

OUTLOOK

Owen Sound & District Chamber of Commerce



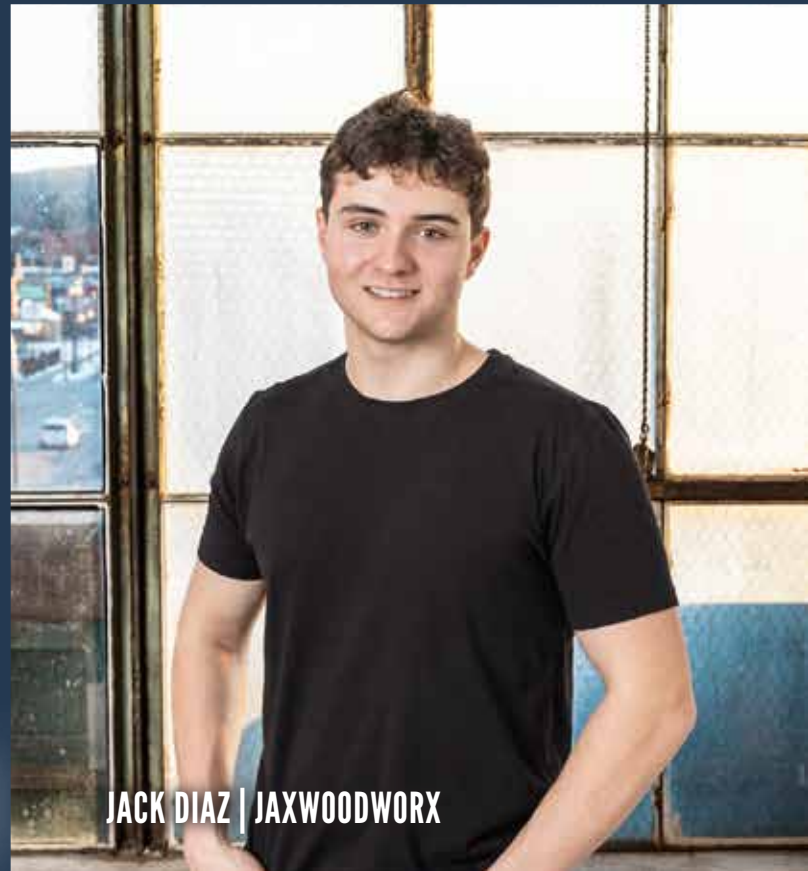
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YOUNG ENTREPRENEURS

Four young Grey County Entrepreneurs have found their unique niche and are thriving in it. Each has been the well-deserved recipient of the Owen Sound Chamber's annual Business Excellence Award for Entrepreneurs under age 35.

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ONE ENTREPRENEURS JOURNEY

Candra Schank from Candra Schank Photography takes us on her journey of Entrepreneurship quickly realizing it is not as easy as one would assume. Just because you follow your passion doesn't mean you know how to run a business.

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A DIVERSE & INCLUSIVE CHAMBER OF COMMERCE

The project "Diversity and Inclusion in Rural Workplaces" is designed to support employers, human resources professionals and supervisors from all sectors (private and public) to learn how to successfully build relations/connections and address racism and discrimination within the workplace.

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MESSAGE FROM THE CHAMBER

Acknowledging the strength and determination of young entrepreneurs as they pursue their dream of business. Entrepreneurs can face obstacles from many different areas, but when you're young and new to business, there always seems to be extra hurdles to jump over.

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NEW MEMBERS

Look whose joined us! Read up on the new members of the Chamber.

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JUST SAYING: BEING AN ENTREPRENEUR

Entrepreneurship in a person need not necessarily be limited to the operation of a specific business and especially the financial risk embraced therein. All of us who step out of comfort zones when related to work are entrepreneurial in our own ways

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OUTLOOK

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YOUNG ENTREPRENEURS LEAD BY EXAMPLE

Simply put, an entrepreneur is an individual who builds and nurtures a new business, bearing most of the risks and enjoying most of the rewards. Such creativity is widely regarded to be the driving force behind economic growth. Entrepreneurs have the courage to take risks, the determination to see things through, and the imagination to think differently. They are constantly pushing the boundaries and challenging the status quo.

