

Douglas Magazine's 4TH ANNUAL 10 to WATCH

Douglas Magazine is honouring entrepreneurship and innovation of 10 new businesses in Greater Victoria in support of promoting business growth. These outstanding businesses, which are less than three years old, have been chosen by a panel of independent judges, and have been deemed worthy of our 10 to Watch designation. These innovative businesses have been interviewed and professionally photographed, and were honoured at a VIP award reception. We would like to present to the business community: the 2012 winners of *Douglas'* fourth annual 10 to Watch...

A dream is a feeling that sticks — and propels.

~Jim Collins, author of *Good to Great*

The Judging Panel



Facilitator
Cathy McIntyre,
principal, Strategic
Initiatives Inc.



Dale Gann,
president,
Vancouver Island
Technology Park



Al Hasham,
president and CEO,
Maximum Express
Courier, Freight &
Logistics



Rebecca Grant,
associate professor,
University of Victoria
Peter B. Gustavson
School of Business



Daniela Cubelic,
owner of
Silk Road Tea



Mike Thompson,
associate vice-president
of business
development,
Royal Roads University

SendtoNews.com

The days of satellite uplinks are over as news distribution takes to the cloud, led by a team of keen Victoria minds and an intrepid former broadcaster

When your first sale is to the Canadian Olympic Committee to provide services for the 2010 Winter Olympics in Vancouver, you know you're onto something good. SendtoNews.com is a unique cloud-based solution that provides news feeds to media outlets on a pay-as-viewed basis. Former CHEK and BCTV broadcaster Keith Wells is the idea man behind the concept.

Greg Bobolo, president and CEO, says, "Keith had this great germ of an idea when he was at the Nagano Olympics and figured that if you could combine the news feeds and target specific markets, advertisers would find this really attractive." Wells was right.

With no advertising or branding, SendtoNews currently has 900 newsrooms subscribing to its service.

"British Columbia is the ideal marketplace," says Bobolo. "It has the most-watched news in North America. We thought if we could target local news to local markets we would be successful."

Two stories brought SendtoNews to the front of the line as news providers. The first was the infamous rant of Jim Playfair, an American Hockey League coach, who was, to put it mildly, a little upset at a referee's call.

"What was interesting about that," says Bobolo, "is that the video was filmed by the club, not a news organization. It took all of 20 minutes from the time we got the clip and sent it out to having it broadcast on Hockey Night in Canada."

The upshot is that the AHL "is now one of our major clients," Bobolo says. "We send news video of local games and home-town TV stations pick them up and broadcast them."

The second incident that helped put the company on the map was the horrendous sled-



Greg Bobolo

GREGG ELLIOTT

dog massacre in Whistler. SendtoNews obtained exclusive rights to that story — and more than 120 million people saw it.

The company's AHL experience has led to discussions with the National Basketball Association. SendtoNews would work with the NBA's developmental league, promoting teams in local markets. It has already secured deals with Rugby Canada, Swimming Canada, Rowing Canada, the Canadian Professional Golf Tour, and several other amateur and professional sports leagues and associations. SendtoNews is currently negotiating with the Canadian Olympic Committee for the 2012 Games in London.

"We are moving into a sales and marketing process now to build the company," says Bobolo, "and we expect substantial growth by 2013."

If its success to date is any indication, a great news story is on the horizon for this Victoria company.

PROFILE

Type of business: Cloud-based news content distributor

Year founded: 2009

Owners/principals:

Greg Bobolo, Keith Wells, Art Aylesworth, Peter Beblo, David Davies, Marc Hoelscher

How many employees: 14

What sets you apart from your competition: At a time when newsgathering and distribution are being shaken to the core by new technologies, and who collects and disseminates the news is being redefined, SendtoNews is rising as the unifying technology between creators and distributors.
www.sendtonews.com

WINNER



Ryley MacKenzie

Evoshift Communications Inc.

Using wireless Internet technology, Ryley MacKenzie aims to change the Canadian telecom landscape — one small business at a time

Ryley MacKenzie, the CEO of Evoshift Communications, is an evangelist when it comes to telecommunications.

“In 10 years, there will be no need for cell phone companies, and we plan to be one of those firms that make that possible,” he says. Evoshift provides its clients with Wi-Fi based communication tools that allow them to make full use of the Internet for all their communication needs.

“Our goal is to provide these services to small- and medium-sized businesses at far less cost than the major telephone companies,” MacKenzie says.

