



her business  
**GUIDE**

**Sudbury's  
business guide  
exclusively  
for women**

**FEATURING  
KAREN HOURTOVENKO**

*breaking through barriers to success*

---

**BACK 2 BUSINESS!**  
Staying focused  
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# C O N T E N T S



*two thousand and sixteen*



2016

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KEEPING YOUR HEAD IN THE GAME



KAREN HOURTOVENKO

COVER PHOTO  
BY SCRAPPY SISTERS

# SNEAK PEEK!



## WHAT TO EXPECT IN THE NEXT ISSUE

With October being highlighted as Cancer Month, we want to take this opportunity to profile and honour some of the inspiring women in the community who have been through horrific situations and have turned those into positive influences in their lives and those around them. You'll also hear about some of the amazing volunteers we have in Sudbury who dedicate their time in helping with our cancer centres.

**See you in October!**

Photo taken  
by: AEG Designs



# WE'RE HERE!



## A MESSAGE FROM THE PUBLISHER

### Welcome to our first issue of Her Business Guide!

Creating this magazine has been something I've been thinking about for quite some time. After being a stay-at-home mom to 6 kids for almost 20 years, I wanted to do something for me. Something to inspire, show gratitude and highlight the amazing women in Sudbury who are doing such incredible things for our community.

In this magazine, you will read the stories of women, taking us through their journey. You'll hear about the challenges they've faced but how they've overcome them. You'll hear stories of encouragement and empowerment. As women, it's crucial to support one another. Let's praise one another on their successes.

I'd like to thank the women who participated in the magazine, the women reading the magazine, and the women who helped make this magazine a success.

Here's to the first (but certainly not last!) issue of Her Business Guide!

*Gorna Macdonald*

Quote of the Month

ACT LIKE A  
**LADY**  
THINK LIKE A  
**BOSS.**





# CREATING COMMUNITY

## 1 coffee cup at a time.

▶ **After living in California, Carole Roy, owner of Old Rock Coffee came back to Sudbury and couldn't find fresh coffee that she enjoyed,** despite the number of

other large-chain coffee shops. You will see her almost every day behind the counter serving and making coffee for her customers. "I love being here, I love what I do. It's my second home," says Roy.

With a nursing background, roasting coffee beans was just a hobby that she offered to friends and family, but when the response was positive she knew there was something more to be done with the idea. She begins to share the journey, "I started out by just selling the beans at the Farmers Market, and it was just beans, not even coffee at that point and they must've thought I was crazy but they were also intrigued."

Celebrating 10 years at the location on Minto and seven years on Durham, she now works 9-10 hours a day, interacting with her customers, making coffee and loving what she does.

Roy contributes much of the success to her husband and business partner Luc and her three children who all work or have worked at either location while attending university. "In the beginning it was difficult to work together but it was a learning experience and I wouldn't have done it any other way. If you ever have the opportunity to work with your kids, do it," explains Roy.

She reflects to the moment that she knew it was a success, "it was three Christmas's ago and it was crazy busy in here and I remember taking a moment and realizing we did it. We had all of these people wanting to buy our product

and experience our service and it was such an incredible feeling." Old Rock recognizes the amount of support they've received from the community and they've always remembered to give back whenever the opportunity presented itself. "If you can give, give. We wouldn't have made it 10 years without this community so we're big on giving back whenever we can," states Roy on their social responsibility. Old Rock has been an essential part of the Run for the Cure, United Way, golf tournaments and much more.

When she's not behind the counter at Old Rock, Roy says family time is a large part of her life. They enjoy going to camp and spending time together. "Family is very important to me and whether it's for work or at home, I enjoy the time we

have together," explains Roy.

Since being in business for 10 years, she provides some insightful advice to those either just starting out or have been in business for a while. "Be careful for what you wish for, because it will come true. If you would've asked me if I thought we'd have two locations, an online store and people from all over the world buying our coffee, I wouldn't have thought that could happen - but it did and I'm so glad that I persisted. So many people didn't understand, but I did, I had to do this because I believed in the idea and I believed in myself."

*To learn more about Old Rock Coffee, visit online at [oldrock.ca](http://oldrock.ca)*



Photo taken by: AEG Designs

*Enjoy a coffee, tea, cold beverage or sweet treat at either location on Durham or Minto and be sure to say hi to Carole!*





# Karen

HOURTOVENKO

*Psy.D, MBA, Counsellor, Master NLP/Time  
Line Therapy, Hypnosis, Master Executive  
Coach/Trainer*

---

When one door shuts,  
she's not afraid to  
knock it down & make a  
**meaningful change.**

Photo taken  
by: Scrappy Sisters





## **Over 25 years ago, Karen Hourtovenko was on a life's mission to create success in all areas of life and she has no plans on slowing down.**

From a small town in Nova Scotia, Hourtovenko moved to Sudbury to work in the nursing field but when she couldn't find a job, she began to create her own. On her own personal mission of success, she utilizes her knowledge to help corporate executives and organizations achieve their highest level of success in various areas.

Since she was a young girl, she always wanted to be a nurse – she knew she was born to help people but low self-esteem and self-doubt held her back from university.

"There was one school in particular that I had my heart set on going to – it was the only one I applied even though many teachers suggested that I should apply to university, I didn't want to tell them that I didn't think I could do it." "I did have one teacher that told me "you are not your sister" when he passed me back a test in class, I was crushed and it confirmed to me that I could not go to university."

When Hourtovenko graduated from High School, she was valedictorian. "I was shocked that I was asked. Even though I didn't think I was smart enough, people around me saw what I didn't see. I did however make sure that I was on committees and be involved during my high school years."

I did get accepted into the school of nursing that I decided on. More challenges supported her self-doubt. Hourtovenko did not make it back to Halifax from her home town on a holiday for meeting that was set for her nursing group. Although she contacted the right people she was put on probation after being put in front of a committee. For a full year she was told she was not good enough in the clinical setting yet Hourtovenko was determined that she would graduate from the only school she wanted to graduate from. Her hard work and dedication paid off. In her second year, she was placed with a clinical instructor that was known to get rid of students. Hourtovenko received high level on that rotation and continued to until she graduated.

Not only did she graduate, she received two academic awards that the two instructors that wanted her removed from the school had to present to her. "It's funny how things work out that way," she laughs. It was when she was a young woman that she decided to focus on personal and professional development and make it part of her life's mission.

