



BUSINESS

LEADER

WELLINGTON COUNTY

COMPLIMENTS OF THE WELLINGTON ADVERTISER
SUMMER EDITION 2018

Entrepreneurial Spirit

The young, gutsy business owners of Wellington County

XINYI CANADA GLASS LTD.
Aiming to rebuild the glass industry in Canada

LITTLE KING GOODS
Craftsman turns passion for leather into local business

QUINTA QUINOA
A Canadian agricultural success story

'SHOW ME THE WORKERS'
Employee attraction strategies



Youth entrepreneurs: The future of business

BY OLIVIA RUTT

RICHELLE HUNT,
BENTLEY HOUSE FINE TEAS AND TEA ROOM

The interest in entrepreneurship among the younger population is certainly a prominent feature of the Canadian scene.

- 2016 CANADA NATIONAL REPORT BY GLOBAL ENTREPRENEURSHIP MONITOR

”

WELLINGTON COUNTY - Starting a business can be a risky venture. But it is a risk youth are willing to take in the changing global economy.

Millennials, those born between 1980 and 1995, are a dominant presence in the workforce. A 2017 Environics Institute study found that for millennials, having a full-time steady job is the most essential marker of adulthood, followed closely by having good family relationships.

The demographics are shifting for those starting a business. In the 2016 Canada National Report by Global Entrepreneurship Monitor, the percentage of people in the process of starting a business is higher among the 25 to 34 age range than any other age category. Just a year before, the highest rate was among the 45 to 54 age range.

“Considering the data over several years, the interest in entrepreneurship among the younger population is certainly a prominent feature of the Canadian scene,” stated the report.

Other studies seem to back the claim that Canada fosters youth entrepreneurship. The G20 Young Entrepreneurs’ Alliance and Ernst and

Young Global Limited compared digital and entrepreneurship opportunities for youth among the G20 countries.

In its 2017 G20 Digital Entrepreneurship Barometer report, Canada ranked in the top five in each of the five categories: access to finance (Canada was listed first), entrepreneurial culture (fifth), digital business environment (second), digital skills and entrepreneurial education (fifth) and digital knowledge base and information and communications technology market (fourth).

Youth in Canada now have more access to resources through both non-profit and government grants. Locally, programs through the Business Centre Guelph-Wellington, Innovation Guelph and Wellington-Waterloo Community Futures help too.

Camilla Brenchley, 21, was one business owner who launched her idea with the aid of Summer Company.

The program, funded by the Ontario government, awards students aged 15 to 29 with grants up to \$3,000 as well as hands-on business training and mentorship from the Business Centre Guelph-Wellington.

Brenchley, of Arkell, launched her

business Camilla B. Photography and Brand Design in 2017 through the program while she was attending the University of Guelph for business and marketing.

After the program ended, she finished her post-secondary education and kept the business running, knowing eventually she would like to continue. But going into business wasn't her first thought.

"I thought in the future, I'll start doing normal photography, and in the future, I'll change it to maybe do some business photography; maybe I'll work for a marketing firm as a photographer or something," she said.

A marketing class inspired her to shift her focus from photography to business photography and branding.

"And then I just thought at some point, I'm not sure what it was that made me, but all of a sudden I just kind of thought 'why don't I just do that now; why don't I just start doing business photography right away?'" she said.

"So then, as soon as I made that switch, all of a sudden I was way more excited about my business."

Brenchley said starting her business was a way to combine her passions - photography, branding and marketing - in a way she couldn't find elsewhere.

"I knew that there must be a job out there that existed for me, but I couldn't find anything at the time, and then I just thought, 'why don't I just try to do it myself' and everything kind of aligned and

I just said 'let's just go for it,'" she said.

And while she was focusing on balancing business with school, she found it easier doing something she loved.

"So yes, I'd be up late and getting up early to do things, but I didn't care because it was something I love to do," she said.

