




# Winter/Spring 2014 PROGRAM BOOK

- JOB SEEKERS • ENTREPRENEURS •
- ARTISTS • WOMEN IN TECHNOLOGY •



YES is a not-for-profit organization

Successful futures start with 

Connect with YES



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

514-878-9788

3	Program Overview
4	Job Search Program
9	Entrepreneurship Program
15	Women in Technology
20	Artists' Program
23	Online Services
24	Mentorship Program
25	Grants & Loans
26	Charitable Donations to YES
27	Upcoming Events
30	YES Staff, Board & Advisors
31	Partners

The centre is open to everyone on a drop-in basis from Monday to Friday, 9:00 AM–5:00 PM for use of the computers, phone, internet, Wi-Fi, fax machine, resource library and access to job postings.

No appointment necessary. Most services are free.

Schedules and workshop speakers are subject to change. Visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for updates. All workshops are delivered in English.

## YES (Youth Employment Services)

666 Sherbrooke West, Suite 700  
Montreal, QC H3A 1E7

Tel: **514-878-9788**

Fax: **514-878-9950**

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

[info@yesmontreal.ca](mailto:info@yesmontreal.ca)



**Metro  
McGill  
24 Bus**

## Registration and Policy Information

**BUSINESS HOURS:** Monday to Friday, 9:00 AM – 5:00 PM

**WORKSHOP HOURS:** Monday to Friday, 9:00 AM – 8:30 PM. The YES centre is closed on all statutory holidays.

Our daytime workshops are available on a drop-in basis or by pre-registration. Workshops are limited to 35 participants and fill up quickly; pre-registration is strongly recommended. Please call us for details or to register. Pre-registration is **mandatory** for all evening and online workshops. Late arrivals for workshops will not be admitted as they are disruptive to the group. Where there is a fee for a workshop, you may register in person, online at [www.yesmontreal.ca](http://www.yesmontreal.ca), by mail, by fax or by phone. Payments can be made using cash, cheque or credit card. For registration information, please call **514-878-9788**.

**Artist, Entrepreneurship and Women in Technology Services:** For a **one-time \$20** file activation fee you will have unlimited access to specialized services including individual coaching, legal clinics and accounting clinics. You will be exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided. To cancel or reschedule an appointment, you must provide at least one business day's notice. A \$5 fee to reactivate your file will be charged in the event that insufficient cancellation notice is provided. After two years of inactivity, your coaching file will be closed.

**Cancellation Policy:** Cancellations for any workshop series and French courses must be received two business days before the start of the FIRST workshop in the series. A \$15 administration fee will be deducted from the refund. **Workshop payments of \$20 or less are non-transferable and non-refundable.** As wait lists can be quite long, if you are unable to keep an appointment with a counsellor, artist or business coach, you must advise us at least one business day in advance. If you are more than 10 minutes late for your appointment, you will be required to reschedule. We reserve the right to deny future services for reasons including failure to respect the client code of conduct (displayed in the YES centre). Workshop speakers can change without notice.

For more information call 514-878-9788. Register for the YES e-newsletter on our website at [www.yesmontreal.ca](http://www.yesmontreal.ca)



# PROGRAM OVERVIEW

As a not-for-profit organization, YES Montreal (Youth Employment Services) enriches the community by providing English language support services to help Quebecers find employment and start businesses.

## Job Search Program

**FOR YOUTH AGED 16 TO 35.** The Job Search Program includes daytime and evening workshops, individual career counselling, career testing services, French courses, cover letter and résumé translation, a mentorship program, online job postings, networking opportunities, a resource library, and free phone, internet, Wi-Fi and computer access.

## Entrepreneurship Program

**OPEN TO ALL AGES.** The Entrepreneurship Program offers in-house and online daytime and evening workshops, individual business coaching, legal and accounting clinics, as well as consultations for small businesses at their premises, a mentorship program, access to a resource library, and free phone, internet, Wi-Fi and computer access. YES has a comprehensive resource guide entitled *The Montreal Entrepreneur's Guidebook* which is available for purchase at the centre. YES also hosts the annual **YES Entrepreneurship Conference** each year, the largest English-language event of its kind in Quebec.

## Artists' Program

**OPEN TO ARTISTS OF ALL AGES AND DISCIPLINES.** The Artists' Program offers a range of services to help artists develop entrepreneurial skills, strategies and tools to build successful and economically viable careers. In-house and online services include sessions with a dedicated artists' coach, thematic workshops by industry professionals, mentorship services, consultations with career counsellors, business coaches, accounting professionals, legal interns, access to a resource library, and free phone, internet, Wi-Fi and computer access. Program offerings include the annual **Business Skills for Creative Souls Artists' Conference**, and our handy *Business Skills for Creative Souls: The Montreal Artists' Handbook*, a must-have resource guide for artists of all disciplines.

## Women in Technology Program

**OPEN TO WOMEN OF ALL AGES.** The Women in Technology Program offers a range of services specifically geared to women who are exploring a career in technology or looking to start-up their technology-based business venture. In-house and online services include sessions with a specialized dedicated coach, thematic workshops by industry professionals, mentorship services, networking opportunities, consultations with career counsellors, business coaches, accounting professionals, legal interns, access to a resource library, and free phone, internet, Wi-Fi and computer access.

## Mentorship Program

**OPEN TO ALL AGES.** The YES Mentorship Program facilitates career employment and business development in Quebec. Mentees are matched with experienced volunteer professionals who can provide support, guidance and encouragement. The program is goal-based, which means that mentees work toward achieving specific career or business goals established at the start of the relationship.

# JOB SEARCH PROGRAM



## YES IS DEDICATED TO HELPING YOU LAUNCH YOUR CAREER



The YES Job Search Program is designed for those aged 16 to 35 who are looking to jump-start their careers or return to school. Offering over 260 workshops annually, professional employment and career counsellors will facilitate and guide participants in strategic job search activities and provide individual counselling.

YES also offers beginner and intermediate French courses for job seekers, translation services for résumés and cover letters, access to computers with internet, Wi-Fi, courtesy telephone, fax machine, photocopier, scanner, and an extensive job search library filled with essential resource materials for everyone's employment needs. For up-to-date information about our job search workshops and events, visit [www.yesmontreal.ca](http://www.yesmontreal.ca).

After first attending a Jump-Start Your Job Search Information Session, you will have access to **FREE** job search services such as:

- Individual Employment and Career Counselling
- Career Planning and Employment Strategies
- Job Search Workshops
- Mock Interviews
- Internships
- Career Mentorship Program

**Please note:** Late arrivals will not be admitted to workshops. If it is your first time visiting YES, please arrive at least **15 minutes before the workshop**. Nominal charges as indicated may apply for some services.

### Career Counselling

Cost: **FREE**  
By appointment only.\*



Whether you are deciding on a career, starting a career, changing careers or upgrading your career skills, our career counsellors can help you develop a personal strategy and make informed career choices. **Begin exploring your options by attending our Jump-Start Your Job Search Information Session** and meet with a career counsellor to discuss job search strategies or have your résumé reviewed.