She worked as a cardiac nurse and ICU nurse for a number of years, until moving to Ontario. There were few nursing jobs available when she arrived in Ontario and so she was not able to work in the hospitals in Sudbury. The Nurse Practitioner Program was announced so she decided to apply and complete her nursing degree and NP program. After completing her degree in nursing from Laurentian University, funding couldn't support her initiatives and she decided to move forward with a non-traditional approach to the health care industry. "It was challenging for people to accept because it wasn't your mainstream approach to health care," she explains.

She opened up Life Zone Coaching and Consulting alongside Riverside Cardiac Clinic with her husband Dr. Clyde Hourtovenko in the South end of Sudbury. Both businesses combined offered various services such as a nutrition consulting, full service gym, cardiologists, health consultants and personal trainers. Her concern was making sure that the community could receive the best care to help live their best life. She dedicated a number of years to the implementation and initiation of patient and staff programs, assessments, diagnoses and education for cardiac prevention and advocated for a patient-focused care model.

With an MBA, doctorate in clinical psychology and just finished her master's training in NLP (Neuro-Linguistic Programming), Time Line Therapy® and Hypnosis, she continues to look for ways to improve her own personal and professional development. "I'm a firm believer in learning and am constantly looking for ways to improve, find strategies that are specific and guarantee results for my clients," explains Hourtovenko. She continues to talk about the transformation of her clients, "when I see my clients transform in front of me and they now know they have the ability to change, that confirms to me that what I am doing is what I'm meant to do. Getting rid of the past and what's holding you back from succeeding in all areas of your life is what drives me."

"I was fortunate to grow up with a mother to provide me with her quiet confidence. She continued to motivate me to do whatever I wanted in life and always be the best person I could be. Regardless of what walk of life you came from you have the choice to choose the best version of you to live by. Find someone who inspires you," she says.

Her clients consist of large companies at a management level to small business to young professionals just starting their careers and looking for ways to find growth. She has worked with politicians, mining executives, sports teams and young professionals.

"Every business evolves and if I could help impact an organization, it will shift their families and the community," explains Hourtovenko. She goes on to explain the importance of her social responsibility for the community, "my father was a minister so giving back to the community is part of me. He loved to help people so doing the same comes naturally to me. I enjoy being part of organizations that values align with my own," she explains. She most recently served a three-year term on the executive of the Chamber of Commerce, including this past year as the Chair, which she attests was one of the most rewarding experiences that she could've had.

She is now serving as a director on the board of the Greater Sudbury Development Corporation and a Cabinet member for the United Way Campaign 2016-17. She previously assisted in the women's ministry, the Rotary Club, and provides keynote addresses to various functions. She assisted in fundraising efforts to many events in the city and continues to aid where she is able.

When she isn't working on her business or helping in the community she unplugs and spends time with her three teenage children and husband, Clyde. Her other accomplishments includes a black belt in karate, has ran numerous half marathons and even rides a motorcycle.

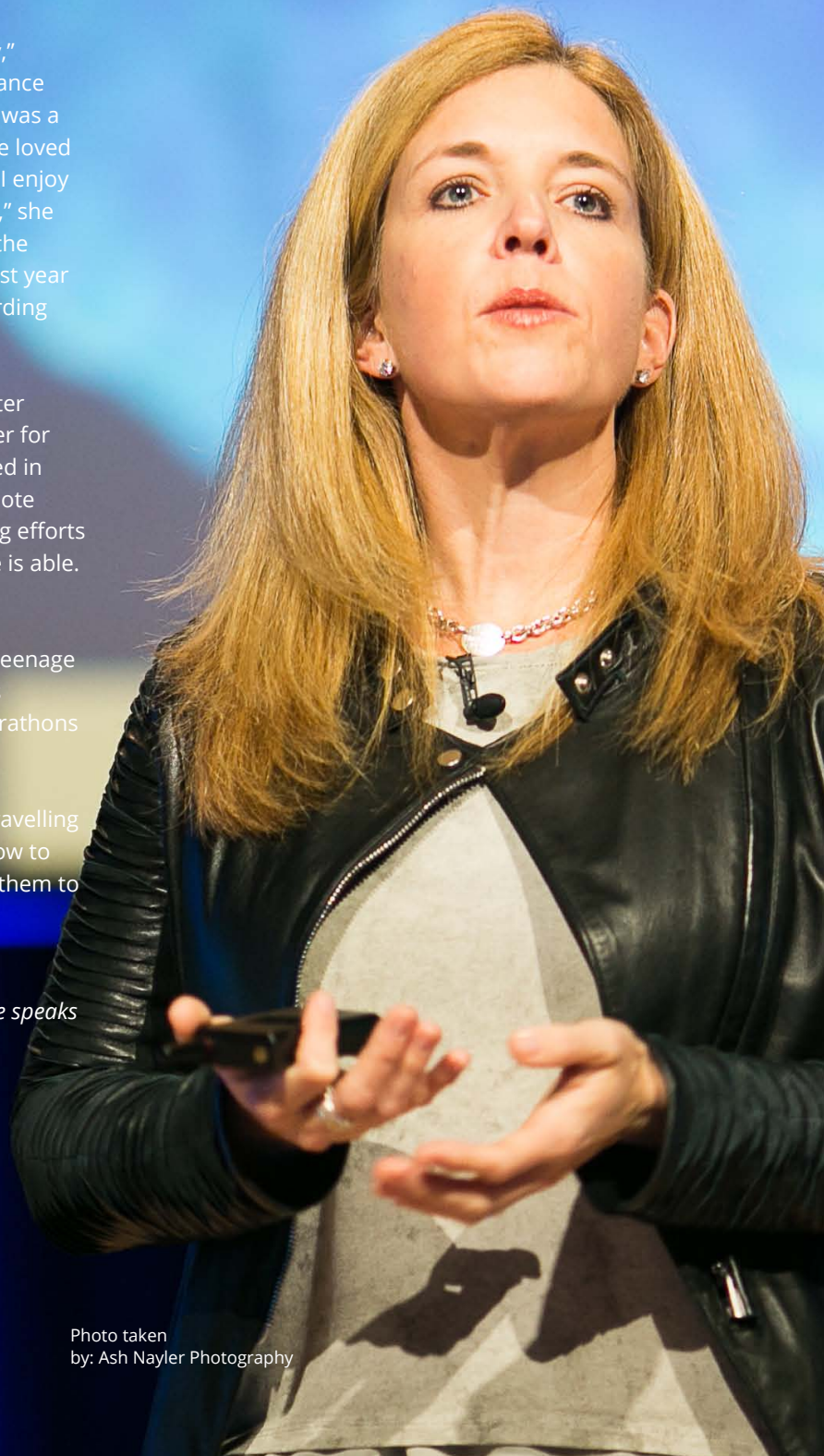
She is currently working on writing her first book and is travelling around Canada training and coaching professionals on how to achieve success, becoming their best self and motivating them to grab life and take it to that next level!

