

CAPITAL IDEAS

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ON SCENE:

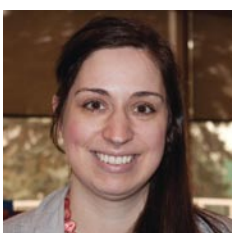
What's the key to balancing work and life?

Startup Mamas share tips for juggling motherhood and work.



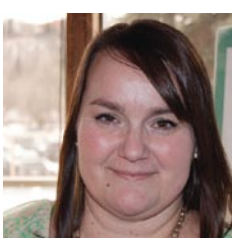
BRITTNEY LE BLANC/CAPITAL IDEAS

Nicola Doherty of Entrepreneur Mom Now Edmonton is flanked by Ann Chen and Kaeli Feehan with their babies at the Startup Mamas event for moms in business at the Royal Glenora Club (11160 River Valley Road) on March 2.



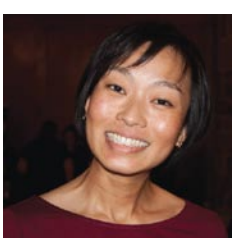
"Work/life balance as a mom is achieved slowly. You have to learn through mistakes, schedule your time and give yourself permission to make mistakes."

— **Allison Hopkins**, director of Modern Mama St. Albert (modernmama.com/stalbert)



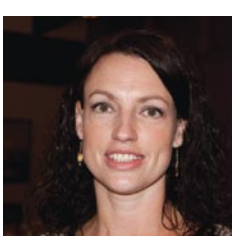
"Be realistic about what you want. What's your 'why'? How do you make it work within your life?"

— **Michelle Weisgerber**, independent Stella and Dot stylist (stelladot.com/michellelee)



"There's not one definition of balance — you have to find the ebb and flow."

— **Cat Lam**, president of Whimsicalogie Tech Couture (whimsicalogie.com)



"It's putting my personal life and family first... Sometimes I work until midnight and sometimes I don't work at all, but I don't have to try to do it all every day."

— **Amanda Beniuk**, owner of A.S.A.P. Engraving (asapengraving.ca)



"You can be as involved in your child's life as you choose to be, while still chasing your career."

— **Kaeli Feehan**, stay-at-home mom



"You can't achieve a work/life balance. It's hard being a mom to start with, trying to find a way to be with your children and still work without having to pay for childcare."

— **Nicola Doherty**, city director for Entrepreneur Mom Now, Edmonton (entrepreneurmomnow.com/edmonton)



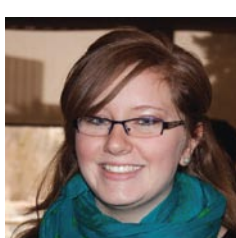
"Try to slow down and think about what your one goal is for that day. Be flexible because you can't plan everything all the time."

— **Maria Cristina Flores**, owner Cover Boo Couture (coverboocouture.com)



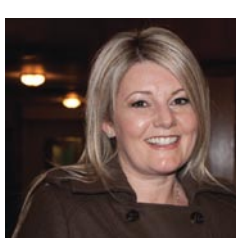
"I think that balance is a bit of a myth. It's about figuring out what's important to you and going with the flow of the reality of things that happen in your life. Choose a few priorities and focus on them."

— **Kim Gluckie**, owner of MPowered Marketing (mpoweredmarketing.com)



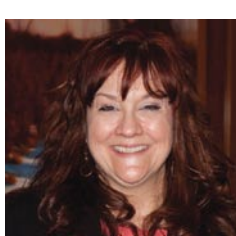
"Make sure you have your goals. Set up your day accordingly and put your kids and family first."

— **Alicia Staub**, independent stylist at Stella and Dot (stelladot.com/aliciastaub)



"Choose your priorities and always make a schedule. You want to have fun with what you're doing and enjoy what you do."

— **Jacqueline Cairo**, independent stylist at Stella and Dot (stelladot.com/jacquelinecairo)



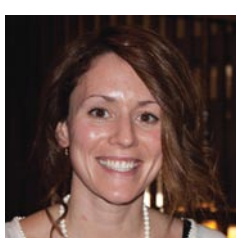
"Work/life balance is tough, especially when you have kids. You have to focus on what the most important thing is for you, remember you can't do it all and make sure you have support."