Four young Grey County entrepreneurs consistently rise to these exacting standards. Charlee Roy, Jack Diaz, Brandon McMillen and Nathan Vanderschot all have found their unique niche and are thriving in it through a combination of passion, creativity, diligence, perseverance, risk-taking and adaptability. Each has been the well-deserved recipient of the Owen Sound & District's annual Business Excellence Award for Entrepreneurs under age 35.

CHARLEE ROY



Charlee epitomizes a new generation of entrepreneurs for whom going into business is motivated by purpose, as much as profit. She started her company, **NakdBasics** in June 2015, inspired by her passionate belief that in order to find elusive life-balance and achieve overall well-being for herself and others, it's vitally important to know what is going on your skin

and into your body. Charlee is a Registered Practical Nurse, Certified Reflexologist and an Herbalist. She loves crafting natural skin care products like Dream Cream and balm from locally and ethically sourced ingredients, many of which are obtained by foraging with her home-schooled kids. These skin care solutions are just a few of the wide variety of NakdBasic's home crafted natural items that also include bath, hair, seasonal, 'her', man care, and apothecary products - even specialized stones!

While NakdBasics once had a conventional storefront location in Owen Sound, the company now thrives through Charlee's mastery of social media platforms which she employs to share information, promote her brand, and sell products. Currently, the company has 7.6K followers on Facebook and 5.7K on Instagram "Social media made a big impact on me in 2011 when I lived in the city. I learned a lot from managing

other accounts and that knowledge helped me get through the pandemic the last few years." she said.

Charlee is also a passionate communicator. She has conducted workshops and courses on such topics as wildcrafting, plant medicine, and Crystal Healing, She also offers an online course called 'Tarot 101'. Speaking frankly, Charlee shares, that her own teenage struggles shaped her as a leader. "Every single person has a past that has helped shape them to do things a certain way presently. That being said, we all have a choice. I do my best to choose gratitude every day and use each new day I wake as a reset to be better than yesterday."

JACK DIAZ



In June 2019, at just 14 years of age, Chatsworth area resident Jack founded his company **Jaxwoodworx**, selling his hand-crafted bird and squirrel feeders on Facebook Marketplace. They moved quickly so he took the next step of producing batches of cutting and charcuterie boards which also sold out. As each successive creation "became better and better" Jack realized that he had "fallen in love" with developing high quality, hand-crafted wooden products. In doing so, he makes full use of as many as 25 different local and imported woods. "Exotic woods are part of my passion, too", he adds.

At first Jack fabricated his products in the garage of his parents, Mark and Julie, using Mark's tools. But several years ago he purchased a broad range of sophisticated equipment, including a laser engraver to broaden his production capability. "Now my Dad borrows my tools", Jack smiles. The investment enables him to take commissions on larger furniture pieces including tables, desks and nightstands.

Looking ahead, Jack intends to study business at the University of Guelph to complement his woodworking creativity. "Then there will be many more projects for years to come. My plan includes creating a greater variety of high quality wood products in the Owen Sound area and perhaps even establishing a local source for exotic woods."

continued on page 7

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YOUNG ENTREPRENEURS - continued

BRANDON MCMILLEN



Brandon McMillen is genuinely passionate about training athletes and helping people become healthier and fitter. That's why his business, **Velocity Sports Performance and Fitness**, has prospered since he founded it in 2012, after working out of his Mom's garage for two years. He persevered through the pandemic's restrictions when personal contact, the core of his training approach, was severely limited. From the outset, Brandon, who holds a Bachelor of Science degree in Kinesiology, has adapted and grown with the ever changing fitness world, always trying to deliver the most up to date and current exercise practices.

Once a high level lacrosse competitor, Brandon continued his love for the sport after retirement through an extended association with the Senior B Owen Sound Woodsmen. Some of the athletes he has trained also have competitive lacrosse backgrounds while others have been highly accomplished hockey players. Beyond guiding athletes, Brandon takes pride in helping clients achieve significant, life altering weight loss (sometimes well in excess of 100 pounds). While most training is one on one, he also offers sessions to groups including seniors, which he particularly enjoys. Asked about future plans, Brandon replied "If it's not broken, why fix it? I grew up in Owen Sound and have built a house and business here. I'm looking forward to continuing to enjoy providing excellent training to my long-standing clients and adding new ones."