**Everything
kind of aligned
and I just said
'let's just go for it.'**

**- CAMILLA BRENCHLEY,
CAMILLA B. PHOTOGRAPHY AND
BRAND DESIGN**

”

Brenchley was learning about many business aspects through school, but applying them to her business was a challenge. She struggled through accounting and taxes, pushing herself to learn and work it out.

"There are times when I'm just like ... maybe it'd be easier to just work for a marketing company, but what always

makes me think 'no' is I want to do my own thing," she said.

"I just keep thinking, 'I know I can do it if I just stick it out, make it through this hard beginning period and I can probably keep going with it.'"

That persistence is what makes a successful entrepreneur, said Scott Bowman, Ontario senior director of Futurepreneur Canada.

"It's one thing to sort of think of a great idea; it's another thing to actually pursue it and develop it as much as possible," he said.

Futurepreneur Canada, a national not-for-profit organization, provides online and in-person business resources. It also provides up to \$45,000 in loans for those 18 to 39. Over the past 22 years, it has assisted about 11,000 people across Canada.

Olga George-Cosh, a business advisor for the Summer Company program with the Business Centre Guelph-Wellington, said interest and motivation make successful entrepreneurs, but taking risks will be the biggest takeaway from the program.

"I think one of the biggest skills they will take with them is that they took a risk," she said.

"As part of the entrepreneurial basket of skills, taking a risk is so important, because it moves you forward and builds character and confidence."

Bowman said there's a change in the workforce for youth, including the rise of the side hustle, whereby youth

CAMILLA BRENCHLEY,
CAMILLA B. PHOTOGRAPHY
AND BRAND DESIGN





OLGA GEORGE-COSH,
BUSINESS ADVISOR FOR
THE SUMMER COMPANY
WITH THE BUSINESS
CENTRE GUELPH-
WELLINGTON

I think one of the biggest skills they will take with them is that they took a risk.

- OLGA GEORGE-COSH,
BUSINESS ADVISOR FOR
THE SUMMER COMPANY
WITH THE BUSINESS CENTRE
GUELPH-WELLINGTON



are exploring various opportunities to make extra cash or follow their passions without quitting their day jobs.

“Once it grows to a certain point, then they can leave the job and transition into a full-time startup,” he said.

A side hustle is just one of the ways youth are looking to find opportunity in the workforce.

With the jobs popular in the 70s to 90s dwindling and older workers staying in jobs longer, youth are looking for other areas in which to flourish.

“They like to express themselves, and one of the things that they like to express

themselves through is in what they actually do for a living,” said Bowman.

“That’s why you see a lot of young people starting businesses that are socially aware or they are social ventures.”

He said in his eight years with Futurepreneur Canada, the number of people interested in small business ownership has grown.

Bowman said the most significant barrier youth entrepreneurs face is access to capital.

“Not every young person, they’re just getting out of university or college, has collateral that they can put up,” he said.

He said organizations like Futurepreneur Canada, as well as the federal and provincial governments, are helping with the first phases of a startup.

Barriers can come from within as well.

Bowman said some youth “think, ‘well shoot I got to go make some money first before I go and do what I really want to do and ... start a business.’”

He said there is an expectation that youth need to work and gain experience before pursuing their dreams.

“Sometimes ... the delaying of their dream is a big barrier too,” he said.

Richelle Hunt (née Lyons), 26, of Fergus, has owned Bentley House Fine Teas and Tea Room in Fergus for the past year and a half. She understands the hesitation of owning a business.

While she had thought of running a coffee shop in high school, Hunt focused on a science stream then went to post-secondary school in California. After returning to Centre Wellington, she started working at Bentley’s under previous owner Mary Lloyd.

Two years later she left to work at a coffee shop in Guelph. It was then that she learned Lloyd was selling the business. She “came in and I made some awkward small talk, then I was like, ‘Mary, I’m wondering about the business and buying it,’” said Hunt.

“So from the time I started talking to Mary to saying ‘yes’ and buying the business was one week.”

