

CAPITAL IDEAS

UPCOMING

**APR. 16:**  
**ICONS OF ALBERTA AND AWE CELEBRATION OF ACHIEVEMENT**  
A full-day leadership conference, followed by an awards ceremony paying tribute to Nicole Bourque-Bouchier  
■ When: 8:30 a.m. to 4:15 p.m. and 5:30 p.m. to 9 p.m.  
■ Where: Hotel Arts (119 12th Ave. SW)  
■ Admission: Varies. Register at aweinspiringentrepreneurs.com

**APR. 29:**  
**ACCELERATEAB 2015 CONFERENCE**  
Bringing together the most innovative entrepreneurs, corporations, universities, foundations and other leaders from across the province and the Silicon Valley  
■ Where: Roderick Mah Centre for Continuous Learning, Calgary (4825 Mount Royal Gate SW)  
■ When: 1 p.m. to 6:30 p.m.  
■ Admission: \$25 to \$60. Tickets at accelerateab.com

For more great events, visit [capitalideascalgary.com/calgaryevents](http://capitalideascalgary.com/calgaryevents).

CAPITAL QUESTION

When is the right time to try something that has never been done before?



ATB Business™

Taking risks in business can pay off big time, but sometimes it all boils down to timing. That's why **Wellington Holbrook**, executive vice-president of ATB Business, is curious to hear from you:

**When is the right time to try something that has never been done before?**

You can answer the question in two ways: Open today's Capital Ideas email if you're a member or visit [capitalideascalgary.com](http://capitalideascalgary.com).

We'll publish the best answers, along with your business name and website address, on April 9. For more great information on what business owners in Alberta think, visit [atb.com/businessbeat](http://atb.com/businessbeat).

CAPITAL IDEAS

Business owners helping business owners

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COMMUNITY QUESTION

WHAT ROLE DOES COLLABORATION PLAY IN EXPANDING YOUR BUSINESS?

Entrepreneurs discuss the benefits of playing nice with others



James Boettcher, chief idea officer at Fiasco Gelato and YYCFoodTrucks ([fiascogelato.ca](http://fiascogelato.ca)), says that for him, collaboration is second nature. "For both Fiasco and YYCFT, we seek opportunities to strengthen our brand in tandem with other businesses to produce a superior result. The strategy, insight and ability of bringing people and business together is exciting and continually yields results that go above and beyond expectation... Collaboration is the new competition." PHOTO SUPPLIED BY: JAMES BOETTCHER



**"Collaboration is a great process** to bring people with a varied background together to help solve problems. I've used it to build and strengthen teams, solve multifaceted issues, and bring companies together to help create a complementary community of offerings. Our organization also facilitates collaboration between entrepreneurs, capital sources and resources to support the growth of our clients. As we support new clients, they grow into the community of collaborators that then supports our overall business model."

Charity Callahan, partner at C4SkunkWorks, [c4skunkworks.ca](http://c4skunkworks.ca)



**"Collaboration is the key to** a small business like mine. I like to work with strategic partners that have the same ideal client, and offer complementary services. This way, everyone's clients win from the partnerships. I do not take partners lightly — it is important that I can trust them and that they truly are offering the value that my clients are looking for."

Ave Peetri, owner of Confident Marketing Coach, [confidentmarketing.com](http://confidentmarketing.com)



**"Collaboration is a vital part** of expanding any small business. Developing joint venture partnerships with peripherally related businesses can help increase your client base, as well as to help create a support system of like-minded individuals. Capitalizing on each other's network of connections will also help increase your reach. I'm always looking for other great companies to partner with in any way!"

Gena Salzmann, CEO of BusinessMatch.com, [thebusinessmatch.com](http://thebusinessmatch.com)



**"Working with a trusted partner** who is able to offer a wide variety of services saves clients time, money and resources. Collaboration extends my company's reach by offering products and services that we do not offer, thereby providing a valuable added service to our clients. With successful collaboration, relationships are forged and strengthened resulting not just in win-win-win scenarios, but long-lasting partnerships."