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NATHAN VANDERSCHOT



Founded in 2016 by Nathan Vanderschot, a licenced Master Electrician, **Design Electrical** is both a cutting edge, full-service electrical supply company and an upscale lighting provider. Nicole Wolfe, Nathan's partner, presides over their 16th Street East,

Owen Sound showroom which features attractive lighting choices for homes and businesses. The core of their company has grown to become an eight person youthful dynamic

team experienced in both residential and commercial work. "Maintaining the highest of standards with exceptional customer service has been our team's commitment and remains the foundation on which the business is built" says Nathan.

As the son of independent, hard-working local farmers, Nathan comes by his entrepreneurship and work ethic naturally. His inherent love for "cool technology" as boy morphed into his electrical supply company's well-established niche of promoting, providing and installing renewable energy solutions and standby power availability tailored to unique situations across Bruce, Grey and now Simcoe Counties. "We continue to be excellent at meeting typical residential and commercial electrical needs but our passion is renewable energy. That's the way of the future", says Nathan.

Nathan's greatest challenge is to find "the right people with high potential and a strong work ethic who fit into our team culture." Asked about future growth, he said "There's huge upside potential in our renewable energy niche and we could expand quickly. But I'm more inclined to let the business evolve more slowly so we can maintain the focus on customer service and team culture that has served us so well. "

NEXT GENERATION

If you're thinking of becoming an entrepreneur yourself, take inspiration from these four young role models. When asked what advice they would give to the next generation of local entrepreneurs, each emphasized a different element drawn from their own success. Jack said, "I'm testimony that you shouldn't be afraid to start small and build your business one step at a time". Charlee added "it's essential to be able to pivot, re-evaluate and creatively change during tough times". According to Brandon, "Successful businesses take time, patience and a whole lot of determination to see things through". And Nathan concluded, "Even as our small business grows, we will always take the time get to know our clients on a professional yet more personal level. This ensures that we can truly have our clients' best interests in mind and be able to put their concerns at ease with confidence".

So there you have it. Charlee, Jack, Brandon and Nathan each started from humble beginnings, created their niche, and with hard work and determination, built successful enterprises. So what are you waiting for? Get out there and start building your own empire!



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EXPERT COLUMN ASK THE REAL ESTATE EXPERT



Amber Jenings Peak Point Realty

WHAT EXACTLY IS IT THAT MAKES SOMEONE AN “EXPERT” IN THEIR PROFESSION?

Defining what it means to be an “expert” is not a straightforward task. Some would argue that expertise is solely based on one’s level of education and training, while others might say it’s determined by the number of years someone has spent working in their field.

Although the answer to this question is not always clear cut, one thing we know for sure is that simply having experience or knowledge in a particular area or field doesn’t necessarily make someone a great expert.

To truly stand out as a great expert, one must possess education and experience—yes, but those items must be combined with a unique set of skills and qualities that sets them apart from the crowd.

Thanks so much for taking the time to join me today and to read my very first Outlook Magazine “Ask the Real Estate Expert” article.

I’m thrilled to have this opportunity and I hope you enjoy the content from month to month!

SO WHAT MAKES ME AN “EXPERT”?

My name is Amber Jenings and I am the Broker of Record and Owner of PEAK® Point Real Estate Brokerage, with offices in Owen Sound & Sauble Beach.

I was born and raised in Owen Sound and have been licensed to trade in real estate since 2007. I began my journey into the real estate world as a Salesperson with another local company. In 2009 I upgraded my education & achieved my Broker license. In 2010 my Hubby (Jason Jenings) & I took a leap of faith and bought a PEAK® franchise with territory rights for our area. We opened our very first office in Sauble Beach and literally started our own business from scratch. We hit the ground running and have never looked back.

16 years later—we have two beautiful real estate offices, have worked tirelessly to achieve a sales volume of over \$220M worth of properties sold and have had the honour and pleasure of assisting wonderful Buyers & Sellers all over the Grey-Bruce area.

We have worked tirelessly over the years to invest in our business and to always be at the forefront, as consistent leaders in the technology we use for real estate marketing. We are always perfecting our craft and adding the very best new tools to our arsenal. The results from our efforts have translated into the success we’ve achieved. Hard work does pay off.