**In addition to scheduled appointments, YES offers 15 minute drop-in sessions with a job search counsellor every Monday to Friday from 12:00 PM – 1:00 PM.**

 This symbol indicates that these services are also available online.

\*In order to participate in any of the free Job Search Workshops, you must first attend the Jump-Start Your Job Search Information Session (see page 5).

\*\*Offered online to Quebecers residing off the island of Montreal. If you live in Montreal, please visit the YES Centre in person.





# JOB SEARCH PROGRAM

## PROFESSIONAL DEVELOPMENT WORKSHOPS

**IMPORTANT NOTE:** Attendance at the Jump-Start Your Job Search Information Session is **REQUIRED** before you can sign up for **FREE** career counselling or workshops.

### Jump-Start Your Job Search Information Session

Cost: **FREE**  
Registration from 1:15 PM.



**Tuesday & Friday afternoons, 2:00 PM – 4:00 PM**

As a first step, you will be given an overview of the services and resources available at YES as well as several key concepts and methods of the job search process. Through interactive group activities, facilitators will also discuss approaches that will help you access the hidden job market and make effective use of social media in your job search.

### Résumé Workshop

Cost: **FREE**  
Pre-registration is required.\*



**Monday mornings, 10:00 AM – 12:00 PM:**

**Jan 6, Jan 20, Feb 3, Feb 17, Mar 3, Mar 17, Mar 31, Apr 14, May 5, May 26, June 9, June 23, July 7, July 21, Aug 4, Aug 18**

Having a solid and effective résumé can greatly improve your chances of landing that crucial interview. Through a series of group and written activities, participants will learn how to highlight their qualifications, skills and achievements to target specific job requirements successfully. You are encouraged to bring a copy of your current résumé to the workshop.

### Interview Workshop

Cost: **FREE**  
Pre-registration is required.\*

**Monday mornings, 10:00 AM – 12:00 PM:**

**Jan 13, Jan 27, Feb 10, Feb 24, Mar 10, Mar 24, Apr 7, Apr 28, May 12, June 2, June 16, June 30, July 14, July 28, Aug 11, Aug 25**

Are you going to your first interview? Or, maybe you've had several interviews, but no callbacks? This workshop will help you focus on identifying your skills and linking relevant experiences through a series of exercises. Participants will learn the dos and don'ts of interviews and apply methods to successfully prepare for upcoming interviews.

\*In order to participate in any of the free Job Search Workshops, you must first attend the Jump-Start Your Job Search Information Session.

\*\*Offered online to Quebecers residing off the island of Montreal. If you live in Montreal, please visit the YES Centre in person.

# JOB SEARCH PROGRAM



## PROFESSIONAL DEVELOPMENT WORKSHOPS

### Self-Assessment

Cost: **FREE**  
Pre-registration is required.\*

**Wednesday mornings, 10:00 AM – 12:00 PM:**  
**Jan 8, Feb 5, Mar 5, Apr 2, May 7, June 4, July 9, Aug 6**

While many may have an idea of what their career choices are, for some, the process of career exploration can seem confusing. Find out how your interests, skills, values, and beliefs can be used to focus on career options. By participating in self-assessment activities, you will clarify your work preferences and explore which career paths best suit you.

### Networking through Social Media

Cost: **FREE**  
Pre-registration is required.\*



**Wednesday mornings, 10:00 AM – 12:00 PM:**  
**Jan 15, Jan 29, Feb 12, Feb 26, Mar 12, Mar 26, Apr 9, Apr 23, May 14, May 28, June 11, July 16, Aug 13**

You don't have a network? You don't know how to get one, or you've tried but it's not working? This workshop is designed to help the job seeker move forward by introducing networking fundamentals and skills. You will learn strategies for networking through social media, such as creating your own digital footprint and personal brand, in addition to learning how to leverage your LinkedIn profile and Twitter account.

### Pathways to Success

**NEW!**

Cost: **FREE**  
Pre-registration is required.\*

**Wednesday mornings, 10:00 AM – 12:00 PM:**  
**Jan 22, Feb 19, Mar 19, Apr 16, May 21, June 18, July 23, Aug 20**

How do you define success and failure in your job search? What is the difference between the two? Motivation? Having Networks? Self-Esteem? Perceptions? This interactive workshop will help participants to empower their job search through a series of exercises and small group discussions to learn:

- how your own perceptions impact the success of your job search
- how to deal with the ups and downs associated with unemployment
- important strategies to build momentum and motivation

 This symbol indicates that these services are also available online.

\*In order to participate in any of the free Job Search Workshops, you must first attend the Jump-Start Your Job Search Information Session (see page 5).  
\*\*Offered online to Quebecers residing off the island of Montreal. If you live in Montreal, please visit the YES Centre in person.



# JOB SEARCH PROGRAM

## CAREER SERVICES AND TRAINING

### Career Exploration & Training Workshops

**NEW!**

Cost: **FREE**  
Pre-registration is required.



Do you want to know more about certain careers? Not sure how to get your foot in the door? Our Career Exploration and Training Workshops give you an opportunity to meet industry professionals in an interactive, small-group setting. In each of these workshops, professionals from specific industries will discuss labour market trends and the skills or training needed to succeed within that sector. An interactive question and answer period will follow each discussion.

#### Thursday evenings, 6:30 PM – 8:30 PM:

 **Careers in Social Media: January 30**

**Women in Technology**

 **Careers in Graphic & Digital Design: February 27**

**Leveraging LinkedIn for Success: March 20**

 **Careers in Counselling: April 24**

**Toastmasters Networking & Public Speaking: May 29**

### Career Testing Services

Pricing is on a sliding scale.  
Please call **514-878-9788** for details.

Do you know what you want to do in life? Or, maybe you're at a career crossroad? Two standardized tests are used to help you explore different career options that match your skills, personality type, values, and interests. Together with a career counsellor, you will examine your interests, personality preferences and clarify your career objectives. Career testing is offered on an individual basis.

### Internship Program

Through on-the-job training, this paid internship program provides selected candidates with the opportunity to learn practical skills, gain meaningful work experience within their field and successfully integrate into the job market. Please visit our website [www.yesmontreal.ca](http://www.yesmontreal.ca) for more information and updates.

### Career Mentorship

In this program, career mentees and mentors collaboratively work towards achieving specific career goals that are established at the start of the relationship. Offering support, encouragement, and career strategies, mentoring under the Career Mentorship Program requires an investment of time and a commitment to personal development. Mentees and mentors participating in the Career Mentorship Program must commit to meeting in person at least once a month for a period of six months. (Please see page 24 for details.)

# JOB SEARCH PROGRAM



## FRENCH LESSONS & TRANSLATION SERVICES

### Résumé & Cover Letter Translation

Please call **514-878-9788** for pricing.

Have your résumé and cover letter professionally translated from English to French. Submit your electronic document to [info@yesmontreal.ca](mailto:info@yesmontreal.ca) and your translation will be ready within seven to ten business days.

### French for Job Seekers

Cost: **\$75**

Pre-registration is required.\*

These are four-week courses, held twice a week.

