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## CCSBE-CCPME Current Newsletter - April 2008

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## From the President

*By Ron Robichaud*

As CCSBE-CCPME embarks on a new year it is time to reflect on past achievements and look to next year's aspirations.

I would like to emphasize that CCSBE-CCPME is the recognized Canadian expert on entrepreneurial thinking—respected regionally, nationally, and internationally by policy makers, academics, and practitioners. Let us not forget that CCSBE-CCPME was created to promote and advance the development of small business and entrepreneurship through research, education, training, networking, and the dissemination of scholarly and policy-oriented information.

Our members (YOU) are world experts in the field of entrepreneurship, and in the last decade entrepreneurship has evolved exponentially in Canada, especially in our universities. CCSBE-CCPME has played an integral part in this evolution by allowing the sharing of resources through its newsletters, journals, and conferences, to name a few.

I would like to bring to your attention that this year's CCSBE-CCPME conference is being held in conjunction with ICSB (International Council for Small Business) in Halifax, Nova Scotia, June 22-25, 2008. This is a significant opportunity for our members to participate in a world event. We are anticipating a large turnout from the global entrepreneurship community, as well as world renowned experts who will be key speakers during the conference. For further information please visit [www.icsb2008.org](http://www.icsb2008.org) for registration and conference details.

This year's CCSBE-CCPME's annual general meeting will be held on June 24th, 7:30-8:30am (breakfast meeting), during the ICSB conference in Halifax. The next two CCSBE-CCPME conferences will be hosted by Ryerson in Toronto in October 2009 and Mount Royal College in Calgary in 2010.

CCSBE-CCPME embarked on a few initiatives this past year to increase its membership. Our members are part of a global network of over 4,000 people dedicated to the advancement and development of small business and entrepreneurship. Members share best practices in entrepreneurship education, training, and counselling through the CCSBE-CCPME annual conference, regional workshops, and numerous electronic and print publications.

Membership in CCSBE-CCPME offers a unique opportunity to:

- Network and collaborate with leading scholars, policy makers, and practitioners.
- Present, review, and share the most current Canadian and International research.
- Stay current with the latest federal and provincial small business and entrepreneurship policy.
- Debate leading edge policy and program initiatives.

As a member of CCSBE-CCPME you receive copies of the Journal of Small Business & Entrepreneurship (JSBE). This widely read journal is a useful tool in the academic community as it provides valuable research in the field of entrepreneurship. CCSBE-CCPME has also signed a contract with Google who will post the papers from the last three years' journals

CCSBE-CCPME has received some initial funding from the University of Regina for the establishment of a practitioners' journal to be launched in 2008. This will become a valuable tool for the many practitioners across Canada and will allow the sharing of best practices.

As a member of CCSBE-CCPME you automatically become a member of ICSB (International Council for Small Business), and thus you receive the Journal of Small Business Management (JSBM). This is just another great benefit to members of CCSBE-CCPME.

With this being said, I ask you to all promote CCSBE-CCPME and its raison-d'être to your colleagues. Please help us grow our membership in this worthwhile organization.

Under programs, CCSBE-CCPME has been supportive of an initiative by 4 universities (Waterloo, Wilfrid Laurier, McGill and Acadia) who have co-founded EntreNet (Dobson Entrepreneurship Virtual Community) hosted on IGLOO. This platform provides many advantages to CCSBE-CCPME members such as: a calendar of events that reflects entrepreneurship activity around the world, privileged access to certain documents, key-word search capability for CCSBE papers, a global discussion forum, and blogs.

Your Board of Directors (CCSBE-CCPME) is diligently working on many fronts to advance our organization. They are meeting on a regular basis, and these are some of the issues that are being addressed and aspire to be accomplished in this fiscal year:

- complete a review and revision of the Bylaws,
- establish a policy binder,
- complete the guide for hosting conferences,
- raise profile of our organization,
- increase communication between the different pillars of our organization,
- increase membership.

I conclude by asking all CCSBE-CCPME members to promote and participate in the advancement of entrepreneurship world wide. I look forward to seeing you all in Halifax in June.