Our dedication to our business and our passion for continuous learning and growth has lead me to further my knowledge achieve professional designations such as: the prestigious CLHMS® Guild Certification (Certified Luxury Home Marketing Specialist Elite Designation), SRES® Seniors Real Estate Specialist, ABR® Accredited Buyer Representative, as well as the ePro® Internet & Social Media Marketing Specialist Designation.

Over the last decade and a half, in concert with all of the accolades mentioned above, we have set ourselves apart from the crowd in many other ways. Our deep commitment to excellence, strong communication & negotiation skills, critical thinking abilities, adaptability to the ever-changing marketplace, and our forward-thinking marketing initiatives arm our Clients with the best Team to help you buy or sell...in any market!

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Roots are an important reminder that home is where your clan is.

My wife, Jen and I went to Scotland to explore our roots. We had a blast, and found our clans! We also found our roots again, when we got back to Grey Bruce. Home is where the heart is. My heart, and clan are here. 'A Blithe Yule' to you, and yours!



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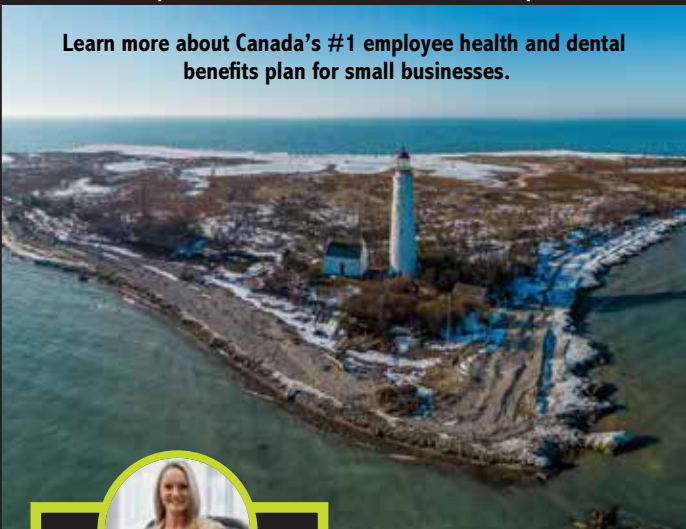
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ONE ENTREPRENEURS JOURNEY- FROM CANDRA SCHANK PHOTOGRAPHY



Being an entrepreneur is in my blood. My dad is an entrepreneur (he owns Schank's Vacuums), and his dad before him was. So, starting up and running my own photography business should be easy right?

Nope! Oh my goodness, things were about to get REAL! And not so easy.

Even though entrepreneur life was in my blood, I quickly realized that running a photography business wasn't all it was cracked up to be. I wasn't able to just take pretty photos and be successful.

Firstly, photography school DID NOT PREPARE me for the business side of things. They taught me all things Photography... not business. After I graduated, I knew how to take a great photo but I didn't know how to run a successful business. Now I had to figure out how to price my products, market myself, book clients, and ultimately sell my services and products.

I quickly realized that running a business was a lot of work and I wore all the hats. I was a marketer, a website designer, a book keeper, a receptionist, a sales person, a photographer and a photo editor. And as I looked around, I noticed that other photographers did it all. Or at least it seemed that way. How did they make it work?

As the months went on, I quickly had to figure out how to be successful because the bills had to be paid. I dived into online training, read books, searched for mentorship, taught myself how to market, as well as created and managed my website.

There weren't enough hours in the day to do everything and I just couldn't keep doing everything...even if I wanted to. Once my business got established and had income coming in, I knew it was time to outsource. The first thing I outsourced was my bookkeeping. I now have a fabulous company that handles my books (shout out to L & W Bookkeeping Professionals). I also hired a temporary virtual assistant and assistant to help with phone calls and client management.

What I learned quickly was that, 80% of my week was me NOT photographing amazing people and animals. In fact, some weeks I was only photographing 10-15% of the time.

