



Summer
Company

2012
YEARBOOK

Start your business today.



A Message from the Honourable Brad Duguid
Ontario Minister of Economic Development and Innovation

Youth are the economic future of Ontario, and small businesses are the key drivers of innovation and job creation. One of the many initiatives that demonstrates our government's commitment to youth and entrepreneurship is Summer Company. Through the Summer Company program, Ontario helps secondary and post-secondary students launch successful businesses, with support that includes funding, business training and mentoring.

Since its inception in 2001, Summer Company has supported thousands of businesses in Ontario. With its double benefit of providing summer employment and unleashing new ideas and innovation to the Ontario economic landscape, Summer Company is the flagship youth entrepreneurship program of the Ministry of Economic Development and Innovation (MEDl).

In 2012, 483 summer businesses were launched in all regions of Ontario. Reflecting Ontario's diverse economy, they range from service-based, eco-friendly, and social enterprises to new ventures in technology, social media, and architectural services. Some of the program participants will continue to operate their companies while in school, and many plan on resuming their businesses in future.

This yearbook celebrates the entrepreneurial commitment to resourcefulness and hard work displayed by each student. The stories showcase a cross-section of the businesses created and highlight the experience of two of the many local mentors who coached and counselled the program participants.

I take great pride and inspiration in these success stories, and congratulate all Summer Company participants and mentors. The experience and confidence students gain from being their own boss will serve them well as adults. These are Ontario's future business leaders.



Brad Duguid
Minister of Economic Development and Innovation



In 2012 these young entrepreneurs turned their ideas into a business

Tom Henderson

Short Launch

Cobourg, Ontario



Launching a business by design

Tom Henderson used his design talent and training to create **Short Launch**, a Summer Company offering original and affordable web development, animation, and design services. Tom focused on providing graphic and web design services to small and medium-sized enterprises, organizations, and professionals that don't have the time, human resources or equipment to complete their own design work. Graphic design services included logos, business cards, brochures, flyers, posters, banners, and illustrations. For the web, Short Launch offered search engine optimization (SEO) and website development for e-commerce, mobile phones, and tablets.

A student in Sheridan College's animation program, Tom worked closely with clients to create original design work that meets marketing needs. His experience with industry-standard design software led to many satisfied customers.

Loc Ho

Simply Follow-Up
Toronto, Ontario



Simply meeting B2C needs

Following up with potential clients and past customers is essential to growing a strong business. **Simply Follow-Up** offered a unique customer relationship management (CRM) service that meets that need. As 25 year old founder Loc Ho says, his goal is to help his customers turn their prospects into clients.

Simple Follow Up uses cross-channel communications (phone, email, web, mobile text, business card scanning) to help small businesses get their message out.

“Once you have them in your system and have made a connection,” he says, “you must follow up and transform that potential into reality. From the moment you get my automated marketing assistant working for your business, you can profit from every opportunity.”

Loc’s Summer Company was successful because of its many advantages: a strong business plan, confidence in the business model, and his solid experience in computer science and industrial engineering.



In 2012 these young entrepreneurs turned their ideas into a business

Britney Foerter

Sauce Creations
Markham, Ontario



A sauce-y take on business

The growing popularity of a gluten-free diet and a young entrepreneur's passion for food combined to create **Sauce Creations**, Britney Foerter's Summer Company. Britney, a Queen's University student, produced and sold her own line of gluten-free sauces, jams and compotes at farmers' markets in the Markham area.

The food business is notorious for being tough on newcomers, but Britney's enthusiasm and excitement ensured that Sauce Creations met the challenges of insurance, food handling regulations and slow days at the markets head on. Her Summer Company mentor gave her the organizational and recordkeeping skills she needed.

Success at the local markets opened new marketing channels over the summer. Repeat clients placed special orders, and local cafés and specialty food stores began to purchase Sauce Creations products for resale. She also had enquiries from corporate clients to produce custom orders.

Britney says that her experience taught her the value of thorough research for things like market potential, regulations, and insurance requirements.

Narjis Fatima

Canada Eco-Tech Recycling
Mississauga, Ontario



Making it easy to be green

Narjis Fatima thinks that recycling paper just isn't enough to save the planet. With the constant growth of electronic technology producing a mountain of discarded plastic and metals and creating environmental damage, Narjis saw a need for a different kind of recycling business.

Summer Company helped 18 year old Narjis establish **Canada Eco-Tech Recycling (CETR)** to address this problem locally. Getting consumers involved in the recycling process is the crucial first step, and CETR made it easy for them. To motivate the community to recycle things like printing cartridges, cell phones, monitors, laptops and printers, the company provided a free pick-up service for local consumers and businesses. CETR ensures that all the electronic junk it processes is recycled responsibly, and eventually re-manufactured into new products.



In 2012 these young entrepreneurs turned their ideas into a business

Carlyle Fiset

Fiset Multimedia Productions
Temiskaming Shores, Ontario



The power of pictures

Carlyle Fiset's plan for his Summer Company was straightforward: produce promotional video campaigns for local businesses. He soon found that **Fiset Multimedia Productions** would bring him a lot more than summer work experience and income. In July, Carlyle, a student at Carleton University, was flying in a helicopter, shooting aerial video of the forest fires that were endangering local communities. Carlyle's video was used to promote the Elk Lake Eco Centre, and served as a graphic "thank you" to firefighters.

Another job saw Carlyle producing a video to promote a fundraising campaign. The "Harder4Carter" campaign built a local skatepark honouring a youth killed in an accident. Carlyle was also involved when the Harder4Carter campaign applied to host one of TSN's Sports Centre broadcasts in Temiskaming Shores, as part of the 2012 Kraft Celebration Tour. To cap an amazing Summer Company experience, Carlyle made his on-camera debut as the TSN broadcast's Master of Ceremonies.

