

## ON SCENE:

# What makes a local business successful?

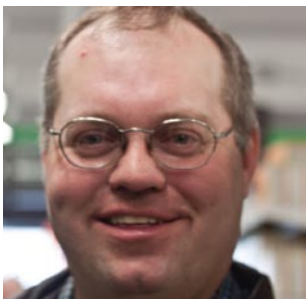
*Capital Ideas asks Cash Mob participants what it takes to thrive*



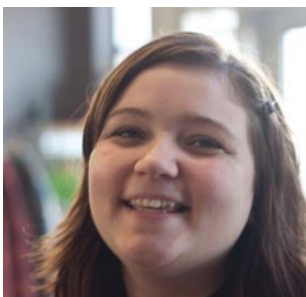
Dozens of Edmontonians swarmed Pangaea Market (10150 104 St.) on Jan. 26 for the one-year anniversary of Cash Mob Edmonton. An On the Spot Pop Up store showcased local designers and artisans as well.



"It takes integrity, being a community member yourself, listening to your community, responding to it, and being invested in it."  
— **Cassandra Harper**, founding member of Cash Mob Edmonton ([facebook.com/CashMobEdmontonAB](https://www.facebook.com/CashMobEdmontonAB))



"The biggest thing is having the support of the community, who really believe in your store. When you start up from the ground up, like we did, you learn things the hard way."  
— **Vincen Halwa**, owner of Pangaea Market ([pangaeamarket.ca](http://pangaeamarket.ca))



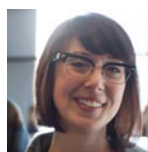
"Guts, glory, and the ability to talk about yourself. You have to be able to greet people, to make that connection — that relationship — and keep it going. To connect with them so they keep coming back to you."  
— **Marissa Loewen**, On the Spot Pop Up show manager ([onthespotpopups.com](http://onthespotpopups.com))



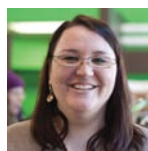
"It takes a lot of perseverance and it takes a lot of committed people who want to see a local economy in the downtown core of Edmonton."  
— **Mandy Melnyk** of Meadowcreek Farms ([meadowcreekfarms.ca](http://meadowcreekfarms.ca))



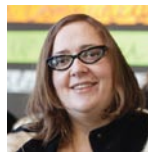
"Get out there, talk to people. Talk to other people. Even if they're in the same business, people want to help."  
— **Chloe Findlay-Harder**, owner and designer of Painterly ([chloefindlayharder.com](http://chloefindlayharder.com))



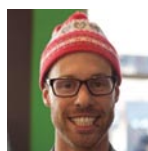
"I think it just takes a lot of hard work, dedication and good karma."  
— **Bridget Harding**, designer/owner of Fridget Apparel ([fridget.ca](http://fridget.ca))



"Get out and meet the people in your community if you want to survive as a local business owner. You need to know your community, who you're selling to, and you need to know they will buy what you're selling."  
— **Jasmin Smith**, owner/operator of Frog Princess Designs ([etsy.com/shop/frogprincessdesigns](http://etsy.com/shop/frogprincessdesigns))



"I think it takes persistence and it takes partnerships. Edmonton is a very connected community and I think it really depends on people coming together and working to share some of the effort, as it can be very difficult if you're trying to start something new."  
— **Carol Neuman**, community co-chair of Edmonton Next Gen ([edmontonnextgen.ca](http://edmontonnextgen.ca))



"It takes a multifaceted approach to marketing. Not just the simple, traditional marketing techniques, but getting yourself out there as much and in as many ways as possible."  
— **Owen Petersen**, owner/baker at Prairie Mill Bread Co. ([prairiemillbread.com](http://prairiemillbread.com))



"It really takes innovation through differentiation — it's what are you doing that's different that's already being done. And how you can plug into the community by being innovative. Provide a service that's different, that's needed, and connect with your community."  
— **Alistair Henning**, photographer and communications manager for Stollery Children's Hospital.