Secondly, in addition to the business side of things, I had to decide what I wanted to photograph. You may think that this would be an easy decision, but for me it wasn't; there were so many things I could photograph. Initially, I thought I should be a Wedding Photographer. Why? Well, I thought that's how you made money in photography. I spent the first 5 years of my business as a wedding photographer. Now, as much as I loved every bride and groom I worked with I realized I was missing something. PETS! I wanted to spend more time photographing our amazing fur babies, So I rebranded myself as a Pet & People Photographer. My passion was re-lit. I've always been good with animals. And it may sound weird to you, but I feel like I am able to understand their feelings and behaviours and bring out their amazing personalities in the photos.

What's next with my business? That's a hard question. Do I outsource more things? Or maybe hire a studio manager? Between you and me, I am seriously thinking of hiring a studio manager so that I can take a few things off of my shoulders.

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EXPERT COLUMN GET WEALTHY! STAY WEALTHY!



The proven way to create wealth for professionals and business owners/corporations (and even individuals) is to reduce those eroding factors such as taxes and loan interest that can stunt your financial goals.

It's not easy and does require planning and stick-to-it-ness but since the time of the Rockerfellers, Vanderbilts and Kennedys – and to this

day – it's the way the wealthy get and stay that way, and how you can too.

Rachel Desmarais of Desmarais Financial Services utilizes the same method to create for clients more flexibility to take advantage of your financial goals over time. The strategy is called Cash Flow Insurance and it lets you maintain control of your money and how/when you use it on your terms and not those of loan companies, banks or credit unions.

Simply, Cash Flow Insurance is over-funding a permanent whole life insurance policy in order to use the cash value as a guaranteed tax advantaged savings vehicle and your own bank that can be tapped for funds as needed, earn interest while borrowing and enjoy tax advantages!

Of note, whole life insurance is the one and only method of saving money that survived the Great Depression of the 30s, and various recessions over the past century and, is still going strong today!

Rachel works with business owners and entrepreneurs who have spent years and even lifetimes building their businesses. Whether you are just starting out or have an established business, Rachel can help you maintain your lifestyle now and as you pass through life cycles.

Building wealth goes beyond running a strong balance sheet and showing profits each year. A way to enjoy the result of your hard work is to build wealth inside and outside your business.

There are limits on how much you can over fund your policy; it's not unlimited – if done incorrectly it could jeopardize the tax benefits. When understood and used properly this type of plan gives you control and certainty and it shifts more risk away from you than any other life insurance contract.

Another benefit of this strategy is that the death benefit allows you to spend more cash flow when you get into your retirement phase. In effect, this turns a death benefit into a living benefit. An added benefit of this strategy is that you're also assuring/buying your net worth instead of building it.

Do not hesitate to contact Rachel to further discuss your financial destiny, evaluate your current situation, and synchronize the major areas of your financial well being to create a lifestyle plan unique to you and your family.

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13 ALIVE @ 5 NETWORKING
 Apr 13, Legacy ridge, Owen Sound Foodland 5 pm

20 ANNUAL GENERAL MEETING
 Apr 20, Legacy Ridge 6 pm



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A DIVERSE & INCLUSIVE CHAMBER OF COMMERCE

BY ADRIANA SALAZAR



Diversity & Inclusion in our communities is about the presence and relationality of a “wide range of human qualities and attributes within an individual, group or organization,”¹ such as age, religion, race, sexual orientation, ethnicity, physical and intellectual ability, sex, educational background, and expertise.

Today, from the over 20000 people living in Owen Sound, according to the census data 2016², only 850 are diverse. While at the national level, diverse people are projected to make up 28.5% of Canada’s total population, in Owen Sound, that rate is 4.2%. Thanks to organizations such as Welcoming Communities, which had built on over a decade of community-based research and work, the GBLIP supporting new immigrants since 2020, and the YMCA and its long history of enriching people’s lives, we are experiencing a significant momentum of partnerships and collaborations focused in having the difficult conversations and executing concrete actions to make Grey Bruce, and Owen Sound, a regional champion in D&I.

One of the most successful collaborations in D&I, recently implemented in Grey Bruce is the “Diversity and Inclusion in Rural Workplaces” project designed to support employers, human resources professionals and supervisors from all sectors (private and public) to learn how to successfully build relations/connections and address racism and discrimination, creating positive and meaningful workplaces for racialized people, indigenous communities, and people of colour including new immigrants. The Owen Sound Chamber of Commerce, Welcoming Communities GBLIP and the

YMCA come together to make this project a milestone in Grey Bruce’s journey on Diversity & Inclusion.

