICF and he was hooked.

The brand of ICF that Mike uses, one of six available in Canada, is called IntegraSpec. Mike says a house built using Integraspec is energy efficient, with an R value of R50 compared to one of R20 for houses built using wooden studs and pink fibre-glass insulation (the higher the R value, the more effective the insulation). The IntegraSpec website claims that walls built with its product are energy efficient, quiet and safe from storm winds. Fire protection insurance, Mike says, is also reduced for

Continued on page 5

Nobody talks of entrepreneurship as survival, but that's exactly what it is and what nurtures creative thinking.

Anita Roddick

One quality of leaders and high achievers in every area seems to be a commitment to ongoing personal and professional development.

Brian Tracy



The House that Mike Perrier Built continued

the owner of a home built using the technology.

Mike is a successful entrepreneur who hires competent individuals who also happen to be Deaf and Hard of Hearing. There are two reasons he chooses to work this way. Number one, he says, is to allow everyone to feel included. He remembers the days at the company that sold windows and doors, and how left out he felt when his hearing colleagues got together on breaks to talk. With a crew of Deaf and Hard of Hearing individuals who use sign language, communication is easier and smoother.

The other reason for hiring an all-Deaf and Hard of Hearing crew is to provide employment opportunities to Deaf people, a group that is woefully underemployed compared to the mainstream population. "That's my Deaf family," Mike says, glad that he can "give back" to the community that's been there for him all his life.

Early on, Mike himself encountered reluctance to hire him as Deaf contractor - but after the first five or ten houses he managed to build, his business took off. Today he builds 20 to 30 homes a year, and is booked a year in advance.

In the future, when he's older, Mike says, he hopes to sell his business to a Deaf individual so that it continues to be a source of employment for Deaf and Hard of Hearing individuals. "I was afraid to get going due to my low education," says Perrier. "My Deafness had held me back. But I discovered that you can always learn no matter how old you are and there are people who are willing to help."♦

Mike Perrier is EDN's Entrepreneur of the Year for 2009.

For more information about Mike Perrier, please check out: www.perriersconcretehomes.com.

Ask EDN!

Are social networking sites effective marketing tools for businesses?

Twitter, Facebook™, LinkedIn®. There are numerous social networking sites that you and your co-workers may use personally, but how do you know if these sites would be beneficial to your business? Below, we explain the basics of three of the most popular social networking sites, based on their functions.



Twitter is a "status-update" site. This means that people can update a short sentence about themselves on a regular basis to keep friends aware of what they're up to. This type of site is relevant to businesses who are looking to give short, quick updates to their clients, or "followers." This type of networking site would be ideal to advertise retail sales, as an educational tool, or to keep fans up to date on upcoming shows and CD releases, if you're a musician.

Facebook™ is used by a large portion of the population, and is very user-friendly. On this site you can create a Page so clients, or "fans," can read about your business, take polls (that you create), start forums (or discussions), and you can advertise for events, upload pictures, etc. Clients don't even need to be a member of Facebook™ to view your Page. EDN uses a Facebook™ Page; just follow the link on our website!

LinkedIn® is similar to Facebook™, although this networking site is used by professionals to organize, keep up-to-date information of, and stay in touch with their business contacts. You can upload your résumé to this site as well, which would make LinkedIn a very good recruitment tool.♦



5 Tips to Greening Your Business

*Prepared by
Stephanie Pronk*

Being eco-friendly has become a fashionable trend these days. People are sporting their travel mugs and reusable shopping bags; it even seems taboo to use plastic bags. However, being eco-friendly has many benefits above being fashionable, and it can help your business save money too. Below are five easy ways an organization in any stage of business can reduce their impact on the planet, and on their wallets too.

1. Waste Separation

Provide proper sorting rules and sorting bins for your employees, and make sure to sort your paper, recyclables and compost correctly. Sorting rules are different for every jurisdiction of the province, so make sure you know “what goes where” where you live.

For example, most products labeled “biodegradable” belong in the garbage, and not the compost, because they take too long to break down to be useful to most Waste Manage-

ment facilities. This includes biodegradable coffee cups!

For recyclables, Your jurisdiction could accept #1 to #7 plastics. You know a product’s recycling number by looking inside the recycling symbol on the bottom of the bottle or container. For example, #1 (PETE) recyclables, #2 (HDPE) recyclables, plastic bags, glass bottles, aluminum cans, and milk/juice cartons are accepted in HRM. Since every provincial jurisdiction is managed differently, make sure to check local sorting rules.