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**CCSBE Conference 2007 – Kelowna British Columbia**  
**“On all accounts – a real success”**

*By Dr. Heather C. Banham, CGA*

Great speakers, informative working sessions, excellent accommodation, and a wine-tasting gala all contributed to the

success of the annual CCSBE conference in Kelowna last November. Okanagan College and Thompson Rivers University co-sponsored the event which was held at the Grand Okanagan Resort and Conference Center on beautiful Lake Okanagan.

Delegates were hosted to a welcome reception by the Certified General Accountants of British Columbia and were entertained by 'A Fine Musician' – Frank Sinatra songs by Robert Fine.

Garrett Wasny from Western Economic Diversification informed and entertained us with the morning keynote address on 'Free and Value Priced E-Tools for Small Business'. At lunch time, the delegates were highly engaged in the 'Innovative Approaches to Economic Development' presented by Robert Fine in his role as the Executive Director of the regional Economic Development Commission.

Since Kelowna is located at the heart of BC's Okanagan [wine region](#) and boasts amazing internationally recognized wines, it was only fitting that the Gala Event should include wine tasting and dinner – Summerhill Winery was the selected venue and the food, wine and location was appreciated by all. Honourable Rick Thorpe – Minister for Small Business and Revenue joined us for dinner and delegates were amazed to learn how the Province of British Columbia is pursuing the goal of becoming Canada's most small business friendly jurisdiction in Canada. The Silent Auction gave us all the opportunity to support the CCSBE organization and acquire some new treasures.

We heard from Gord Hotchkiss, president of Enquiro Search Solutions on the 'Emerging Perfect Marketplace and the New Meaning of Brand'. The CCSBE sponsor the Business Development Bank of Canada updated us on 'SME Trends and Transition,' presented by Regional Director Joy Playford.

Your conference co-chairs (Dr. Heather Banham and Dr. Sherry Price from the Okanagan School of Business at Okanagan College) convey sincere thanks to everyone who volunteered, contributed, supported and attended. On all accounts, the conference was a real success.

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## Update from the 2008 ICSB World Conference Committee

A big 'thank you!' to everyone who submitted paper or workshop proposals and encouraged submissions to the 2008 ICSB world conference "Advancing Small Business and Entrepreneurship: From Research to Results," in Halifax, N.S., this June.

Thanks to your submissions, Canada was the most-represented country with 125 submissions out of a total of nearly 650 from around the world – give yourselves a big hand!

As the first international affiliate of ICSB, CCSBE enjoys a long and prestigious relationship with the largest organization supporting small businesses and entrepreneurs in the world. By showcasing Canadian talent and adding a distinctly Canadian flavour to the program, we hope to strengthen and extend that relationship well into the 21st century and beyond, placing Canada on the forefront of entrepreneurial activity and research.

A number of interesting and influential Canadian small business figures will deliver key note addresses, including two on the vanguard of corporate social responsibility. Jim Reid of Nova Scotia, North America CEO of Green Standards, will speak during lunch on June 24. Green Standards develops management solutions to resource waste by sending used office resources to those in need. Torontonians Ben Barry of Ben Barry Agency, Inc. will speak at the gala dinner, June 24. Barry's agency supplies "real people" for such innovative marketing efforts as Dove's "Campaign for Real Beauty."

We are proud to announce that ICSB 2008 will offer sessions in both French and English – making the conference truly Canadian. Simultaneous interpretation will be available in one concurrent session and all plenary sessions, as well as all sessions held in the plenary room.

And of course, the entertainment is distinctly Canadian, with several Maritime musical styles and themed activities on the social program. Come and experience traditional Maritime hospitality at its best!

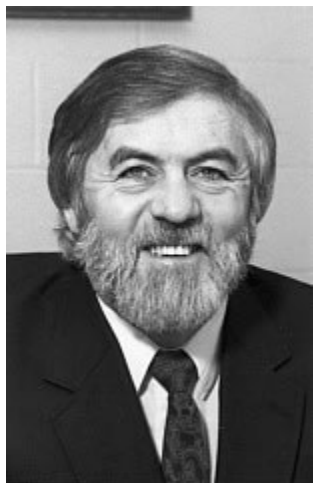
The 2008 ICSB world conference, "Advancing Small Business & Entrepreneurship: From Research to Results," takes place June 22 to 25 at the World Trade and Convention Centre in Halifax, N.S. It is hosted by CCSBE and organized by the Acadia Centre for Social and Business Entrepreneurship, Dalhousie University Faculty of Management, and Saint Mary's University Business Development Centre.

