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Women's Work Force

WOMEN'S WORK FORCE IS A SOURCE OF INDUSTRY TIPS AND INFORMATION TO CONTINUE THE SUCCESS OF WOMEN ENTREPRENEURS

Women in Business a Growing Wave

From Susan Ward – Small Business Canada

CIBC Report Profiles Astonishing Growth in Women-Owned Businesses

In the past 15 years, there has been a 50 percent increase in the number of self-employed women in Canada, and one million Canadian women will own a small business by 2010, according to a report released by the CIBC, "**Women Entrepreneurs: Leading the Charge**". There are now 800,000 women business owners in Canada and the number of women-owned businesses is growing 60 percent faster than those run by men.

Reading this report provides interesting insights into what the "typical" Canadian business woman is like as well as raising some intriguing issues. For instance, we're all familiar with the income disparity between men and women

(in the general work force, according to Statistics Canada, women earn, on average, 80 cents for every dollar earned by a man), but were you aware that women in business are less likely to bother to grow their businesses? The report suggests that 60 percent of self-employed women are "lifestylers" - business owners who chose self-employment specifically to balance the demands of work and family.

This won't surprise you, as 70 percent of Canadian business women are married and nearly a third of them have children under the age of 12.

However, it may surprise you to know that the fastest growing group of business women are those over 55, with an annual growth rate of over 4 percent, double that of self-employed



men in the same age group. The CIBC calls "seniorpreneurs" a key driver of small business growth.

If you haven't read this report, you really should. If you're a Canadian business woman, it's fascinating to see how you fit both the new average profile of the Canadian business woman and the trends. (See page two for excerpts of this extensive report.)



WOMEN'S WORK FORCE LUNCHEONS

Networking luncheons are excellent opportunity to share business ideas, contacts and information. Our next scheduled luncheon is:

Time: Wednesday – July 20th at 12:00 pm
Place: South Point Pub and Restaurant
3020 – 152nd Street, Surrey, BC V4P 3N7
Contact: sales@womensworkforce.com to RSVP
Telephone: 604:596.0346



Women Entrepreneurs: Leading the Charge

In the past 15 years, there has been a 50 per cent increase in the number of self-employed women in Canada. By 2010, CIBC predicts that one million Canadian women will own a small business. This report takes a close look at the factors driving the growth in the number of women entrepreneurs.

The Following Charts are excerpts from the CIBC Report: Women Entrepreneurs: Leading the Charge.



Women's Work Force
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1.604.596.0346



We are looking for ideas on Women's Spa Packages, Retreats and Getaway offers. Please contact us with your ideas at Women's Work Force

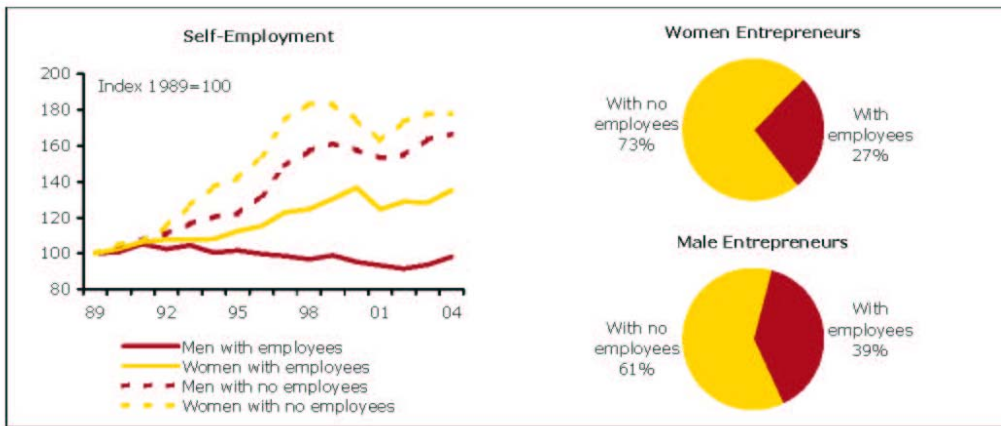
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Women's Work Force Welcomes New Members!

