



## New Chapter in Surrey—starts December

*"You've already built a business. It has survived, perhaps even thrived, but you're now wondering what to do next? Should you expand your operations? Branch out into new products, new customers, or new locations? Should you take on more responsibilities, hire additional staff and increase your investment? Or should you draw down some equity and stay put? Perhaps now is not the time to grow. Perhaps now is the time to sell! Now is certainly the time to plan."*

- excerpt from *Start Small, Grow Big*, by Barbara Mowat and Ted James

### what is GroYourBiz.com?

GroYourBiz.com is an initiative that brings a tactical and proven approach to meeting the needs of women business owners. GroYourBiz.com will provide a monthly peer to peer advisory group of 15 to 20 women per chapter, top experts, business analysts, and presenters, a 'practical approach' training guide, and involvement of an alliance of top private sector organizations (BMO, Telus and Meyers Norris Penny), working together to foster and support small-medium enterprises (SMEs). GroYourBiz.com also provides a strategic alliance with Women Presidents' Organization (WPO)—the premier membership organization for over 1400 women presidents and CEOs of privately held, multimillion dollar companies, offering benefits from shared seminars, training, and much more.

GroYourBiz.com was developed for women entrepreneurs that want to take their business to the next level. Each month entrepreneurs will draw upon the skills, expertise, inspiration and energy of like-minded entrepreneurs offering practical solutions to attracting tomorrow's customers and expansion needs.

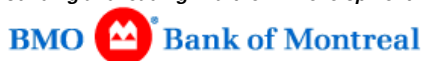
### membership criteria

Women business owners of a privately held company, who have senior responsibilities for the day to day running of the business and who demonstrate a readiness and commitment to take their business to the next level.

Women business owners who agree to the ground rules of confidentiality, commitment to attend a monthly meeting, as well as open communication at the meetings for the benefit of learning from each other.

### more info [www.groyourbiz.com](http://www.groyourbiz.com)

Founding and leading "Partner in Development"



Strategic Alliance with:



The program will have a direct impact on the growth of your business by offering:

#### Support

- Peer to peer business advisory board
- Professional and experienced facilitators
- A confidential and comfortable environment for women to share
- Stimulated spirited discussions
- Sharing of skills, expertise, and inspiration

#### Training

- Expertise from top presenters
- Practical solutions to business challenges
- Sessions on Planning & Positioning for Growth,
- Dynamics of Financial Growth, Marketing for Business Growth, etc.

#### Advisory Services

- B2B cross-marketing for new clients and markets
- An alliance of trusted advisors
- An informal Board of Directors

#### Strategic Alliances

- With Women Presidents' Organization (WPO)—the premier membership organization for over 1400 women presidents and CEOs of privately held, multimillion dollar companies.

### membership fees

#### Standard Membership: \$1,200

- Quarterly (\$300 per quarter plus HST)
- Annually (discount: \$1,150 plus HST)

#### Premium Membership: \$1,500

- Quarterly (\$375 per quarter plus HST)
- Annually (discount: \$1,450 plus HST)

**Premium Membership** includes four hours of coaching with trusted advisors in the areas of financial, legal, sales & marketing, and human resources.

#### Interested. Questions. Reserve your spot now, contact:

GroYourBiz Facilitator: Cynthia Roney, Certified Executive & Business Coach  
Email [cynthia.roney@shaw.ca](mailto:cynthia.roney@shaw.ca) Cell 604-916-6541 [www.executivepassage.com](http://www.executivepassage.com)

#### GroYourBiz Launch Reception

Thursday, Nov 24, 2011 5pm-7pm RSVP

Meetings start Thurs. Dec 1<sup>st</sup> 5pm-8pm monthly, every 1<sup>st</sup> Thursday  
In the boardroom of Meyers Norris Penny, #315- 5455 152<sup>nd</sup> Street, Surrey



MEYERS NORRIS PENNY LLP



## about the founder

### Barbara Mowat Founder & President



Barbara is President of Impact Communications Ltd. and GroYourBiz.com. She is known as a trade and international business development specialist. Impact is a multi-faceted consulting company that features three major activity areas: management training and consulting; international product, business and market development for the global marketplace; and, developer of training materials and business guides, specifically to assist small business owners make informed decisions about expanding their businesses.

Impact is committed to quality consulting services and offers a high degree of flexibility to both corporate clients and smaller business organizations. She was the founder and Publisher of *Home Business Report*, the first Canadian national newsstand magazine for micro-enterprises. She created the well respected *Uniquely Programs*, that assisted 12,000 Canadian entrepreneurs access increased markets. She is an international leader in the development of SME enterprises, with a special emphasis on women. Barbara's work has assisted entrepreneurs and facilitated trade throughout Canada, South East Asia, USA, South America, Europe, Afghanistan, India and Africa.

Barbara is the Women Presidents' Organization Chapter Chair in Vancouver for *three* chapters, serving women presidents and CEOs of privately held, multimillion dollar companies who aim to increase their business success. In a public service capacity, Barbara has devoted considerable time and energy to sit on a number of boards and committees concerned with issues of promoting business development at the local, national and international level, including being one of the original advisory board members for the Global Banking Alliance for Women; she is a certified woman business owner of WEConnect Canada; and has recently been invited to be on the Global Membership Circle for the Cherie Blair Foundation for Women.

Barbara was winner of the 1993 Canadian Businesswoman of the Year Award for Impact on the Local Economy and was a recipient of the 2010 Governor General's Award for the Persons Case, which recognizes individuals who have made ongoing contributions to improving the lives of women and girls in Canada.

## expert facilitators

Meet your GroYourBiz expert facilitator/advisor who will help you accelerate your business growth and provide leadership training and strategic direction for the members participating in the Surrey peer-to-peer support group.

### Cynthia Roney, Certified Executive & Business Coach



Cynthia Roney is a Certified Executive & Business Coach with 25 years business and executive experience including CEO and Board Director (public and private companies). She works as a coach, mentor, facilitator and presenter with a number of organizations including the Women's Executive Network (WXN), Women's Enterprise Centre (WEC), Forum for Women Entrepreneurs (FWE), Professional Women's Network (PWN), Minerva Foundation, BC Excels (LifeSciences BC), Canadian Board Diversity Council (CBDC) 'Get on Board' program and Women in Leadership Forum (formerly Women on Board). In addition, Cynthia provides business & executive coaching directly to her clients through her companies Executive Passage and ActionCOACH.

Her clients include:

- **Business Owners** typically 5+yrs in business, 5+ employees, revenue \$500K+ wanting to grow to next level
  - **High Potential Women** business owners and executives, wanting to breakthrough to leadership
  - **Executives/Boards** wanting to grow to next stage or implement change management
- <http://www.youtube.com/executivepassage>

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For more information, go to [www.GroYourBiz.com](http://www.GroYourBiz.com)  
or directly contact [Barbara.Mowat@GroYourBiz.com](mailto:Barbara.Mowat@GroYourBiz.com) Tel: 604-534-5007  
or [Cynthia.Roney@shaw.ca](mailto:Cynthia.Roney@shaw.ca) Cell: 604-916-6541