

Mentor

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SUCCESS STORY

CYBF Mentor: Penny Tremblay

CYBF Entrepreneur: Crystal Kaufman

Date Matched with Entrepreneur: 2007

Location: North Bay, Ontario



Penny Tremblay

Mentor to Crystal Kaufman, BioPed North Bay, 2009 CYBF Ontario Best Business Award Winner

Her Story: "Helping people achieve their goals."

That's what Penny Tremblay calls "her purpose." As a mentor for CYBF, Penny is instrumental in doing just that - helping new entrepreneurs reach their business goals. Penny has had great success with her purpose so far, made evident by her award winning entrepreneur Crystal Kaufman of BioPed North Bay.

Saying that while she does meet with Crystal on a weekly basis, Penny also makes sure she is available for any question Crystal may have between face-to-face sessions. She also works with Crystal to see less obvious business opportunities, like handing Crystal's business card to a tired waitress, explaining how custom orthotics could help her sore feet after a long shift.

Penny takes great pride in everything that Crystal has achieved, and hopes others will get involved in the CYBF, and its mentoring program, which she says is vital for a new, inexperienced entrepreneur.

"I think accountability is the word I would choose for best value in the mentoring program. Many new business start-ups fail because they fall short on making and keeping commitments, so the accountability to a mentor could be just that little extra discipline that helps people along during this fragile stage of being young, and starting a business."

Penny adds that she's glad she is able to help Crystal feel more confident as an entrepreneur, dealing with things from networking to staffing issues to balancing a work and family life, making sure Crystal has a well-rounded business and professional life.

"I have learned that the only security we truly have is within ourselves, and therefore starting a business in a field that we are passionate about, and using our talents to serve our community is a great way to make a living, and enjoy our life while ensuring that we are building a foundation for great success into our future."

- Penny Tremblay

Penny Tremblay - continued

The Canadian Youth Business Foundation (CYBF) is a national charity dedicated to growing our nation's economy one young entrepreneur at a time. We look at character not collateral, when providing youth, age 18-34, with pre-launch coaching, business resources, start-up financing and mentoring, to help them launch and sustain a successful entrepreneurial business.



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Short Quote:

"At the time of accepting the role, I did not realize how much I would be gaining in the process. I have also been learning all along. This is a new business model for me, therefore, I am often stretching myself to learn new skills or information because I am being asked things that I do not yet know myself. So far, there has been nothing left unanswered, so we are both learning in this process."

- Penny Tremblay

Quote from Entrepreneur:

"Penny has helped not only with human resources management, but she has also passed on a wealth of knowledge of other business skills such as marketing, networking, and time management. Having been paired with a mentor like Penny is the one greatest advantage of being a CYBF recipient."

- Crystal Kaufman, BioPed North Bay

About Penny:

Penny Tremblay is the director of Education for the Tremblay Leadership Centre in North Bay, which offers professional development, communication and leadership training for organizations and individuals. Penny is also a lecturer and motivational speaker across Canada and the US, and is co-author of the inspirational book "You're My Hero."

Canada's Entrepreneur Gateway - www.cybf.ca

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**For any other information required, please contact
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August 2009