Proper waste separation is required by law, and you can be fined for incorrect sorting. The easiest way to learn how to sort properly is to bring in a professional to educate you and/or your staff. In some jurisdictions, this service is completely free.

2. Hazardous Waste

Provide a drop-off area to collect batteries, and make sure to have your hazardous waste removed safely and correctly. For individuals, there are collection depots. Contact your juris-



diction’s Waste Management department to learn more.

For businesses, the waste must be removed by a specialized contractor. Look up “Hazardous Materials - Handling, Storage & Training” in the Yellow Pages for more information.

3. Energy

Turn off lights, computers, and other electronic devices when not using them. If your computer is attached to a network that provides updates during the night, you can set your computer to standby mode (and turn off the monitor) and still be able to receive those updates. CFL bulbs are also more energy and cost-efficient in the long run, but only in areas where a light will be left on for 15 minutes or longer. If a CFL bulb is switched on and off often, it will burn



(Continued on page 7)

Leaders need to be optimists. Their vision is beyond the present.

Rudy Giuliani

The winner is the chef who takes the same ingredients as everyone else and produces the best results.

Edward deBono



5 Tips to Greening your Business (cont'd)

(Continued from page 6)



out very quickly, making it costly and inefficient for your business. Encourage commuting by bus, foot or bike, and carpooling with co-workers. This will save on gas consumption, and also the hassle of finding a parking spot!

4. Office Supplies

Watch what you purchase when it comes to your office supplies. Make sure you don't buy more than what you need. All paper can be recycled (glossy or not), but even better, you can purchase paper that has already been recycled (100% recycled content is best), or is Forest Stewardship Council (FSC) Certified. FSC certified means that the logging company harvesting the logs to make the paper is using fairly sustainable logging practices. The best bet is to purchase

paper with 100% recycled content. If you don't want paper discoloration, there are many white 100% recycled content papers available. However, it's a great marketing pitch to use the slightly off-white or brown paper in your published materials, as it shows customers you are being environmentally conscious.

Do you produce reusable shopping bags branded with your company's logo? Think again about how eco-friendly those fabric and composite bags are—they can't be recycled, take a large amount of energy to produce, and some don't last through a couple washes, while plastic bags take a small amount of energy and oil to make, and are fully recyclable. Using no bags is the best option, or using the same reusable bags for a long period of time.

5. Water Consumption

Did you know that to produce one bottle of water, enough oil is used to fill one quarter of that bottle?

Bottled water, unfortunately, is more often than not just bottled municipal tap water. In actuality,

bottled water is not widely regulated, and therefore, its contents could contain unwanted metals, minerals, or bacteria.

Encourage the use of tap water at work.. Remove the bottled water (provided your tap water is safe) at work, and encourage employees to bring their own reusable containers.

More important than following these tips, incorporate environmental practices into your everyday routines. Think: Do I really need this? Can I find something with less packaging made locally? How can I do this more efficiently, and produce less waste? Being environmentally responsible is not only beneficial for our environment and for future generations, but can attract clients, and can save your business money too.◊

For more in-depth information about green businesses, visit: www.green-business.ca



**You will either step forward into growth
or you will step back into safety.**

Abraham Maslow

**Only those who are asleep make
no mistakes.**

Ingvar Kamprad



Member Profile: Tanya Sieliakus-Bourne, HR-Pros

HR-Pros is an agile and highly skilled human resources (HR) consulting company. They provide strategic human resources management services to small and mid sized businesses, local governments and the not-for-profit sector. By outsourcing their human resources needs, organizations and business owners can focus on, and prepare for, the operation and growth of their business. Services are affordable, timely, and can be delivered in both official languages. "HR on call" services are also provided for those who need assistance on an irregular basis. You can receive these services over the phone or by email. HR pros services the entire Atlantic Canadian community, and are proud to be a charter member of Nova Scotia Come to Life.

Tanya Sieliakus-Bourne, a partner of the firm, is well qualified to deliver excellent HR service. You can see her and her business partner's qualifications on their website, and also check out their blog, which offers useful HR information.

Hr-Pros is located on Mic-Mac Blvd. in Dartmouth. To contact HR-Pros, call or email Tanya at 902-293-0253 or Tanya@hr-pros.ca, visit their website, www.hr-pros.ca, or check out their Facebook™ Page.