Early registration ends April 30. Visit [www.icsb2008.org](http://www.icsb2008.org) for registration and to sign up for our weekly e-mail distributions – be among the first to get all the breaking news on your conference!

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## CCSBE Lifetime Achievement Award Winner, Gar Pynn, Passes Away

*by Meaghan Whelan, Memorial University*



Gar Pynn, former director of Memorial University's School of Business Administration and Commerce, passed away on July 18, 2007 after a long and courageous battle with cancer.

Professor Pynn was a graduate of Memorial's Bachelor of Commerce program and soon after completing his MBA at the University of Western Ontario he returned to Memorial in the position of assistant professor of business. He was instrumental in the establishment of the business co-op program, the first of its kind in Canada. He served as director of Memorial's School of Business Administration from 1974 to 1979. While in the position, he established the first centre for small business support at a Canadian university, the P.J. Gardiner Institute for Small Business Studies.

The P.J. Gardiner Institute stands as a legacy of Gar's contribution to the field of entrepreneurship education and development. In 2004, the Canadian Council for Small Business and Entrepreneurship recognized his accomplishments with the Lifetime Achievement Award for his leadership, advocacy and contribution to the field of entrepreneurship education and small business development. Professor Pynn remained actively involved with the P.J. Gardiner Institute until his death.

Professor Pynn retired in 1996 at the rank of full professor after 27 years of service to the university; however he never really retired from his love of teaching and his passion for entrepreneurship and small business. He continued to teach with Memorial's Faculty of Business as a part-time instructor until three weeks before his death and in 2006 he spent a semester at the Harlow campus, running Memorial's business program in England.

Gar brought his passion for small business and entrepreneurship to countless students and he also shared his passion and expertise with the entire province. From 1972 to 1980, he served as the director of the Newfoundland Institute for Management Advancement and Training. In 1979, he was the founding director of the International Council for Small Business (ICSB) Canada. He served as vice-president of ICSB from 1979 to 1988. In 1988, Professor Pynn was a member and fellow of the Founding Council of the National Entrepreneurship Development Institute. Between 1988 and 1992 he was involved in a community development project in Thailand aimed at encouraging women in rural Thailand to start small businesses.

Professor Pynn was active in the research and academic community. He served as a member of the Social Sciences and Humanities Research Council consultative group on Research in Canadian Business Schools to ensure that business schools in Canada received a reasonable share of SSHRC funding. He was chairman of the Association of Universities and Colleges in Canada and a member of the graduate scholarship committee.

Outside of academic life, Gar served as the chairman on a provincial committee to study the remuneration levels of members of the House of Assembly and he was also commissioner for the Royal Commission on Hospital and Nursing Home Costs.

Professor Pynn's contribution to Memorial's Faculty of Business was recognized by an anonymous donation in 1997 that created the Gar Pynn Scholarship in Business, in recognition of his contribution to the Faculty of Business Administration over his 27 years of service.

Gar will be dearly missed by his colleagues, friends and students. He has been a role model and mentor to many, and his passion has helped shape small business and entrepreneurship education provincially, nationally and internationally.

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## Gearing up for international markets

[\(Website Link\)](#)

Are you planning to start exporting? While this can be a profitable venture, it can also be a costly one. It's important to carefully assess the business risk before you begin. This BDC article discusses how long-term planning is crucial to success in any export venture. Some of the factors considered in the article are assessing the need for working capital, determining if any equipment purchases will be required to increase production, and anticipating if you will need to purchase a building or expand your facilities.