Matthew Gelowitz

Matthew David Plans
Mississauga, Ontario



Plans for success

A unique idea was the spark that created **Matthew David Plans** (MDP), a Summer Company run by Ryerson Architectural Science student Matthew Gelowitz. Matthew had a hunch that real estate agents would welcome the chance to buy full sets of floor plans as an extra incentive for their own customers. He was right.

MDP delivered two sets of plans for each listing. A printed set was distributed to agents at open houses. Another set of plans (with embedded picture links) was posted on the web, where potential buyers could also zoom in on the features of the house. The web set was also sent to other agents to pass on to their own clients.

Matthew's idea for a creative value-added feature for the competitive real estate industry proved profitable. His Summer Company experience also gave him enhanced interpersonal and business skills that will help him throughout his career.



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Danielle Schleese

Faced

Newmarket, Ontario



Put your best face forward

Danielle Schleese has an ambitious artistic vision: she wants to beautify the world by reflecting internal beauty externally. She expressed this vision with **Faced**, her professional makeup services company that helped women “put their best face forward” for special events like weddings, proms, parties, receptions and fashion shows.

An honours grad of Completions International Academy of Makeup Artistry in Toronto, Danielle put her skills and training to work in Summer Company. Faced provided clients with a complete range of services, including makeup removal, custom skin care consultation, product recommendations, and professional application of makeup suited to the event. Clients left with a new look and a new outlook.

Danielle’s Summer Company also helped her finance the next stage of her vision. She’s currently studying at OCAD University to complete a Bachelor of Fine Arts in Drawing and Painting.

Maggie Shi

Lolicake

Kingston, Ontario



Starting a business isn't a cakewalk!

Sixteen year old Maggie Shi had a great idea. **Lolicakes** are fresh, scratch-made cake pops, a two-bite cake on a lollipop stick. Decorated with elegant detail, Lolicakes had instant appeal for gift-giving, party centrepieces, special events, and as a quick snack.

Maggie's great idea hit a barrier when she discovered that summer vendor permits for a local Saturday market were sold out for the season. Undaunted, she arrived at 5:30 a.m. every Saturday to get a casual permit, and sales took off.

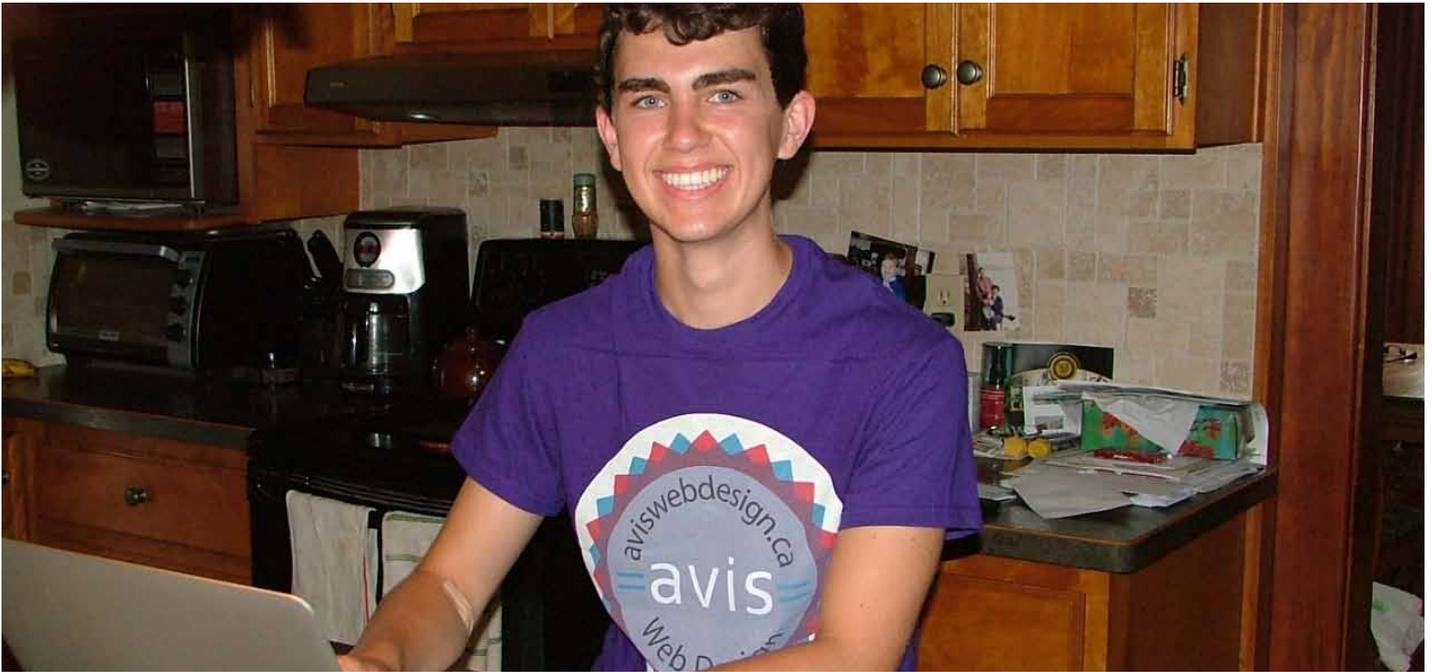
Maggie was a tireless promoter of Lolicakes through the summer. She outlined her business model to the Kingston Immigration Partnership, a collaborative effort between local residents, leaders, businesses, government offices and organizations to ensure that Kingston is a welcoming and attractive city for newcomers; volunteered to sell Lolicakes (and donated some proceeds) at a charity golf event; and designed custom Lolicakes for other charities. Her extra efforts didn't go unnoticed. She's been in the local media, and plans to run Lolicakes through the year for special orders.



