

# THE MOCCASIN TELEGRAPH

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## Message from the General Manager

George R. Vass

### Women in Business Issue

In 1987 Apeetogosan (Métis) Development Inc. opened its doors to serve the Métis business community throughout Alberta. Thirteen years later we continue to serve our clients in every Zone in the Province.

Our Aboriginal Youth Business Fund (AYBF) program assists our Métis youth between 18 and 29 years of age to obtain a low interest loan and additional funding support through Aboriginal Business Canada (ABC). It is an opportunity that many young entrepreneurs may not have considered and we welcome their applications. It is essential that the applicant prepare a business plan in order to obtain assistance. Through the AYBF or ABC program, most of the costs of developing a business plan can be covered. Going into 2001 and the challenges of this new century and the current positive economic forecast for Alberta, now is the time for all budding entrepreneurs to consider the opportunity of being their own boss!

This issue of "The Moccasin Telegraph" is dedicated to Women In Business and we at Apeetogosan are proud to recognize many Métis Women who have battled adversity to stake a claim in the business community of Alberta. Some have taken advantage of the AYBF program while others have used

*continued on page 3*

## Herbs for Hurts Inc. celebrates 3rd Year in Business

CALGARY, ALBERTA - **Herbs for Hurts Inc.** is expanding its line of alternative health care products. Launched in Calgary in 1998 by entrepreneur Kelly Chobotiuk, who was awarded "Métis Entrepreneurial Leadership Award 2000" the Calgary company now



*Kelly Chobotiuk with the **Boo Boo Bear**™*

employs five single parent women in the production of the Boo Boo Bear™ and other herbal products.

"Our specialty is the loving production of alternative health care products for children. Our first product, the Boo Boo Bear is now being sold in Japan and the U.K. To celebrate our third successful year in business we are now launching our Angel for Aches" explain Chobotiuk.

"The key to our success is that children love the cuddly **Boo Boo Bear**™. Parents can use it as a topical warm/cool herbal therapeutic pack". The Bears, Bunny and Angels contain Alberta cereal grain and herbs of lavender, peppermint, chamomile and rose. Parents find them helpful for soothing earaches, headaches, insomnia, nausea or whatever "Boo boos" their child may encounter. **Herbs for Hurts Inc.** is also introducing a new line of children's massage butters and room sprays. "We include tips on child massage with every product sold" says Chobotiuk. "We have also developed a **Snakes for Aches**™ to be used in the same manner as the popular **Boo Boo Bear**™. This idea came from Ms. Chobotiuk's 8-year-old son, Ben.

*continued on page 4*

## INSIDE THIS ISSUE

- 1 Message from the General Manager
- 1 Herbs for Hurts
- 2 Consultant's Corner
- 2 Rituals Body - A Home Based Business
- 3 "The Rock" Rocks
- 4 Economic Development Officers in All Zones

## Consultant's Corner

Ken Balcom

### Women Entrepreneurs in Canada – A Statistical Perspective

Pinnacle Business Services Ltd.

For years we have been reading that Women entrepreneurs are becoming a growing and dynamic force in Canada. But just how far have women come in creating their own business ventures? Some of the statistics below outline the growing importance of women entrepreneurs in Canada. (Note: these statistics come from studies prepared by Industry Canada)

- The proportion of self-employed women among the employed workforce has been growing at a faster rate than that of self-employed men. Approximately 1/3 of self-employed Canadians are women, representing over 675,000 people. In 1975 only 1 out of 5 self-employed people were women.
- Self-employed women represent approximately 5% of the entire Canadian workforce population. (Self-employed men represent 10.4%.)
- Self-employed women tend to be younger than their male counterparts. Approximately 30% of self-employed women are under 35 years of age versus 23% of self-employed men.
- Women are able to start their own businesses despite the dual responsibility of child rearing. In 1991, 86% of self-employed women who were married or in a common-law relationship had children. Of these approximately 67% had school age children and 33% had at least one pre-school age child.

A recent study conducted on behalf of Aboriginal Business Canada also highlighted the growing importance of Aboriginal women in the Aboriginal business economy. The study entitled 'Aboriginal Entrepreneurs in Canada Progress & Prospects'

identified the following statistics:

- There were over 20,000 identified self-employed Aboriginal Canadians in 1996. Of this total, Aboriginal women represented approximately 36% or 7,265 people.
- The incidence of business ownership among Aboriginal adults is 1/2 the Canadian average. Approximately 3.9% of Aboriginal adults own a business versus the Canadian average of 7.9%. Approximately 2.4% of Aboriginal women own their own business.
- However, despite the low incidence reported above, the growth in the number of Aboriginal self-employed women has averaged 11.4% annually since 1981. The growth level for self-employed Aboriginal men over the same time period has averaged 5.2%.