*To learn more about Karen, her business and programs, visit [lifezone.ca](http://lifezone.ca). You can also find her on Facebook where she speaks about many areas in life through her videos and podcasts.*

f t in



Photo taken  
by: Ash Nayler Photography





A photograph of two women, Andrea Smith and Eleanor Charlton, in a brewery. They are standing next to several large stainless steel kegs. Andrea is on the left, wearing a grey beanie and a dark jacket. Eleanor is on the right, wearing a grey sweater and a red scarf. They are both smiling at the camera.

## MANITOULIN'S VERY OWN BEER; SPLIT RAIL

**Andrea Smith and  
Eleanor Charlton,  
owners of Split Rail  
Brewing Company first  
met in 1981.**



Their idea of opening a microbrewery on the Island was thought of in 2009, and they have been working hard on the project ever since.

As long-time friends and neighbours living on Manitoulin Island, the pair knew they wanted to start a local business that would be unique and exciting on a personal level but also contribute to the development of the local economy and community in a positive way. Their initial idea came from reading the LAMBAC strategic plan which identified a microbrewery as a potential idea for Manitoulin's economy. They thought a microbrewery was a good fit and so started the research and planning for Split Rail in 2009/10 - a time when there were few microbreweries in Northern Ontario. It took them a long time to find the right location and for everything to come together to launch, but the response during their first summer in 2015 confirmed it was worth the long hard effort.

"It has been very rewarding to experience the positive reception of our beers and support of people interested in Split Rail", shared Andrea. "Seeing customers in the tasting room truly enjoying the beer

and experience, hearing positive feedback from establishments carrying product, being at a festival and feeling the enthusiasm. It has also been a real pleasure to meet people from all over the world, all visiting Manitoulin, and to hear and enjoy their stories, experiences, and cultures."

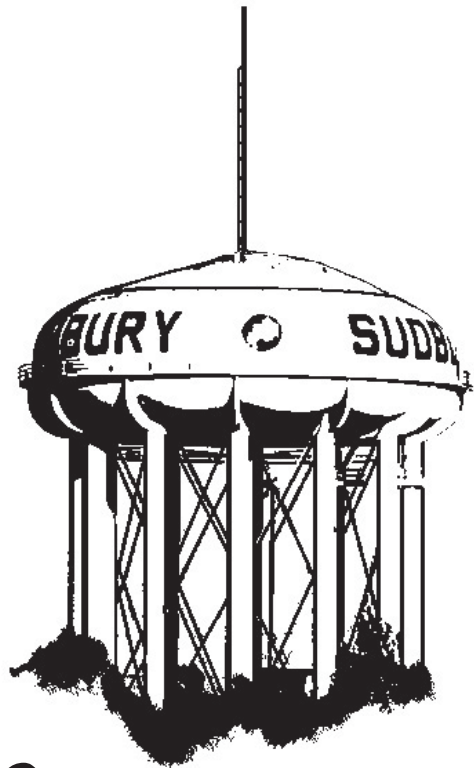
Split Rail is wrapping up their first expansion now, but meeting demand for Split Rail will be a 'fluid' and ongoing process. Their new brew house and larger vessels are in place, however they will be getting additional tanks for fermentation capacity soon; growth will happen in stages. Their facility at 31 Water Street in Gore Bay provides flexibility to grow as required.

Andrea and Eleanor's tips for inspiring entrepreneurs is to surround yourself with a strong team. They say that support can come in many forms - not only with paid employees, but volunteers who believe in your business as well. They shared that they have been extremely fortunate to have people volunteering pro-bono because they believe in the value of the project and product, and these relationships have been invaluable to them. They share that it is important to remain authentic and true to your own vision - while remaining smart, responsible, and

kind at the same time of course.

When asked about having a business on Manitoulin Island they shared "The incredible support and interest we've received from individuals, other small businesses, and other entities, the residents and visitors that we meet, but also the opportunity to contribute to Manitoulin's community well-being, by fostering social connectedness, values of diversity, social justice, and individual empowerment and responsibility." They remain conscious of how important it is to contribute to the development of a positive and healthy community on Manitoulin, their home. They are excited to be making and offering fresh craft beer made-on-Manitoulin Island to the region. "We're really invested in and looking forward to making a genuine impact on Manitoulin by contributing to employment opportunities, economic development, tourism and the overall positive fabric of life here on the island."

*Written by: Leslie McDermid, owner of  
Social Media Marketing Tips Canada.  
socialmediamarketingtips.com*



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# THIS MONTH

## SEPTEMBER 2016



# YOUNG TEEN CREATES CLASSIC EXPERIENCE FOR SUDBURY



Photo taken  
by: Samantha Whitehead

WHAT'S  
PLAYING

SEP 3

DIRTY DANCING  
&  
MAD MAX

SATURDAY NIGHT

HOME DEPOT

1500 MARCUS DRIVE

**At only 17 years old, Katie Yeo created a business in Sudbury that was successfully proven to be an opportunity for the community to come together.**

The Sudbury Drive In, recently launched in mid-July, was created by Yeo as she grew up in Flin Flon Manitoba and she frequently would go to the drive in, but when she moved to Northern Ontario, there was no such thing available.

Being part of several school groups that encouraged business development and leadership roles, she took it upon herself to create an experience for Sudbury. When a friend introduced her to the Regional Business Centre's Summer Company program, she quickly enrolled, attended all of the training sessions and pitched her business to a panel for a \$3,000 grant to put toward her initiative. "The program was a key piece behind this; I learned so much from the sessions about how to build a business, social media strategies and even the accounting side," she explains.