\*YES reserves the right to cancel a course if there are fewer than 10 participants.

### BEGINNER LEVEL

If you have knowledge of basic French vocabulary, can form simple sentences and understand some spoken French, then this course is for you. This course is not designed for students with little or no previous experience; classes are interactive and conducted only in French. The course will provide a re-introduction of the basic structures of French with intensive work on speaking, writing and listening designed to prepare students to take Intermediate Level French. Emphasis will be on an introduction to overall French grammar along with a focus on using French key words, presentation techniques and leaving a voicemail message pertaining to a job search.

### INTERMEDIATE LEVEL

Intermediate Level is designed for students who are comfortable with everyday conversational and grammatical French. This course will build on students' existing French skills, increasing students' confidence and abilities to read, write, speak and understand French. Students will be exposed to more complex vocabulary and grammatical structures and more challenging cultural and business material. Participants will also have an opportunity to work on their cover letter and participate in mock interviews.

**Tuesday & Friday mornings, 9:30 AM – 12:30 PM:**

**Session 1 – Intermediate Level: January 14 - February 7**

**Session 2 – Beginner Level: February 18 – March 14**

**Session 3 – Intermediate Level: March 25 – April 17**  
(Final class held on Thursday)

**Session 4 – Intermediate Level: April 29 – May 23**



# ENTREPRENEURSHIP PROGRAM

## YES IS DEDICATED TO HELPING YOU AND YOUR BUSINESS SUCCEED

**Our workshops and seminars are designed to give you the information that you need to take your idea or business to the next level.**

Our Entrepreneurship Program offers workshops and support that will help you refine your ideas, start or grow your business and locate the resources you need to succeed. Pre-registration is required for all online workshops and some on-site workshops. Entrepreneurship clients visiting the YES Centre will also have free access to computers with internet including Wi-Fi as well as access to a fax machine, photocopier, scanner, telephone and resource library filled with the latest magazines and books. Visit [www.yesmontreal.ca](http://www.yesmontreal.ca) for updates and additions to our entrepreneurship workshops and events.

### Jump-Start Your Business Information Session

Cost: **FREE** (Handouts: \$2)



#### Wednesday afternoons, 1:30 PM – 2:30 PM

Thinking of starting a business? Find out about the services and resources offered to you as a client of YES. As a budding entrepreneur you do not want to miss this information session which provides the basic information required to launch your business in Quebec. Get a glimpse at what it takes to be an entrepreneur, gather your facts and get ready to jump-start your business.

### Grants & Loans Information Session

Cost: **FREE** (Handouts: \$2)



#### Wednesday afternoons, 2:30 PM – 3:30 PM

By attending a Grants and Loans Information Session you will learn about funding options available to support Quebec entrepreneurs. Information is also available about funding options from different community programs. Topics covered include eligibility criteria, targeted sectors and industries, as well as levels of funding available.

### Business Coaching Sessions

Cost: **FREE\***

By appointment only.



Get individual support as you start, grow or expand your business. Our business coaching services will support you by providing answers to your business questions and guide you towards success. We can assist you with:

- Idea Evaluation and Business Set-Up
- Growing and Maintaining Your Business
- Business Plan Writing and Development
- Market Research, Sales and Marketing
- Advice on Financing Options and Resources
- Importing/Exporting, Online Business, Franchising and More

To book an appointment for business coaching services, please call **514-878-9788 ext. 316**.

### Drop-In Business Coaching Services

Drop-in business coaching services are available every **Wednesday** from **2:30 PM – 4:30 PM** for a **15-minute session**. For this service, you are not required to pay a fee to open a file. Appointments are on a first-come, first-served basis.



This symbol indicates that these services are also available online.

\*For a **one-time \$20** entrepreneurship file activation fee you will have unlimited access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.



# ENTREPRENEURSHIP PROGRAM



## SPECIALIZED AND INDIVIDUAL SERVICES

### Entrepreneurs Anonymous

Cost: **\$20**  
Pre-registration is required.

**Wednesday afternoons, 3:30 PM – 4:30 PM:**  
**Feb 12, Mar 12, Apr 9, May 14, June 11**

Looking for local insights and connections? Experience the advantages of small group networking among your entrepreneurial peers. This monthly focus group, led by a YES Business Coach, is a peer-to-peer support tool for entrepreneurs. Attendees will share their challenges and receive guided support from the group in an intimate setting over a 4-month period.

### Learn @ Lunch Series for Entrepreneurs

**NEW!**

Cost: **FREE**



These free seminars will be offered over lunch at the YES Centre and online. Seasoned professionals and guest speakers will cover a wide range of topics pertinent to entrepreneurs. For upcoming dates, topics and to register, please visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or call **514-878-9788**.

### Consultations for Small Business

Cost: **\$75** (4 sessions over a period of 8 weeks)

For a flat rate of **\$75**, have a YES Business Consultant come to your existing place of business (4 sessions over a period of 8 weeks). Our YES Business Consultants can provide you with information and tips on how to grow your business and identify opportunities for improvement. Businesses must be operational, established and located on the Island of Montreal. For more information please call **514-878-9788** ext. **323**.

### Accounting Clinic For Entrepreneurs

Cost: **FREE\***  
By appointment only.\*\*  
Speakers: **Representatives from Nexia Friedman**



In this monthly clinic, professional accountants from Nexia Friedman are available to provide you with information and answers to any accounting questions you may have. Get advice on accounting issues such as record keeping, business valuations, financial statements and business taxes.

### Legal Information Clinic For Entrepreneurs

Cost: **FREE\***  
By appointment only.\*\*



YES invites you to take advantage of our free legal clinic for entrepreneurs. Our Legal Information Officer is available to provide information and answer any questions you may have relating to business issues such as business structures, contract law, taxation and intellectual property.

 This symbol indicates that these services are also available online.

\*For a **one-time \$20** entrepreneurship file activation fee you will have unlimited access to specialized services including coaching, legal clinics and accounting clinics. You are exempt from this fee if you are receiving social assistance at the time of your appointment. Proof must be provided.

\*\*A referral from a YES Business Coach is required before obtaining this service.



# ENTREPRENEURSHIP PROGRAM

## WORKSHOPS AND NETWORKING

### Spotlight on Financing Evenings

**NEW!**

### Spotlight on Financing: Grants & Loans

**NEW!**

Cost: **\$20**

Panelists: **Michael Davis**,  
Senior Consultant, CEIM

**Elvira Winkler**, Advisor, Government programs and services, Info Entrepreneurs  
**Representative from Fundica.com**



A key challenge facing all businesses is financing. Whether your business is a start-up or you are looking for money to grow your existing business, it is important to know what options are available. In our Spotlight Workshops, you can explore the different funding options with our panel of experts.

**Tuesday evening, January 14: 6:30 PM – 8:30 PM**

Discover the financing opportunities and resources available to Quebec businesses from the various levels of government and non-profit organisations. Whether your requirement is for start-up capital, working capital, expanding the business, or purchasing equipment, our panel of experts will provide an overview of how to determine what options are available to you and how to develop a financing strategy that meets your needs. An interactive question and answer period will ensure your questions are answered.

