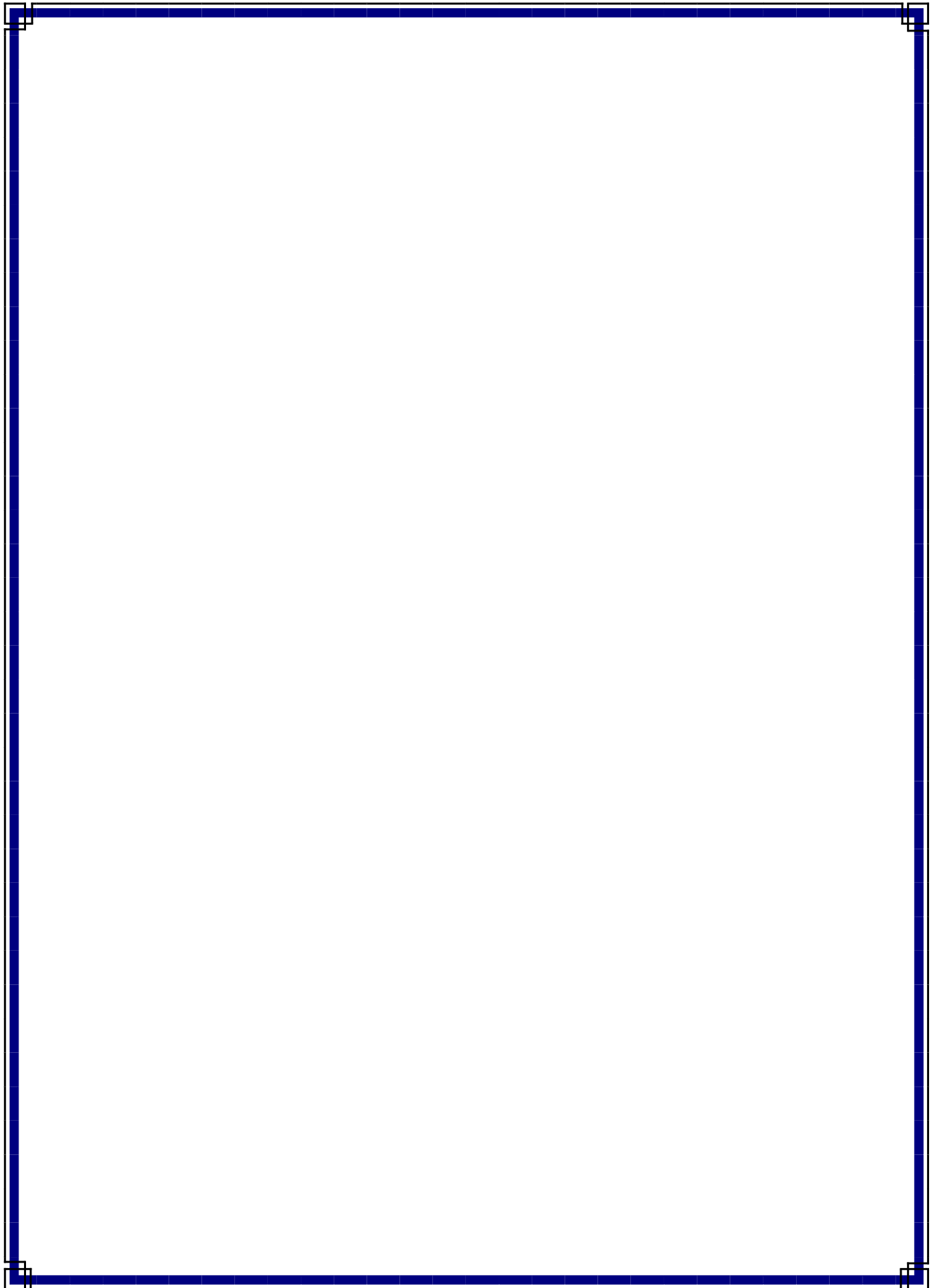


Student Awards 2007

Summer Company
and
Business Plan Competition

**Huron Small Business
Enterprise Centre**



***Summer Company 2007
Participants and Mentors***



**Front (LtoR): Jim Niesen, Nick Daunt, Mallory Anderson,
Lee Brintnell, Joanna Walker
Back: Donna Taylor, Rob Bundy, Alison Lobb.**

Summer Company

Be Your Own Boss!