Evoshift is in the build-up stage of its evolution but is finding traction in the market. “We are able to provide savings of 60 to 70 per cent on IP telephony solutions to our customers, anywhere in the world,” MacKenzie notes.

“In fact, one of our first customers was Vancouver-based but did most of its business in China, and we were able to substantially reduce their long-distance phone bills.”

Like many new firms, Evoshift Communications

spent time developing a business plan based on a market segment.

“We decided to target SMEs as costs are the most important consideration for small businesses,” MacKenzie says. Evoshift does not have long-term contracts or usage fees; its pricing model is a flat monthly fee regardless of usage levels.

“This allows our customers to budget their costs without worrying about amounts used,” MacKenzie explains. “And our service can be used on any platform, unlike other free phone services like Skype. We really wanted to make it cost- and use-efficient for our customers.”

With some venture capital financing and self-funding, Evoshift Communications rolled out its services in 2010, and local firms have bought into its vision. Customers include The Bay Centre and the Downtown Victoria Business Association.

“We have aggressive expansion plans throughout the rest of Canada but we are staying in Victoria because the technology community here is really supportive,” MacKenzie says.

PROFILE

Type of business: Internet-based telecommunications

Year founded: 2010

Owner: Ryley MacKenzie

How many employees: 3

What sets you apart from your competition: I like to think of Evoshift as implementing innovation. In Canada, that is something that is rarely done regarding telephony. We are taking leading-edge technology and integrating that into a business model and an industry which needs a complete overhaul.
www.evoshift.com

Brink Events

“I want people to fly me around the world to do their events. I want people saying, ‘Aidan, I’ve heard about you. You threw a party in a spaceship. Who does that?’”

Aidan Henry wants to be known as the guy who threw that amazing party in that venue you never thought you’d set foot in. His company, Brink Events, has hosted parties at Craigdarroch Castle, the English Inn, and the Maritime Museum of British Columbia — and even with an admission price of \$75, each one has been a sell-out.

“The reason I do this is that these are events I would go to,” says Henry. “It’s like, c’mon, give me something new — blow my mind, please. You get stuck in this routine of going to the same old restaurants, the same old nightclubs. Throw me some curveballs, know what I mean?”

Henry, 30, grew up in Campbell River and moved to Victoria to pursue a B.Comm at UVic, with a concentration in entrepreneurship. He saw in the capital no suitable nightlife for people between the ages of 25 and 40 — a demographic with money to spend but little desire to indulge in the club scene.

“Clubs are loud and obnoxious, and restaurants don’t allow for much social interaction,” he says. “I wanted to create a new scene for the young professional.”

Brink Events parties occur only once every two months. In the meantime, Henry builds anticipation for the soiree and handles private functions for companies and individuals, which helps him gain experience and credibility. For example, he recently managed VIATeC’s Christmas party at the Bard & Banker pub in downtown Victoria.

Eventually, Henry would like to focus more on staging events for clients rather than throwing his own parties. “That’s where there’s a lot more money to be made, a lot more potential, and smoother revenue streams. But I don’t want to do corporate conferences and serve carved roast beef!”

He also doesn’t want to be known as a caterer. He



Aidan Henry

refers to what he does as “event design ... unique social experiences that incorporate all facets — music, food, drink, theme, décor ... I want people to come and feel like they’ve stepped into a dream. Like a Hollywood-style event where everything’s taken care of.”

The price of admission is admittedly steep, but it includes food and/or appetizers, two free drinks, and free coat check and shuttle service. And there’s a strict dress code: suits for men, dresses for women. “I want to get to the point where the people who are coming don’t care about the money, they’re coming for the experience,” says Henry.

He also wants to continue to find unique, overlooked venues because he believes his events can help boost their profile. “The appeal to [the venues] is you’re hitting a cross-section of people you wouldn’t regularly attract. You’re making your venue sexier; you’re opening new eyes to the venue.”

PROFILE

Type of business: Event design and management

Year founded: 2011

Owner: Aidan Henry

How many employees: 1

What sets you apart from your competition: “You’re getting nightlife in a venue where you wouldn’t regularly have it. You’re going to places you wouldn’t regularly visit on any given day. But if you make that place the social backdrop for an event, all of a sudden it becomes a lot more interesting.”
www.brinkevents.ca

Parc Modern Interiors Ltd.