Throughout the process of planning how to execute her idea, she opens up about several challenges that could've ended the whole process had she not continued on. "I originally had my mind set on a different location but when that was not possible, I was literally calling every business in Sudbury wanting to rent their parking lot. I was researching for quite a while trying to locate a large enough screen but when I couldn't find one to suit my budget or fit my

needs, I had to look outside of Canada and drive to the border," she explains. Going through challenges in the startup phase of a business is common but it's how you handle it that determines how important your business actually is to you. Instead of throwing in the towel, Yeo persisted, she picked up the phone and kept making those calls.

Organizing a large function for the first time took much time and resources, and it tested Yeo's determination to ensure execution was successful. "I called around to other drive-ins to make sure I was taking the proper precautions. It was intimidating at first but now I've learned how much one phone call could do and it never hurts to pick up the phone," she says.

With over 275 cars packed in the Home Depot parking lot for each feature, Yeo is extremely humbled by the amount of support that she has received from the community and has plans to give back to charities around Sudbury in the future. "Without this community, this wouldn't be possible," Yeo confirms.

As she enters the final year of high school at Lo Ellen Park, she reflects on what the future will hold for her as a young entrepreneur with so many aspirations. "My siblings are in the medical field and it's a direction that I have considered for such a long time but I'd like to also explore something in business," Yeo suggests.

*For more information about The Sudbury Drive-In, please visit [thesudburydrivein.com](http://thesudburydrivein.com)*

Photo taken  
by: AEG Designs

## ON AIR with Sacha

### Local Anchor Welcomes Community into the Newsroom.



**Every day at noon, she's bringing you the news and you've even seen her on a recent video that's been circulating the internet** that represents our beautiful community with those sweet dance moves. But most of us don't know who Sacha Novack is, and we were happy to sit down with her to find out more about the lovely personality on your TV.

She celebrates her 20th anniversary this year at CTV news, 18 with Sudbury and two in North Bay. Born in the small community of Mattawa, she opens up to share her extensive experience as a notable broadcast journalist.

She graduated with a journalism broadcast diploma from Canadore College, completed her placement at MCTV and has since had the opportunity to gain experience in almost every department. Novack started out as a photographer, then did the weather and late anchor, worked 4-12's, 9-5's and now co-anchors to bring you a live report of the community. She continues to explain

why she chose that field as a career, "I was persuaded for a very long time not to go into it but it was something that I loved to do so I had to keep moving forward. I love connecting with people and writing their stories. She continues to say, "If you love what you do, keep at it. Don't let anyone tell you that you can't. "

When she made the move to Sudbury from Mattawa, she states that staying in the North is an essential part of her life. "I love being outside and appreciating our scenery. Northern Ontario is such a beautiful place that I wanted to grow a life with my family here." She laughs and speaks briefly about her love of water sports. "I've recently been wake skating and I have to say that I'm quite good."

As a news anchor for CTV Sudbury for 10 years now, she takes me through her day. She enjoys that no two days ever look the same and the amount of people that she gets to learn about is extremely rewarding. "As soon as I get to work I start to make my phone calls and research stories to schedule

my interviews. I'm always ahead of the game and nothing waits til the next day. I try and stay on top of all my tasks and I can leave for the day knowing that I accomplished what I had set out to do."

She's also a community supporter when an opportunity arises. She frequently reads with the kids at the library and helps the elderly. "I help where I can because it's important to connect with the community, no matter what your job or background is," she explains.

Since she's been a part of almost every type of job over the last 20 years, she attests her continued passion to her versatility. "Being able to shoot, write, conduct live news has provided me with the experience to constantly to be learning and still love what I do." You may only see her when she's co-anchoring at noon, but when she's on air, she's looking for her next story. She especially loves writing human interest stories as it provides a satisfaction to her and also those involved in the story.

Being a face of the community has made her recognizable and almost everywhere she goes, people come up to her and she explains how taking the time to say hello, shake hands or take photos is important. "It's important to connect with the community and that's part of my job, paid or not. I enjoy meeting people and I would never turn anyone away." Most recently she was involved in the latest Drone Malone video for the summer hit single "Can't Stop This Feeling", which profiles Sudbury in such a beautiful way, including some recognizable faces of the community. "It was so much fun. I love that song and I love to dance, so why not go for it. He did such an amazing job putting it together, it was professional and classy and we had tons of fun," says Novack.

*Find Sacha on CTV NEWS NORTHERN ONTARIO AT NOON and don't forget to say hello if you recognize her out in the community.*



at the Regional Business Centre where she received a grant of \$5,000 to help with the startup phase. More recently, she completed the Entrepreneurship 101 course, a 9-month commitment, at NORCAT where she also competed in the Up-Start Competition.

*Michelle can be found on social media where she creates blogs and videos about her experiences, tips and advice about the industry. For more information about Northern Ontario PR, visit [northernontariopr.com](http://northernontariopr.com) and on her Facebook page [/northernontariopr](https://www.facebook.com/northernontariopr).*

## Helping Businesses Tell Their Stories.

**For a long time, Michelle TenHave had a dream of being her own boss and designing her own life.**

After an unexpected layoff, she decided to go for her dream by launching Northern Ontario PR – a public relations firm focused on media relations, social media management and event planning for businesses in Northern Ontario. “There are so many businesses out there that are doing extraordinary things that aren’t getting enough attention.” TenHave explains that she wants to find these businesses and help them tell their stories.

A key step to successfully launching a business is to find mentors who have had similar experiences. To her, mentorship has been crucial to Northern Ontario PR. She has found them by aligning herself with key influences in the Sudbury area that have helped, and continue to guide her, on the right path of business and PR. “I’ve connected with local experts in the industry who’ve provided me with business advice, coaching and expertise in the field and those connections are important to me and to the success of this business,” she explains.