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Nick Avis

Avis Web and Design
Goderich, Ontario



Designed to succeed through innovative marketing

Innovative marketing was the key to success for **Avis Web and Design**. Faced with a competitive market for web design services, Nick partnered with the local chamber of commerce and offered a special members-only deal for basic web site design. The response was excellent, and the zero-cost marketing program continued with a story on his company in a local newspaper.

Nick's Summer Company experience taught him valuable lessons about time management, costing, and pricing his services. Over the summer, his estimates for designing templates and creating websites became much more accurate.

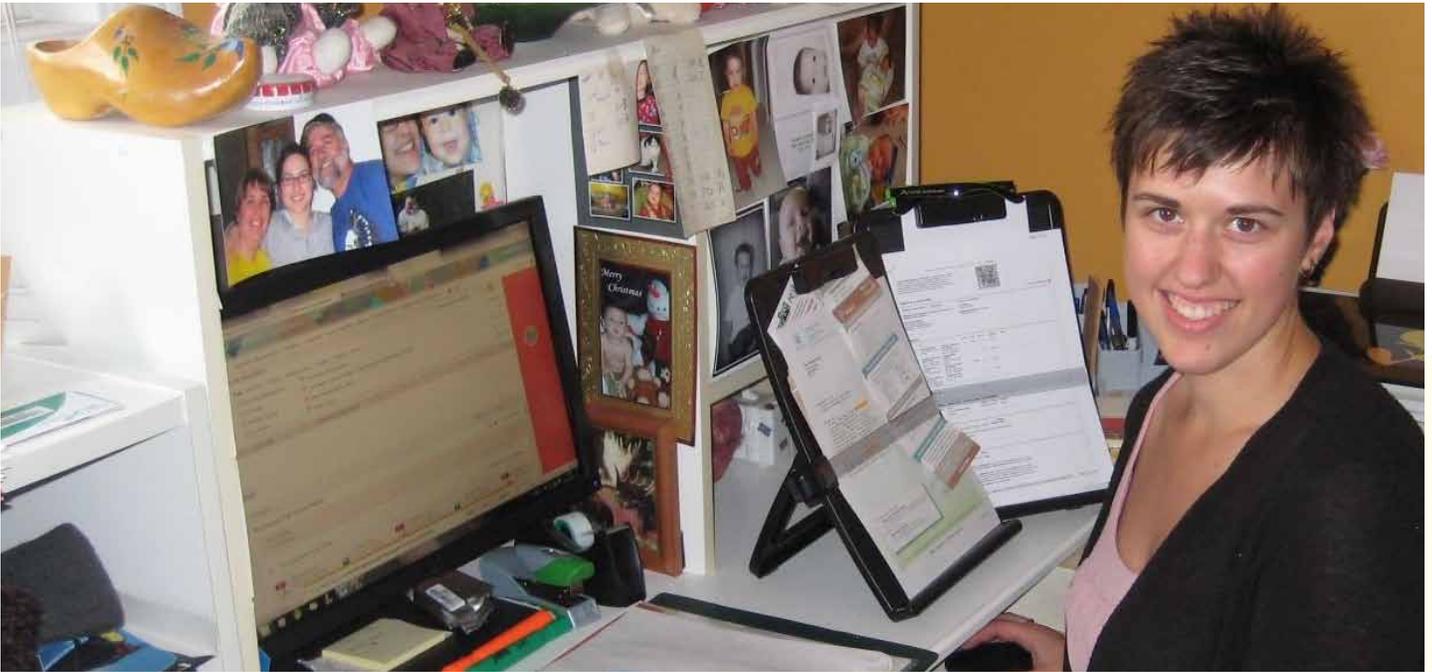
He now has several ongoing clients and plans to continue working part-time while attending classes at Western University. Avis Web and Design will be up and running full time again next summer, taking full advantage of Nick's new skills.



Chantal Dussault

Hidden Meaning Translation

Timmins, Ontario



Translating demand into a career

Chantal Dussault had two main goals for the summer: gain professional experience as translator, and manage her own business. Summer Company helped the University of Ottawa translation student achieve both goals, with the bonus of earnings to support her education. It's also helped her launch what may be a permanent business.

Hidden Meaning Translations offers translation, revision, proof reading and terminology services from English to French, French to English, and German to French or English. The great demand for her services in the summer prompted Chantal to continue operating while she is at university.

"These clients have already given my small business the opportunity to grow," she says. With that encouragement, she's decided to offer her services to current and new clients while she finishes school.



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Josh Tiessen

Josh Tiessen Studio Gallery
Hamilton, Ontario



The entrepreneurial ART maker

Josh Tiessen's artistic talent is well-established. He's been exhibiting his paintings and photography since he was eleven years old. Summer Company helped the 17 year old take his career to a new level with his own business, **Josh Tiessen Studio Gallery**. Among many lessons, Josh learned how to register his business, open a business bank account, choose the best business insurance, and keep detailed financial records.

Running his own gallery also taught Josh to become more entrepreneurial. "I learned better time management skills," he says. "I found a balance between the making of art (my favourite part) and the necessary time it takes to give more attention to running my business."

Josh has participated in exhibitions and has sold original works and limited edition prints to Canadian and international collectors. He recently won a national competition that earned him a place in an exhibition at the National Gallery of Canada.

Devan Ballagh

Dynamic Fitness and Dance
Teeswater, Ontario



Health and wellness the dynamic way

Devan Ballagh is a strong believer in the power of physical activity to promote health and wellness. The Conestoga College student is also keen on sharing her enthusiasm for fitness, and had always wanted to start her own business. Those two passions came together in the summer, when Summer Company gave her the direction and support she needed to launch **Dynamic Fitness and Dance**.