The living room in your condo looked so much more spacious before you bought that giant sofa, right? Well, David and Jody Adelman have the cure for your overstuffed furniture blues

David Adelman has worked in the furniture trade since he was 13, when he started doing his part for the family business in Winnipeg. In that time, he's taken on just about every role you can imagine, from delivery truck driver to head buyer. But he's relishing the chance to go out on his own with Parc Modern Interiors in downtown Victoria.

David, 52, owns and runs the boutique furniture store along with his wife of 30 years, Jody, 51. Parc Modern has proven to be a popular destination for owners of condos and Victorian-era homes with smaller rooms, thanks to its focus on compact, multifunction, yet high-quality furnishings for living rooms, kitchens, and bedrooms.

Growth has been so robust — over 30 per cent — that the Adelmans are eyeing a location with more space where they can showcase a wider range of furniture and home accessories. They're also looking to hire staff in the near future — right now, it's just the two of them.

"We started out as predominantly a niche store specializing in living room furniture," says David. "But people were saying they wanted bedroom and dining room furniture — basically, 'Can you do our whole house?' So now we carry bedrooms; we carry dining rooms; we have a full-service store. But we'd love to be able to show more selection."

The business does seem poised for a breakout year following a soft opening in autumn 2010 and a relatively low-key 2011. David says that's due in no small part to the power of word-of-mouth advertising.



David and Jody Adelman

BOB HEWITT

"So many referrals are coming in the door. To me, that's a sign of success — when people are saying, 'Hey, you gotta go check out this place if you're looking for a bed or sofa.' People get excited, they come in, and they say, 'Yeah, this place is cool.' The gratification that comes from that is wonderful. When you get people coming in from referrals, that, to me, is key."

And the term "modern" in the name of the business is no coincidence. It's not only a reflection of the product, but of the Adelmans' personal tastes. David says he spent a long time buying and selling furnishings he didn't necessarily like, and now he finally gets to showcase his sense of style.

"You have to be very careful when you're a head buyer for a furniture company," he says. "You really have to know who you're buying for, and take the emotion out of it. But this is what I love to do. I love 'modern.'"

PROFILE

Type of business: Modern home furnishings

Year founded: 2010

Owners: David and Jody Adelman

How many employees: 2

What sets you apart from your competition: With the home changing over the past 10 years as real estate has gotten so expensive, property values are going up and building sizes are going down. So we're focusing on smaller-scale, multifunction products. To be successful, you have to be specific and go after a certain demographic.

www.parcmodern.com

WINNER



Left to right: Jeff Crowe, Torben Werner, Logan Volkers, Will Fraser

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YUPIQ

Sure, it's great to have zillions of 'fans' on Facebook, but are they the right ones? YUPIQ can help your business figure that out — and then reap the rewards

You'll have heard of Jann Arden, but it's unlikely you've ever heard of YUPIQ. Yet YUPIQ is the company Arden uses to help promote her music and books.

"We wouldn't have it any other way," says Will Fraser, CEO of YUPIQ.

YUPIQ is an online service that provides tools for businesses, or entertainers for that matter, to expand their social media reach and impact to specially targeted customers or friends.

"Our goal is anonymity, but we provide the platform for business to connect with those they directly want to reach," says Fraser. "Our pitch is pretty simple: we ask potential customers if they want to achieve something with social media."

YUPIQ helps companies monitor, promote, and analyze their social media tools to drive sales.

"Social media is great," says Fraser, "but it should be targeted to people that actually have an interest in your product or service."

YUPIQ works on the premise that referrals from friends, or social credit, as Fraser terms it, is the most effective marketing tool.

In the Jann Arden project, YUPIQ worked behind the scenes using Arden's social media contacts and fans, providing them with incentives for referring Arden's newly released book.

"Friend-to-friend recommendations are the best advertising you can have, and by adding incentives, if they refer their friend and contacts, you can drive a great deal of interest to a client, and turn a fan base into loyal customers and advocates," says Fraser.

YUPIQ is a graduate of the Alacrity Foundation, whose stated goal is "turning engineering and business students and recent graduates into entrepreneurs." Alacrity is funded by Wesley Clover, an investment firm headed by Terry Mathews, founder of Mitel and other iconic Canadian technology firms.

"Wesley Clover invested in us and having that kind of experience and mentoring available has made our growth path so much easier," Fraser says.