Starting your own company isn’t an easy task. It requires a dream, dedication, and patience. At the beginning, Michelle went through the Starter Company Program

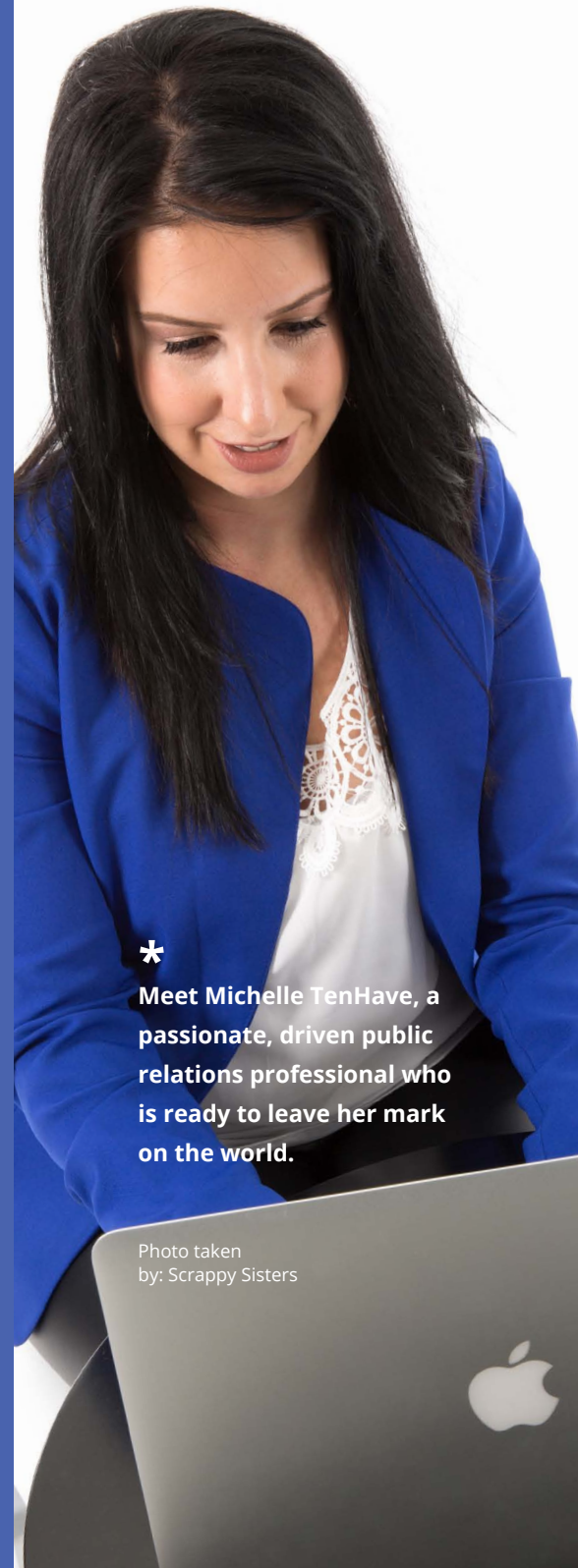
With one dizzying year behind her, she finds herself actively involved in the community. She dedicates many hours to volunteering including being the Chair of the Young Professionals Association, and assisting on various event committees. She is passionate about public speaking, networking, and professional development. She is an active member of the Greater Sudbury Chamber of Commerce and the Canadian Public Relations Society.

It started out small; wanting to give Northern Ontario something it deserves – a PR firm to help regional businesses. She started out with three clients in her first year. Now, she has over a dozen clients that include the Wikwemikong Board of Education, Eastlink and Manitoulin Brewing Company, and is continually growing!

Her dreams keep getting bigger. She hopes to expand her company into all of Northern Ontario. She is motivated to do so by seeing how far she’s come in such a short time. “When people take the time to seek me out and to see that there’s a job I can do that they can’t or don’t want to, I’m motivated to do the best that I can to show them that there is value hiring me.”

“Never stop learning. That’s what I try to do, whether it’s reading, talking to different people, researching, or creating,” explains TenHave. Though she’s still starting, she is dedicated to bettering herself to better her business and her clients. Michelle is a busy woman. After all, she is committed to spending as much time as it takes to satisfy her clients. But, she’ll never be too busy to mentor aspiring entrepreneurs and anyone who wants to learn more about the industry.

*Written by: Amylee Laforest, Amylee Laforest is a recent PR grad from Cambrian College, who has been working alongside Michelle for a few months.*



**\*  
Meet Michelle TenHave, a passionate, driven public relations professional who is ready to leave her mark on the world.**

Photo taken by: Scrappy Sisters

# IT SUITS YOU

helping dress  
women in need  
for the workplace.



**Our mission is to help women** who are leaving abusive relationships and need to find employment, but cannot afford to buy suitable clothing for a job interview. Our program is designed to help transition women towards self-sufficiency with encouragement for success.



# A NEW PROJECT

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## HOW IT WORKS

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Upon obtaining a job interview, It Suits You will provide one complete outfit for the interview and upon being hired, we will provide a full weeks of clothes for the workplace. *\*All applicants must be referred to us by a local organization.*

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## HOW YOU CAN HELP

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*\* For more information  
on how you can help or to  
schedule a drop off,  
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Lorna MacDonald  
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# why should U exercise?

**You might, like most people already know about the amazing health benefits to exercising but still not making time for it. The most often asked question I hear is "I'm too busy, how do I fit in exercise?"**

Exercise is just too important not to do! Exercise improves your circulation, strengthens your bones, relieves stress and decreases your risk to almost any disease! But knowing this, we still have a hard time fitting it in. I believe that small changes done over time add up to long term success, so skip all those fad diets!

Some small changes that I like to encourage are:

**START** *somewhere! New to exercise? Start by adding some sort of physical activity at least once a week.*

**TURN OFF THE TV.** *If we have time to watch tv, then we have time to exercise.*


**EAT MORE** veggies, try swapping out a refined carb (pasta or bread) for a veggie alternative.

So ask yourself just one question, what do you want your ideal life to look like? We all have a plan for our business, our family life, social life, so why don't we have a fitness plan that will get you in shape? My ideal life has balance, I exercise so I can feel great and have less stress! I exercise in the morning to start my day off right, making the rest of the day go easier. I know you are busy, but you can do this!

This is possible for anyone! You can change the way you feel about yourself. Your energy, productivity and creativity improves when you exercise! It's the world's greatest drug. And it's FREE! And you should be doing it.

I am going to encourage you to put these things into action! I want you to focus on what you want to get out of exercise. Find me on Facebook for more ideas.

I'd love to hear from you! Which activities you are enjoying? What small changes have you made?