The studies referred to above also highlighted some key sociocultural value differences between women and men entrepreneurs:

- Self-employed women and men both share a need for independence and value creativity. However, men tend to be greater risk-takers (they are driven by an enjoyment of risk), whereas women exhibit a tendency to be more risk adverse and a strong need to control their own lives.
- The typical women entrepreneur tends to place a growing importance on flexibility and a desire to control one's own life. Despite all the changes that have taken place, women still bear most of the responsibility for child rearing. Women with children thus are more likely to opt for self-employment, create their own home-based business, for the flexibility it affords.

**Ken Balcom is a Certified Management Consultant and the Senior Business Consultant for Pinnacle Business Services Ltd., a subsidiary of Apeetogosan (Métis) Development Inc. Feel free to phone Ken or any of Pinnacle's consultant's to discuss a business idea you may be considering. They may be reached toll-free at 1-800-252-7963. ♦**

## RITUALS BODY – A HOME BASED SUCCESS

When starting a young family it is not easy to balance home life with trying to start your own business. Most often, the wife is left at home and must put career aspirations on hold, at least until the children start to go to school. This is what Ramona Casault of Peace River did when she interrupted her work as a trained beauty esthetician to devote time to raising her two pre-school children. This did not mean that she had to give up her training entirely. "Family and friends continued to phone me for facials, manicures, and waxing and I spent many a Friday and Saturday working out of my kitchen", Ramona remembers. It is this continued support from family and friends that encouraged Ramona to investigate setting up an esthetic business out of her house.

*continued on page 3*



*Ramona Casault in her home based shop.*

## *"The Rock" Rocks!!*

Chantel Christensen knew that she wanted to be a beauty salon owner from the time she started beauty culture in high school. After finishing at Marvel Beauty College she went to work in a hair salon for two years and built a strong clientele base.

"Well, after two years of extremely long hours, I asked for a livable wage", and "Lets just say he wasn't the sharing type", said Chantel. Nevertheless, this experience proved invaluable in recruiting and keeping dedicated team members when Chantel established her own salon. "We simply share more with our loyal and productive team members than anyone else", confirms Chantel.

Chantel's path to owning her own business, however, wasn't easy. After being refused by several banks in her bid to break out on her own, Chantel relied exclusively on the help of her husband and family, finding a 600-sq. ft. shop and filling it with second hand equipment. Not forgetting her dream to own her own shop, Chantel was able to put a down payment on a commercial lot for future development in 1994.



Five years later, the property was paid for, but, lending institutions were not interested in financing a new concept salon. She became frustrated because she knew the team she had assembled had great potential, but, the 600-sq. ft. shop was too small and outdated. "I thought we were in for another 4 to 5 years in the small shop before we would be able to start our new salon", said Chantel. "We were turning away customers daily, that was the frustrating part."

Unwilling to give up control of her current business to investors to help finance her new shop, Chantel's persistence led her to Apeetogosan (Métis) Development Inc, Aboriginal Business Canada, and Pinnacle Business Services Ltd. "I learned a lot through the proposal and business planning stages of the project, and with the help of Pinnacle was able to obtain a contribution from Aboriginal Business Canada and the commercial financing for the project", confirms Chantel. Chantel's vision became a reality with the official opening of The Rock Salon and Spa on May 1, 2000.

## *"The Rock" Rocks!!, continued*

Her advice to other young entrepreneurs is "to pick something you like doing, know what your strengths and weaknesses are, and surround yourself with knowledgeable people". She stresses the importance of "listening to the client's needs and understanding what they want from you."

Chantel remembers the long hours, hard work, and preparation that it took to get her project off the ground, but, like Chantel says, "Its the old saying.... The funny thing is the more focused I am, and the harder I work, the more luck and freedom I seem to have." ♦

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## *Rituals Body, continued from page 2*

Ramona applied for financial support from Apeetogosan and Aboriginal Business Canada under their youth entrepreneurship programs. Pinnacle Business Services helped Ramona with her business plan. Her project involved developing a room in her basement and equipping it with the required equipment for a professional esthetic business. In January 2000, Ramona received funding approval for her project and Rituals Body was launched! Rituals Body specializes in esthetic services such as gel and acrylic artificial nails, waxing, manicures, pedicures, facials, and eyelash-eyebrow tinting. As well, the business offers for sale a complete line of beauty products from skin-care to nail polish.