— **Dr. Molly Rodgers**, dentist (edmontonsmiles.net)



"You need to have a strong support system. Whether it's friends, family or babysitters, you need to have some time for yourself as well."

— **Kerri Cogghe**, community director at Modern Mama Edmonton (modernmama.com)



"You need support. Get rid of what doesn't work in your life, things you don't have time for, and keep the things that work. Really be aware of what you're spending your time on and don't be afraid to ask for help."

— **Dominique Fox**, director at Modern Mama Beaumont and Leduc (modernmama.com/beaumont)

Read more thoughts from personal accountant **Ann Chen** and homemaker **Jennifer Cairo** at capitalideasedmonton.com/news. Entrepreneur Mom Now offers webinars, success stories, tips and more. Visit entrepreneurmomnow.com/edmonton for more information.

UPCOMING:

Answer our questions and you could see yourself in print. Watch for **Brittney Le Blanc** or **Vickie Laliotis** of Capital Ideas at these events:

MAR
11

Mixer & Tradeshow

Edmonton Chamber of Commerce networking event celebrates not-for-profit organizations.
When: 5 p.m. to 7 p.m.
Where: Chateau Nova Yellowhead (13920 Yellowhead Trail)
Admission: \$10 for members. More info: edmontonchamber.com/events

MAR
20

Capital Ideas

Three Edmonton entrepreneurs talk about hiring and keeping great employees.
When: Noon to 1 p.m.
Where Edmonton Journal (10006 101 St.)
Admission: Free. Register at capitalideas15.eventbrite.com

MAR
24

iMedia 2013

The second annual conference on social media and branding.
When: 8:30 a.m. to 5 p.m.
Where Fantasyland Hotel (17700 87 Ave.)
Admission: Varies. Register at imediainconference.ca

Have an event that Capital Ideas should attend? Contact us at hello@capitalideasedmonton.com

CAPITAL QUESTION:

What's the biggest sales mistake to avoid?



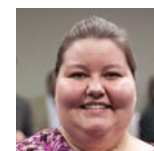
"The biggest mistake is to not ask the right questions and find out what your customers really need. Before you offer them any products you have to understand your client."

— **Josepha Fille**, insurance broker at Abacus Wealth Management (abacuswealth.com)



"The biggest mistake you can make is forgetting to follow up. It costs a lot more to get a new customer than to retain an old one, so forgetting to follow up and retain your customers is key."

— **Clinton Senkow**, program co-ordinator at Junior Achievement of Northern Alberta and NWT (northern-alberta-and-nwt.jacan.org)



"You need to listen to what your customers need and not assume anything. You don't want to jump the gun and lose a sale."

— **Jamie Steinhauer**, part owner and marketing co-ordinator of Dedicated Designated Drivers (tripleleds.ca)



"Don't put too much control in your prospect's hands, which tends to really elongate the sales process. You need to take control and put a timeline on things."

— **Chris Ippolito**, account executive at Fully Managed (fullymanaged.com)

For more answers gathered at The Business Link's monthly networking event on Feb. 19, visit capitalideasedmonton.com/news. You'll find insights from **Sarah Stickland** of ION Print Solutions, **Michael Flood** of Michael Flood Writing Services, **Carol Quiring** of Children's Education Funds Inc., **Ken Haase** of Start Right Business Consulting, **Ahmed Assaf** of ATB Financial, **Sauna Staub** of Custom Home Watch Services, **Clare Paulson** of Corporate Coaching & Training Services, **Kathy Anders** of First Foundation Insurance, finance coach **Simon O'Neill** and business coach **Mel Ruttan**.

Find out more about The Business Link's next networking event on March 19 at canadabusiness.ab.ca.

CAPITAL IDEAS

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Keynote speaker Kim Gluckie, founder of MPowered Marketing, discusses life as a full-time mom and part-time entrepreneur.