Students interested in running a small business during the summer months can receive both financial assistance for their start-up expenses (up to \$1,500) and an award at successful completion of the program of up to \$1,500. It's an opportunity for full-time students between the ages of 15 and 29 to try their entrepreneurial skills!

The Summer Company program, sponsored by the Ministry of Small Business and Entrepreneurship, has successfully encouraged young entrepreneurs in Huron County and area for seven years now. This year, successful participants included Mallory Anderson (*Scoops*), Lee Brintnell (*Lee Brintnell Graphic Art & Photography*), Nick Daunt (*Nick's Fresh Picked Produce*) and Joanna Walker (*Spanish Time*).

Previous participants include:

2006: Gwynne **Burgess** of Seaforth (*Gwynne Burgess Imaging*)
Jessica **King** of Lucknow (*Jess's Flower Farm*)
Blair **Morrison** of Lucknow (*The Wood Chucker*)
Jennifer **Wallace** of Bayfield (*Bare Bum Studio*)

2005: Kim **Krempien** of Mitchell (*Spiffy Clothing*)
Elise **Ringgenberg** of Walton (*Elysee's Sewing Workshop*)

2004: Greg **Bowers** of Brussels (*Greg's Firewood*)
Ryan **Brintnell** of Exeter (*EyeCatcher*)
Matthew **Miner** of Exeter (*Miner Web Design*)
Amanda **Ryan** of Dublin (*Amanda's Garden Centre*)
Mark **Smith** of Exeter (*Right on the Mark*)
Kalli Ann **Taylor** of Auburn (*Meadowbrook Garden Produce*)

2003: Tyler **Elligsen** of Walton (*Flying High Flags*)
Michael **Gingerich** of Zurich (*MG Environmental*)
Lee **Gulliver** of Wroxeter (*BCL Car Care*)
Mike **Jeffray** of Wroxeter (*Mike's Firewood*)
Brent **Schneider** of Mitchell (*Schneider's Computing & Websites*)
Tyler **VanderMolen** of Seaforth (*Metal Concepts*)

2002: Sam **Daniels** (*Canadian Toy Soldier Company*)
Jenna **Fraser** (*Piano by Jenna*)
Zak **Homuth** (*Zak Homuth Computers*)
Nicole **Kaufman** (*Winning Strokes*)
Pamela **Morrison** (*Pamela's PaintCan*)
Aaron **Richmond** (*Field of Dreams*)

2001: Mary Ann **Krotz** (*Fins, Flippers and Backyard Swimmers*)
Robert **McBride** (*Bob's Landscaping*)
Andrew **Mount** (*Andy's Golf Instruction*)
Dan **Rathwell** (*Rathwell Lawn Care*)
Tanis **VanderMolen** (*Bucket Gardens*).

The Summer Company program aims to inspire more young people to choose entrepreneurship as a career and equip them with the tools they need to succeed. The Ministry granted close to 300 Summer Company awards in 2007.

Each student submitted a comprehensive business plan with their application and participated in an interview process. Training and mentorship is provided during the summer by volunteer Community Mentors, along with Alison Lobb, Business Consultant at the Huron Small Business Enterprise Centre. These individuals meet with the young entrepreneurs on a regular basis during the summer, assisting with the management side of operating a business.

Feel free to spread the word about this program!

Students:

Mallory Anderson *Scoops*
Lee Brintnell.. *Lee Brintnell Graphic Art &
Photography*
Nick Daunt *Nick's Fresh Picked Produce*
Joanna Walker *Spanish Time*

Mentors:

Rob Bundy..... *Entrepreneur/Youth Engagement
Coordinator*
Jim Niesen *Huron Business Development Corporation*
Donna Taylor *Former owner, Blyth Apothecary*

Alison Lobb, Business Consultant
Lisa Harper, Summer Company Assistant
Huron Small Business Enterprise Centre
(519) 527-0305

The information on the following pages was primarily taken from either the original business plan or the final report submitted by each participant.

Mallory Anderson

Scoops

Mentor: **Alison Lobb**, *Huron Small Business Enterprise Centre*

Mallory Anderson's ice cream shop, *Scoops*, was ideally located on Highway 21 south of Grand Bend next to a family-oriented campground. With ice cream as her mainstay, Mallory also offered her customers homemade pie, fruit salad, slushies, and "cool dogs". The cool dogs – soft serve ice cream wrapped in flan cake and covered in whip cream with your choice of toppings – proved to be one of her most popular items. Customers, young and old alike, had the opportunity to buy Mallory's treats 7 days a week. With the success that *Scoops* saw during the summer, Mallory plans to run the shop on the weekends during the fall season.