Ramona books appointments throughout the week and finds that Fridays has been her busiest day. By booking appointments she is able to coordinate a babysitter to look after her two children while she devotes her time to her clients. "It is comforting to know that I am only downstairs if my children need me, however in order to establish a professional image, even out of your own home, one needs to separate business and family obligations", Ramona reports. ♦

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## *Message from the GM, continued from page 1*

our regular loan program to establish or expand their existing business. In today's market place, it does not matter whether you are a man or woman, it is how dedicated you are to achieving your goals. What matters is that you have a well-developed business and marketing plan and that you seek out the information sources to grow your business. Apeetogosan is proud of the fact that we can provide our clients with additional business support services to help struggling business people to succeed.

To all of the Métis Women and Men who have taken up the challenge to create their own business and in doing so create employment for others, we salute you! ♦

Herbs for Hurts, continued from page 1

Chobotiuk, who is Métis and a member of the Métis Nation of Alberta, started **Herbs for Hurts Inc.** with a vision of employing herself and other single mothers. Her philosophy is to give women the opportunity to work and raise their families in a flexible, supportive work environment, and empower the parent with the natural methods of application of the company's products.

**CONTACT INFORMATION:**

To find out more about **Herbs for Hurts Inc.** and President Kelly Chobotiuk's vision you can call her at: **(403) 242-6860** or visit the web site at [www.booboobears.com](http://www.booboobears.com)

[www.booboobears.com](http://www.booboobears.com)

E-mail: [herbsforhurts@telusplanet.net](mailto:herbsforhurts@telusplanet.net) ♦

## APEETOGOSAN & PINNACLE HAVE NEW DIGS!

In September 2000, we relocated to a more central location. Come and visit us at our new office located at:

#302, 12308 – 111 Avenue

Edmonton AB T5M 2N4

Phone: (780) 452-7951

Toll-free: 1-800-252-7963

Fax: (780) 454-5997

Email: [office@apeetogosan.ab.ca](mailto:office@apeetogosan.ab.ca)

Email: [office@pinnaclebusiness.ab.ca](mailto:office@pinnaclebusiness.ab.ca)

### ECONOMIC DEVELOPMENT OFFICERS IN ALL ZONES

The Métis Nation of Alberta Association (MNAA) through its respective Zone offices has recently hired Economic Development Officers or EDO's for all 6 Zones. The primary mandate of the EDO's is to assist Métis people in achieving success. Like anything else, they cannot do it without your support and encouragement. In many instances, the EDO's will guide you through the process of obtaining financing for various types of projects, either by sourcing funding through Apeetogosan or a local financial institution in your community.

We at Apeetogosan welcome this initiative by the MNAA as a positive move to help the Métis people in all regions of the Province to become self-sufficient. It has been difficult for us to reach all of the communities throughout the Province on a regular basis. However, we will be working closely with each officer in organizing workshops in your area. If you are interested in starting a business but are unsure of the process, possibly we can arrange a workshop in your community. You can either contact Apeetogosan's office directly at 1-800-252-7963 or go through your Economic

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**Apeetogosan (Métis) Development Inc.**  
**is committed to providing profitable  
and sustainable financial services and  
support to clients who seek the means  
to attain economic self-sufficiency.**

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#### WOMEN IN BUSINESS – WEB SITES

- Alberta Women's Enterprise Initiative  
<http://www.aweia.ab.ca/>
- Canadian Women's Business Network  
<http://www.cdnbizwomen.com/>
- Women in Knowledge based business  
[http://strategis.ic.gc.ca/pics/ra/438\\_e.pdf](http://strategis.ic.gc.ca/pics/ra/438_e.pdf)
- Aboriginal Entrepreneurs in Canada: Progress & Prospects  
[http://strategis.ic.gc.ca/pics/ra/440\\_e.pdf](http://strategis.ic.gc.ca/pics/ra/440_e.pdf)
- Career Place: Investing in Aboriginal Women  
<http://www.careerplace.com/>
- Status of Women in Canada  
<http://www.swc-cfc.gc.ca/>
- Advancing Women Business Centre  
<http://www.advancingwomen.com/business.html>
- Small business directory for women  
<http://www.advancingwomen.com/business.html>  
<http://www.linkedwomen.com/>

Development Officer. If you are unable to contact your local EDO and still want to organize a workshop on starting a business, we welcome your calls to Apeetogosan. We will work with you to arrange a convenient time to visit your community either with the Zone EDO and/or with our lending staff.

#### MNAA ECONOMIC DEVELOPMENT OFFICERS

##### **Zone 1**

Myles Arnfinson

(780) 623-3039

Lac La Biche

##### **Zone 3**

John Parkins

(403) 569-8800

Calgary

##### **Zone 5**

Leonard Falchidi

(780) 849-4654

Slave Lake

##### **Zone 2**

Karen Collins

(780) 826-7483

Bonnyville

##### **Zone 4**

Bob Coulter

(780) 944-9288

Edmonton

##### **Zone 6**

Barry Phillips

(780) 624-4219

Peace River