The Project Advisory Circle has been critically reflecting on creating an innovative D&I approach that, compared to many others offered around, is entirely focused on building community capacity, developing autonomy from “external experts,” and expanding (in time and geographically) the access to D&I activities looking to configure a Regional Best Practice that can be tailored to other rural communities.

This project’s success is mainly connected to the level of involvement of Owen Sound Chamber of Commerce members. As an employer, business owner or job provider, you will make a more significant impact if you invite the project to bring its resources to your workplace: a workshop on D&I, a conversation on well-being, or a film session. Our workplan on upcoming activities can be checked at our website <https://www.gb-deib.ca/>; contact us; we are eager to accompany you in making D&I a reality in our communities.

We can not finish without sharing what an Owen Sound activist recently affirmed in the Beyond Unconscious Bias workshop, “D&I is not a matter of political correctness. It is about exercising the universal Human Rights we all are entitled to enjoy. It is the right thing to do because it is key for our GB community’s growth.”

¹ Ontario Human Rights Code <https://www.ohrc.on.ca>

² Statistics Canada on Owen Sound

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MESSAGE FROM THE CHAMBER



Diane Austin CEO

This issue of Outlook Magazine focuses on young entrepreneurs in our area. It is very encouraging to watch what these local business owners have accomplished and continue to develop in the future. When the Editorial Committee was reviewing the theme for this issue, we all agreed to showcase young entrepreneurs who had previously won the Young Entrepreneur of the Year category in our prestigious Business Excellence Awards.

So, what is a Young Entrepreneur? A young entrepreneur is a young adult who takes risks to start a business for their own passion and ideas. They are the type of person who identifies and pursues opportunities without allowing risks to become barriers.

Entrepreneurs can face obstacles from many different areas, but when you're young and new to business, there always seem to be extra hurdles to jump over. Both external and internal pressures can wear down on you, and before long, you can start feeling overwhelmed. But these pressures didn't deter these young business owners from pursuing their dreams of entrepreneurship.

Congratulations to Charlee, Brandon, Jack and Nathan for a job well done.

To all new, young and old, entrepreneurs, let their story be your inspiration.

MESSAGE FROM THE CHAIR OF THE BOARD



Marg Benedict Chair

The Chamber wishes to welcome each and every Business back into their offices and the Chamber after the last two long years of lockdown and hybrid work environments.

I am sure the transition hasn't been straight forward with commuting, arranging childcare, replenishing your closet and other important items to get you back into the office.

We recognize that many offices had to make some very difficult decisions with closures, working from home fulltime or furlough. During this time, new routines were enjoyed and different ways of working had to be identified to overcome the challenges of meeting the work requirements. Because of this, a flexible and phased return to work is essential. We also recognize that individuals all have a different attitude about returning to the office. We don't have to go back to what was, we have learnt we can do things differently and we now need to find a comfortable solution for office routines. The world has changed drastically during the pandemic, from a new remote friendly or hybrid work model or some have returned to full in office routines, we are here as your resource and will provide any support we can during these transitions.

Have no hesitation in connecting with your local Chamber with any questions, concerns or support needs.



The Chamber would like to thank Don Sweatman for all his dedication and expertise in helping launch and reach out to our advertisers for our Outlook magazine. We wish him well in his retirement. He will be missed.



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MINIMUM SAFETY REQUIREMENTS FOR YOUR BUSINESS

Within Grey-Bruce, there are a large number of small to medium-sized businesses. By this, I mean businesses with less than 50 employees. From a safety stand point, what does that mean?

Once a company has at least 6 employees, a full safety program, a health & safety representative, safety board, etc. is all required. Unfortunately, most small business owners do not have the knowledge, resources or time to implement all of this.

There may be some circumstances where if you have less than 6 workers, all of that is still required. This might be when you are directed to by the Ministry of Labour, Immigration, Training and Skills Development (MLTSD).

A health and safety program consists of a health & safety policy statement, a workplace violence & harassment policy statement, policies and procedures relevant to the hazards in the workplace, an emergency response plan specific to the workplace and all relevant forms.