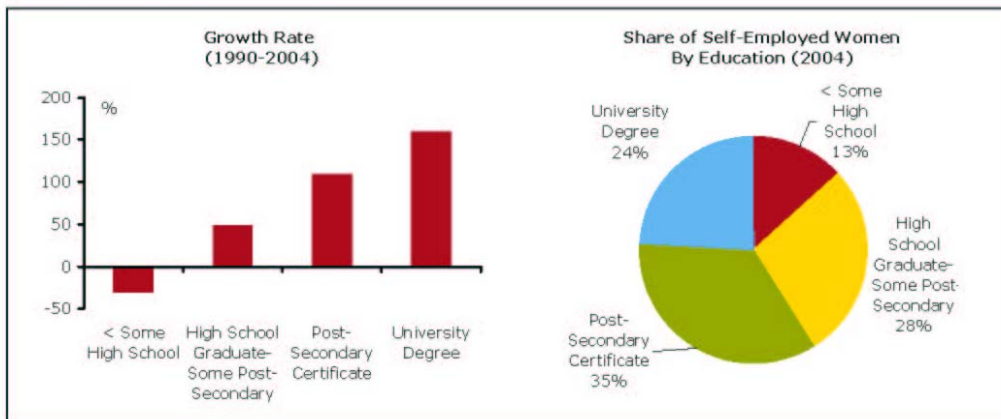
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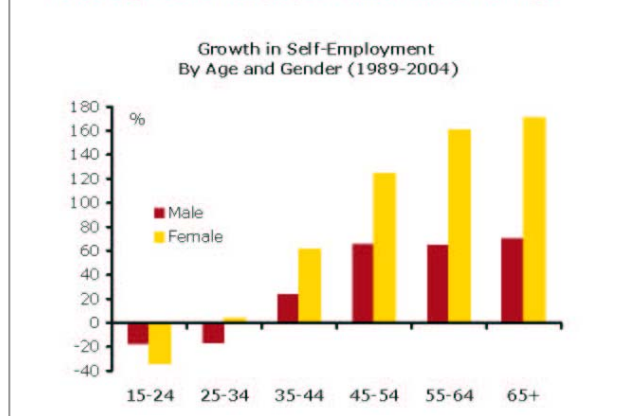
One-Person Operations Are Leading Growth



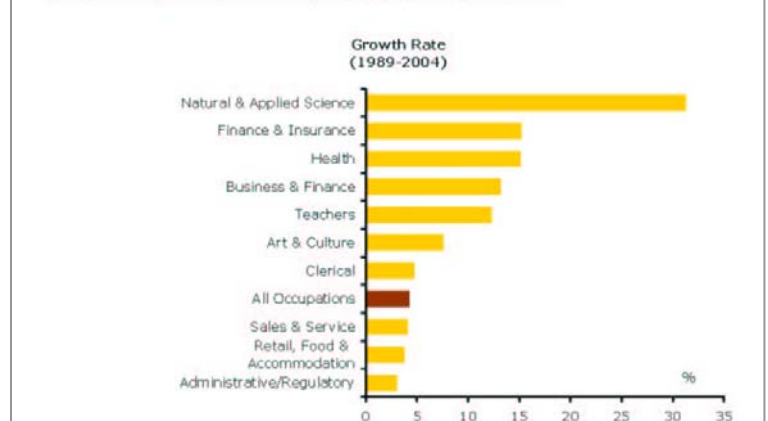
Rising Education Levels Among Self-Employed Women



Percentage Of Self-Employed Women Rises With Age



Self-Employed Women In Selected Occupations (1989-2004)





Be helpful – even if there is no immediate profit in it.

The other day I popped into a local watch shop because I had lost the small piece that clips the pieces of my watch band together. When I explained the problem, the proprietor said that he thought he might have one lying around. He found it, attached it to my watch band – and charged me nothing! Where do you think I'll go when I need a new watch band or even a new watch?

Susan Ward

8 Rules for Good Customer Service

By Susan Ward – Small Business: Canada

Good Customer Service Made Simple

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long. If you're a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you'll ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers – a relationship that that individual customer feels that he would like to pursue. If you truly want to have good customer service, all you have to do is ensure that your business consistently does these things:



- ▶ Answer your phone.
- ▶ Don't make promises unless you WILL keep them.
- ▶ Listen to your customers.
- ▶ Deal with complaints.
- ▶ Be helpful - even if there's no immediate profit in it.
- ▶ Train your staff (if you have any) to be ALWAYS helpful, courteous, and knowledgeable.
- ▶ Take the extra step.
- ▶ Throw in something extra.



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BUSINESS Highlight – Women's Fly Fishing®

We offer women flyfishing instruction and small group guided trips throughout Alaska for salmon, trout, char, Arctic grayling and pike. We also offer saltwater fishing in Mexico each March. We provide all the gear, equipment and flies for all our trips, and we welcome beginners.

Women and Fly Fishing: A Small Business Success

By Pudge Kleinkauf, owner Women's Flyfishing®

It's been quite some time since I finally decided to turn my love of fly fishing into my small business. As soon as I'd taken up the sport I started encountering women on the river, in campground parking lots, and in sporting goods stores that would ask me, how or where I'd learned to fly fish and if I would teach them.

It wasn't long until I realized that a small business opportunity beckoned. I began Women's Flyfishing® with the thought that just for fun I'd offer some "how-to" classes and a few days of guided fishing to help some local women get started. That was nineteen years ago!

The business took on a life of its own, it seemed, and those first few summers I constantly found myself adding a couple of extra classes or trips to those I'd advertised because I had so many inquiries. A web site made our services known to the world, and before I knew it women from all around the country were journeying to Alaska to learn this great, stress-relieving sport and go adventuring with us. This spring alone, over forty women have picked up a fly rod with our classes and even more are going on one or the other of our guided trips around Alaska.

I'm lucky enough to be someone who successfully turned their passion into their business. It's not been without challenges and difficulties, but it's been wonderful. I wouldn't change a thing.

Cecilia, "Pudge" Kleinkauf has lived and fished in Alaska for thirty-five years. She owns Women's Flyfishing® and instruction and guide service based in Anchorage. She is the author of Fly Fishing Women Explore Alaska, Epicenter Press, 2003. Visit her web site at www.womensflyfishing.net or e-mail her at pudge@womensflyfishing.net



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