

COMING EVENTS

TODAY

Southwest Ontario Industrial Show
Two-day event opens (9 a.m. - 8 p.m.) at Kitchener Memorial Auditorium. Presented by Reed Exhibition and the Greater KW Chamber of Commerce. "Showcase of manufacturing solutions in southwestern Ontario." Registration: \$20 at door. For details: www.reedexpo.ca/southwestern

Introduction to PowerPoint
6:30 - 9:30 p.m. Student Connections class at Wilfrid Laurier University. Learn basics of Microsoft PowerPoint. Cost: \$40. For details about this class and others, and to register, visit www.wluconnections.ca or phone 1-888-807-7777.

Working Girls Network
6 - 8 p.m. "meet and greet" at Caesar Martini's in Waterloo. New group aims to promote positive outlooks and inherent talents of women as professionals, individuals and members of the community. Open to women of all ages and professional backgrounds. No need to register. For more information, contact Gillian Rees at 880-1736 or e-mail gillian@reescommunications.com

TOMORROW

Let's Do Business Trade Show
4 - 7 p.m. tradeshow presented by the Market Business Network at the Kitchener Market. Speakers, exhibits, door prizes. Cost: \$5. For details, visit www.crvisuals.com/mbn or phone 519-579-7218.

Southwest Ontario Industrial Show
9 a.m. - 6 p.m. at the Kitchener Memorial Auditorium. Presented by Reed Exhibitions and the Greater KW Chamber of Commerce. Keynote breakfast 7:30 - 9 a.m. with Robert Temple, Trim Masters Inc. plant controller. Topic: Lean On Me: Supplying Canada's Leading Automotive Producers. To register, contact Jason Kipfer at 519-749-6044. Show registration: \$20 at door. For details: www.reedexpo.ca/southwestern

TechTown Ground Breaking
2 p.m. at 340 Hagey Blvd. in the University of Waterloo Research & Development Park. For more information: www.waterlootechtown.com

FRIDAY, JUNE 9

Cambridge MPP Breakfast
7:30 - 9 a.m. at Saginaw Golf Course, Cambridge. Cost: \$30 (members less). For details and to register, visit www.cambridgechamber.com or phone 622-2221.

MONDAY, JUNE 12

Cambridge Business After Hours
5 - 7 p.m. Host: Kiwi Pub & Grill, 47 Dickson St., Cambridge. Cost: \$25 (members less). For more information, phone 622-2221.

Canadian Lean Manufacturing Association for Manufacturing Excellence (Canada) conference through June 15 at Delta Kitchener Hotel. Eight keynote speakers, 12 tours of area plants, 14 tool-based workshops and 36 "best-practice" presentations. For conference details and to register, www.measureupfor-success.com

TUESDAY, JUNE 13

Business After 5
5 - 7 p.m. Host: Glen Ridge Golf Course (at Bingemans). Greater KW Chamber of Commerce networking event. For more information, phone 576-5000.

WEDNESDAY, JUNE 14

Communitech luncheon
11:30 a.m. - 1:30 p.m. at Bingemans. Speaker: Osama Arafat, CEO of Q9 Networks. Topic: Key Lessons in Building a Successful Business. Cost: \$45 (members less). For more information and to register, visit www.communitech.org or phone 888-9944.

Guelph Awards of Excellence
5:30 p.m. at Guelph Place Banquet Hall. Speaker: Rick Spence, author of Secrets of Success From Canada's Fastest Growing Companies. Cost: \$55. For details and to register, visit www.guelphchamber.com or phone 1-519-822-8081.

KWDigitalEve

6:30 - 8 p.m. at 279 Weber St. N., Waterloo (Unit 30, upper floor), beside Swiss Chalet. Topic: More Gizmos and Gadgets - Show and tell of cool tools, plus Barnaby Jeans of Microsoft Canada. Cost: \$5. KW

DigitalEve is a non-profit organization of area female professionals, consultants, business owners, students, and job seekers working in and with technology and new media. To register, send an e-mail to operations@kwdigitaleve.com For more information, visit www.kwdigitaleve.com

TUESDAY, JUNE 20

Project Management Institute
6:30 - 8:30 p.m. at East Side Mario's, 450 King St. N., Waterloo. Canada's Technology Triangle chapter. Free evening of networking for all levels of projects managers, business owners, students, job seekers and anyone with an enquiring mind. Interact with peers while learning more about the Project Management Institute and the project management profession. For more information, visit www.pmi-ctt.org

WEDNESDAY, JUNE 21

Waterloo-Wellington Fund Raising Executives
11:30 a.m. - 1 p.m. luncheon at Bingemans (Heritage Room), Kitchener. Speaker: Rob Donelson, St. Joseph's Healthcare Foundation. Topic: Getting in the Swing of Things: The Fundraising Business. Cost: \$25 (members free). For more information and to register, contact Christopher Graves at 746-0792 or by e-mail at cgraves@nds.on.ca

Speed Mentoring
5 - 7 p.m. Greater KW Chamber of Commerce event. 20 junior professionals and 20 senior professionals will expand their networks and meet like-minded mentors and juniors. Cost: \$25 (less for chamber members). For details and to register, call Jason Kipfer at 749-6044.