While she had the drive and fitness knowledge to start her business, Devan learned a lot along the way from her Summer Company mentor.

“Planning is really important,” she says. “I wasn’t fully aware of how much time it takes to put together a budget and a forecast. It takes a lot of research to ensure that you are making a realistic forecast and plan.”

The combination of passion and practicality paid off. Dynamics Dance and Fitness was a summer success, and Devan is planning to keep the business running in the future.



In 2012 these young entrepreneurs turned their ideas into a business

Jim Swanson

Niagara Office Solutions
Grimsby, Ontario



The numbers add up

“I always wanted to start a business,” says Jim Swanson, “but I wasn’t really sure how to do it, or where I would get the money to start it.” Summer Company helped Jim with both challenges, providing the start-up capital and business training he needed to get his bookkeeping and accounting firm off the ground.

Niagara Office Solutions offered fast and dependable services to local customers. Jim, who at 16 years of age is one of the youngest Summer Company entrepreneurs, created his own summer job and took the first step toward his career goal of becoming a Chartered Accountant. Jim says that for him, the experience he gained is the most valuable part of Summer Company. He’s continuing to run the business part time as he completes high school.

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Brendan Childerley

Junk In Our Trunk
Stratford, Ontario



“Trunkline” to business

The business concept was simple: haul away junk and get paid to do it. With garage sales in full swing in the summer months, 20 year old Brendan Childerley’s idea was very well-timed.

Junk In Our Trunk got off to a quick start. The company’s catchy name and a marketing program that included a memorable logo (on business cards, truck magnets and posters) attracted attention from local media.

Using his Summer Company start-up funds to buy a trailer and supplies, Brendan was soon removing a lot more than junk. Brendan’s flexibility has opened up new areas for his business. Always ready to meet the client’s needs, Junk in Our Trunk removed soil after excavating a yard, served as household movers, and worked with municipal staff on a housing clean-up project.

Brendan further boosted the company’s revenue by selling metal items for scrap, and plans to keep Junk In Our Trunk running in the future.



In 2012 these young entrepreneurs turned their ideas into a business

Francis Tousignant

SirkaFran

Sudbury, Ontario



One step closer to the big tent dream

Francis Tousignant has a big dream. He wants to open a francophone performing arts and education centre in Greater Sudbury. The success of his Summer Company, which offered circus workshops, technical stage management services, and set production, has taken him one step closer to it.

SirKaFran ("Fran's Circus") helped 25 year old Francis gain the experience and contacts he will need for the long term. He liked the hands-on work, and learned a few fundamental lessons about entrepreneurship. "Being organized is essential,"

Francis's facility in both English and French proved to be a huge asset. He won many contracts teaching circus skills at francophone summer camps, moving him even closer to his dream.

"The program has allowed me to refocus my life," he says, "and determine what I want to do later. I am still running my business, and plan to for a long time."

Chris Charitou

Newmarket, Ontario



Focus on quality = limitless opportunities

Chris Charitou saw a flaw in the home painting industry and fixed it. A full-time university student, Chris spent several summers as an employee of student painting companies. The experience taught him how to paint, and also inspired him to start his own company, **Limitless Painters**.

In a crowded and competitive industry, Chris saw the potential for a company that focused on quality over quantity. Limitless Painters offered skilled painters providing honest, prompt and affordable service. Unlike some competitors who were continually rushing off to the next job, Chris ensured that the work was always completed to the customer's satisfaction. Word of the exceptional quality of his company's service quickly spread through the area. Limitless Painters was soon hiring other students to complete jobs, and Chris was transformed from employee to employer.



In 2012 these young entrepreneurs turned their ideas into a business

Heather Wilcocks-Gynn

Ridgeside Swimming
Kanata, Ontario



A swimming new entrepreneur

Heather Wilcocks-Gynn took her love of swimming and sun and transformed it into a successful business. As a certified swimming instructor and lifeguard, 17 year old Heather had the technical skills to provide one-on-one swimming lessons through her company.

With the guidance and resources provided by the Summer Company program, she launched a successful business, **Ridgeside Swimming**. She learned the importance of efficient scheduling, planning, and customer service. Exceeding her own expectations, Heather delivered swimming lessons that improved her students' abilities, and built their confidence right in their own pools.

Heather says Summer Company has opened her eyes to all of the opportunities entrepreneurship offers. She's eager to further develop the business skills she learned over the summer and use them in the future.

Shahid Mawji

Brampton Edisons
Brampton, Ontario



Blast off to the future

Shahid Mawji has a lot of experience working with children and teens. He's worked for the City of Brampton as a head instructor, lifeguard, camp counsellor, leadership instructor, first aid instructor and volunteer specialist. The University of Waterloo engineering student is also passionate about his vocation.

He combined his two interests to run an engineering club at a local high school, which then inspired his Summer Company, a youth program called **Brampton Edisons**. Unique in the Brampton area, the program introduced 10 to 14 year olds to engineering concepts and processes, and encouraged innovation. Shahid inspired his students to think creatively, with "outside the box" projects that included building hovercrafts, gliders, circuits, hydroelectric generators, rocket cars, wind turbines, mousetrap cars, catapults and rocket ships. His program will ensure a strong supply of future "Edisons" in Brampton.

