

Small businesses showcase their products and services

by Stella Shepard and Heidi Riley

SMALL BUSINESS WEEK

The third annual **Biz 2 Biz Expo**, held in Charlottetown in October, brought together more than 65 local businesses and government services that support small business. The event offered an opportunity for business people and those considering starting a business to find out about the products and services offered by the members of the Charlottetown business community. “The Biz 2 Biz Expo offered exceptional value for our members and the small business sector as a networking, learning, and business growth opportunity,” says **Douglas Coles**, President of the **Greater Charlottetown Area Chamber of Commerce**.

Environmental Services company provides on-the-job training to students

Larry G. Koughan, CET, CRSP, Branch Manager

“**All-Tech Environmental Services** is an Atlantic Canada owned and operated company with branch offices in all four provinces. We provide clients with cost-effective solutions in Environmental Consulting and Occupational Health & Safety.

“We employ a team of dedicated professionals with educational and field experience in a wide range of environmental and health and safety matters. The Charlottetown location has three employees who are experienced **Environmental Technicians**.

The company also provides occupational health and safety training for students enrolled in the Environmental Applied Science Technology college program. “When we hire students from this program, we provide more training on the job.”



For more information about **All-Tech Environmental Services Inc.** visit www.alltechenvironmental.com or contact **Larry Koughan** at 569-0172.



Using previous employment skills to open a business

Darcy MacNevin, Owner



This year, **Darcy MacNevin** of Cornwall opened a new business using the skills he developed through previous experience in retail, design, manufacturing, construction and project management.

“I started **Island Laser Creations** because I wanted to be self employed. I conducted market research and learned that there is a demand for these services and products. My business offers laser cutting, engraving, marking and imaging on a variety of materials including tile, mirror, marble, metal, and acrylic.”

“Island Laser Creations combines the flexibility of laser technology with innovative thinking to give clients new solutions and endless creativity. Most of the projects that I do are customized because clients usually are looking for something different which is designed specifically for their needs.

“I enjoy being my own boss. I am able to set my own deadlines. The most fulfilling part about being my own boss is meeting new people and helping other companies and individuals. I have been able to help a number of companies and artisans add value to their products or assist in their manufacturing jobs, allowing them to grow and explore new markets.”

“I work by myself, and I don’t plan to hire in the near future. But when I do hire, I will look for someone who can assist customers in the design and selection of custom products and projects that will best suit their individual or manufacturing needs.”

For more information, call 370-3100 or visit www.islandlasercreations.com



More independent mortgage brokers are in business on PEI

Rosemary Ghiz, Accredited Mortgage Professional

Rosemary has worked in the mortgage industry since 1985, and has been an Independent Mortgage Broker for eight years. Her background in the industry includes working for a major trust company, as well as for Canadian Mortgage and Housing for 12 years. Her business, **RG Mortgage Solutions**, is affiliated with Dominion Lending Centres, a national agency and broker network.

“More Canadians are realizing the importance of using a mortgage professional to deliver trusted unbiased advice to assist them in making the best decision for their mortgage needs. Mortgage professionals help their clients purchase, refinance or renew their mortgage. They don’t work for any particular bank but act as agents for all of them.”

“Our mortgage professionals work directly with financial institutions such as chartered banks, credit unions, trust companies, and private lenders. We take care of everything from shopping for the best rates and terms to ordering appraisals, looking after the documentation, and scheduling the closing date.

“This industry has grown. There are many more independent mortgage professionals now on PEI.” She currently employs three **Mortgage Consultants** who are being trained to earn their license to work in this fast growing industry. She is in the process of hiring another agent in the Summerside area.



For more information, contact Rosemary at 367-0553 or visit www.rosemaryghizmortgages.ca



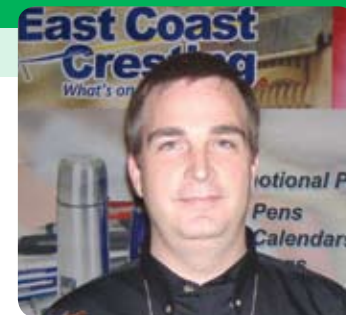
Expo allows company to connect with clients

Stacy Driscoll, Sales/Production Manager

East Coast Cresting in Charlottetown provides embroidery, screen printing and promotional products.

“East Coast Cresting has been in business for 11 years. During our peak period from June to December, we employ eight people in production and sales. During the remainder of the year, we have six staff working in production and sales.