*Written by: Mandy Kinnonen  
Certified Personal Trainer  
Fit Nuts 4 Life *



## TIPS 2 GET U STARTED

### TIME

*Pick an uninterrupted time that works for you! Aim for the same time each day.*

### TRIGGER

*Set an alarm, set out workout clothes the night before, book a time with a trainer or friend! Set up a special space in home for your workouts, join a gym or just get outside! Get yourself excited about your workout!*

### EXPERIMENT

*Try different activities until you find what you enjoy! It could be joining the a gym, workout DVDs at home, joining a class or going for a run with a friend. You want to look forward to it, not feel like you're forcing yourself, it will take time so keep experimenting!*

### GOAL

*Ask yourself "what is my expectation from this workout?" DON'T make it by changing your body! That won't give you that instant gratification. Instead, say "my goal is to feel stronger" or "my goal is just feel energized". Once you focus on this instant gratification, you will look forward to it more often! No matter what you've tried before and didn't like, by making these simple changes I guarantee it is out there for you. Weight loss and toning will come with it in time.*



# the OFFICE space

the place for business

Photo taken  
by: AEG Designs

## From Business Partner 2 Successful Business Owner.

**Over twenty-five years ago**, Manon Giroux, owner of Environmental Ecosystems Inc. and The Office Space, left Ottawa to attend post-secondary education. She had intentions to go right back but instead, she hasn't been able to leave Sudbury because of the businesses she's built and name she's created for herself. Giroux contributes her success to her extensive business background and her ability to recognize that her clients come first.

When Giroux completed her education at Cambrian College and Laurentian University, she began working in the environmental field as a consultant for a number of years on baseline mining sites that were developing. She then transitioned to another company where she worked at for over 15 years, starting as a manager then becoming partner in the firm. She was managing the business development in several offices spread throughout Canada. But after 15 years, she decided that it was time for a change. She left the company to pursue something that would provide her with a flexible schedule and be able to fulfill a part of her that was missing.

For four years now, she has been operating Environmental Ecosystems Inc. successfully, "It was definitely a risk, but it was a calculated risk". The intent was not to grow as fast and as big as I have but I'm happy with the way it's going," explains Giroux. Environmental Ecosystems Inc. now has a staff of six, and provides services across Ontario and specializes in environmental services, natural sciences and industrial hygiene.

For two years, she has also been operating The Office Space which offers rented office space and boardrooms for businesses looking for an alternative to traditional office settings, currently Environmental Ecosystems Inc. occupies a space. When asked why she created the office space, she says, "I was ready to grow with my other company but wasn't sure which route I would take when acquiring office space. I created what I was looking for."

She suggests that it has been the experience she has gained over the years and on-going networking that has contributed to her success and reputation in the industry. "The more networking you do, the more frequent people hear your name, the more they want to get to know you. I've made my focus delivering a core quality product and client management," explains Giroux. Client satisfaction is her top priority when it comes to both businesses and due to the amount of repeat clients she receives, she continues to make that her focus.

She's also an active member of the community. Giroux spends much of her time supporting local businesses by hosting small events and assisting with fundraising. "I enjoy helping where I can because it's important to be involved in our community," she states.

No two days ever look the same for Giroux and she wouldn't change that for anything. She's up early and sometimes working very late with the combination of field and office work. Her projects vary across Ontario and Quebec areas but with her consistent attention to her clients needs, she continues to gain repeat clients and referrals and proves that what she set out to do over four years ago confirms the growth of her businesses is still on the rise.

*To learn more about her businesses,  
visit online [enviro-eco.ca](http://enviro-eco.ca) and [theofficespacesudbury.com](http://theofficespacesudbury.com)*

# 4 Strategies

to Create Balance in Your Relationship

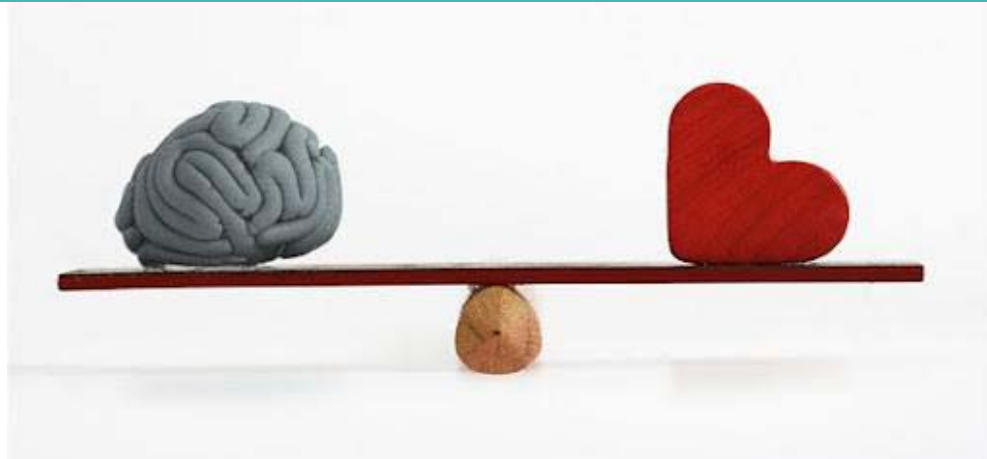
**Entrepreneurs are a unique breed. We're bright, creative and able to make connections. However, as entrepreneurs we're not always easy to be in a relationship with.**

We're constantly looking ahead and planning accordingly for our businesses, and tend to lose sight of the importance of long-term relationships because we know that we have the support of our loved ones. Unfortunately, this results in conflict due to misunderstandings and hurt feelings, and sometimes the relationship takes a back-seat to the business.

So make the investment in your personal life part of your business strategy because a happy home life affects the success of your business.



*Written by: Joanna Cox*  
Joanna L. Cox is a board certified therapist & Coach specializing in individual therapy & couples counselling and maintains a private practice in Sudbury & Barrie Ontario.  
[joannacox.ca](http://joannacox.ca)



## 1 SET A DATE NIGHT ONCE A WEEK

Both of you write down what you would like to do on a date night on a piece of paper. On your first date, go out for dinner and discuss your lists with each other. Take turns going down your lists and ask; would you agree to do this with me? If yes, then put a check mark beside it and move on.