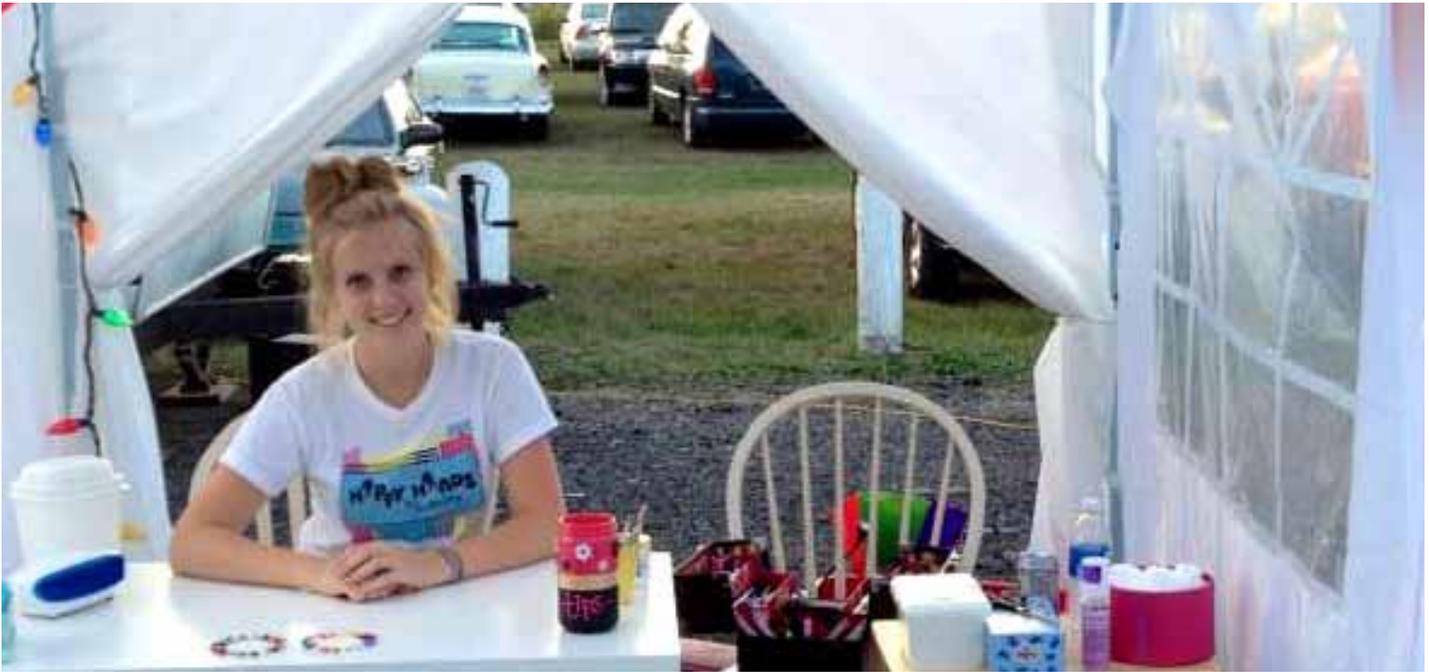


In 2012 these young entrepreneurs turned their ideas into a business

Lindsay O'Neil

Happy Hands

Smiths Falls, Ontario



A hand-y businesswoman

While consumer demand for manicures and pedicures continues to grow, the competition is fierce. Adding an “extra” is often the key to success in a service business, as Lindsay O’Neill showed when she added her skills in nail art to the offerings of **Happy Hands**. Lindsay’s Summer Company gave children, teens and adults a creative version of the usual manicure and pedicure.

Lindsay also used her creativity in marketing communications to show potential customers that Happy Hands’ services were fun and affordable.

Once she got her business rolling, Lindsay had a steady flow of clients at events she attended. She also set up her services as a fun addition to birthday parties and workplace events. No matter what her final career choice, Lindsay got a rewarding taste of entrepreneurship from Summer Company. “Once I start university,” she says, “I plan to run my business part-time out of my residence.”

In 2012 these young entrepreneurs turned their ideas into a business 

Zachary Martel

EnviroWindow Solutions
Kingston, Ontario



Offering a new solution

Any business that can benefit the environment as part of its services is welcome in today's marketplace. Zachary Martel's **EnviroWindow Solutions** restores windows to their original (or better) condition at a fraction of the cost of replacing them. An extra environmental benefit is a huge reduction in the mountain of glass sent to landfills each year.

Training to become a certified technician, Zachary overcame several challenges (including an injury) to build his business over the summer. He hired and trained a second technician to keep his business going, and developed a new technique to cut installation time.

Summer Company's mentoring program was especially helpful to Zachary. "It was amazing," he says. "I hit it off instantly with my mentor, and we were very productive together. I feel that we have created a lasting relationship that has the potential to benefit both of us in the future."



In 2012 these young entrepreneurs turned their ideas into a business

Shawn Groen

Mowbile Repairs—Groen
Troy, Ontario



Mowbilty pays off!

Shawn Groen didn't have a lot of business experience, but having parents who own a small business helped him see small business as a viable future. Reaching customers at exactly the right time (when their lawn mower breaks down) was crucial to the 28 year old's repair business, **Mowbile Repairs**, and after some research, he found what he calls the "advertising hot spot", kijiji.ca. Shawn also carefully chose to market himself as a professional to ensure client confidence.

His marketing plan worked very well, but to smooth out the sales cycle, Shawn diversified into garden tool sharpening, lawn mower rentals, basic landscaping and yard clean-up services, and mower disposal services.

Shawn credits a large part of his success to the assistance he got from Summer Company.

Luke MacLennan

Forever Deck Company
Lucknow, Ontario



Building a “forever” business, one customer at a time

Luke MacLennan thought that refinishing a deck would be arduous work, until he helped his father permanently refinish their family’s deck with a vinyl tongue and groove material. The project was the inspiration for a business idea, and that, combined with assistance from Summer Company, produced the **Forever Deck Company**.

Luke’s company offered customers a maintenance-free deck, by refinishing it with a vinyl material that eliminates the need for re-painting/staining and lasts a lifetime. While it took Luke awhile to build a customer base, he discovered that using a one-on-one approach and encouraging customer referrals were crucial to building his business. Profits came slow but steady, and Luke learned a lot about himself.