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## U of R professor sends farming equipment "and hope" to African village

*By Braden Husdal  
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Photograph by : Don Healy, Leader-Post

Within the next few days, a forty-foot shipping container packed with farming equipment and other tools will begin a long journey traveling from the Queen City to the Democratic Republic of the Congo. Going by train to Montreal, and then by ship to Europe, the Middle East and Tanzania before making the final rail trip to the Congo, the container will bring a new way of life and a renewed sense of hope to a small Congolese village.

The container of equipment is the product of two years of work by Jean-Marie Nkongolo-Bakenda, a U of R professor of International Business and Strategy. He is president of the Association for the Development of the Rural Communities in Congo (ADERC). Destined for a village in the province of Eastern Kasai, the container holds a wide variety of equipment including a tractor, three cultivators, a tiller, a three tonne grain truck, a brick press for regular bricks made with clay, a brick press for interlocking clay bricks, a roller mill, two air compressors, one generator, and woodworking equipment.

The project grew out of Nkongolo-Bakenda's 2006 return to the small Congolese city of Gandajika \* a place he had last visited 40 years before.

"When I visited Gandajika and its neighbouring villages, I was shocked at how badly living conditions had deteriorated over the intervening 40 years," Nkongolo-Bakenda says. "There were no seats for children in many of the schools, and in many cases the schools could not operate full-time because both the teachers and the children had to work in the fields several days a week. That is no way for children to learn, or for a community to improve its productivity and way of life."

In discussion with local officials, Nkongolo-Bakenda learned that working and learning conditions in local villages could be improved if agricultural practices could be made more efficient. This would allow children and teachers to spend more time in school and less in the field, at the same time allowing farmers to increase their productivity and generate more income. At that time, he resolved to find a way to send much-needed equipment to one village in an effort to start a long-term agricultural and business development program that could spread from village to village. In many cases, he and his fellow ADERC members purchased and refurbished the equipment at their own monetary expense.

"The idea is to ship the equipment to a village called Ba Mpiana," Nkongolo-Bakenda says. "Using the equipment, the villagers will be able to improve their efficiency and way of life through a sort of agricultural co-op, eventually earning enough money to rebuild schools and purchase additional equipment that can be used in neighbouring villages. The long-term goal is to break the cycle of dependency in the area through business development."

After its long journey, the container of equipment is expected to arrive in Ba Mpiana sometime in May or June of this year.

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## The Telfer Women and Enterprise Working Papers Series

*By Dr. Barbara Orser M.B.A., Ph.D.,  
Telfer School of Management, University of Ottawa*

As Canadians celebrate International Women's Day on March 8th, the Telfer School of Management at the University of Ottawa, as a result of a research partnership with Industry Canada Small Business Policy Branch, are pleased to release new research about women entrepreneurs in export markets.

Gender and Export Propensity examines the influence of gender in international trade. This is an important study because international trade is critical to the Canadian economy, SMEs comprise the majority of the firms that sell goods and services abroad and women are increasingly engaged in international entrepreneurial activities.

The study found that women-owned firms are underrepresented among SME exporters. Approximately 17 percent of Canadian small- and medium-sized enterprises are majority women-owned (with ownership between 51 and 100 percent). Among Canadian SME exporters, only 12 percent of firms are majority women-owned. The study also found that gender differences in operational attributes of the firm explain most, but not all gender differences in export

propensity. The study implies that women business owners face unique challenges to international trade. Furthermore:

- The impact of gender on export propensity appears to differ by sector.
- Firms owned by women immigrants appear to be more likely to export, all other factors held equal;
- Majority women-owned firms were less likely to seek growth, reported less management and financial experience and operated smaller, less profitable firms and firms that were concentrated in service sectors; and
- On average, exporters are larger firms, located in urban settings, operating in manufacturing, wholesale/retail, professional services and technology-based sectors and reporting higher than average investments in R&D. Owners were more likely to report that their first language was not French, were disproportionately immigrants (Canadian resident of less than 5 years) and were significantly more likely to intend to grow the firm.

The findings suggest that growth-oriented, women business owners might consider exporting as a means to enterprise growth, regardless of firm size, age or sector.

To obtain a free copy of the Gender and Export Propensity report, please click through to:

<http://www.telfer.uottawa.ca/orser> to view the list of reports that comprise the Women and Enterprise Working Paper Series.

