

# TURNING DREAMS INTO REALITY

The Cornwall Business Enterprise Centre is helping entrepreneurs get off the ground quicker with Starter Company

» BY JOSH O'REILLY

Taking the entrepreneurial route is like taking that first plunge into frigid waters - it can be quite a shock! But it doesn't have to be. There is help out there, and all you have to do is ask.

"Whether operating a business is new to you or you've been in business for many years, we provide assistance in business planning, marketing, and so

much more," said Candy Pollard, Business Consultant with the Cornwall Business Enterprise Centre. "Every entrepreneur has an idea for their business, but also required is strategic information, a set of skills and a solid business plan. We can help with that."

Two very popular programs, Starter Company PLUS and Summer Company, are designed to

assist entrepreneurs turn an idea into reality by providing training, mentoring and start up funds. Over the past few years over 150 local residents have participated in these programs which are funded by the Government of Ontario and administered by the Cornwall Business Enterprise Centre.

Helen Bertrim of Bee Real Healing Arts & Products is experiencing success with her all natural beauty product business, having recently moved it out of her home and into a storefront location.

"The Starter Company PLUS program certainly helped to fund the evolution of my business," said Ms. Bertrim. "But initially it was the assistance in building my business plan and the support I received that has been a huge benefit to me."

Joel Lascelle owner of Joel's Fitness is a personal fitness specialist who assesses, develops and implements individualized exercise programs for people with a physical, sensory or cognitive disability who are medically cleared to exercise. He has taken advantage of many of the seminars that the Starter Company PLUS program offers.

"By attending the seminars I



Tarah Zaczyk  
Crush Lane Jewellery



Helen Bertrim  
Bee Real

have been able to plan out the start-up of my business,” says Mr. Lascelle. “I’ve created a business plan and a marketing plan, and have learned about government regulations and bookkeeping. Starter Company PLUS has helped me feel that I have considered everything along the way.”

Tarah Zaczyk owner of Crush Lane Jewellery is relocating her business into a commercial building and is also expanding her product line to include apparel.

“The Cornwall Business Enterprise Centre provided me the opportunity to learn more about marketing and finance,” said Ms. Zaczyk. “The grant portion of the program will make moving into the store front a little easier. I am very happy to be part of this great program!”

Anyone looking to follow in these entrepreneurs’ footsteps should contact the Cornwall Business Enterprise Centre. Come prepared to discuss your business idea and together with the Centre staff determine which services you would like to access. You could be the next successful entrepreneur in Starter Company PLUS or Summer Company!

[www.businessenterprisecentre.ca](http://www.businessenterprisecentre.ca)



Joël Lascelle  
Joël's Fitness