## 2 QUALITY TIME TOGETHER FOR INTROVERTS & EXTROVERTS

Who says you always have to go out to spend time together. Staying in and spending time is ideal for the introvert, but if your significant other is an extrovert, they will be longing to get out for some excitement. Create a balance so both of your needs are fulfilled.

## 3 SET YOUR PRIORITIES AT HOME AND STICK TO THEM

Pick up an agenda or organizer and leave it open on your kitchen island or somewhere in a high traffic area to manage your home life and activities. Jot down family appointments, extra-curricular activities for the kids, golf games, date nights. Be sure to give each other some alone time as well as time together each week. Leave love notes words of encouragement.

## 4 IDENTIFY AND ACT ON EACH OTHER'S LOVE CONVINCERS

There are five ways that we show our love to each other. Affection, giving gifts, doing things together, words of affirmation, and doing things for each other. The best way to find out your spouse's love convincers is to pay attention to how they show their love to you. We give what we expect in return.



Circle each letter for the words in the puzzle list. Search forward, backward, up, down and diagonally. Words with an \* are found separately.

E A D I L W I A Y R G A R O N O I T A Z I N A G R O S  
 G R N F Y E X P E R T S E L Y H U L V E K S P E R T E  
 L I S R O E A O C L O T H I N G R O E F U S I N G X E  
 A Y T E O K D V S P Y T A B Z O P H M A W O K T C I L  
 P O N X A L I K E N E W C O N D I T I O N J D L A S G  
 Y R E L L E W E J A T S L E X L U T C F D E U Y O M T  
 O H M R I Y D X O L B R A H R V E O C S E S R U P I N  
 B T R U D P F I A S E U S O J I M F P E I U U S T V E  
 S M A K E U P C U S R V S T L M D I X V S N A E O R M  
 L O G Z S B O J O G A E I I U P O S E A Y S P D B I Y  
 U W R I T L Y U S N S E F N V D F T S U Z O T U L S O  
 C N E A F I R W L O G S I E J E O V N E A G E N X R L  
 O I D N S C K O U R P T E C R W S B A T N L P F E U P  
 N R N B E A U T A T Y A D N O R X I H L I I M O T V M  
 T A U S J T F H I H H U H M I K E R T F Y O S A N I E  
 A L D W U I C R P E Z E E T V S Y D O U L R Z U J Y P  
 C P E X T O G I U R O N L C A G U R S N A I N S B A M  
 T F N J N N D E T N A W P P L D P B U J I T H O K R U  
 P H E L P I N G Y O U G R O W Y O U R B U S I N E S S  
 A R P S D X O L J N W A T I H O F C O E D R D O T L B  
 S M O W E I V R E T N I B O J S M R X G H U L I N C I  
 I G N J U T M I C A B X E D S P U E H A T K S S F S H  
 W I U S E A D V E R T I S I N G L I N R V I Y S P O A  
 R N K A C C P N Y I G L T F U O Y S T I U S T I R L N  
 P A O F Z I T L A O S O M A C D O N A L D N A M U S R

If Suits You  
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 mission  
 help women  
 leave abusive situations  
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 local  
 organization  
 job interview  
 employment  
 outfit  
 (business) clothing

no charge  
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 gently used  
 like-new condition  
 purses  
 jewellery  
 unopened undergarments  
 makeup  
 Her Business Guide  
 business directory  
 exclusive to women  
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advertising  
 profile  
 events section  
 (women's) resources  
 classified help wanted\*  
 local (businesses)  
 community  
 helping you grow your business  
 Sudbury  
 Northern Ontario  
 experts  
 contact  
 Lorna Macdonald\*



Photo taken  
by: Alex Filion

## SUDBURY IN A BOX

**Young Entrepreneur  
creates business from  
local mentality.**



After working in Edmonton for several months, this Sudbury born entrepreneur recognized the need to create a service that would provide her community with products that support local businesses. Emily Gillespie, born and raised in Sudbury, dreamed of becoming a business owner during her life but didn't know what that would look like. When she was living in Alberta, she ordered a subscription from a company that provided a few products, but when she couldn't retrieve some of the services it offered because they were in the U.S, she was disappointed. She researched other cities in Canada who created a similar concept and thought that she could do the same for Sudbury. 'Sudbury in a Box' was born.

"There are a ton of great local business creating unique products and services and I just thought how great it would be to showcase them in a unique way that could travel across the country," she explains.

Passionate for creating a 'shop local' mentality, when Gillespie moved back to Sudbury this past May she couldn't wait to execute on her idea. With a marketing background, she already knew the steps to take to promote her idea. She created her website and started to contact local businesses to support the idea. "Building relationships in Sudbury has been key to the success of Sudbury in a Box," Gillespie states.

Gillespie developed eight customized themed boxes to cater to every type of person. There's a box for your boyfriend, girlfriend, coffee lover and to celebrate a birthday. "My favourite is the Northern Girl, for obvious reasons, but there really is something for everyone," she says. She has plans to expand and offer even more themes with more products in the near future as she continues to reach out to other businesses. The boxes range in price from \$19.99 to \$49.99.

Sudbury in a Box may only be in its infancy stage but has already been successful in gaining much media attention, and was involved with its most recent large event, Toronto Celebrates Sudbury, by providing every attendee with one box. Boxes have even been shipped out to as far as B.C. "I'm flattered by everyone who seeks interest in this idea because it confirms what I initially set out to do, which was to promote Sudbury's local businesses," she explains.

Gillespie works full time during the day but continues to put in the time and effort in building her passion project, Sudbury in a Box. "It's been quite the learning experience for me, figuring it all out. But the continued encouragement from my family and friends has enabled me to continue on. I've had some pretty long days but it's doesn't feel like work to me. It's something that I look forward to doing." Gillespie shares.

*To learn more or to purchase your very own Sudbury in a Box, visit [sudbury-in-a-box.com](http://sudbury-in-a-box.com)*





CONFIDENTIAL CONVERSATION WITH CÉLESTE

## pelvic health.

Photo taken  
by: Mirth Photography

### **For a subject that's uncommon in discussing amongst each other,** Céleste

Bouffard has opened her own practice to create a non-judgemental, confidential conversation about pelvic health.

Growing up in Noelville, Bouffard knew in seventh grade that she wanted to be a physiotherapist and she took every opportunity to learn - from experts in the field, through education and with her own experiences - to make it happen.