And she learned ...

"I discovered many skills from participating in the Summer Company Program. Business planning was one skill I discovered, because of the business plan that was essential to the program. I would have lacked the drive and knowledge to keep my books up to date if it weren't for the program which emphasized bookkeeping and financial management. The skill I took to heart the most at the end of the program was the knowledge to be relaxed as a young entrepreneur. Through workshops and challenges, the program taught me weaknesses and strengths about myself and how to deal with them."

Mallory's comments about the program...

"I don't believe anything could have prepared me for the long hours, and the commitment that overwhelmed me. This first year of owning a business has opened my eyes to how hard people have to work to be successful."

"The entire program gave me the confidence and reassurance throughout the summer that *Scoops* could and would be a success."

Mallory started the program with a general knowledge of what it takes to run a business as her father is a business owner. What surprised her was the time commitment that it took for both business hours and administration. She learned how to better organize her time, and do bookkeeping. Her parental support was key in her success. She thoroughly enjoyed the program and would recommend it to others.

Although she projected Sales of \$9,000 and her actual revenue was only \$4,537, she did make a profit over the summer. She opened later than planned, which reduced the revenue, and found her supplies were more expensive than projected. The Summer Company financial support was a definite asset.



Lee Brintnell

Lee Brintnell Graphic Design & Photography

Mentor: **Rob Bundy**, *Entrepreneur/Youth Engagement Coordinator*



Lee Brintnell ran *Lee Brintnell Graphic Art and Photography* from his home located east of Exeter. Although Lee's original focus was the creation and retailing of his own graphics and photographs, the addition of air brush tattoos/stencils proved to be a great success!

Lee attended many local events during the summer including the Walton Provincial and National Motocross events, the Zurich Bean Fest and Zurich Fair, Clinton Pluckin' Fest and Glencoe Heritage Days. As a result, the popularity of his air brush tattoos "took off" and he could hardly keep up with the demand. There were many events that took place on the same days throughout the summer and had Lee had a chance to attend them, his sales would have increased two-fold.

And he learned ...

"I have learned many lessons through the summer company experience. Most importantly I learned the hard way the value of time management. The need for time management skills was like a big smack in the face."

Lee's comments about the program...

My original business plan was very diverse and would have resulted in revenue made by multiple means. As the business expanded the airbrush tattoo portion of the business took on a life of its own. The high demand for this product was unexpected and a pleasant surprise! The airbrush part of the business had a high level of revenue and customer satisfaction. There turned out to be more events to attend than time allowed. The airbrush tattoo business turned out to be my major revenue source with a good profit margin. "

“I definitely see entrepreneurship as a career possibility. My goal is to eventually expand my graphic art abilities to design graphics for snowboards. I chose this because it combines two of my passions into a career. “

Lee forecast revenues of \$5,109 and achieved 90% - \$4,599.80! However his expenses reported were much higher than projected. His equipment purchases and the stencils he needed for air-brush tattooing were more expensive than projected – but both are available for continued business this fall.

Lee was hoping to do something he loved doing for the summer and make some money while doing it – he achieved both of these goals and gained motivational and self-confidence skills in the process.

“The summer company program gave me a new appreciation for entrepreneurs and taught me that I most definitely want to be an entrepreneur and pursue my artistic talents to be able to make a living off of my abilities.”



Nick Daunt

Nick's Fresh Picked Produce

Mentor: **Jim Niesen**, Huron Business Development Corporation

Joseph "Nick" Daunt ran *Nick's Fresh Picked Produce* for the summer. Located on Highway # 83, west of Exeter, Nick's ran his produce stand with great success. His primary product was fresh picked sweet corn that he planted and harvested himself. He is planning on continuing to run the business in the fall and his product base will change to pumpkins, gourds, squash and other seasonal vegetables.



Many days during the summer Nick was sold out of his sweet corn – he enjoyed trying to keep up with the demand and found it challenging.

And he learned ...

The business managed a record sales day of \$537 and sold approximately 1200 dozen cobs of corn throughout the season although the growing conditions were less than ideal with all of the dry weather. The business also sold out of corn 3 times which is a success in moving product but if I were to continue to run this business next year I would plant more corn to attempt to not run out.