Once a company has at least 20 workers, a Joint Health & Safety Committee (JHSC) is required. This committee consists of both worker and management representatives who work together for the betterment of the safety of the orga-

nization. The minimum composition of the committee is 2 workers and 2 management reps. Depending on how the company is organized, you may often have more than 4 people on the committee. The main thing to remember when putting together the JHSC is that there can never be more management reps than worker reps.

Again, the MLITSD may require a company with less than 20 workers to put together a JHSC. Often this occurs where there are designated substances in the workplace, like lead, asbestos, benzene, etc. or if there is high risk hazards in the workplace.

As a small business owner, the main concept to remember is that the point of health and safety programs is for the protection of you and your employees. Everyone wants their workers to go home in the same condition in which they arrived. You want your workers to not be hurting while they are doing their job.

Spencer Safety Solutions is your local safety resource available to help you implement a specific safety program, manage MLITSD visits or orders, assist with training and office ergonomic assessments.

If you have any questions about the safety in your company, Janice Campbell can be contacted at the phone number or email in the ad below.



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NEW MEMBER PROFILES BY SAVANNAH DAWSON



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megan.mccartney@kaseinsurance.com
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Contact: Karen Blanchard
Karen@yourliferejuvenated.com
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WINMAR Owen Sound provides emergency, restoration, and additional contractor services to a wide range of customers. We can not only service residential homeowners but also commercial and industrial customers including municipalities, school, nursing homes, commercial businesses, medical facilities, and not-for-profit organizations. More recently, WINMAR Owen Sound has delved into providing additional contractor services including mould remediation, asbestos removal, and foundation repair services as mould, asbestos, and seepage have become heightened concerns. In addition, due to many customer requests, we recently began providing home renovations services including rebuilding kitchens, basements, and bathrooms to residential homeowners on a private basis.

Contact: Tiffany Woodfine
info@owensound.winmar.ca
www.winmarowensound.com



METIS NATION OF ONTARIO

Metis Nation of Ontario is a local chartered community council representing the Metis citizens to assist in community development and empowerment. They oversee services to the Métis community including educational services, economic development, genealogy, and Aboriginal Youth Services. They offer skills training and development to support and assist Metis people in achieving and advancing their career options.

Contact: Patricia Graham
patricia@metisnation.org
www.metisnation.org



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Do you tend to lean on alcohol or drug use to cope with day-to-day life? Or maybe, you have found yourself in a codependent relationship that feels like an addiction. If you're anything like me, then it can feel isolating being dependent on something external to soothe you. It can feel like you have no other options, but you do! Let me help you find your way back self, where you can maintain healthy relationships with yourself and others. Step by step, we will face your addiction together. Whether your goal is to reduce your drinking, or stop all together, I am here for you.

Contact: Felisha Hunter
recoverwithfelisha@gmail.com
https://recovermysoul.com/



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Contact Lynda Chiotti
mail@harmonycentres.ca
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Contact: Nicole Sage
www.gutsywalk.ca
nsage@crohnsandcolitis.ca



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Buying a home is a major decision. Whether you've just started your research or are actively house-hunting, April Bowler RBC Mortgage Specialist can help provide you with the personalized advice and solutions you need to make your home ownership goals happen. Whether it's getting your first mortgage, refinancing, or moving your mortgage to RBC, she can help! April works with you to ensure your financing suits both your current and future needs, you can feel confident that you're working with an expert who has your best interests in mind. "Let's work together to achieve your financial goals."

Contact: April Bowler
April.bowler@rbc.com
<https://mortgage.rbc.com/april.bowler>

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Contact: Christine Cameron
christine.cameron@kelsovilla.com
www.kelsovilla.com



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Amber Jenings is the Broker of Record/Owner at PEAK® Point Real Estate Brokerage. With over 16 years of top producing experience in the real estate industry, she & her Team proudly serve Grey & Bruce with Office locations in Owen Sound & Sauble Beach. Visit Amber & her Team at one of their two Office locations, find them on Facebook, or visit: PeakPointRealEstate.ca

Contact: Amber Jenings
amberjenings@peakpointrealestate.ca
<https://peakpointre.realtor/>



JUST SAYING

BY DAVE CARR



Being An Entrepreneur

In preparing to scribble some notes this time out, it was suggested to me that I am an entrepreneur. I demurred; no way do I fit any description of the word, and certainly not in the sense of awards given by the Chamber for the work of those of you stepping boldly into the deep waters of offering goods and services to the community. But other voices insisted, and so here I am.