### Spotlight on Financing: Banking & Financial Institutions

**NEW!**

Cost: **\$20**

Panelists: **Philippe K. Chrun**,  
Senior Account Manager, Business Development Bank of Canada

**Carrie Wertheim**, Account Manager- Business Services, BMO



**Tuesday evening, April 8: 6:30 PM – 8:30 PM**

Think you know what banks can do for you and your business? Think again! Our panel of industry experts will demystify the process of obtaining financing through lending institutions. An interactive question and answer period will ensure your questions are answered.

### Tax Tips for Individuals in Business

**Monday evening, March 3: 6:30 PM – 8:30 PM**

There are two things that are certain in life, and one of them is taxes. At this seminar hosted by representatives from Nexia Friedman, you will learn about categories of allowable expenses and deductions, bookkeeping requirements and the process involved in filing your business taxes.

Cost: **\$20**

Speakers: **Representatives from Nexia Friedman**



### Intellectual Property: What's in it for me?

**NEW!**

Cost: **FREE**

Pre-registration is required.

Speaker: **Robert Brouillette**,

Founding Partner, Brouillette & Partners



**Tuesday evening, May 6: 6:00 PM – 8:30 PM**

The value of your Intellectual Property (IP) - whether it's a trademark, patent, design, copyright or trade secret - can help you create value from your ideas, turning your creativity into a sustainable business. This presentation, offered by The Canadian Intellectual Property Office, will give you a better understanding of what IP is and how you can protect it.

# ENTREPRENEURSHIP PROGRAM



## OUR EXPERTISE AT YOUR SERVICE

### YES in the Community

If you are interested in having a YES representative visit your organization or community centre, please call **514-878-9788 ext. 323**

YES in the Community is a new initiative designed to provide our expertise and know-how at local community centres. YES representatives will deliver workshops in various locations on the island of Montreal. **Spaces are limited so be sure to register in advance.**

To register, please call **514-855-6130**  
Both workshops take place at the **Bibliothèque du Bois ,**  
2727 Thimens Boul., Saint-Laurent, QC

### The ABC's of Marketing

**NEW!**

Cost: **FREE**

**Thursday evening, February 20: 6:30 PM – 8:30 PM**

What exactly is marketing? If you think “That’s easy, it’s advertising,” you’re about 10% correct. The ABC’s of Marketing will walk you through the other 90% as well. From market research to product design to pricing to distribution and beyond, marketing is a crucial and all encompassing endeavour. A great marketing strategy separates the winning businesses from the wannabes. Come find out how.

### The ABC's of Social Media

**NEW!**

Cost: **FREE**

**Thursday evening, April 17: 6:30 PM – 8:30 PM**

You may know Facebook. You may know Twitter. You may know Youtube, and LinkedIn, and Pinterest. But what do you know about how these social media platforms can be used to promote your business? The ABC’s of Social Media will take you from a casual user of these media to a strategic employer of this powerful marketing tool. Every major corporation is jumping on the bandwagon. They know it’s where their customers are, and you do too.

### YES/CYBF Loan Program

For further information on this initiative, please call us at **514-878-9788** or attend our **Grants & Loans Information Session** (see page 9 for details).

YES is a proud partner of The Canadian Youth Business Foundation (CYBF). The CYBF provides start-up financing, mentoring and educational resources that empower young Canadians 18-39 to start and grow businesses. With the support of our business coaches, you can apply for up to \$15,000 start-up financing from CYBF and even go on to gain an additional \$30,000 from BDC (The Business Development Bank of Canada).

### Entrepreneurship Mentorship Program

The YES Entrepreneurship Mentorship Program aims to increase the success rate of start-up entrepreneurs by providing access to the knowledge and expertise they need to make good business decisions on their own. Entrepreneurs are matched with experienced business professionals who can provide support, guidance and encouragement (see page 24 for details).



# ENTREPRENEURSHIP PROGRAM

## BUSINESS SEMINAR SERIES

### Business Basics for Startups Seminar Series

Cost: **\$50** for the series (3 seminars)

Ready to launch a new venture or grappling with a new business idea? This three-week seminar is suitable for both novice entrepreneurs as well as the more experienced owner who is launching a new venture or is new to business in Quebec. We will provide you with pragmatic insights, tools and theories to help get your business started on the right foot. Webcast services are also available to our clients in Montreal and the surrounding Quebec regions. This series sells out quickly. Register now!

# 1

### Ideation & Validation

Speaker: **Ron Abraira**,  
John Molson School  
of Business



#### HOW CAN I MAKE THIS IDEA WORK?

You have a great business idea but are not sure if it will catch on? Incorporating lean start-up philosophies, this seminar will provide you with tools to check the validity and viability of your project and to identify workable business models. Learn how to clarify your vision, test your ideas and focus your efforts to maximize your probability of success.

# 2

### Business Structure & Legal Implications

Speakers: **Paul Dery-Goldberg**,  
Lawyer, Spiegel Sohmer  
**Nathalie Proulx**, Lawyer,  
Spiegel Sohmer



#### HOW CAN I AVOID LEGAL PITFALLS AND PROTECT MY BUSINESS?

How do I register my business, what are the options, and how do I decide? What are the legal issues related to leases and intellectual property? What are the roles of professional advisors such as lawyers? This seminar will provide valuable insights into all of these issues.

# 3

### Selling & Implementation

Speaker: **John Scott Bailey**,  
President JSB & Associates,  
[www.marketingout.ca](http://www.marketingout.ca)



#### HOW CAN I MAKE SALES AND GROW MY BUSINESS?

Whether you're selling a product or a service, let us help by offering valuable tips on how to build your sales machine. This seminar will cover the entire sales process from how to identify your best potential customers, model your sales process, gather and process leads, communicate your value proposition, build relationships, and close the deal.

**These workshops take place between 6:30 PM – 8:30 PM.**

#### Topics:

1. Ideation & Validation:
2. Business Structure & Legal Implications:
3. Selling & Implementation:

#### Series 1:

**February 3**  
**February 10**  
**February 17**

#### Series 2:

**March 11**  
**March 18**  
**March 25**



This symbol indicates that these services are also available online.

# ENTREPRENEURSHIP PROGRAM



## TOOLS FOR YES CLIENTS & ALUMNI

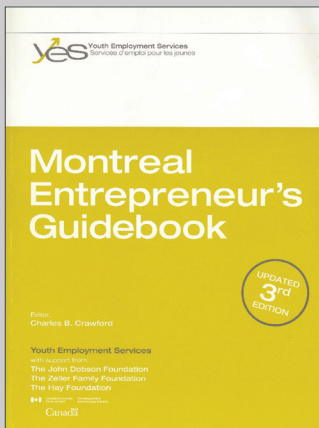
### YES Client Directory: Entrepreneurs at Work

Post on our board for free and get connected with fellow entrepreneurs. The YES Entrepreneurs' Board offers an opportunity for YES entrepreneurship clients to post their business cards in our centre, in order to advertise their products and services.