“I now see entrepreneurship as a possible career choice,” says the university student, “since I know I can succeed in it, and that I have the skills to succeed in the future”.



In 2012 these young entrepreneurs turned their ideas into a business

Kyle King-Assinewe

Chi-wiisniin Take-out & Delivery

Wasauksing First Nation, Ontario



Cooking up a modern local business through traditional methods

Kyle King-Assinewe took his knowledge of something he knew very well from personal experience (good food) to set up his own Summer Company in his First Nation Community of Wasauksing, near Parry Sound. The Humber College culinary arts student put his food knowledge and cooking skills to use and set up a small scale restaurant called **Chi-wiisniin Take-out & Delivery**. Since Wasauksing is an island community, a local restaurant was a very welcome idea.

Kyle served snack-sized tacos made with traditional Aboriginal frybread. Popular in the area and well-known across North America in Aboriginal communities, these tacos come in many varieties. Kyle showed his skills for innovation by serving his tacos in convenient paper cones. The result was easy clean-up and the elimination of cutlery. Kyle also took advantage of the plentiful fresh fish in the area (pike and whitefish) to serve some very popular fish tacos.

Jessica Van Vliet

Color Cabin
Hamilton, Ontario



The many colours of summer camp

Raised by two self-employed parents, Jessica has always wanted to be her own boss. Many yard sales and lemonade stands later, Summer Company gave her, as she says, “the chance to run a small business for real.” A college business graduate and McMaster University student, Jessica says she learned more in two months of running **Color Cabin**, her own summer camp business, than she did in two years of school.

Marketing on a small budget was especially tough, so Jessica relied on herself, contacting schools, going door-to-door, visiting festivals and farmers markets. Through some challenging times, she credits the support she got from Summer Company as especially helpful.

“The most useful aspect of the program was the support system of mentors, program coordinators, and other Summer Company students,” she says. “It created an amazing foundation for networking, getting connected to the right resources and most importantly, the community.”



In 2012 these young entrepreneurs turned their ideas into a business

Daud Grewal

See Sight Tours

St. Catharines, Ontario



See the sights...with a personal touch

Daud Grewal is no stranger to the tourism industry. The Niagara Falls native grew up surrounded by tourists and tourism and put that experience to work with his Summer Company. "I love dealing with tourists and showing people around," says the Brock University student, "so I started up **See Sight Tours.**"

Daud set his company apart from the crowd with a new concept for the area: personalized tours. Riding in vans instead of the usual 40 passenger tour bus, Daud's customers got a close-up view of the region, with lots of opportunities to get out and explore. Satisfied customers spread the word quickly and gave See Sight Tours top ratings on a popular travel website.

The referrals continued to grow until the end of the summer season. Daud has seized the opportunity and says he'll be running See Sight Tours for the next two or three years.

Mitch Cook

Flyer Hustle
Oakville, Ontario



Hustling to be a well-positioned competitor

Mitch Cook positioned his company right in the middle of two formidable competitors, and it paid off. Door to door distribution of flyers, brochures, coupons and other admail in residential areas is a very competitive business. Canada Post's rates are comparatively high, and many independent distributors aren't always completely reliable. **Flyer Hustle** offered lower rates combined with reliable service, giving customers in the western part of the Greater Toronto Area the best value for their advertising dollar.

Word of Flyer Hustle's value-added service spread quickly in the local business community. It wasn't long before the 22 year old hired a subcontractor to keep up with demand and meet tight delivery deadlines. Efficient time management was just one of the many skills that Mitch developed through his successful Summer Company.



In 2012 these young entrepreneurs turned their ideas into a business

Steve Greig

GT Landscaping

Mississauga, Ontario



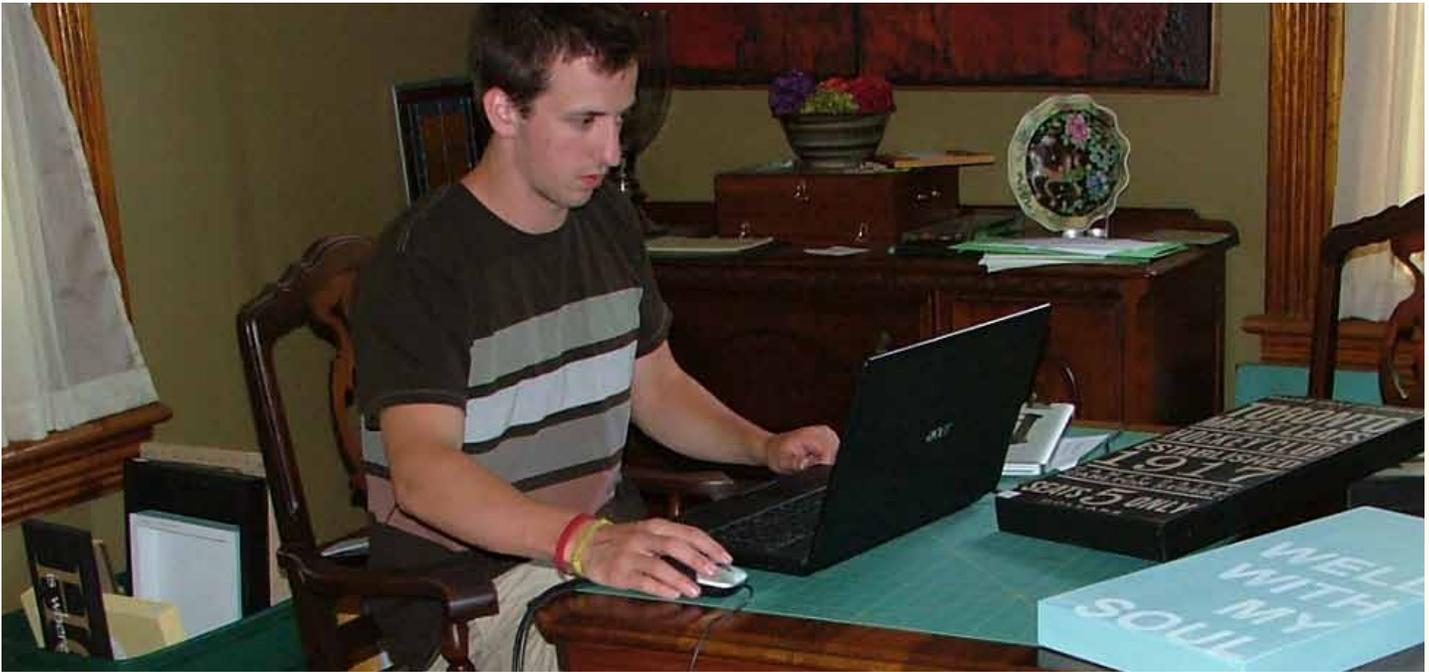
Changing the landscape, one customer at a time

