

ON SCENE:

What did you learn from E-Town?

Attendees share what they got out of the conference



PHOTOS BY VICKIE LALIOTIS/CAPITAL IDEAS

Canadian senior women's national soccer team head coach John Herdman gives an inspiring speech at E-Town at the Shaw Conference Centre on Sept. 13.



"I learned that as an organization, we need to focus more on the meaning behind what we do... because that meaning is the true value we provide."

— **Ammneh Azeim**, user experience practice lead at iomer Internet solutions (iomer.com)



"E-Town has been more of a networking event for me, in that I've met a diverse group of entrepreneurs and business owners. You can learn so much from different business owners, from how they're doing in the economy, what they're doing differently that's working and what might not be working."

— **Angelo Blais**, director for Roynat Capital (roynat.com)



"Make sure that you plan and utilize everything that you need. Whether you're in an existing business or starting a new business, you need to realize there are a lot of tools and resources out there to help you succeed."

— **Brent Bushell**, executive director of The Business Link Alberta (canadabusiness.ab.ca)



"If you're going to do something in your life, make it worthwhile. Make sure you're contributing positively to it."

— **Bahaa Chmait**, account manager at Lease Link Canada (leaselink.ca)



"Guy Kawasaki said to ignore the 'bozos,' because they are generally wrong. If your gut says something is the right thing to do, you should do it. You may be wrong, but do it anyway."

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



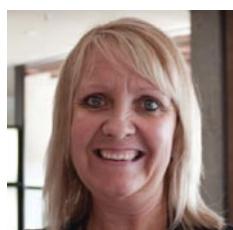
"I was surprised at how many other people there are in this city who need the same sort of help that I do. There's a bigger community of entrepreneurs than I realized."

— **Bree Emmerson**, founder of BE3Designs (be3designs.ca)



"To expect something unexpected. You look at a program and think you understand what you're going to take away, and then suddenly this little kernel of an idea inspires you. It creates a feeling of entrepreneurship in you, making you want to go home and start working on something right away. I think that's the magic I've gotten out of this."

— **Brad Ferguson**, president and CEO of the Edmonton Economic Development Corporation (edmonton.com)



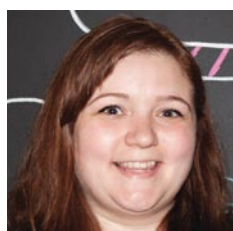
"To have passion in everything you do. Passion in your home life and at work because life is too short. If you're not living your passion, you have to wonder what you're doing."

— **Max Frank**, vice-president of member experience at the Edmonton Chamber of Commerce (edmontonchamber.com)



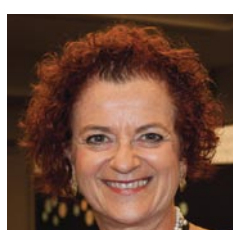
"Guy Kawasaki had some great points, not the least of which is ship even if it's kind of crappy and iterate quickly. The other thing I found really interesting is that at first you should ignore everyone else, but once your product is out there, you should pay attention to what everyone else is saying."

— **Tema Frank**, president of Frank Online Marketing (frankonlinemarketing.com)



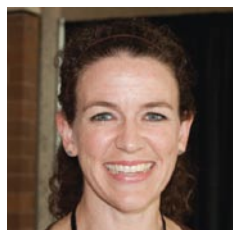
"The best thing I learned at E-Town is that if I can learn to ask, I have access to so many resources in Edmonton."

— **Marissa Loewen**, owner of On The Spot Pop Ups (onthespotpopups.com)



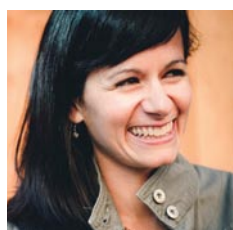
"There is a lot of energy in this city, a lot of excitement around the idea of entrepreneurship and growing a creative community. It means that the next generation of youth growing up here are going to stay, and I think that's important."

— **Vivian Manasc**, senior principal at Manasc Isaac (manascisaac.com)



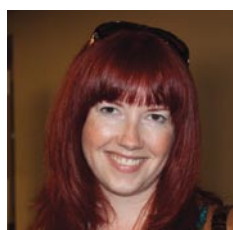
"So often people are motivated by the next big amount of money that's coming along, but if you make your motivation about creating something better and making the world a better place... that's a far better payoff."

— **Bobbi Menard**, communications for the Edmonton Chamber of Commerce (edmontonchamber.com)



"I liked John Herdman's 'shed a skin' idea. It's reinventing yourself. I know that I sometimes fall back into my old ways, and the idea of shedding a skin is a hopeful thing. You get a chance to reinvent yourself, who you are, and what you're capable of achieving."

— **Carmen Morgan**, business writer at Writing on the Wall (writingonthewallinc.com)



"I loved John Herdman's message of looking at your identity and if you're being true to the core values of your own identity."

— **Marliiss Weber**, corporate storyteller at Parodos Communications Inc. (parodos.ca)

UPCOMING:

SEPT

19

Autumn After Business Mixer

A business professional meetup from the Chamber of Commerce
When: 5 p.m. to 7 p.m.
Where: Telus World of Science Edmonton (11211 142nd St.)

Admission: \$10 for members, \$20 for non-members. Details at edmontonchamber.com

SEPT

21

National Learn to Code Day

An intro to HTML/CSS workshop by Ladies Learning Code
When: 10 a.m. to 5 p.m.

Where: Startup Edmonton (10359 104th St.)
Admission: \$55. Register at ladieslearningcode.com/codeday.

SEPT

26

Indiegogo Meetup Edmonton

A meetup for crowdfunding enthusiasts to learn more about Indiegogo
When: 5 p.m. to 7 p.m.

Where: Granify (10248 106 St.)
Admission: Free. Register at indiegogoedmonton.eventbrite.com.

OCT

01

Navigating a Business Crisis

A conference presented by Riata Partners
When: 7:45 a.m. to 11:45 a.m.

Where: Northlands Meeting Room 301
Admission: Free. Register at riatapartners.com/crisis-strikes.

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

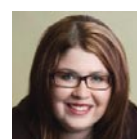
CAPITAL QUESTION:

What have you learned the hard way?



"Always come back to the values. It doesn't matter how busy you are — always take time out to assess where you are and where you want to go."

— **Ryan Holtz**, marketing and Internet director at Zender Ford (zenderford.com)



"When I initially started, I wanted everything perfect... Like Guy Kawasaki was saying today, even if it's crappy, get it out there."

— **Bryanna Kumpula**, co-executive director of the Agriculture and Food Council of Alberta (agfoodcouncil.com)



"Money: It can cripple you, and it can catapult you... Pay yourself the minimum wage... Discipline is huge."

— **Dennis Michael**, visual problem solver at Wake Creative (wakecreative.ca)



"You need to have the right team who you can collaborate with, who wouldn't walk away halfway, who believe in the same dream and passion that you have... That's one good thing that I find in Edmonton all the time."

— **Kasturi Narayanan**, business and technology development leader at TRTech (trtech.ca)



"Don't be so afraid to try. Especially in a province like Alberta. If you're wanting to try something, there's just a network of support that's out there to help you succeed."

— **Stephanie Ryan**, manager of talent acquisition and marketing at Suncor Energy (suncor.com)

Read more answers from Christie Communications' **Alexis MacMillan**, Go Taxi's **Tim Tuxworth** and Pro-Active IT Management's **Catherine Vu** at capitalideasedmonton.com/news.

They offered their hard-won words of advice during the course of a media training exercise put on by Capital Ideas during E-Town's breakout sessions on Sept. 13.

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