"You need to be really intuitive with what your consumers want, and you have to cater to what that demographic means. Downtown, a lot of us know the market, we want locally grown products, we want it to be fresh, and we want natural ingredients."  
— **Daniel Fogal**, store manager at Starbucks ([starbucks.ca](http://starbucks.ca))



Read more advice from **Marc Davidson**, **Chanelle Amundson**, **Danielle Johnson**, **Ryan Beissel**, **Dan Sabourin**, **Jacelyn Lee**, **Alice Halwa**, **Bill Hafner** and **Andrea Murphy** at [capitalideasedmonton.com/news](http://capitalideasedmonton.com/news).



PHOTOS: VICKIE LALOTIS/CAPITAL IDEAS



## UPCOMING:

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

FEB  
**01**

## Creative Mornings: Money

Hear creative director Carolyn Patton discuss the convergence of commerce and creativity. When: 8:30 a.m. to 10 a.m. Where: Startup Edmonton (10363 104 St.) Admission: Free. Register at [cmedmfeb2013.eventbrite.ca](http://cmedmfeb2013.eventbrite.ca)

FEB  
**06**

## Green Drinks

Celebrate local, green and "social enterprising" business, and "speed-date" with advocates of good business. When: 6 p.m. to 10 p.m. Where: The Common (9910 109 St.) Admission: Suggested donation of \$5. Register at [greendrinksgoodbusiness.eventbrite.com](http://greendrinksgoodbusiness.eventbrite.com)

Have an event that Capital Ideas should attend? Contact us at [hello@capitalideasedmonton.com](mailto:hello@capitalideasedmonton.com)

## CAPITAL QUESTION:

## What's the key to building a business that lasts?



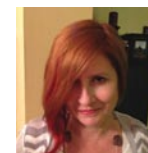
"It's easy to fall into the trap of doing things yourself because you can do it better than an employee. In order for any startup to scale, you need to build processes and train other employees."  
— **Cory Janssen**, founder of Divestopedia ([divestopedia.com](http://divestopedia.com))



"Your business needs to be systems dependant and NOT people dependant. Ask yourself about every position in your company (including yours).. What would happen if they left for a month or quit tomorrow?"  
— **Re/Max River City broker/owner Shami Sandhu** ([rivercitysells.ca](http://rivercitysells.ca))



"Let go of the need to control every detail yourself; however, always be prepared to monitor and follow up on delegated jobs."  
— **Cindy Lazarenko**, partner at OnOurTable Ltd. ([onourtable.ca](http://onourtable.ca))



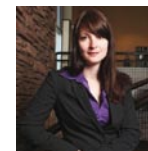
"In the end, longevity and success are about being proud of the work you do."  
— **Alexis MacMillan**, president of Christie Communications ([christie.ab.ca](http://christie.ab.ca))



"(D)on't be afraid to invest in areas that will help your business grow and be more efficient."  
— **Jody Hrabiwchuk**, founder of Urban Creative Co. ([urbancreativeco.com](http://urbancreativeco.com))



"Truly successful entrepreneurs recognize that they need to look more broadly at what they are trying to build -- an actual system and framework, not just the thing that makes you money."  
— **Cheryl Lockhart**, partner at Omni Management Consulting Alliance ([omnimca.com](http://omnimca.com))



"(Ensure) that people working in the organization understand the vision of the business and believe in it."  
— **Alyson Hodson**, partner and director of client services at zag creative group ([zagcreativegroup.com](http://zagcreativegroup.com))

For full answers from these entrepreneurs, along with answers from **Dennis Michael** of Wake Creative, **Cliff Turner** of Mobile Minds, **David Bailey** of Monolith Digital, **Shauna Madsen** of Madsen Avenue, **Ali Salman** of Rapid Boost Marketing, leadership coach **Donloree Hoffman**, **Eric Petersen** of Prosperity Engine, realtor **Jerry Aulenbach**, communications freelancer **Chelsey Smith** and entrepreneur **Rudy Madsen**, go to [capitalideasedmonton.com/news](http://capitalideasedmonton.com/news).

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