A student in Seneca College's Business and Entrepreneurship program, Steve Greig understands that working with the customer to find the right service package and price is the best way to get referrals and repeat business in the landscaping business. Meeting individual needs helped Steve's Summer Company expand beyond its core of lawn care to provide a wide range of services. **GT Landscaping** offered add-on packages that included fertilizer, spring and fall clean up, garden maintenance, and hedge trimming. Each add-on came with the added bonus of a discounted price.

With several other services (including window cleaning, eavestrough clearing and asphalt black-topping) GT Landscaping was busy through the entire summer. Steve plans to run the business part-time and add snow removal to his growing list of services.

Jordan Currie

Sign Me Up
Seaforth, Ontario



Success signs

Sign Me Up started out with one of the best ingredients for business success: an owner who loves his work. Jordan Currie turned his design and woodworking hobby into Sign Me Up. Using a vinyl cutter and wood working machinery, Jordan created professional quality signs that were very popular with a wide range of customers, including new home owners, newlyweds, new parents, and pretty well anyone marking a special occasion.

Jordan used the Goderich Arts & Crafts Festival in early July as a launch pad for his business, and it paid off. He sold over \$1800 worth of signs that weekend alone, and built the foundations of a strong client network. Jordan credits the business planning skills he learned through Summer Company with helping him expand his horizons beyond the home market to local businesses. Jordan will continue to operate Sign Me Up part time this fall and winter as he attends university.



Jim Stewart

ProfitPATH
Markham, Ontario

Jim Stewart is a standout Summer Company supporter. He's been mentoring students in the Markham office for seven years, and developed the sales and marketing training session he delivers to them each summer.

Jim has a wealth of experience to share. He is the founder and CEO of **ProfitPATH**, a strategy consulting practice that helps drive business growth in owner-managed companies. He's also had a previous 25-year corporate career as a sales and marketing executive and CEO.

"Summer Company gives me an opportunity to give something back to the community," says Jim, "and who better to give it to than people at the beginning of their careers? The ultimate success is the student who struggled at first, but then improved during the summer. They just have to show steady improvement, month by month."



Eric Davidson

poloDesign
Brighton, Ontario

Eric Davidson's experience in the web and graphic design business was a valuable resource for the Summer Company students he mentored. Eric is a partner in **poloDesign**, a small business that offers a wide range of services that includes building websites, training businesses on using Facebook and other social media, and specialized design work.

"I was pleased to be able to participate by offering advice on branding and marketing, use of social media and advertising," says Eric. "My recent experiences gave me insight into some of the challenges the Summer Company owners were going through, things like the proposal process, pricing, payment structures, and invoicing."

Eric especially enjoyed seeing the ambition and enthusiasm demonstrated by the Summer Company students he mentored. "They're much more fearless than I was, or at least it appeared so!" he says. "Kudos to them all, I wish them much success for the future."

Summer Company Program Providers

The Ministry of Economic Development and Innovation would like to thank all our program providers and mentors for your contribution to the Summer Company 2012 program. Your support of and commitment to the program participants are a key component in forming Ontario's future business leaders.

