

## **PRESS RELEASE**

For Immediate Release  
Monday, December 18, 2006

### **Business Blaster Offers Free Passes to Accredited Media**

The Edmonton Women's Business Blaster has solidified its lineup of speakers and is offering accredited media in Edmonton free passes to attend the annual conference.

2007 will be the third year for the event, and Canadian Queen of TV Talk and well-known CBC personality, Vicki Gabereau, will help kick off the 3<sup>rd</sup> annual Edmonton Women's Business Blaster (WBB), slated for March 1<sup>st</sup> and 2<sup>nd</sup>, 2007.

"Over the past two years, we have established ourselves as Edmonton's premier professional development event for women in business," says Alex Favret, founder and producer of the Edmonton Women's Business Blaster (WBB). "We're looking forward to this year being the biggest and the best yet. We're delighted to have Ms. Gabereau launch our annual conference."

Aptly titled the Business Blaster, Favret takes the name literally and draws women in to her website, [www.businessblaster.ca](http://www.businessblaster.ca), citing it as mission control. Luna, a cartoon character on the site, is a space-aged business wonder woman, that encourages Edmonton based business-women and entrepreneurs to Blast off in Business with other like-minded corporate professionals.

However, what sets this conference apart from other professional development opportunities in the province is the inspiration, resources and connections that women make while at the event, says Favret.

"I strongly believe that women can coach each other, and network in ways that facilitate creative and meaningful relationships," Favret explains. "This support provides a strategic base of strong, like-minded individuals—we're establishing an elite team of female business women in the city of Edmonton."

The WBB will be held at the Mayfield Inn, March 1<sup>st</sup> and 2<sup>nd</sup>, 2007. Contact Favret at 780.455.9989 for registration information or go to [www.businessblaster.ca](http://www.businessblaster.ca).

MacDonald PR (780) 435-1770

## **BACKGROUNDER**

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### **Corporate Women and Entrepreneurs lead the way in Canadian Business**

The number of women-owned businesses is growing 60 per cent faster than those run by men.— a statistic that doesn't surprise Alex Favret, founder and producer of the Edmonton Women's Business Blaster.

According to a CIBC report, "Women Entrepreneurs: Leading the Charge", there are now 800,000 women business owners in Canada and in the past 15 years, there has been a 50 per cent increase in the number of self-employed women in Canada. One million Canadian women will own a small business by 2010.

“What I find particularly interesting in this report is that it says women in business are less likely to bother to grow their businesses,” says Favret.

“This solidifies the reason we started the Women's Business Blaster. I believe in the power of collaborative learning and if you provide the right opportunities to women to exchange their professional experiences, challenges and existing business practices, they will ultimately bring their business to the next level. All we're doing is providing the venue for corporate women and entrepreneurs to connect,” she explains. “The rest is up to them.”

What does the typical Canadian business-woman look like? Here's a snapshot from the report:

- “She's highly educated. The incidence of university education among business-women increased 70.0 percent from 1991 to 1996 (*Shattering the Glass Box?*).
- She's young. The highest growth in female entrepreneurship has been in women under 30. The number of self-employed women under 30 rose 30 per cent between 1991 and 1996, compared to a 4 per cent increase of self-employed young men.
- She's married. Self-employed women are more likely to be married than Canadian women in general (77 per cent as opposed to 58 per cent of the general population).
- She's an immigrant. The number of immigrant business-women increased by 42.6 percent from 1991 to 1996.

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- She works at home. This figure is up 40.9 percent between 1991 and 1996 for all women, while the percentage of men working at home during the same period declined by 1.0 percent).

*From: "Women Entrepreneurs: Leading the Charge", CIBC Report on Business*

The report also cites that businesses that provide business services is one of the fastest-growing sectors of entrepreneurial activity. Over half of all women who run this type of business operate their business from their home. And those business-women who have children are even more likely to run a home-based business.

Holly Husel, president of Freckle Creative, is part of that growing demographic of business-women. At 26, she's founder and owner of Freckle Creative, and leads a young, dynamic team at her Edmonton-based advertising business. Husel has attended each of the Women's Business Blaster conferences. "The next month we could attribute over \$20,000 of new business to the Women's Business Blaster, and these sales were with women that fit into our ideal client profile," she says.

More information on the report and other websites on women in business, are provided as links listed below.

