

# The Adviser



## Newsflash

*After a lovely spring, Montreal's Support to SME-Youth program is still running smoothly! We are continuing our work with local entrepreneurs. Since our last newsletter we have helped more than 20 young Montrealers.*

*We have also signed 7 new partnerships with: Regroupement Économique et Social du Sud-Ouest (RESO), Le Carrefour Jeunesse Emploi (CJE) du Sud-Ouest, managed by RESO, CJE Marquette, CJE de l'Ouest de l'Île, CJE Viger/Jeanne Mance, Le Centre Local de Développement (CLD) Les 3 Monts, and Le Groupe Conseil Hélyum.*

*We have re-signed our partnership with one of our very first partners : L'Association Communautaire d'Emprunt de Montréal (ACEM).*

*Young entrepreneurs who come to CESO for help are referred to us by our partners. Therefore, on March 11th, a special event, "Partner Promotion" was held at the Montreal office to thank our partners for their support.*

*We continue to encourage Volunteer Advisers to participate in this program. Young entrepreneurs need help in : marketing, accounting, financial administration, market feasibility and business plans! The experience of working with young entrepreneurs is rewarding for both the Volunteer Adviser and the client. The May CESO Club Lunch proved just that. (See article, main page).*

*Our next newsletter will be in your mailboxes in October 2004. Until then, enjoy a relaxing summer!*

## THE CESO CLUB AND YOUNG ENTREPRENEURS...

# A first!!!

**An important day for the CESO Club...** On May 5th, 2004, the CESO Club held its monthly luncheon meeting. A first!!! In collaboration with the Support to SME-Youth program, the members of the club and other Volunteer Advisers participated in this interesting event.

This lunch was held in the heart of Little Italy, at a local Italian restaurant called Zanetti's. We had the opportunity to taste some typical Italian food. A delicious choice of calzone, risotto and lasagna was offered by the hostess and restaurant owner, Virginia Zanetti. The goal of this lunch was to send out a specific and important message: SME's are worth it!

It is always interesting to take a trip overseas for CESO. It is also very interesting to go into an Aboriginal Community and experience their culture. However, it is just as interesting to work with a young, positive and dynamic entrepreneur.

Mr. Michel Groulx says: "Our youngsters are most important". Mr. Groulx is the Volunteer Adviser who has been working with Zanetti's in order to develop a promotional campaign.

The testimonials were very interesting. Our star SME's, Danielle Russell of Botania and Mary Lou Bassett of Bare Root Esthetics, convinced the Volunteer Advisers with their poignant testimonials asserting that young entrepreneurs, like themselves, need the help of CESO's Volunteer Advisers!



Mary Lou of Bare Root Esthetics has been working with Mr. Bob Dupuis. Mr. Dupuis, a marketing expert and speaker at this lunch, summed up his Support to SME-Youth experience in one word: implication. Danielle of Botania creates and develops her own product in the back of her store. However, as a young entrepreneur she does not know it all: she had a lack of knowledge in accounting which is why she came to CESO for help.

We invite all Volunteer Advisers to participate in this program. The business projects and ideas of young entrepreneurs are most interesting. The determination and devotion of these young Montrealers are a wonderful experience to share with a Volunteer Adviser!

We have so many volunteers in the Montreal region with a wonderfully rich expertise! This CESO At Home program, Support to SME-Youth, needs this expertise! **Involve yourself locally, discover and help a young entrepreneur!**

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### CESO-SACO • SUPPORT TO SME-YOUTH

615 René-Lévesque Blvd. West, suite 750, Montreal (Quebec) H3B 1P5  
Tel.: (514) 875-7226 • 1-800-561-0687 • Fax: (514) 875-6928  
fabdelmoumen@saco-ceso.com

PROGRAM CO-ORDINATOR: Feyzah Abdelmoumen • WRITERS: Feyzah Abdelmoumen (CESO), Manon Lessard (CEDEC Centre-Sud/Plateau Mont-Royal), Danielle Russell (Botania), Rick Sala (CESO) • EDITORS: Josie Marchese (CESO), Feyzah Abdelmoumen (CESO), John Blanchard (CESO), John Gibson (CESO), Francine Dumont (CESO)

GRAPHIC DESIGN: Bang! Marketing • Tel.: (514) 849-2264



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# Spotlight

DISCOVERING  
YOUNG  
ENTREPRENEURS

## Botania

4022 Notre-Dame West  
Montreal  
(514) 227-3733  
www.botania.ca



“At Botania we recognize the pressing desire to obtain real products, based on real values, made with fresh, natural ingredients. This is particularly true for city dwellers, who are inundated by highly synthetic, industrial and serially manufactured products.”

That is the daily mantra for Danielle Russell, owner of Botania. Her company makes over 150 body care products from scratch using natural ingredients. Touting the merits of freshness for lotions, soaps and bath salts with essential oil, just as for food products, the recipes are always hand-crafted in small batches according to the traditions of soap makers and master herbalists of Old Europe.

Our challenges in the short term include elaborating a development strategy, designing ergonomic workstations, obtaining financing and finding ways to draw more people in, indicates Mrs. Russell who is happy to receive you at the workshop's boutique at 4022 Notre-Dame West in Montreal.

## A NEW PARTNER

# The Corporation de développement économique et communautaire (CDEC) Centre-Sud/Plateau Mont-Royal

Since 1986, the Corporation de Développement économique et Communautaire (CDEC) Centre-Sud/Plateau Mont-Royal has encouraged unity and improvement of the social and economic development of individuals, organizations, businesses and institutions of the region.

Aside from being an important mobilisation and unification point for the social and economic upgrade of its boroughs: Centre-Sud, Plateau Mont-Royal, Saint-Louis and Mile-End, the CDEC offers local businesses and other organizations the following services:

- Info-advice on entrepreneurship, financing resources available, business management, marketing, financial management, fiscal policies, as well as employment opportunities.
- Financing to start-up business projects, to purchase equipment, business expansion, and job creation encouragement.
- Operational counselling in financing, commercialisation, and market development.

- Adapted training for entrepreneurs, in collaboration with qualified and specialized trainers.

Most recently, the CDEC made the new technology sector its priority, convinced of the continued impact this industry will have on the economic development in the CDEC intervention areas.

For further information, please contact:

Mrs. Manon Lessard  
CDEC Centre-Sud/Plateau Mont-Royal  
3565 Berri Street, Suite 200  
Montreal, Quebec, H2L 4G3  
(514) 842-2332, extension 247  
m.lessard@cdec-cspmr.org



## An Adviser's Story

“FUN! That is why I like being a CESO volunteer in the young entrepreneur program. When I can find a way to make use of my experience, I have lots of fun. I operated my own import and distribution company for more than twenty five years and I enjoy using that experience. CESO provides me with a link to individuals who are working on developing a business. When I am able to truly have an impact on the growth of a business, I find it exciting and rewarding. Of course I am not always able to come up with solutions that work, but the process of exploring the possibilities with the individual is always interesting.

The other aspect of being a CESO volunteer that is fun for me is the connection with people the process provides. I retired at fifty and was startled to realize how much I missed contact with my fellow workers, customers and suppliers. I had daily dealings with some people in my business for over twenty years and suddenly it was gone. I still had contact with these people but not in a working relationship. I soon realized that a connection with other people was central for me. This realization provided the reason why I applied to this program. Thanks CESO for offering me an avenue to have FUN.”

Rick Sala, Volunteer Adviser