Wilma Slenders, president of Transcend Management Advisors Inc., [transcendmgt.com](http://transcendmgt.com)



**"Collaboration is our competitive advantage!** We believe in collaboration and cross-pollination within our collective — bringing together architecture, photography, marketing, design, branding and the written word — to create and innovate. We believe in partnering with and supporting the many talented people within our community, ensuring that the product we hand over is one that truly represents us, our clients and the populations we serve."

Kris Hans, strategist at Market Grade, [marketgrade.com](http://marketgrade.com)



**"I believe this plays a huge role** in growing your business. It's about combining resources and adopting the old adage 'two heads are better than one.' Collaborating with other businesses should be part of your growth strategy; it helps you pursue new customers in a different way. Business is driven by connections and referrals, so collaborating goes a long way in helping with that."

Heather Broad, city director of Entrepreneur Mom Now Calgary, [entrepreneurmomnow.com/calgary](http://entrepreneurmomnow.com/calgary)



**"Collaboration plays a huge role** in doing business. Instead of adding to the dog-eat-dog mentality, I support other businesses in pursuit of their dreams. You never know who you're going to meet and help along the way. It's so important to work together and have a mindset of abundance rather than scarcity. I'm always open to doing joint events, sponsorships and projects with other organizations. We all have something to offer each other, if only we work together. A blazing fire is much stronger and produces much more heat than a single ember."

Sara Dasko, CEO at Free Mind, [freemindls.com](http://freemindls.com)



**"Collaboration is key to growing** your business. Remember the saying 'it takes a village to raise a child'? We believe the same is true for building a business. Our mantra for this year is to grow our membership, add value to and collaborate ... Collaboration forms a pillar of our organizational culture and is a fundamental aspect to our strategy to increase visibility, share resources, pay it forward and help women build their businesses ... The possibilities are endless when we work together."

Monica Kretschmer, founder and CEO of Canadian Business Chicks, [canadianbusinesschicks.com](http://canadianbusinesschicks.com)



**"One of the main areas** of focus in a service-based business should be to satisfy your client's holistic needs. If you recognize an issue your client is facing, you should not only help them to understand the issue and its impacts, but guide them to the resources that can assist with the remedy. If you do not offer either that service, it's your responsibility to be connected to others who can step in. Sharing clients will not only result in a happier client, but will also increase your trustworthiness and reputation, as well as your ability to increase your clientele. It also facilitates businesses helping other businesses, which is an important element of being an entrepreneur."

Bernadette Bosse, president and CEO of dms360 Ltd., [dms360.ca](http://dms360.ca)



**"Collaboration is paramount in growing** my design business, and is key for successfully completing projects. It's a two-way street where all parties must commit to listening and contributing during a project to ensure everyone is happy with the final product. When I maintain open communication and a positive, supportive approach with my clients, our relationship naturally strengthens, resulting not only in loyal, returning customers, but positive word-of-mouth advertising."

Jaime Wedholm, design director at Jaime Wedholm Graphic Design Solutions, [jaimewedholm.ca](http://jaimewedholm.ca)



This question was posed by **Michelle Phaneuf**, Alberta co-director at Workplace Fairness ([workplacefairness.ca/wfi\\_alberta](http://workplacefairness.ca/wfi_alberta)). Here's her take:

"As conflict, negotiation and communication professionals, my colleague and I facilitate collaborative processes on a daily basis. We understand the impact that successful collaboration can have on all aspects of business... and are constantly reaching out to like-minded consultants to see how we can work together. This may be providing services together on a larger job or supporting each other with referrals; either way, we build on each other's successes to grow our businesses and more effectively meet our client's needs."

To submit a business-related question of your own, visit [capitalideascalgary.com/ask](http://capitalideascalgary.com/ask).