Greater Barrie Business Enterprise Centre
Barrie

YMCA of Simcoe/Muskoka
Barrie

Small Business Centre Prince Edward County
Belleville

Caledon Small Business Enterprise Centre
Bolton

Muskoka Small Business Centre
Bracebridge

Brampton Small Business Enterprise Centre
Brampton

Brantford-Brant Business Resource Enterprise
Centre
Brantford

Leeds and Grenville Small Business Enterprise Centre
Brockville

The Waterloo Region Business Enterprise Centre
Cambridge

Chatham-Kent Business Enterprise Centre
Chatham

Business Advisory Centre Northumberland
Cobourg

Greater Collingwood Small Business Enterprise Centre
Collingwood

Cornwall Business Enterprise Centre
Cornwall

Guelph-Wellington Business Enterprise Centre
Guelph

Enterprise Temiskaming
Haileybury

Hamilton Small Business Enterprise Centre
Hamilton

Prescott-Russell Entrepreneurship Centre
Hawkesbury

The Northwest Business Centre
Kenora

KEDCO Entrepreneurship Centre
Kingston

Windsor-Essex Small Business Enterprise Centre
Kingsville

The Waterloo Region Business Enterprise Centre
Kitchener

Kawartha Lakes Small Business Enterprise Centre
Lindsay

London Small Business Centre
London

Markham Small Business Centre
Markham

Mississauga Business Enterprise Centre
Mississauga

York Small Business Enterprise Centre
Newmarket

Niagara Falls & Area Small Business Enterprise Centre
Niagara Falls



Summer Company Program Providers

The Business Centre - Nipissing Parry Sound
North Bay

JVS Toronto
North York

Halton Region Small Business Centre
Oakville

Orangeville & Area Small Business Enterprise Centre
Orangeville

Invest Ottawa Entrepreneurship
Orléans

Invest Ottawa Entrepreneurship
Ottawa

The Business Enterprise Centre Owen Sound & Area
Owen Sound

The Business Centre—Nipissing Parry Sound
Parry Sound

Enterprise Renfrew County
Pembroke

Business Advisory Centre – Peterborough
Peterborough

Saugeen Shores Business Enterprise Centre
Port Elgin

Enterprise Renfrew County
Renfrew

Richmond Hill Small Business Enterprise Centre
Richmond Hill

Prescott-Russell Entrepreneurship Centre
Rockland

Business Enterprise Centre of Sarnia-Lambton
Sarnia

Business Sault Ste. Marie
Sault Ste. Marie

Huron Small Business Enterprise Centre
Seaforth

St. Catharines Enterprise Centre
St. Catharines

Elgin-St. Thomas Small Business Enterprise Centre
St. Thomas

Stratford & Perth Small Business Enterprise Centre
Stratford

Regional Business Centre
Sudbury

Thunder Bay & District Entrepreneur Centre
Thunder Bay

The Business Enterprise Centre
Timmins

Centennial College
Toronto

Enterprise Toronto
Toronto

Toronto Business Development Centre
Toronto

YES- Youth Employment Services
Toronto

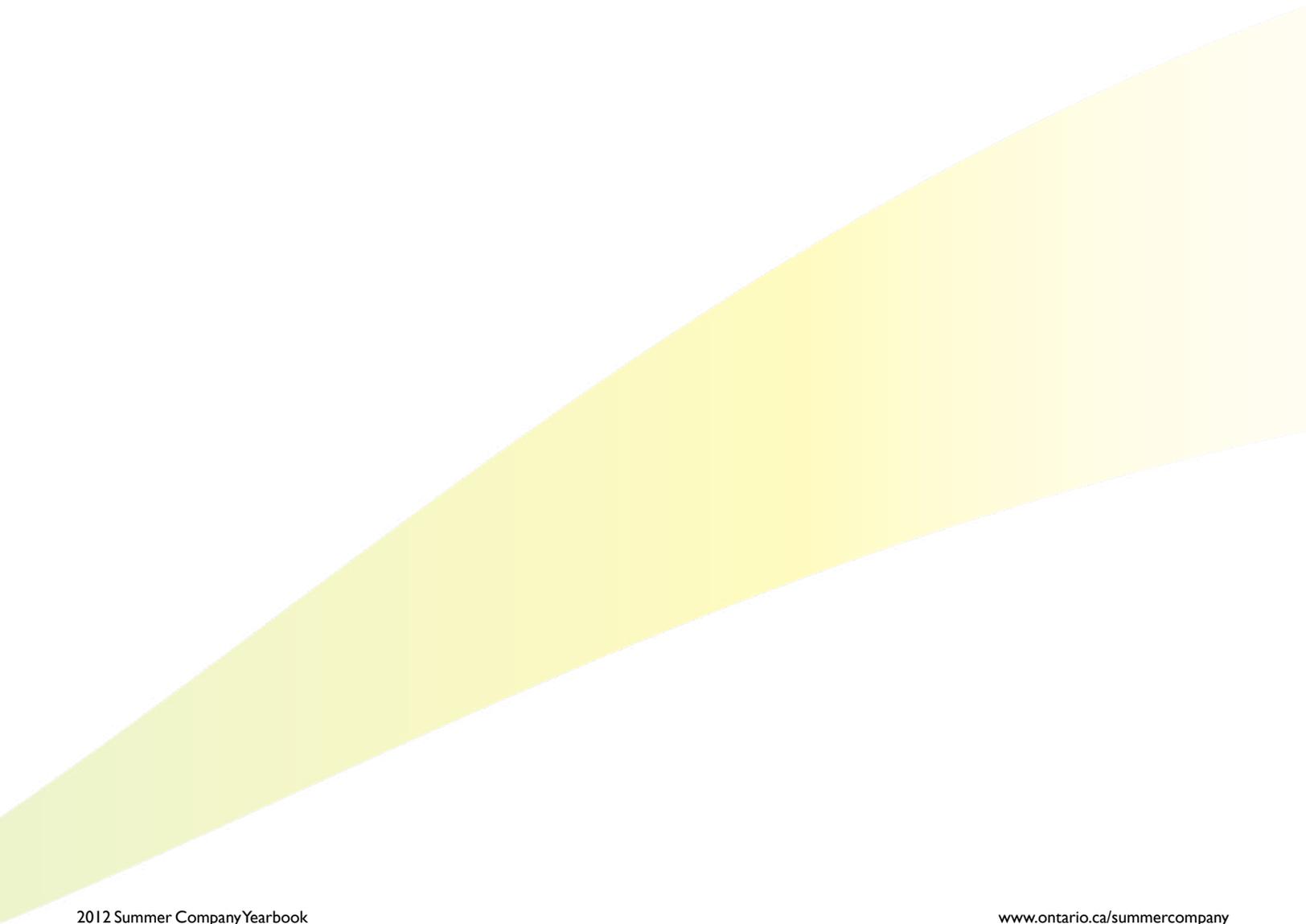
Vaughan Business Enterprise Centre
Vaughan

The Waterloo Region Business Enterprise Centre
Kitchener

Business Advisory Centre Durham
Whitby

Windsor-Essex Small Business Centre
Windsor

Woodstock & Area Small Business Enterprise Centre
Woodstock



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