THURSDAY, JUNE 22

Mennonite Economic Development Association
7:30 a.m. Waterloo chapter breakfast meeting at The Stone Crock in St. Jacobs. Speaker: Marvin Frey, CEO of Ten Thousand Villages Canada. All welcome. Pay at the door. For information, visit www.meda.org

FRIDAY, JUNE 23

Communitech breakfast
7:30 - 9 a.m. at the Waterloo Inn. Speaker: Jeff Fedor, Covarity Inc. chief technology officer. Cost: \$40 (members free). For more information, visit www.communitech.org or phone 888-9944.

Provincial Issues Forum
11:30 - 1 p.m. at The Stone Crock, St. Jacobs. Greater KW Chamber luncheon event with area MPPs. Cost: \$50 (members less). For more information, contact Megan Harris at mharris@greaterkwchamber.com or 749-6045.

TUESDAY, JUNE 27

Guelph Business After 5
5 - 7 p.m. Host: Casey's Grill & Bar, 494 Edinburgh Rd. S., Guelph. Cost: \$30 at door. (members less). For more information, phone 1-519-888-8081.

WEDNESDAY, JUNE 28

Trades for Women - Carpentry and Information Technology
1:30 p.m. information session at Lutherwood, 35 Dickson St., Cambridge. For women who want to begin a career as a tradesperson. Learn about two programs offered at Conestoga College this fall. Funding may be available. Call Lutherwood at 623-9380 to register.

THURSDAY, JUNE 29

Regional Issues Forum
4 - 6 p.m. in the Peter Benninger Realty Theatre, Kitchener. Greater KW Chamber forum on regional and municipal affairs with Region of Waterloo Chair Ken Seiling and representatives of Kitchener, Waterloo and Woolwich councils. Cost: \$25 (members less). For more information and to register, contact Megan Harris at 749-6045 or mharris@greaterkwchamber.com

LOOKING AHEAD

• **Wednesday, July 12** - 9 a.m. to 12:30 p.m. in Mississauga. Government of Canada seminar for women entrepreneurs. Topics: How to Do Business with the Government of Canada and Writing an Effective Proposal. To register, call Vashiti Ramnarine at 1-800-668-5378 or send an e-mail to: Vashiti.Ramnarine@pwgsc.gc.ca

NEW VENTURES

Kitchener shop sells mopeds, off-road dirt bikes, accessories

KW MOPEDS

Owner: Istvan Balogh
Address: 808 Courtland Ave. E., Unit 1, Kitchener, N2C 1K3
Phone: 519-570-2249
E-mail: kwmopeds@yahoo.com
Web: www.kwmopeds.ca
Business: Sales of mopeds and off-road dirt bikes, plus accessories and related items. Authorized dealer for TOMOS mopeds and off-road bikes. Transport Canada approved for street use.
Employees: 1
Opening date: April 2006

SALLART DESIGNS

Owner: Sally Reijerse
Address: 184 Stiefelmeyer Cres., Baden, N3A 4L5
Phone: 519-741-7278
E-mail: info@sallart.com
Web: www.sallart.com
Business: Sallart Designs specializes in creating unique artistic expressions of you, catering to both corporate and residential clientele. Three divisions offer custom painting and murals, specialty greeting cards, and graphic design. Sallart works closely with you to deliver unique reflections of you or your brand.
Employees: 1
Opening date: February 2006

HOUSE CALLS

Owner: Louise Langford, Wendy McEllistrum
Address: K-W & Cambridge
Phone: 519-621-7049, 519-749-2264
E-mail: mcellistrum@golden.net
Business: First aid for selling your home. Do you need help preparing for your open house? Our services include cleaning, painting, gardening, and decluttering. Free estimates. Insured and bonded.
Employees: 2
Opening date: April 2006

NEW VENTURES

Have you started a business in the last four months? To have it listed in the New Ventures column, send the following information to us: Name of business, owner(s), address, phone number,



DAVID BEEBE, RECORD STAFF

Istvan Balogh is an authorized dealer for TOMOS brand modpeds and off-road bikes.

fax, e-mail address, website, number of employees and the month you started. Write 25 to 30 words describing your product or service. There is no charge. It will take two to four weeks for publication.

