

# TURNING DREAMS INTO REALITY

The Cornwall Business Enterprise Centre is helping entrepreneurs get off the ground quicker with Starter Company

» BY CANDY POLLARD

Being an entrepreneur is both rewarding and terrifying at the same time. For some, jumping in with both feet is the preferred way to go, while for others it is the slow and steady method that works best. Whichever method meets the entrepreneurs comfort level, one thing rings true – passion is required!

In the past few years, Fairy

Sweet Bakery, Cailuan Gallery and Seguin Financial have all located in Downtown Cornwall and are experiencing success, while each has entered the entrepreneurship world in a different way.

Fairy Sweet Bakery was opened as a home based business in 2013, but thanks to a recent “Win This Space” contest, the business has now moved out of the home into

a storefront location at 11 Second Street West.

“We love the atmosphere downtown and we’re excited to bring our own brand of cakes, desserts and positivity to the heart of our city,” says Sue-Anne Heitmann who co-owns the business with her mother Suzanne Martin.

Just around the corner at 225 Pitt Street, Tracy Davies took a different approach to opening Cailuan Gallery. Ms. Davies went all in and purchased the entire building, quickly establishing her studio, opening a local art gallery and offering a series of art classes. Cailuan is also giving back to the community by launching special events such as Art Walk, Conquer the Canvas and participating in the annual Apples and Art Studio Tour.

St. Lawrence College grad Andrew Seguin left the safety of a full time job to open a financial consulting business. The numbers added up for Mr. Seguin since day one, and just a little over a year later he has hired 2 staff, and moved to larger offices at 103 Sydney Street. His success led the Chamber of Commerce to name him Young Professional of the Year.



Tracy Lynn Davies



Andrew Seguin

“I was able to achieve success early thanks to help from the Cornwall Business Enterprise Centre and the Starter PLUS program,” said Mr. Seguin. “The assistance provided through the program seminars and by the staff has been very helpful in growing my business.”

So what do these entrepreneurs have in common? A passion for their products and services and the knowledge that there is help for both budding and more seasoned entrepreneurs. Both Cailuan Gallery and Seguin Financial are Starter Company PLUS program participants who have benefitted from seminars and grants through the Cornwall Business Enterprise Centre. Fairy Sweet is the winner of the first “Win This Space” contest held by the Downtown BIA, which provided them with a financial contribution to their monthly rent for a full year.

The Cornwall Business Enterprise Centre runs two very popular programs, Starter Company PLUS and Summer Company, both designed to assist entrepreneurs turn an idea into reality by providing training, mentoring and start up funds. Over the past few years over 200 local residents have participated in these programs.

Anyone looking to follow in these entrepreneurs’ footsteps should contact the Cornwall Business Enterprise Centre. Come prepared to discuss your business idea and together with the Centre staff determine which services you would like to access. You could be the next successful entrepreneur in Starter Company PLUS or Summer Company!

[www.businessenterprisecentre.ca](http://www.businessenterprisecentre.ca)



Sue-Anne Heitmann