Even though it took only a week, Hunt said she was hesitant.

“I was kind of on my heels for a bit ... that sounds like a huge commitment owning a business,” she said.

But the opportunity came at the right time for her.

“It just sort of came up, and I was at this place of transition, and I think there was something with it being so familiar, knowing the previous owner so well,” she said.

“So that all made it feel low-risk in some ways, even though I was in my mid-20s when I bought it and it seemed like, wow, this seems a bit crazy.”

Hunt took over in October 2016.

“I closed on a Saturday with (Lloyd), and I just opened business-as-usual on Monday,” she said.

Hunt said while some customers were surprised to find out Hunt was the new owner, “most of them are just quite impressed and think it’s pretty cool.”

“I think there’s just been stigma surrounding millennials and we all see those horrible articles about how awful so many of us are, but I don’t know, I don’t think it’s all true,” she said.

The first year in business came with hitting milestones that “felt like surprise

From the time I started talking to Mary to saying ‘yes’ and buying the business was one week.

- RICHELLE HUNT,
BENTLEY HOUSE FINE TEAS
AND TEA ROOM



after surprise,” Hunt said.

And though she had her doubts, Hunt said reaching out to mentors helped.

“There are minutes and hours and maybe the odd day that (you doubt yourself) ... but I think more it just gets easier,” she said.

“And in those times I would reach out to the old owner, Mary ... and just reach out to people who you know can offer a little bit of encouragement.”

Hunt never went to school for business and has learned mostly on the job. She said knowing her strengths and weaknesses helps.

“There’s sort of different qualities that I think probably lend to being a better business owner or entrepreneur, but some of it’s just grit,” she said.

“Do you have what it takes to get through those really gritty days?”

Bowman said most hard skills can be taught, but successful entrepreneurs need persistence, willingness to learn and passion.

“In small business ownership and as you’re trying to build and establish a business, there’s always going to be great months, great quarters and then there’s going to be times where it’s a little bit tougher and if it’s not something that (you want to do) ... if it gets tough and it will, you may not fight as hard for it,” he said.

Bowman added being successful is a personal learning journey, but

organizations can offer the right tools.

He added entrepreneurship education in secondary and post-secondary institutions has increased too.

For example, schools are not only teaching someone how to be a plumber but also how to run a plumbing business.

At Centre Wellington District High School, a Grade 11 entrepreneurship class taught by Ruth Meston learned about starting a business.

Being proud of what you’re doing on a daily basis.

- SUCCESS AS DEFINED BY STUDENTS IN THE GRADE 11 ENTREPRENEURSHIP CLASS AT CENTRE WELLINGTON DISTRICT HIGH SCHOOL



Student Brayden Cooper said there is a “sense of creativity that comes with starting your own business; sort of having that sense of creativity that you’re in control of.”

The students defined success as “being proud of what you’re doing on a daily basis,” “being profitable” and “being happy with your lifestyle.”

While only a few raised their hand when asked if they wanted to start a business themselves, some students say what they learn in the classroom is transferable to all jobs.

“It’s just not enough people are aware of ... entrepreneurship; they don’t think it’s very transferable,” said Kazmer Wolkenberg.

“They associate entrepreneurship with being your own boss or owning your own company, but entrepreneurship is applicable in almost any business you’re in.”

Bowman agreed.

“It’s not just the MBAs anymore. Now it is the marketing student, now it’s the health fitness and wellness student, now it is the event management people ... so more and more, the society and educational systems open up the doors that people can step through,” said Bowman.

Teaching entrepreneurial skills in school, he said, allows young people to see it as an opportunity.

“It used to be entrepreneurship was one of the choices, but now it’s becoming just a way of life that entrepreneurialism as a mindset is becoming more and more prevalent to young people,” he said.

BL



RUTH MESTON AND STUDENTS OF GRADE 11 ENTREPRENEURSHIP CLASS, CENTRE WELLINGTON DISTRICT HIGH SCHOOL