“The Biz 2 Biz Expo gives us the opportunity to reconnect with many of our clients who attend this event. We also use this as an opportunity to develop prospective leads on new clients.”



For more information about **East Coast Cresting**, call **566-3339** or visit www.eastcoastcresting.com  

Business offers leadership and self-esteem training through horse sense

R. Ellen Jones, Owner/Operator



“It has always been a dream of mine to work with people and horses.”

Ellen’s dream job is now a reality. Ellen’s father, who is a Charlottetown architect, designed a riding facility called **The Hughes-Jones Centre for People and Animals**. They broke ground in Cornwall this spring and opened for business in the summer.

“Our biggest market is people who want to reconnect with horses after being away from them for a number of years.”

She also offers programs geared towards children and youth at risk. Ellen completed a counselling program in Halifax. “My training has helped me to work more effectively with horses and people. Many children lack self esteem. If they can experience success in controlling a 1,000 pound horse, then they may be able to control a bully at school.”

Ellen also took the **Equine Management** program in Kemptville, Ontario. “PEI’s horsemen have some of the best knowledge of harness racing and the equestrian industry. We can take a lot of pride in the quality we can produce. My goal is to promote PEI as a leader in the equine industry.”



For more information, call **894-5452** or visit www.thehughesjonescentre.ca  

Business opens to fill a gap in the horse riding community

Jenifer Dyment, Co-owner



Shortly after Jenifer developed an interest in horseback riding, her family found that there was no place on PEI to buy riding equipment and clothing. Jenifer’s mother

Marguerite decided to fill that gap by opening Confederation View Tack and Gift Shop in 1999 in Borden-Carleton. The business moved to Summerside in 2003 and became **The TackStore**, and then moved to Charlottetown in 2007.



Along the way, the business has expanded to offer a directory of information about stables, coaches, breeders and trainers for those interested in equestrian (riding) sports. “The Professional Equestrian Directory is unique. It helps to simplify the process of finding equestrian facilities and coaches on PEI.”

The TackStore is staffed mostly by members of the Dyment family. There are three full-time and one part-time staff members. “To work here, you don’t need to know a lot about horses. We can teach you what you need to know about the products. What you do need is good customer service skills and a passion for horses.”

For more information, call **367-4330** or visit www.tackstore.ca  

Bringing health and wellness to the workplace

Laura McKinnon, RMT, and Darren Blanchard, Entrepreneur



Laura and Darren have renovated a century-old house and turned it into **PEI Place**, a community/wellness centre on University Avenue in Charlottetown. PEI Place houses a variety of businesses, including a party/conference hall which can accommodate 55 guests.

PEI Place is also the location for **The Mobile Massage**. Laura and her team of three Registered Massage Therapists offer massage on site or will travel to the workplace to do therapeutic chair massage.

“Chair massage is aimed to enhance efficiency and alleviate tension created by the strain of working on computers,” says Laura. “I want to educate people about health and wellness in the workplace. Prolonged sitting impedes proper circulation throughout the body. This can lead to a feeling of being unfocused or in a haze. Chair massage increases productivity and the ability to focus.”

Laura has been a Registered Massage Therapist for three years, and is currently in her third year of studying Osteopathy. Osteopathic manual therapy is a natural way to restore proper mobility within joints and soft tissue by treating the causes of pain and imbalance.



For more information, call **367-9353** or visit www.themobilemassage.com  

Document management service from a rural location

Juliana MacEwen, Records & Information Management Specialist

Microtech Supply & Services has been operating in Marshfield, a rural community outside Charlottetown, for a number of years. The company takes paper documents and scans them into digital and/or microfilm images for the purpose of preservation and easy access. “We provide sales and service on PEI, Nova Scotia, New Brunswick, and Newfoundland. Our service technicians are based in locations across the Atlantic provinces to ensure that they are close to our customers and can respond to their needs quickly.



“Storing paper documents can become a huge problem because of the amount of space used, need for protection from damage, and the difficulty of finding a document when you need it. We visit the customer at the business location, find out what their needs are and how we can help. Our services vary depending on the situation. We can take paper files to our office and scan them into digital format, we can come to our client’s office and scan the paper for them, or we can provide the equipment and technology for staff to scan and access their own documents.

“I know first hand how paper storage can be a problem. We focus on helping any size of organization, including small businesses, doctors’ offices, hospitals, and large government agencies.”

The company has 10 staff on PEI, as well as service technicians across the Atlantic Provinces.

For more information, call **566-4690** or visit www.microtech-mti.com or e-mail info@microtech-mti.com 