Based solely on those other voices, entrepreneurship need not be limited to the operation of a specific business and especially the financial risk embraced therein. And in that regard, it's not just me; all of us who step out are entrepreneurial in our own ways. So I am an entrepreneur because 50 years ago, I took a gamble on a part-time job at CFOS, living in Hamilton and working here. In this broader sense, my permanent move here was apparently also entrepreneurial. It's the gamble; it's rolling the dice; it's venturing forward, especially in the face of uncertainty that surely lets each of us embrace the word every time we secure the ambition, cinch up the belt and just do it – whatever “it” is!

Of course, it is the young (mostly), excited, optimistic adventurer who deserves the word far more than me, and, pardon my bluntness, but most of us. I'm thinking of so many here who have an idea, do their due diligence and offer a unique service or product and then endure until the world catches up to them. Because when we do, presto! We have a new busi-

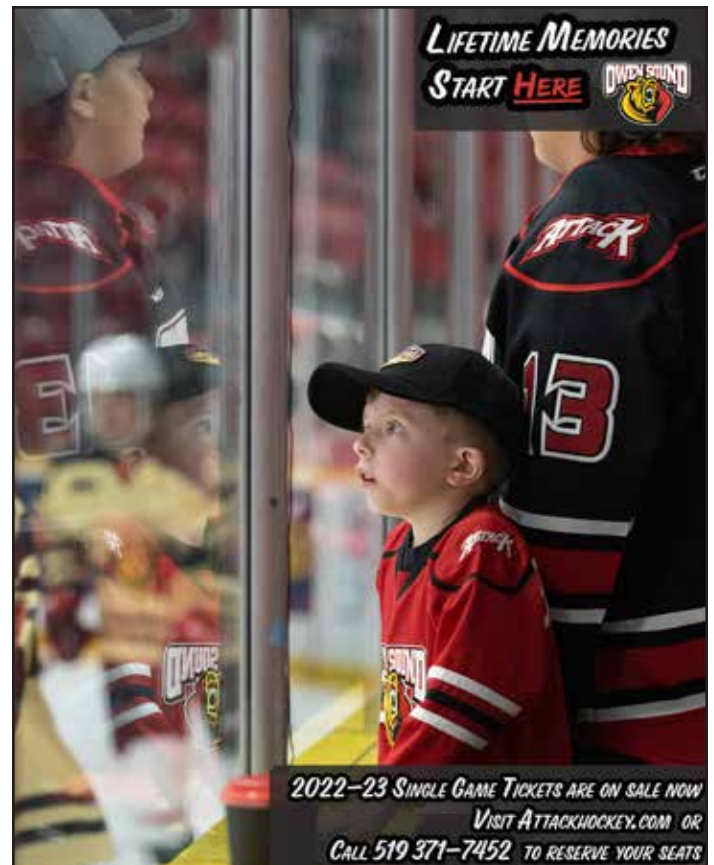
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ness diversifying our community in the best possible way – fresh ideas, fresh marketing, fresh attractions.

So there's the Chamber definition of “entrepreneur” which pretty much mirrors the very clinical and business-oriented dictionary definition. The *very* best are celebrated with their annual Business Awards, but really, every one of them just makes our community stronger, more diverse, more vibrant and frankly, just more dynamic, year after year, after year.

Meanwhile, I suppose my daughter is an entrepreneur. One autumn, she and two friends left Owen Sound to seek work at Whistler. Talk about rolling the dice; more than two decades later, she's still on the west coast in Victoria. I suppose my son is an entrepreneur, maybe even more so. Sure he's employed by a firm, but he's now off writing film music, occasionally playing music with bands in the GTA – he's stepping out, And I guess in that context, those voices were right – they are, we all fit the word

But when it's time to look, I'm still going to find *MY* entrepreneurs in the Chamber business directory!





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