### YES E-Directory: Entrepreneurs in Business

YES offers a free marketing tool on our website for entrepreneurship clients to promote their services and products. The YES E-Directory is an online directory of our clients' businesses and contact information. Anyone can have access to this virtual resource and learn about the services and products that YES clients have to offer. For more information please contact us at **514-878-9788**.

## THE YES MONTREAL ENTREPRENEUR'S GUIDEBOOK, 3<sup>rd</sup> EDITION



Cost: **\$40** (taxes included/  
shipping not included) or **\$30**  
if purchased while opening your  
Entrepreneurship Client File.

This Guidebook provides entrepreneurs with a detailed roadmap outlining the steps involved in starting a business. It is used by several Montreal area educational institutions, including Concordia and McGill Universities.

Part 1, the "Entrepreneurial Roadmap", takes you through eight steps that will help you reach your dream, featuring expert advice, insight, checklists, references, real-life entrepreneurial examples, self-evaluation, finding business opportunities, conducting effective market research, writing winning business plans, finding the money to finance your venture and helpful hints on running a successful venture. These articles are reprinted from almost 100 sources.

Part 2, the "Entrepreneurial Resource Guide", is a comprehensive listing of local non-profit, community and government organizations that provide valuable advice and assistance on everything from market research to business planning to financing.







# WOMEN IN TECHNOLOGY

**DEDICATED TO HELPING WOMEN REALIZE AND REACH THEIR POTENTIAL IN THE TECH INDUSTRY**

## WOMEN IN TECHNOLOGY



YES' Women In Technology Program is designed to support and encourage women entering tech careers or starting businesses within tech industries. YES offers support services designed with the unique needs of women in technology in mind ranging from networking opportunities, career counselling, business coaching, thematic workshops, mentoring and much more. Many of these services are also available online.

To best meet the diverse and particular needs of our Women in Technology clients, this program works closely with the YES Entrepreneurship, Job Search and Mentorship programs, which also offer specialty coaching, workshops and other services that may be pertinent to women in technology.

YES also collaborates with the  **Montreal GIRL GEEKS**  to offer some workshops and services. definitely does compute. 

### Women in Technology Information Session

Cost: **FREE**



**Thursday afternoons, 2:00 PM – 4:00 PM:**  
**Jan 16, Feb 13, Mar 13, Apr 10, May 22**

Looking to launch a new career in technology or jump-start your tech-based business? This information session is specifically geared to women who are interested in entering tech-related industries including web and software development, gaming, new media, animation and a host of other fields. You will be given an overview of the services and resources available at YES as well as an opportunity to meet with other like-minded women and explore the range of rewarding and exciting business and career options that exist for women in these fields.

 This symbol indicates that these services are also available online.

# WOMEN IN TECHNOLOGY



## NETWORKING FOR WOMEN IN TECHNOLOGY

### Women in Technology: Connect

Cost: **FREE**

Pre-registration is required.

Featuring: **The Women behind  
Planiclik.com**

**Monday evening, April 29: 6:00 PM – 8:00 PM**

Join us for a new take on the Women in Technology Networking evening. This interactive networking session will feature prominent YES WIT clients as well as other women entrepreneurs and aspiring entrepreneurs at all stages of business who will come together and share their stories, successes and challenges in business and in their careers.

## CAREER PROGRAM FOR WOMEN IN TECHNOLOGY

### Career Counselling for Women in Technology

Cost: **FREE**



Whether you are deciding on a career, starting a career, changing careers or upgrading your career skills, our career counsellors can help you develop a personal strategy and make informed career choices. Begin exploring your options by attending a 15-minute drop-in session in person, Monday to Friday from 12:00 PM – 1:00 PM, and meet with a career counsellor to discuss job search strategies or have your résumé reviewed. Pre-registration is not required and appointments are on a first-come, first-served basis.

**Following the drop-in session, arrangements can be made for ongoing counselling sessions both in person or online.**

### Transferable Skills for Women in Technology

Cost: **FREE**

Pre-registration is required.



**Thursday morning: 10:00 AM – 12:00 PM: February 6, May 1**

Understanding transferable skills is key to optimizing your career opportunities within the tech industry particularly if you are looking for your first job, changing careers or don't have relevant work experience related to the job you want. This workshop will define what transferable skills are, how to identify them and how to promote these skills to employers.

### Women in Technology Career Exploration Workshop

Cost: **FREE**

Pre-registration is required.



See page 7 for more  
Career Exploration Workshops.

**WOMEN IN TECHNOLOGY: CAREERS IN GRAPHIC & DIGITAL DESIGN  
Thursday evening, February 27: 6:30 PM – 8:30 PM**

Are you passionate about a career in technology? Not sure how to get your foot in the door? The Women in Technology Career Exploration Workshops are designed to provide participants with an opportunity to meet industry professionals in an interactive, small-group setting. In each of these workshops, professionals from specific sectors will discuss labour market trends and the skills needed to succeed. An interactive question and answer period will follow each discussion along with a 30-minute networking session.



# WOMEN IN TECHNOLOGY

## CAREER MENTORSHIP FOR WOMEN IN TECHNOLOGY

### Women in Technology Career Mentorship

Cost: **FREE**

YES offers a mentorship program designed to assist high-potential women in their career advancement. The YES Women in Technology Career Mentorship Program matches females who are serious about a career in technology with industry professionals for support, encouragement and career guidance. Mentees and mentors must commit to meeting in person at least once a month for a period of six months (please see page 24 for more details).

**Mentorship candidates must be referred by a YES Career Counsellor.**

## ENTREPRENEURSHIP PROGRAM FOR WOMEN IN TECHNOLOGY

### Business Coaching for Women in Technology

Cost: **FREE\***

For appointments, call  
**514-878-9788 ext. 316**



Whether you are exploring an idea, planning your business, or already running your own business, take advantage of our individual support specifically geared towards women entrepreneurs starting up technology-based ventures. Our specialized dedicated coach with over 25 years of high tech business experience can work with you to meet your individual needs. Your first initial consultation is free\*

**Drop-in business coaching services are also available every Wednesday from 2:30 PM – 4:30 PM for a 15-minute session. For this service, you are not required to pay a fee to open a file. Appointments are on a first-come, first-served basis.**

### The Essentials of E-Commerce

**NEW!**

Cost: **\$20**

Pre-registration is required.

Speaker: **Pat Romain**,  
Owner, Vizionva Business Services



**Tuesday evening, January 28: 6:30 PM – 8:30 PM**

Ecommerce can be a great and affordable way to launch your creative or small business or to grow an existing business. But where do you start? There are a lot of different components to a successful e-commerce system including inventory management, shopping carts, payment, and shipping systems. This presentation will provide an overview of the e-commerce process and various tools to help you decide what is important for your business and how to select amongst the many options available.



This symbol indicates that these services are also available online.

\*First-time business coaching appointments for Women in Technology are **free**. After your first appointment, you will have unlimited access to further business coaching and specialized services for a **one-time \$20** file activation fee. You are exempt from this fee if you are receiving social assistance at the time of your appointment, proof must be provided.