In case you're wondering what YUPIQ means, it's "nothing really," says Fraser.

"We just wanted a unique and simple name that also had a dot-com available."

PROFILE

Type of business: Social media solutions provider

Year founded: 2011

Owners/principals: Will Fraser, Logan Volkers, Jeff Crowe, Torben Werner

How many employees: 8

What sets you apart from your competition: YUPIQ is working on the cutting edge of social media tools. We provide unique ways for companies to directly increase revenue through social media by finding new customers and engaging existing ones.

www.yupiq.com

Victory Barber & Brand

Matty Conrad says the look and feel of his new business was inspired by his grandfather. “He was very well groomed every minute of his life and never set foot in a hair salon. I wanted to open a barbershop that he would’ve loved.”

Don’t call it a man salon or bro spa. “I’ll punch anyone who does,” quips Victory Barber & Brand owner Matty Conrad, who, with his distinctive facial hair, does bear a passing resemblance to one of those old-timey boxers with the outlandish moustaches.

“This is an honest-to-god barbershop,” says Conrad, “even though the level of service we provide is different.”

Conrad, 36, founded Victory out of a desire to see traditional masculine grooming return to prominence but in a venue that combines barbering and shaving services with men’s lifestyle products — pomade, buck knives, field guides, grooming kits, leather goods. But Conrad’s no hair-styling neophyte. He also runs Lab hair salon on lower Johnson Street and has trained all over the world.

Over the years, Conrad came to realize that many men were not being well served by unisex hair salons. He believed they were trapped into paying too much for styling services they didn’t necessarily want or need. But at the opposite end of the spectrum, he explains, the economic model of traditional barbershops dictates quantity over quality. A guy might get a \$15 haircut at his neighbourhood barbershop, but that shop wants to churn out as many cuts as it can and won’t spend any more time on him than is needed.

Victory charges \$25 for a standard haircut and \$40 for a traditional straight-razor shave. It’s not cheap, but it’s also not as pricey as many unisex salons, and therein lies Conrad’s objective:



Matty Conrad

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“Everything we charge for is based around the amount of time we’re going to spend with you. You get what you pay for here.”

You also get the privilege of hanging out in a meticulously designed, fastidiously furnished paean to manliness. Situated in the sparkling new Atrium building, everything about Victory — from its beautifully restored barber chairs to the 100-year-old wood floor and the jazz LPs spinning on the record player — is vintage, reclaimed, or antique.

Victory’s salute to tradition goes beyond the surface, however. Conrad wants the business to be a launching pad for young barbers who will revive the trade. “I wanted to create a place where a barber can work and make a living and have a career. Because, really, there’s no more schools left; there’s nobody training young barbers. Down the road, I see us offering training for those young barbers.”

PROFILE

Type of business: Barbershop and retailer/manufacturer of men’s grooming and lifestyle products

Year founded: 2011

Owner: Matthew Conrad

How many employees: 8

What sets you apart from your competition: We’ve done something that is completely unique in marrying a lifestyle shop to a barbershop, and making it into one holistic brand so that they both support each other. www.victorybarbers.com

First Light Technologies

Former Carmanah employees Sean Bourquin and Justin Taverna are bringing innovative solar power and lighting solutions to a growing list of clients

We are a classic blue ocean strategy company,” says Sean Bourquin, CEO of First Light Technologies.

“We want to make the competition irrelevant.”

First Light Technologies designs and provides solar photovoltaics consulting services and high-performance solar and LED products. This is not surprising, as the two founding partners — Sean Bourquin and Justin Taverna — are Carmanah Technologies Corp. “graduates.”

First Light Technologies began life as a typical start-up. “We worked out of spare rooms in our homes and financed it originally from out of our back pockets,” says Bourquin.

“A huge boon was getting the support of [Carmanah founder] Dr. David Green,” Taverna adds. “When you have a local technology icon tell you he will support you, it gives you a great deal of confidence.”

The goal of the company is to solve problems in the marketplace using a product-first approach. “It is a special niche market but one that is growing worldwide,” says Bourquin.

First Light operates in 16 countries from Venezuela to Kuwait. “We have two major product lines: providing consulting services for solar and LED lighting product development and designing solar and LED lighting products,” Bourquin says. “Our major business right now is on the consulting side, but the product design is growing rapidly.”