Bouffard, who is a single mother of two, experienced both pain and complications during both pregnancies. When both resulted in C-sections, she sought out for more information as to why it was happening which led her

to dig deeper into the pelvic health field. After graduating from the University of Ottawa with a Bachelor of Science in Physiotherapy, she returned to Sudbury to be closer to her family and begin to start her journey.

Being the only one practicing in Sudbury, she's recently launched her own pelvic health clinic in downtown Sudbury to create a wellness-based setting for her clients. "Taking care of yourself first is crucial to every other area in your life. We've been conditioned to stay quiet about sexual issues and it's time to open up and start talking to get answers," explains Bouffard.

Transitioning from private to independent, Bouffard has experienced a positive response from local

physicians, ob-gyns and urologists since practicing in Sudbury.

A typical day for her includes a full day of patients, ranging from the ages of 11- 87, both men and women and consisting of new and ongoing patients. Some of the issues she treats is bedwetting, erectile dysfunction and pain during intercourse. She starts by assessing each patient to discover what the underlying issue is so she can start to investigate and find the best solution. "Creating a compassionate, non-judgement environment where people can feel comfortable opening up so they can live their best life has been my goal throughout my whole journey."

Her downtown clinic consists of using mindful-

ness therapy, meditation and cognitive behaviour techniques to open up her clients to seek other forms of treatments when it comes to assessing issues from the rib cage to mid-thigh area. Bouffard suggests that creating an environment to be able to talk about your sexual health, pelvic pain, bladder and bowel incontinence and much more. "When people start to talk they come to realize that they aren't alone and start feeling not so isolated and welcome the help.

"I've seen some incredible breakthroughs since starting in this field and when they call to tell me how much better they feel and the relief they feel from seeking help, it makes me feel so happy to know that one more person doesn't have to be alone or afraid anymore," Bouffard says.

She contributes much of her knowledge and breakthroughs to her mentors, Carolyn Vandyken and Nelly Faghani, founders of Pelvic Health Solutions. "I'm always seeking answers and information to provide the best care for my patients," she says.

When she isn't working, Bouffard can be found outdoors as she's actively involved in canoeing, taking camping trips with her kids, and focusing on her fitness and health.

*To learn more about Céleste and her new business venture, visit [pelvichealthsudbury.ca](http://pelvichealthsudbury.ca).*





# KEEPING YOUR HEAD IN THE GAME

**One of the challenges that many women in business have is staying focused on success.**

*Written by: Karen Hourtovenko, Psy.D*





## **We are programmed to do many things in life including for many, ensuring that our families are taken care of, juggling responsibilities of careers, customers or clients, and relationships.**

There is much in the media around work-life balance and I have many asking me how does one achieve that?

Firstly, let me explain that I am not going to talk about exercise or nutrition, although a very important topic, one that I am well versed in and have helped many people achieve wellness in that area. I am also not going to talk about what you should do to be balanced because that would be suggesting that there is only one way to "balance." My comment to that is balance is what you determine is balance and not what others think is balance, as long as health and wellbeing are a part of it. I am going to talk to you about balancing your mind, which is where total balance stems. Women are doing more and more, research suggests that those women who have two children and work full-time, work the equivalence of two jobs, those with three, well you can now see why women are feeling overburdened or stressed. This stress when not managed can affect all areas of your life. Stress can be increased when one does not have clarity in what they want in life, whether in business, success, relationships or just life.

I want to take you on a journey for a moment. Think about a time when you planned a vacation? Do you remember that amazing vacation? What were the steps you took to take that vacation? I can imagine that you made a decision on where you wanted to go, how you were going to get there, when you were going and what you were going to do once you got there, right? I am sure you didn't pack your suitcase and jump in the car and just drive not knowing where you would go, right? So why is it that our

lives are less planned? Why do we often go through life just putting out fires and not preventing them? You see our careers and businesses are often just that, not seeing past the day we are in and therefore we waste time and energy putting out fires. These fires are actually often created by our own fears, fears of failures or success. "What if X doesn't work? What if X does work? What if I do not have clients? What if I have too many clients? What if staff call in sick? What if a customer gets upset?"

Often people focus too much on what they don't want and therefore create it. What we think about most of the time we create. So how do we combat this? We can start with some easy steps. What do you want? Be very clear and decide what you really want, personal, professional, financial, spiritual, relationships, etc.

Write this information down in a journal and create a vision board that you can look at each day. Each day write down on a list in the evening before you go to sleep of all you want to achieve the following day, in the positive. You see, our minds and how we think play a huge role in the outcomes of our life and business. The unconscious mind takes suggestion without argument and our outcomes are the mirror image of what we believe and think.

Many people have limiting beliefs and negative thinking patterns that support negative outcomes that are easily changed with simple, yet powerful techniques. To get yourself on the right track, be intentional in all you do, write out nightly what you want, stay focused on only the positive, refrain from gossip and complaining and be intentional in all you do and expect changes.


Your life can be exactly what you want it to be, you have to decide what that looks like, feels like, sounds like, then do what it takes to achieve it. Decide, Believe, Achieve...

*Written by: Karen Hourtovenko, Psy.D, MBA*



# **Often people focus too much on what they don't want and therefore create it.**





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To empower women and their families to reach their full potential in body, mind and spirit, through action, advocacy, community collaboration and education.

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Meals for Moms clients can receive meals from our Hot Meal Program (HMP) and the Home Meal Replacement (HMR) Program. Please note there are fees associated with these programs and a pre-assessment will be completed before beginning our services.

For more information and to get started today please call Meals On Wheels (Sudbury) at **705-525-4554**, visit [sudburymeals.org](http://sudburymeals.org), or email [meals25@sudburymeals.org](mailto:meals25@sudburymeals.org)







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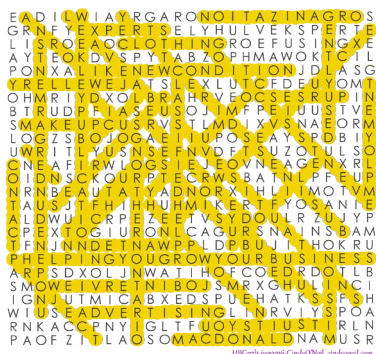
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