We welcome your feedback and comments about this document ([orser@telfer.uottawa.ca](mailto:orser@telfer.uottawa.ca)). Also, feel free to forward this report to others who share an interest in women's entrepreneurship.

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## - - - REGIONAL UPDATES - - -

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**From Quebec. . .**

### **Régis Labeaume wins mayoral election in a surprise landslide**



On December 2nd, and after a month-long political battle, Régis Labeaume was chosen to become the 37th Mayor of Quebec City. Régis has been a member of CCSBE for the last several years and most recently served for 2 years as the regional director from Quebec.

Régis entered the race for mayor as a relative unknown with no experience in municipal politics and won the contest with over 59 per cent of the vote. While a member of CCSBE, Régis was Chairman and CEO of La Fondation de l'Entrepreneuriat.

Good luck Régis in your new job and we know you will continue to promote an entrepreneurial culture in Quebec in order to ensure economic and social development.

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**From Atlantic Canada. . .**

### **A Holistic Model of Entrepreneurial Education "Achieving Strategic Integration"**

*Acadia Centre for Social and Business Entrepreneurship (ACSBE)*

**A Holistic Model of Entrepreneurial Education**

**"Achieving Strategic Integration"**

A Colloquium – June 20 & 21, 2008

[www.eec2008.com](http://www.eec2008.com)

Acadia University, Wolfville NS

The Acadia Centre for Social and Business Entrepreneurship (ACSBE) at Acadia University in conjunction with the Northern Ireland Centre for Entrepreneurship (NICENT), a partnership of the University of Ulster and Queens University, invite you to attend a 2 day colloquium entitled "A Holist Model of Entrepreneurial Education" at [K.C. Irving Environmental Science Centre, Acadia University](#), in Wolfville, Nova Scotia, Canada on June 20 and 21, 2008. This is being organized as a pre-conference event of the ICSB 2008 World Conference ([www.icsb2008.org](http://www.icsb2008.org))

The focus of the colloquium will be presentations, analysis, discussions, and conclusions relative to integrated strategies designed to embed entrepreneurship in the totality of post secondary educational institutions. Mr. John Dobson (John Dobson Foundation), a noted philanthropist and supporter of entrepreneurial education, will be the keynote speaker and will participate in the colloquium.

Education institutions (universities, colleges, and centres of entrepreneurial education) who have attempted, or who are interested in attempting, such integration are invited to attend and participate. Those wishing to present integrative and strategic models are asked to submit a one page abstract outlining the nature of their model highlighting lessons learned.

It is expected that the colloquium will result in an exceptional peer learning opportunity for educators and institutions. For further information please visit our website at: [www.eec2008.com](http://www.eec2008.com) .

Spread the word about the 2008 Colloquium and ICSB World Conference. We hope to see you in June!

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## Knowledge in Motion '08: An International Conference

*Memorial University*

### **Knowledge in Motion '08: An International Conference**

St. John's, Newfoundland & Labrador

October 16-18, 2008

[http://www.mun.ca/harriscentre/Conferences\\_Workshops/KM2008/KIM.php](http://www.mun.ca/harriscentre/Conferences_Workshops/KM2008/KIM.php)

Knowledge in Motion '08 is an international conference exploring how higher education institutions (HEIs) mobilize knowledge to affect regional development. Regional Development is understood here in a holistic sense as contributing to the economic, social, and/or cultural well-being of citizens at the local or regional (sub-national) level. We are interested in any ways in which research, teaching, and practice create and apply knowledge with a social, economic, cultural, environmental, or health impact.

This conference will not only be about knowledge mobilization, it will itself involve knowledge mobilization. To that end, we need your help in building the program. We hope to present a range of content illustrating different processes and practices used to mobilize knowledge for an identified regional development-related goal. We want lessons from faculty, staff, and students in colleges and universities, as well as from individuals, communities, and organizations that work with HEIs (or want to!). If you are interested in partnering, contributing papers, or attending, contact David Yetman, Manager of Knowledge Mobilization, [EMAIL](#).