Sean Bourquin and Justin Taverna

One of the company’s first clients is a major resort in the Bahamas. First Light is installing 300 solar lighting stands it designed and built that will be used for pathway lighting throughout the resort.

“This was a real test for us,” says Taverna, “particularly the aesthetics of the design and their function. They had to fit in with the high-end design of the resort, be unobtrusive, yet provide sufficient lighting. Designing and producing these lights was great for expanding our skills, as the requirements of the project were very demanding.”

Growth for the company has been steady even though it does very little marketing.

“Almost all of our consulting and product design and development work comes from networks we have established in the industry and their referrals,” Taverna says.

PROFILE

Type of business: Solar lighting and power

Year founded: 2009

Owners/principals: Sean Bourquin and Justin Taverna

How many employees: 6

What sets you apart from your competition: We combine strong technical expertise, market understanding, and an agile approach to make solar power and solar lighting easy. Our solar power system designs and solar lighting products are cost effective, innovative, and high quality. As a young company, we value the ability to move faster than our larger competitors. www.firstlighttechnologies.com

IKAN Installations

How do you go from a daunting pile of cardboard boxes to the gorgeous photo in the IKEA catalogue? Call Kyler Davalovsky and Anthony Stubbs

It might be more appropriate for IKAN to change its name to WEKAN given how well its two owners work together and the commitment they've made to success. IKAN buys, assembles, and installs IKEA products in their customers' homes. It's a nifty idea considering how difficult it can be to make one's home resemble an IKEA showroom.

Kyler Davalovsky and Anthony Stubbs, the founders of IKAN, seemed destined for this kind of business. Both are graduates of the master carpenter program at Camosun College, and while they love carpentry, their first love is business.

"We both wanted to be carpenters, but more importantly, we wanted to run our own business," says Davalovsky.

"We weren't in a rush, though," says Stubbs. "It took a year of planning before we took the plunge and started the company."

Although IKAN does not have a formal business relationship with IKEA, it does work closely with the Swedish giant. "We brought so much business to the store in Vancouver they assigned us a small business manager to help us with purchasing and shipping," says Stubbs. "It helps us make the process seamless," adds Davalovsky.

IKAN works with its customers in designing the look they want, and then IKAN takes care of



Anthony Stubbs and Kyler Davalovsky

ordering, shipping, assembling, and installing the complete IKEA package.

"Installation takes anywhere from two to five days depending on how large the project is, but the best part is the customer does not have to figure out the instruction package," says Stubbs.

IKAN recycles all the material it removes from a house and donates the cabinets, appliances, and countertops to organizations like Habitat for Humanity. "We work at being a community-minded company," Stubbs says, "and we want to be green and help out where possible."

IKAN plans to expand to other Vancouver Island centres and then move on to Vancouver and the rest of British Columbia.

"We not only get to work at what we love to do, we also get to make a living from it. It makes it pretty easy to go to work every morning," Davalovsky says with a smile.

PROFILE

Type of business: Furniture installation

Year founded: 2010

Owners: Kyler Davalovsky and Anthony Stubbs

How many employees: 4

What sets you apart from your competition: IKAN Installations utilizes IKEA's buying power to build beautiful kitchens at a fraction of the cost. We have developed a streamlined, simple process that, for the first time, allows a homeowner to take advantage of IKEA's excellent kitchen cabinetry without leaving their own home. www.ikaninstallations.com

The London Chef

They might share an accent and a nationality, but you'd never confuse Dan Hayes with that other London chef, Gordon Ramsay

The soft-spoken, scowl-free namesake of The London Chef — a cooking school and catering service (among other things) on upper Fort Street — opted for *7th Heaven over Hell's Kitchen* when outfitting his business, which he founded and co-owns with his wife, Micayla.

No hulking, metallic, industrial stoves and ovens here, thank you very much. It's all tasteful white countertops, wood tables, and domestic appliances designed to make cooking-class students as cosy as possible.

The mom's kitchen look "helps people want to learn how to cook," says Micayla, 27, who hails from Victoria and holds a master's degree in criminology. She met Dan, 31, four years ago when she attended one of his cooking classes at a Whole Foods in London. The romance that resulted threw off her plans to go to law school, but she has no regrets.

"I'm having so much fun with this. If I'd followed that other path ... I probably never would've explored the creative side of my brain, which I didn't even know I had until I got involved in this."