Nick's comments about the program...

Getting that first cheque from the Ministry is very important ... the sooner the better! Otherwise, students may not have enough funds/resources to get started.

The mentoring group was a positive part of the experience because it reassures you that, although you are having problems, so are the other participants and they will give you suggestions to fix your problems just as you help them find solutions to their problems. Also they are supportive and it is nice to report your

success to someone other than your parents and your friends. It is also a great way to develop ideas to further improve your business and it was where the best marketing advice I received was from.

“I was aware that a large investment of time was necessary for a business to be as successful as it can be but experiencing that for yourself is much different from the knowledge that running a business is hard work.”

Nick forecast revenue of \$6,856 and achieved 71% - 4,863.00. His expenses were actually lower than anticipated, a welcome change! Although his profit was not as high as originally projected, he did earn more than \$2,000 – plus the Summer Company support!



Joanna Walker

Spanish Time

Mentor: **Donna Taylor**, Former owner, *Blyth Apothecary*

Joanne Walker operated *Spanish Time* through the Summer Company Program. Joanna taught Spanish lessons to young and old alike in Huron County, both individually and in one-on-one settings.

With her home base in Goderich, Joanna traveled throughout the County to individual homes and class room settings to teach her Spanish Lessons. She offered individual rates and group rates, both of which were very successful. She was pleased to be able to keep her language skills fresh, offer new skills to those interested in learning another language, and earn some money to go towards her continued schooling.

Joanna's comments about the program...

"Throughout the summer, I taught interested individuals from Goderich, Port Albert, Winthrop, Exeter, and Seaforth. I taught both individual and group lessons, and had students ranging in ages three to seventy-six years old. I gave lessons in a school conference room, a local United Church, at my home, and at clients' homes. I used a flip-chart as my teaching tool, and created many fun and interactive activities in order to practice using the language.



Some of my classes were very specialized. For example, I taught a man who trained Spanish speakers in using Volvo grader equipment. For this client, I taught how to give commands in Spanish and taught vocabulary pertaining to his job. Furthermore, I had many students who were children. For example, I had a group of seven kids, whom I taught twice a week, ranging in ages three to eleven years old. I had to design age-appropriate lessons that were both educational and hands-on. In sum, I had between thirty-five to forty students over the course of the summer, which was more than I had intended. I felt that my business was a success, and that it was a learning experience for both me and my students."

And she learned ...

“One skill that I improved upon during the programme was not to procrastinate. Typically, I felt anxious when calling back clients all the time. However, I learned that it was crucial for running a good business and that the more you put things off, the more you worry about them.”

“I found the Summer Company experience to be a learning process. There were definite ‘ups and downs’ throughout the programme. I did learn a lot, especially with being more organized in book-keeping. I found that I enjoyed the teaching aspect tremendously, as it was very rewarding. I enjoyed becoming acquainted with individuals in my community. I was very thankful for the help of my wonderful mentor, Donna, and for the rest of the ‘Huron Small Business’ team.”



Joanna forecast business revenue of \$4,800 and managed to achieve 64% of that - \$3080. Fortunately her expenses were lower than projected, so she did report a profit of over \$1,000 for the summer months – as well as additionally receiving the Summer Company support.

Business Plan Competition

Another student program sponsored by the Ministry of Small Business and Entrepreneurship is the Business Plan Competition. Secondary school students are encouraged to develop and submit a formal business plan, but they do not have to actually operate the business. Another difference between it and the Summer Company program is that students can work in groups to develop a plan.

Plans submitted are reviewed by a group of community volunteers and the top five plans win cash awards. Since it's inception in 2003, we've been fortunate to have continued support of this program from the Huron Business Development Corporation and the County of Huron. Other sponsors have included the Heartland Community Credit Union; Vodden, Bender & Seebach, Accountants in Clinton; D.Gerald Hiltz, Barrister of Clinton; the Royal Bank in Exeter; Perth Community Futures Development Corporation; the North Perth Chamber of Commerce; and the Huron East Economic Development Committee.

The ideas are often innovative and interesting but judging is based on how well developed the business idea is and whether or not it included the necessary components of a written plan, rather than the viability of the business idea. The top winner's plan goes on to a regional competition in the fall, with another cash award possible, and potentially to a provincial competition.

