



EMBARGOED UNTIL 7PM DECEMBER 8, 2009

RBC ANNOUNCES 2009 CANADIAN WOMAN ENTREPRENEUR AWARD WINNERS

Canadian women entrepreneurs contribute \$18 billion to economy annually

TORONTO, December 8, 2009 – The **2009 RBC Canadian Woman Entrepreneur Awards** were announced today at a gala awards ceremony in Toronto. Eight female entrepreneurs who have made significant contributions to the Canadian and global economies and to their communities, were honoured during the event.

“RBC is proud to support Canadian women entrepreneurs who are creating jobs and contributing to the economy, while also achieving professional success,” said Mike Michell, national director, Small Business, RBC Royal Bank. “These awards help us shine a spotlight on admirable, resourceful and creative Canadian women entrepreneurs.”

“It’s important to recognize and celebrate women entrepreneurs whose passion, dedication and achievements are leading the way,” added Carolyn Lawrence, President of Women of Influence Inc., producers of the awards. “The 2009 honourees reflect a diverse group of women whose success will inspire others to follow such rewarding careers.”

Canadian Women Entrepreneurs in this program, as surveyed by Women of Influence Inc. in October 2009, say:

- 21 per cent of female business owners started their business because they had identified an opportunity to make money.
- The number one reason that women became an entrepreneur is to follow their passion or dream.
- 86 per cent of women entrepreneurs are achieving fulfillment by leading their own business and following their passion or dream.
- 55 per cent have achieved their financial targets.
- Not having enough time in the day was cited as the top challenge women entrepreneurs feel they face.
- Women entrepreneurs ranked friends, family, spouse and paid assistance as the top four most helpful resources that help them manage their personal and lifestyle choices as an entrepreneur (only three per cent of respondents manage themselves).

Awards in five categories will be presented to the following eight women:

Deloitte Start-Up Award Winner: Julie Bond, Bond Consulting Group

Julie Bond is the President and Founder of Bond Consulting Group. Launched in 2005, Bond is a Scientific Research and Experimental Development Tax Consultancy, specializing in the largest tax incentive program in Canada. Bond Consulting Group helps technological or scientific firms gain access to government funding. Her clients range from sausage makers, to IT developers, dinosaur reconstruction, to aerospace equipment. Bond Consulting Group is one of the fastest growing companies in Canada and has experienced exponential expansion with a five year growth rate of 2,000 per cent.

HKMB Impact Award Winner: Edie Weiss, Radke Film Group

Edie Weiss, Chief Executive Officer of the Radke Film Group has made the list as one of the most renowned commercial production companies in the world, attracting some of the most sought after directors. Under Edie’s direction and management, the group has won every major international advertising award, including Cannes Lions, Bessies and Clios. In developing the Radke Film Group, Edie has contributed greatly to the development of the local economy through creating local jobs, charitable giving programs for young girls and encouraging the economic prosperity in the Canadian film and television industry.



RBC Momentum Award Winner: Julie Cole, Tricia Mumby, Julie Ellis, Cynthia Esp, Mabel's Labels

Julie Cole, Co-Founder, Company Spokeswoman and VP of Sales; Tricia Mumby, Co-Founder and VP of Marketing and Special Programs; Julie Ellis, Co-Founder and VP of Finance and I.T.; and Cynthia Esp, Co-Founder and VP of Human Resources and Production came together to realize an entrepreneurial dream and help mothers across North America lead more efficient and organized lives by creating Mabel's Labels. They design durable labels for all of those "things" kids lose. They manufacture dishwasher, microwave and laundry safe sticky and clothing labels. Expanding their product line to appeal to international markets including Asia, Mabel's Labels now manufactures personalized stationary products, ID wristbands and household labels with a growth of 85 per cent annually.

Bell Trailblazer Award Winner: Cora Tsouflidou, Cora's Franchise Group

Cora Tsouflidou, the Founder of Cora Franchise Group, and owner of Chez Cora's now a popular chain of restaurants specializing in Traditional Canadian breakfast cuisine, has built a well recognized Canadian brand by adding a unique twist to breakfast. Inspired by customer requests and suggestions from her children, Cora created dishes which blend the best of traditional breakfasts with new health food trends. Cora herself has conjured up more than 100 new recipes while continuing to carve out a niche in the highly competitive restaurant industry.

PROFIT Award for Excellence in Entrepreneurship Winner: Jill Anderson, Aecometric Corporation

Jill Anderson, President and Chief Executive Officer of Aecometric Corporation, designs and manufactures custom heavy industrial combustion equipment for the base industries. Since its inception in 1978, Aecometric has grown to over 100 employees, with sales of over \$20 million, and has over 2,000 installations in operation worldwide. With determination, Jill took the reins of Aecometric Corporation, 20 years after she and her husband started the business together and has kept the family business profitable by refinancing, restructuring and reinventing. To position Aecometric as a world leader in combustion solutions, Jill investigated the emerging market of alternative fuels and captured the opportunity to design and supply burners for these new energies. This strategy provided Aecometric with the advantage to grow markets globally as the world-wide need for alternative fuels increases.

About the RBC Canadian Woman Entrepreneur Awards

The RBC Canadian Women Entrepreneur Awards are the pre-eminent national business awards recognizing the country's leading female entrepreneurs. The awards are an initiative of Women of Influence Inc., an award-winning organization dedicated to advancing and fulfilling the needs of Canadian women in business. Women of Influence Inc. leads many national women's initiatives including the Women of Influence Luncheon Series and Young Women of Influence Evening Series. For more information, visit www.womenofinfluenceinc.ca or www.theawards.ca

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