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<http://www.cibc.com/ca/small-business/article-tools/women-entrepreneurs.html>

<http://sbinfocanada.about.com/od/womeninbusiness/a/bizwomengrow.htm>

<http://sbinfocanada.about.com/cs/womeninbusiness/a/bizwomen.htm>

[http://sbinfocanada.about.com/cs/womeninbusiness/a/bizwomen\\_2.htm](http://sbinfocanada.about.com/cs/womeninbusiness/a/bizwomen_2.htm)

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## **BACKGROUNDER**

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### **Women's Business Blaster: Speakers at a Glance**

From famous to inspirational, the speakers have been set for the 2007 Edmonton Women's Business Blaster.

Held at the Mayfield Inn in Edmonton, March 1<sup>st</sup> and 2<sup>nd</sup>, 2007, The Business Blaster encourages Edmonton based business-women and entrepreneurs to Blast off in Business with other like-minded corporate professionals, says founder and producer Alex Favret.

During the two-day event, women will be inspired through a team of speakers selected to inspire and lead through their example. Here's just a snapshot of the slated speakers for the event.

#### **Vicki Gabereau**

*Vicki Gabereau is the kind of person who makes friends wherever she goes. She has a knack for getting the most reticent and evasive of radio guests to chat with her like neighbours over the back fence, making it easy to get the inside scoop that Barbara Walters never gets.*

#### **Lori-Ann Muenzer**

*Lori Ann Muenzer is an astute entrepreneur. This Olympian gold athlete started her own company called Pure Momentum with the focus of discovering, promoting and building a community of female speakers, of any age or race. Muenzer's goal is simple—building a community of women whose experiences and stories can be shared to motivate and inspire others. Ask Muenzer how she got Sass Jordan, Carrie Doll and numerous other women to join her entourage. [www.puremomentum.ca](http://www.puremomentum.ca)*

#### **Irene Martina**

*Many of us have had that sensation in our gut, telling us what we may not want to hear. That feeling is our intuition, something we don't acquire, but a gift every single person is born with. Irene Martina, local Edmonton spiritual counselor can tell us what we may already know, but need to hear. [www.irenemartina.com](http://www.irenemartina.com)*

#### **Bev Baker-Hofmann**

*Bev Baker-Hofmann is an educational psychologist and certified professional coach. She is also the co-author of *Create a Ripple: Making a World of Difference*, which has been named to the Edmonton Journal best-sellers list. Through her company, BBH Coaching & Consulting, Bev lives her passion to work with high-performance individuals to create blueprints for a balanced life – to go big AND go home. [www.bbhcoaching.ca](http://www.bbhcoaching.ca)*

**Backgrounder: WBB Speakers, Page 2:**

**Kathleen Johnston**

*Kathleen Johnston is currently a Career Coach, Stress/Wellness Consultant and Registered Clinical Counselor with a keen interest in the career-life experiences of high achieving women. Kathleen left an executive role with the YMCA in 2000 to complete a masters degree in pastoral psychology and counseling, and to pursue her passion for helping women manage their careers.*  
[www.lifespeedcoach.com](http://www.lifespeedcoach.com)

**Linda Rasmussen**

*Linda is the Alberta Regional VP Marketing for PPL Legal Care of Canada. Linda's goal is to empower people with the knowledge they need to function in a complex world.* [www.planspecialist.com](http://www.planspecialist.com)

**Cindy Shaw**

*Cindy Shaw is the founder and Chief Success Officer of Becoming Extraordinary, a company whose mission is to inspire, empower and educate women on how to create extraordinary lives.*  
[www.becomingextraordinary.com](http://www.becomingextraordinary.com)

**Donna Worthington**

*Donna is a Director on the National Board of the Canadian Institute of Financial Planners. She is also a partner and co-manager of the City Centre Branch of the Investment Planning Counsel in Edmonton and enjoys the opportunity, energy, and friendships that a large branch offers.*

**Johanna MacDonald, APR**



*A highly motivated individual with over 15 years experience working with governments, businesses and not-for profits in meeting their communications needs, Johanna has developed refined skills and pursued specialized training, ensuring continued excellence as a business communicator.*  
[www.macdonaldpr.com](http://www.macdonaldpr.com)

**Tracey Feist**

*Tracey took her passion for PR and turned it into a 20-year career. Her entrepreneurial spirit lead her to form Ground Words Communications in 1995. Since that time she has focused on specializing in communications planning, media relations, and editing for both the private and public sector.* [www.groundwords.ca](http://www.groundwords.ca)

The WBB will be held at the Mayfield Inn, March 1<sup>st</sup> and 2<sup>nd</sup>, 2007. Contact Favret at 780.455.9989 for registration information or go to [www.businessblaster.ca](http://www.businessblaster.ca).

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