## ENTREPRENEURSHIP PROGRAM FOR WOMEN IN TECHNOLOGY

### Attracting Investors

**NEW!**

Cost: **\$20**

Pre-registration is required.

Speaker: **Elisabeth Laett**,  
Managing Partner, Xaphan Group,  
President, IntellaCare Inc.



**Monday evening, March 10: 6:30 PM – 8:30 PM**

Does your start up have the potential to dominate a market niche and enjoy rapid growth? Venture financing – from either Venture Capitalists (VCs) or Angel Investors – might be part of your financing strategy. In this workshop you will learn to identify the different types of investors, their unique needs and how to approach them.

### Small Business Consultations for Women in Technology

Cost: **\$75** (4 sessions over a period of 8 weeks)

For a flat rate of **\$75**, have a YES Business Consultant come to your existing place of business (4 sessions over a period of 8 weeks). Our YES Business Consultants will provide you with information and tips on how to grow your business and identify opportunities for improvement. Businesses must be operational, established and located on the Island of Montreal.

For more information please call **514-878-9788** ext. **323**.

### Women in Technology Entrepreneurship Mentorship

Cost: **FREE**

YES offers a mentorship program designed to assist women entrepreneurs in the development of new technology-based ventures. The YES Women in Technology Entrepreneurship Mentorship Program connects female entrepreneurs with experienced business professionals for support, guidance and encouragement. The entrepreneurship mentees work with their mentors at the onset of the relationship, where they establish the specific goals they are going to achieve.

**Mentorship candidates must be referred by a YES Business Coach.**

### Women in Technology Entrepreneurs CYBF Loan Program

YES is a proud partner of The Canadian Youth Business Foundation (CYBF), which is a foundation that provides start-up financing, mentoring and educational resources that empower young Canadians to start and expand their business. With the support of YES' Business Coaches, women entrepreneurs in technology and technology-related fields will have a unique opportunity to apply and gain financing from CYBF for their initiatives. For more information, attend the weekly Grants & Loans Information Session or attend the weekly Business Coaching Drop-In Session (no file activation required).



# WOMEN IN TECHNOLOGY

## ENTREPRENEURSHIP PROGRAM FOR WOMEN IN TECHNOLOGY

### Accounting Clinic For Entrepreneurs

Cost: **FREE\***

By appointment only.\*\*

Speakers: **Representatives from  
Nexia Friedman**



In this monthly clinic, professional accountants from Nexia Friedman are available to provide women entrepreneurs with individual information and answers to any accounting questions you may have. Get advice on accounting issues such as record keeping, business valuations, financial statements and business taxes.

### Legal Information Clinic For Entrepreneurs

Cost: **FREE\***

By appointment only.\*\*



YES invites all women entrepreneurs to take advantage of our free legal clinic. Our Legal Information Officer is available to provide individual information and to answer questions you may have relating to business issues such as business structures, contract law, taxation and intellectual property.

### YES Client Directory: Entrepreneurs at Work

Post on our board for free and get connected with fellow entrepreneurs. The YES Entrepreneurs' Board offers an opportunity for YES entrepreneurship clients to post their business cards in our centre, in order to advertise their products and services.

### YES E-Directory: Entrepreneurs in Business

YES offers a free marketing tool on our website for entrepreneurship clients to promote their services and products. The YES E-Directory is an online directory of our clients' businesses and contact information. Anyone can have access to this virtual resource and learn about the services and products that YES clients have to offer. For more information please contact us at **514-878-9788**.



This symbol indicates that these services are also available online.

\*For a **one-time \$20** file activation fee you will have unlimited access to our specialized services. You are exempt from this fee if you are receiving social assistance at the time of your appointment, proof must be provided.

\*\*A referral from a YES Business Coach is required before obtaining this service.



# ARTISTS' PROGRAM



## BUSINESS SKILLS FOR CREATIVE SOULS

The YES Artists' Program is open to artists and artist-entrepreneurs of all ages and artistic backgrounds. The program supports and accompanies artists in the development of entrepreneurial skills, strategies and tools to help turn their artistic passion into an economically viable profession. To best meet the diverse and particular needs of our artist clients, this program works closely with the YES Entrepreneurship, Job Search and Mentorship Programs, which also offer specialty coaching, workshops and other services that may be pertinent to artists.

### Jump-Start Your Art / Artists' Grants & Loans Information Session



Thursday afternoons, 1:30 PM – 3:30 PM:

Jan 23, Feb 6, Feb 20, Mar 6, Mar 20, Apr 3, Apr 17,  
May 1, May 15, May 29, June 19, July 17, Aug 14

Are you an artist seeking to make a living from your creativity and talent, but don't know how? This orientation session outlines the support services available to artists through YES and other arts organizations, and touches upon key things to consider in building a career or business in the arts. Topics include: getting to know your industry, marketing/promotion, governance, developing relationships with key stakeholders, understanding the funding landscape and essential grant-writing tips.

**After the workshop, there will be the opportunity for an individual consultation to establish the YES resources that best suit your needs.**

### Coaching Sessions for Artists



Cost: **FREE\***

By appointment only.

To book an appointment with an Artists' Coach, call **514-878-9788 ext. 316**.

**15-minute drop-in artist coaching sessions** are available on a first-come, first-served basis. For this service, you are not required to pay the file activation fee.

Individual sessions with a dedicated artists' coach can be one-time, occasional or on-going in nature, and are intended to help artists define and attain goals based on short and long-term action plans. Guidance and support is offered in the following areas:

- Administration
- Audience development
- Career development
- Event & project planning
- Funding & fundraising
- Goal-setting & prioritizing
- Grant Writing
- Industry resources & organizations
- Marketing & promotional tools/strategies
- Media & public relations
- Networking
- Time management

**15-minute drop-in coaching sessions, Thursdays, 1:30 PM – 2:30 PM:**

Jan 16, Jan 30, Feb 13, Feb 27, Mar 13, Mar 27, Apr 10, Apr 24,  
May 8, May 22, June 5



This symbol indicates that these services are also available online.

\*Clients wishing to obtain specialized artists' and entrepreneurial services including individual coaching or legal and accounting clinics are required to pay a **one-time \$20** file activation fee. Clients receiving or social assistance at the time of their appointment are exempt from this fee, but must provide proof. Please see page 2 for details on our cancellation policy.



# ARTISTS' PROGRAM

## Group Coaching for Artists

Cost: **FREE**

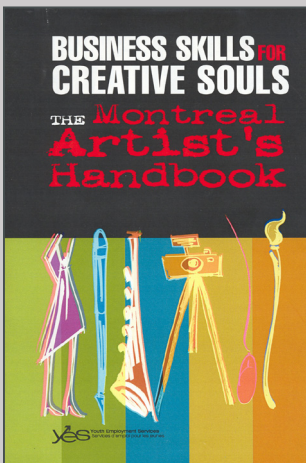
**Thursday afternoons, 2:30PM – 4:00PM:**  
**Jan 16, Jan 30, Feb 13, Feb 27, Mar 13, Mar 27,**  
**Apr 10, Apr 24, May 8, May 22, June 5**

Hosted and moderated by the YES Artists' Coach, this informal open coaching block is available on a first-come, first-served basis and encourages the exchange of ideas, information, resources and strategies between peers working towards careers in the arts and/or in arts-entrepreneurship. Group maximum is 8 participants. **Participants are required to have opened a client file at YES for these coaching services.**

## Mentorship for Artists

The YES Artists' Mentorship Program matches emerging artists and artist-entrepreneurs with established artists, cultural administrators and/or business professionals so that they may benefit from their expertise, knowledge and networks. Mentees and mentors under the YES Artists' Mentorship Program must commit to meeting in person at least once per month over the course of one year. Mentorship candidates must be pre-screened by the Artists' Coach (see page 24 for more details).