It is better to aim at perfection and miss, than to aim at imperfection and hit it.

Thomas A. Edison

The way to get started is to quit talking and begin doing.

Walt Disney



CALLING ALL EXPERIENCED ENTREPRENEURS WITH DISABILITIES!

Become a member and get involved:

Contact us today!

We invite you to join the Entrepreneurs with Disabilities Network (EDN) and our membership of over 500 businesses and clients across Nova Scotia.

We're looking for experienced business owners with disabilities to become mentors to new business owners within our membership.



Book Review — Practical Time Management

Author: Bradley C. McRae

Are you a hard working and motivated person, yet you can't seem to find the time to fit everything into your busy schedule? Are you a hands-on learner? Then the book "Practical Time Management" is perfect for you.

The book Practical Time Management focuses on helping the reader set goals in a meaningful way, and achieve them on a timely basis, all while using engaging exercises and quizzes to help the reader find effective and personalized ways to organize their time.

The book is broken into 8 steps, and in order, they build on each other to give you a comprehensive guide to managing your time more effectively.

The first step focuses on control and self-esteem. The Nova Scotian author, Bradley C. McRae, relates your abilities in project planning, time management, and self control directly to self-esteem. He mentions that setting goals to achieve your "ideal-self" image is important, but these goals must be realistic. An exercise is offered to show how your actual goal attainment matches up to the goals you would like to achieve. If there is a large discrepancy between what you are achieving now and what you want to achieve, then this book is definitely for you.

An important tip from this book is

that you need to set clear and attainable short and long-term goals that you can work towards over a reasonable amount of time. You will always be dissatisfied with your achievements if you set unattainable goals, so one of the biggest steps when starting out is to rank your goals, set timelines, and work slowly and steadily to achieve them.

Next, look at how you spend your time presently. Some people complain that chores constantly take up unnecessary time. McRae made a really good point when he said that things like chores are never ending—we dirty things, and must clean them. It could become overwhelming if we don't make sure to set aside small bits of time to complete chores, and not exceed budgeted time for these tasks.

After breaking up the time you spend in an average day, and looking at what takes up the majority of your time, you can tangibly decide what to cut out of your schedule. Perhaps too much time is spent watching TV, for example, and you wish to allocate more time with friends. If you want to attain something on a regular basis, create a schedule for it.

Most important is the follow through. McRae lists 15 motivators to assist you in attaining your goals by finding one that works for you.

For example, if you

want to exercise three times a week, exercise with a friend, so both of you feel accountable to each other for meeting to exercise regularly.

After you are consistently following through, set a finish date for your goals. McRae mentions that even if you intend to continue your activity indefinitely (like exercise, for example), you should plan for an end date after a certain interval of time to look at what you have accomplished, set new goals, and start the process over. This way, you feel a sense of accomplishment, and feel like you are moving ahead.

The book "Practical Time Management" is a very useful tool in finding time to achieve your goals. I recommend this book to anyone looking for a quick and easy read, with lots of hands-on involvement and great results! ♦





**Not a member yet?
Contact EDN & join!**

1575 Brunswick Street
Halifax, Nova Scotia
Canada B3J 2G1

Phone: (902) 426-0561
Fax: (902) 426-6530

Mission:

To promote and facilitate entrepreneurship among people with disabilities. To understand and represent the needs of entrepreneurs with disabilities. To advise government, business service providers and others on how best to serve entrepreneurs with disabilities.

Vision:

To have an impact on society, that will ensure the barriers that persons with disabilities face will be overcome and give persons with disabilities the option to realize their dreams and reach their full potential.

www.ednns.ca

Upcoming Workshops and Events!

<p>Coffee Talk— Media Relations Canada Business Service Centre August 21st 2-4 pm</p>	<p>Join us in our monthly “Coffee Talks” where members can openly discuss relevant business topics in a relaxed atmosphere. Anna Quon facilitates.</p>
<p>Small Business Week: EDN events to be held in Halifax, Yarmouth and Sydney Week of October 19 Time TBA</p>	<p>Stay tuned for more information about these annual mentoring and networking events. Please check www.ednns.ca and our Facebook™ page regularly for updates!</p>

**Call EDN at 426-0591 (Archie) to register. Spaces are limited!
Please let us know of any personal accommodation requirements in advance.**



EDN would like to thank the governments of Canada and Nova Scotia for their generous support



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique



Canada



Department of Community Services



NOVA SCOTIA

Economic Development