2007

- 1st Lee Brintnell, from South Huron District High School, whose plan, *Lee Brintnell Graphic Arts & Photography*, was the outline for his successful Summer Company program in 2007.
- 2nd Jean Ann Hamilton, from Goderich District Collegiate Institute, for *Just Black*.
- 3rd Erin Worsell, from Goderich District Collegiate Institute, for *Grand Splash*.
- 4th Tina Logtenberg, from Goderich District Collegiate Institute, for *Logtenberg's Diner*.
- 5th Stephanie Vandersleen. From Mitchell District Collegiate Institute, for *Steph Ink*.

2006

- 1st Three students from Listowel District Secondary School won first place with their plan, *Cane 9 Pooper Scooper*. **Kyle Struyk**, **Zeke DesChamp** and **Kale Fallis** built their plan around manufacturing a unique pet pooper-scooper that doubles as a walking cane. Their \$500 prize was donated by the Huron Business Development Corporation.
- 2nd **Brad Keys** of Exeter for his plan, *Retral Evolution* (designing and marketing a computer shareware game);
- 3rd **LeAnne Deniet**, **Jennifer Schmidt** and **Courtney Galbraith** of the Listowel area for their plan *Flamingo's Dance Club* (a Hawaiian-themed dance for local students)

- 4th **Allie Bushell** of Listowel for her plan, *Brand Name Fashions* (a community fashion show to raise money for a local hospital)
- 5th **Mark Holmes, Lyndsay Benning, Nicole Povelofskie** and **Paige Schalk** of Listowel for their plan *Served Out Loud* (a spring carnival event featuring local, live bands.)

2005

- 1st **Matthew Johns**, a Grade 10 student from South Huron District High School, Exeter took first place in the 2005 local Business Plan competition, for his business plan entitled *MJ Welding*. His plan described a business specializing in metal repair and custom fabrication. He would also build a variety of pre-made garden trellises and mailboxes.

His plan went on to win 2nd prize in the Regional Competition in Kitchener.

- 2nd **Brandon Huberts** and **Josh Keil**, Listowel District Secondary School, for their plan, *Ultimate Dodge Ball Tournament*:
- 3rd **Torben Nielsen** from F.E. Madill Secondary School in Wingham for his plan, *Submarine Skate Shop and Park*
- 4th **Sanne Verhoeven, Cindy Wagler, Josie Hamilton** and **Stacey Holmes** from Listowel District Secondary School for their plan, *Ol' Saint Nick's Candy Canes*
- 5th **Amy Bishop** from Wingham for her plan, *The Tiki Hut*.

2004

In 2004, the first prize went to three students from Listowel – Jes Coulter, Tiffany Toner and Tara McDonald, for their business plan entitled *Snack Shack*. Their prize (\$500) was donated by The Huron Business Development Corporation.

- 2nd Jontue Kuyvenhoven, for her business *Elan* (from Wingham)
- 3rd Greg Bowers, from St. Anne's in Clinton, for *Greg's Firewood*
- 4th Eric Finlayson, with *Edit-It* (St. Anne's)
- 5th Andy Sedlak, from Exeter, with *TKO Results*.

2003

Charlene Voisin of Central Huron Secondary School in Clinton was awarded first prize, \$500 donated by the Royal Bank of Exeter. Her submission, *Ties N'Things*, outlined an original accessories company aimed toward teenagers of all fashion styles and personalities. Products planned were trendy, homemade ties, bags, bandanas, purses and jewelry.

- 2nd **Jamie Bibby** of South Huron for *Bibby's Barbeque Service*
- 3rd **Julia Schlumpf** and **Jenn Landman** of Listowel for *JJ's Hawaiian Dance*
- 4th *Hard Hit Hockey* compiled by **Nathan Arand** and **Ryan Haid**, of Listowel
- 5th **Mark Long** and **Morgan Nichol** of Listowel (*M&M Racing Super Moto-Snow Cross*) and **Kellen Hefley** (*Kellen's Lawn Care*) of South Huron (a tie)

Special thanks goes to the teachers who support the Business Plan Competition by sending along plans submitted to them as projects in their Entrepreneurship studies course.

***Special thanks also to the volunteers
who assist in judging the plans.***

For further details
on either of these programs for students,
check the Ministry web site at

www.sbe.gov.on.ca,

the
Students & Young Entrepreneurs section,

or
call the

Huron Small Business Enterprise Centre

527- 0305