## BUSINESS SKILLS FOR CREATIVE SOULS: THE MONTREAL ARTIST'S HANDBOOK



### YOU HAVE THE TALENT AND THE VISION... NOW MAKE IT WORK FOR YOU!

This handy guide is a must-have for career-minded emerging artists of all disciplines. Filled with useful, real-life tips, this book is based on interviews with more than 50 local professional artists, and covers topics such as accounting, employment and business basics, funding for artists, law and the arts, marketing, and more. Included is a resource listing of more than 75 local and national associations, granting agencies and arts service organizations.

Cost: **\$19.95** (taxes included/shipping not included)  
or **\$15** if purchased while opening your Artist Program Client File.

# ARTISTS' PROGRAM



## BUSINESS SKILLS FOR CREATIVE SOULS – WORKSHOPS FOR ARTISTS

YES' *Business Skills for Creative Souls* Workshops focus on the specific needs of artists and artist-entrepreneurs and are presented by working industry professionals. Each session includes time for a question and answer period, as well as networking and exchange. Updates and additions to the artists' workshops and events are available at [www.yesmontreal.ca](http://www.yesmontreal.ca).

Cost: **\$20** each or **\$70** for the four-workshop series or **\$80** for the four-workshop series including the *Montreal Artist's Handbook*.

### Social Media 101: An Integrated Approach

**NEW!**

Cost: **\$20**

Speaker: **Jonathan Berthold**,  
Director of Digital Media, Rank Media Agency



**Wednesday evening, February 12: 6:30 PM – 8:30 PM**

Social media offers artists a powerful and accessible medium for self promotion, but achieving desired results depends largely on using it effectively. This workshop explores how artists can leverage social media management tools like Hoot Suite and others to build integrated social media strategies and campaigns for releasing content, promoting their projects/events and engaging with their followers and the community at large.

### Be Your Best on Etsy

**NEW!**

Cost: **\$20**

Speaker: **Norma Andreu**,  
Contemporary Artisan & Illustrator,  
Cara Caramina



**Wednesday evening, March 12: 6:30 PM – 8:30 PM**

Etsy is a vibrant online marketplace that gives artists, craftspeople and artist-entrepreneurs an easy and effective way to market, show and sell their work globally. But building success on Etsy requires a savvy and strategic approach; strong and cohesive branding; and prolific and consistent promotion. YES Artists' Program alumna – Norma Andreu of Cara Garmina – will share her insights and practical advice to help you build your brand and sales potential on Etsy.

### Wordpress 101

**NEW!**

Cost: **\$20**

Speaker: **Warren Wilansky**,  
Principal & Founder, Plank Design



**Wednesday evening, April 9: 6:30 PM – 8:30 PM**

Once just a humble blogging interface, WordPress has grown into one of the most widely used web publishing and content management platforms in the world. Offering a vast number of tools, templates and plug-ins, WordPress can help you build a highly functional and attractive website and blog. But increasing SEO and traffic to your site, blog and social media platforms also requires strategy and know-how. This workshop will help get you on your way.

### Freelancing: Videography

**NEW!**

Cost: **\$20**

Speaker: **Alyssa Kuzmarov**,  
Founder & Director, Productions Oracle



**Wednesday evening, May 7: 6:30 PM – 8:30 PM**

Building a freelance videography practice or production company is challenging in an ever-changing and competitive marketplace. Guest presenter, Alyssa Kuzmarov, will share her considerable professional expertise, strategies, best practices and tools needed to build a career in this field. Topics will include developing a cohesive brand, determining who to approach for work opportunities and how to "pitch" and build visibility/credibility.



This symbol indicates that these services are also available online.



# ONLINE SERVICES

## OUR EXPERTISE AT YOUR SERVICE, ANYWHERE

To ensure that YES is able to help all Quebecers wishing to receive English-language support services, we offer interactive online video services for many of our programs and services. Certain conditions apply.

Our standard nominal fees and sign-up procedures still apply. Please note that in order to ensure the quality of this service, you must have the appropriate hardware and bandwidth capabilities. For more information, please visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca) or contact us at **514-878-9788 / 888-614-9788**.

### Online Workshops & Seminars

The majority of the YES Entrepreneurship, Women in Technology and Artists' Program workshops and seminars offered at the YES Centre are also available online for our clients both within the Montreal and surrounding Quebec regions. Select Job Search Program workshops are now available online exclusively to Quebecers residing off the island of Montreal. Using our Webex service, clients are able to watch, listen and respond to our seminars through their home computers. Pre-registration is required for all online workshops.

### Online Business Coaching Services

Need business coaching advice but can't make it into our centre? Take advantage of our individual business coaching sessions via online video. YES offers the latest video equipment to provide long-distance online services that are personal, professional and private.

### Online Career Counselling Services

If you are a Quebec job seeker who resides off the island of Montreal, you can now take advantage of our individual career counselling services via video conferencing. YES offers the latest video equipment to provide long-distance online services that are personal, professional and private.

### Women in Technology Online Business Coaching & Career Counselling Services

Women in Technology in Montreal and across the province of Quebec can take advantage of our individual business coaching and career counselling services via video conferencing. YES offers the latest video equipment to provide long-distance online services that are personal, professional and private.



### Also Available Online Symbol

When you see this symbol indicating that the service offered is also available online, you can visit our website at [www.yesmontreal.ca](http://www.yesmontreal.ca) or call us at **514-878-9788 / 888-614-9788** to register or to obtain more information.

**If you are within the Montreal area, it is recommended that you visit our centre in person to have greater access to all of the services and resources available.**

# MENTORSHIP PROGRAM



The YES Mentorship Program aims to facilitate the transfer of skills and wisdom from a volunteer who is an experienced professional (a mentor) to a less-experienced individual (a mentee). A mentor acts as a guide, a role model and as an advisor to a mentee, who is willing to learn from their mentor's experiences in order to develop their career or business. The development of a successful mentoring relationship requires an investment of time, and a commitment to personal development and learning. Our "Pay It Forward" Mentorship Program assists the transition from school to work or self-employment through the transferring of knowledge from mentor to mentee. For more information about the YES Mentorship Programs, please call the YES Mentorship Coordinator at **514-878-9788**.

## Career Mentorship Program\*

The YES Career Mentorship Program facilitates career development and employment in Quebec. Mentees are matched with experienced professionals who can provide support, guidance and encouragement. Career mentees work towards achieving specific career goals that they establish at the start of the relationship.