While Dan, through his teaching and catering, is very much the face of The London Chef, Micayla oversees equally important areas like business development and design. And although they literally bring different skill sets to the table, the couple shared a unique, singular vision for the business right from the start that makes it difficult to pigeonhole The London Chef.

"We're five businesses in one," says Dan. "We've got the dining room, which during classes becomes part of the class but also has its own identity as a venue. We've got the cooking school. We're a catering service, on- or off-site. And then we have a café and pantry. It's five businesses in 2,000 square feet."



Dan and Micayla Hayes

SIMON DESROCHERS

It wasn't the most convincing concept to sell to the people and institutions they needed help from, says Dan, but "we stayed true to the vision all the way through. It's not always easy when you have designers and architects twice your age telling you that they know better. At times it seemed idiotic, but it's really working. And I think that's in part due to the fact that it's like people's home kitchens."

It's working so well that Dan is in demand for cooking classes in Calgary and Toronto, two cities he'll visit this year in an effort to promote The London Chef brand. Eventually, they'll need to hire more chefs to teach in Victoria (Dan's currently teaching about 10 classes per week, including four on Saturdays). And they've drawn the interest of potential franchisees in Vancouver and Toronto. So far, though, they're taking it slow.

"There are a lot of opportunities for us to explore, but we want to stay true to the brand and Dan's personality as a cooking instructor," she says. "We don't rule anything out, but we still have a lot we want to do in Victoria."

PROFILE

Type of business: Cooking school, catering service, café, specialty food retailer

Year founded: 2011

Owners: Dan and Micayla Hayes

How many employees: 5 full-time, 3 part-time, 8 casual/contract

What sets you apart from your competition: We put a lot of effort into making this place feel like a home. We wanted it to feel warm and inviting, like you're hanging out in a good friend's kitchen. That makes people feel really comfortable, so they feel they can go home and replicate what they've learned.

www.thelondonchef.com

Vshoen Boutique

At the forefront of cruelty-free fashion, Regan Forrester and Devyn Sieben will perk up your wardrobe while they cleanse your conscience

“Animals are our friends. We don’t wear our friends.”

That’s the slogan you’ll find on Regan Forrester’s business cards. She’s the co-founder, along with partner Devyn Sieben, of Vshoen (pronounced “vee-shun”) Boutique on Broughton Street in downtown Victoria. They sell clothing, shoes, handbags, and other accessories made to the highest cruelty-free standards. Vegan Shoes is one of the many brands they stock. Instead of leather, this footwear is made of cork shed naturally from trees, put together using water-based glues instead of the sort that come from animal by-products. Tough guys with a soft spot for animals, take note: at Vshoen, you can get vegan steel-toed boots.

Forrester, 39, and Sieben, 37, founded Vshoen out of a desire to promote awareness of ethically conscious fashion. Fur has been public enemy No. 1 for decades, but not very many of us stop to think about the everyday items — belts, wallets, shoes, purses — for which an animal had to give its life. They see their venture as part of a nascent community, a “movement,” says Forrester, of likeminded businesses that are catering to customers’ desire for ethical choices without sacrificing quality. It’s not a fringe market, either, with big names in entertainment and fashion — Natalie Portman, Eva Mendes, Tyra Banks, Calvin



Regan Forrester and Devyn Sieben

SIMON DESPOCHERS

Klein, Stella McCartney, and Ralph Lauren, to name a few — leading the charge against what they call “dead-end fashion.”

Vshoen doesn’t stand out as anything other than a retro-tinged downtown fashion boutique. That’s by design. “We don’t want to be seen as a radical vegan business,” says Sieben. “If you want info on some of the causes we support, we have it; if not, that’s fine, too.”

Forrester has a degree in business administration from UVic and is on the shop floor most days, while Sieben, a welder by trade, holds down a day job with BC Transit to keep the bills paid while the company continues to find its feet. Growth has been trending steadily upward as Victoria’s progressive shoppers discover Vshoen, which also offers an online store to serve the rest of Canada, and the world.

“The best part of this has been the feedback from clients, the e-mails thanking us for being here,” says Forrester.

PROFILE

Type of Business:
Fashion Boutique

Year founded: 2011

Owners: Regan Forrester
and Devyn Sieben

How many employees:
1 (part time)

What sets you apart from your competition: We carry something completely different. Our first concern is animals and the planet, and we’re really transparent: people can read the story of each designer that we stock, and we’ve never seen that in any other store. People need to know where their products are coming from. www.vshoen.com