Send information to New Ventures, c/o The Record, 160 King St. E., Kitchener, N2G 4E5. Or send by fax to 894-3829 or write by e-mail to: business@therecord.com

Gourmet: Part-time consultant looks after design and packaging

CONTINUED FROM PAGE E1

She knew by then that she didn't want to be a restaurant chef or own her own restaurant. "I didn't want to work until three in the morning," she explains. "I had already done that." Shortt remembers someone warning her about the catering business by posing a question: Baking a dozen brownies is fun, but how about 1,000? But catering offered hours that would be reasonable - and the idea of being her own boss had appeal. "If my brother is having a birthday party, I can choose to go," Shortt says.

SEEKS OUT ADVICE

Along the way she has never hesitated to ask others for advice. She has spoken with cooking school legend Bonnie Stern, renowned food stylist Jennifer McLagan and once spent an hour on the phone with the "King of the Q" (as in barbecue), Ted Reader. The Breithaupt Centre experience set the table for Dana Shortt Gourmet Made Easy. Because her home kitchen was on the second floor and suppliers couldn't drop goods off there, she knew she'd have to find her own store. A six- to eight-month search led to the small plaza on Erb Street, just a few blocks east of King Street. So now she has her own commercial kitchen - and she has acquired a car as well. "It's been a bit of a journey, but it's been interesting," she says. Dana Shortt Gourmet Made Easy, which occupies a cosy 500 square feet, opened its doors in December 2004. But first Shortt had to take out a personal loan to pay for the kitchen and other renovations in the space, which previously was an optical store. An exhaust fan had to be installed, plus shelving, flooring and upgraded electrical and plumbing systems. Shortt is now assisted by two employees, both accredited chefs.

Lynda Young prepares most of the food sold in the shop and Scott Yates prepares most of the catered food platters, which customers order and pick up themselves.

For on-site residential catering, Shortt will usually purchase food items on the way and do much of the preparation in the customer's home. That ensures freshness.

She also employs a part-time display and merchandising consultant, Jennifer Legault, who looks after shop decor and designs the menus, display cards and packaging.

For major catering events, Shortt will hire bartenders and servers on contract, even bringing staff from Toronto if she can't find the right help close to home.

She relies mostly on word-of-mouth recommendations to promote the business, but did on one occasion place an ad in a local magazine. Last February the Greater Kitchener Waterloo Chamber of Commerce gave her an award "for best young entrepreneur" and that helped to spread her name.

Shortt's website includes testimonials from satisfied customers. It was designed by her husband David Diguseepe, who studied computer technology prior to becoming a teacher.

Shortt jokingly describes Diguseepe as her "recipe tester and pot washer." Menu ideas come from a variety of sources.

She consults her two chefs, belongs to culinary organizations, subscribes to cooking magazines and tries to watch cooking shows on TV.

VEGAS CONVENTION

In January, Shortt picked up more ideas while attending a major catering business convention in Las Vegas.

Some ideas, she says, are just a matter of experimenting - tasting something and realizing it might be great in a certain dish - or having a food idea, but borrowing someone else's presentation.

It's all in your attitude, she believes. "Some people come home and think, 'Oh god, what am I going to make for dinner?'"

Shortt's attitude? If you have a real passion for food, cooking is fun.

She changes her menus with each season and never wants to serve the a dish twice to the same customer.

Shortt won't reveal any sales figures, but notes her May sales were higher this year than they were for the same month last year.

"We're growing," she says. She admits putting in long hours. "Ten hours is a light day."

One recent day, for example, she left the store at 7:30 p.m., went home and spent two hours on the computer doing more work.

"Even when I'm reading in bed, it's probably a cookbook."

"When you own your own business, it's difficult to go home and turn your brain off."

Shortt does give herself one day off a week to relax and spend time with her husband.

And doing charity work is important to her. She mentions a recent fashion show in support of the St. Mary's Hospital Foundation for which her store donated hors d'oeuvres.

In the future, she would like to increase the size of her shop, at the present location or somewhere else.

"I don't want to fall into the trap of expanding too quickly."

Selling her own private-label foods and a cookbook may be in the mix as well.

"There are so many directions I could go in," Shortt says.

chowitt@therecord.com

Late for work again? Blame it on the goat

NEW YORK

You are so busted. You're an hour late for work, and the hairy traffic/tardy bus/child excuse is wearing thin. What do you do?

If you're like about 20 per cent of those polled in a recent survey, you lie.

Thirteen per cent of workers said they show up late at least once a week and 24 per cent copped to doing it at least monthly.

One in five said they fabricate excuses for why, according to the survey by CareerBuilder.com, a U.S. job search website.

More than a quarter said traffic caused their lateness, and 11 per cent admitted that they fell back asleep.

"I ran over a goat," was among the novel reasons that bosses said they had heard.

• Associated Press