## Entrepreneurship Mentorship Program\*

The YES Entrepreneurship Mentorship Program aims to increase the success rate of start-up entrepreneurs by providing them access to the knowledge and expertise they need to make good business decisions on their own. Entrepreneurs are matched with experienced business professionals who can provide support, guidance and encouragement. The entrepreneurship mentees work with their mentors at the onset of the relationship, where they establish the specific goals they are going to achieve.

## Artists' Mentorship Program\*

The YES Artists' Mentorship Program offers career guidance and support to emerging artists and arts professionals by matching them with established artists, cultural administrators and/or business professionals so that they may benefit from their expertise, knowledge and networks. Mentees and mentors work together to identify short and long-term career goals, and how to overcome obstacles that arise along the way.

## Women in Technology Mentorship Program\*

YES offers a one-to-one mentorship program designed to assist women with their career advancement and technology-based ventures. The YES Women in Technology Mentorship Program connects women mentees with experienced professionals for support, guidance and encouragement. The mentees work with their mentors at the onset of the relationship, where they establish the specific goals they are going to achieve.

## Become a Mentor

Are you an experienced professional with a sense of commitment and desire to give back to the community? Are you looking for volunteer experience? Do you want to share your knowledge and expertise? Please contact the YES Mentorship Coordinator at **514-878-9788** for further information on how you can give back to the community by becoming a mentor.

\*Mentorship candidates must be referred by a YES Career Counsellor, Business Coach or Artists' Coach. Mentees and mentors under the YES Mentorship Program must commit to meeting in person at least once per month for a period of one year, and for the Career Mentorship Program at least once per month for a period of six months.





Whether you are an artist or entrepreneur looking to start or expand your business, we have funding options for you. Attend a Grants & Loans Information Session to learn about all of the funding options available through YES and different community programs. Topics covered include eligibility criteria, targeted sectors and industries, as well as levels of funding available. For more information, please visit [www.yesmontreal.ca](http://www.yesmontreal.ca) or contact us at **514-878-9788**.

## For Entrepreneurs: Grants & Loans Information Session

Cost: **FREE** (Handouts \$2)



### Wednesday afternoons, 2:30 PM – 3:30 PM

By attending a Grants and Loans Information Session you will learn about funding options available to support Quebec entrepreneurs. Information is also available about funding options from different community programs. Topics covered include eligibility criteria, targeted sectors and industries, as well as levels of funding available.

## For Artists: Jump-Start Your Art / Artists' Grants & Loans

Cost: **FREE** (Handouts \$2)



### Thursday afternoons, 1:30 PM – 3:30 PM

Are you an artist seeking to make a living from your creativity and talent, but don't know how? This orientation session outlines the support services available to artists through YES and other arts organizations, and touches upon key things to consider in building a career or business in the arts. Topics include: getting to know your industry, marketing/promotion, governance, developing relationships with key stakeholders, understanding the funding landscape and essential grant-writing tips.

## Canadian Youth Business Foundation (CYBF) Loan

Are you in need of financing for your new business? You may be eligible for a loan of up to \$45,000 through YES in partnership with the Canadian Youth Business Foundation (CYBF), and in collaboration with the Business Development Bank of Canada (BDC). It is mandatory that you meet with a YES Business Coach before submitting a loan application.

## Women in Technology CYBF Loan

In partnership with The Canadian Youth Business Foundation (CYBF), women entrepreneurs in technology will have a unique opportunity to apply for and gain financing from CYBF for their initiatives. See page 18 for details.



This symbol indicates that these services are also available online.

# CHARITABLE DONATIONS TO YES



## YES NEEDS YOUR SUPPORT

### Our Mission

As a not-for-profit organization, YES Montreal (Youth Employment Services) enriches the community by providing English-language support services to help Quebecers find employment and start businesses.

### YES at a Glance

YES is a one-stop, English-language support service provider in Quebec helping over 4,500 Quebecers annually.

YES started in 1995 as a vehicle to stem the flow of young people from Quebec and in the past eighteen years has helped over 40,000 Quebecers through its various programs. The number of clients served annually has increased from 120 in 1996-1997, to over 4,500 in 2013, while client visits have increased to over 15,000 per year. YES is heralded for its professionalism, long-standing record of measurable success and the exceptional service it provides the community almost entirely free of charge.

### Over 4,500 Reasons to Donate to YES

For more information on our fundraising efforts, please contact **Iris Unger** at **514-878-9788 ext. 301** or **iu@yesmontreal.ca**

Charitable Registration Number:  
**88872 9050 RR 0001**

Although the government supports many of our programs, it is still not enough to enable us to provide all of our services for free or at affordable prices. YES relies on the support and generosity of its friends and the community to be able to continue providing essential programs and services that are not subsidized. Each one of the 4,500 individuals who walk through our doors every year is important to us, and the continued development of our services is key to their success.

This is where you can make a difference:

- Help a young job seeker
- Help a new entrepreneur
- Help a women in technology
- Help a talented artist

Donate online at **www.yesmontreal.ca** or by phone at **514-878-9788**. Receipts will be issued for gifts of \$10 or more.



YES is a proud member of Imagine Canada's Ethical Code Program. As a member, YES meets donor expectations and complies with the Code's fundraising and financial accountability standards.



## Creative Connections: Profiling Creative Local Artists

**NEW!**

**January 2014**

Visit us online at [www.yesmontreal.ca](http://www.yesmontreal.ca)  
for upcoming event details.

Creative Connections is a unique event designed to bring together talented, local artists and Montreal-based companies/professional buyers for an evening of on-the-spot interviews and networking.

Both companies and artists will be selected based on their compatibility with each other.

## Women in Technology: NetWORK Now

**NEW!**

**March 2014**

Visit us online at [www.yesmontreal.ca](http://www.yesmontreal.ca)  
for upcoming event details.

This event brings 20 company representatives looking to hire together with 40 Women in Technology Program clients looking to jump-start their career. During this FREE event, YES will line-up interviews for each job seeker with companies hiring in their field. The evening also includes a networking cocktail which job seekers can use as an opportunity to make valuable corporate contacts.

Polish your CV, press your suit, and NetWORK Now to start your career!

## The 17<sup>th</sup> Annual YES Entrepreneurship Conference

**Wednesday, May 21, 2014**

Location: **SOCIÉTÉ DES ARTS**

**TECHNOLOGIQUES [SAT],**

1201 Saint-Laurent Boulevard

Visit us online at [www.yesmontreal.ca](http://www.yesmontreal.ca)  
for upcoming conference details.

With the goal of offering an even better event to our participants, this year's conference seeks to be innovative and progressive while maintaining a distinctive focus on business innovation and creativity. Taking place on Wednesday, May 21st, at the Société des Arts Technologiques (1195 Saint-Laurent) in Montreal, the conference will offer keynote addresses on a variety of topics.

Past speakers have included Mitch Joel (Twist Image), Stewart Schaefer (Dormez-Vous?), Yona Shtern (Beyond the Rack), Michael & David Brownstein (Browns Shoes), Cora Tsoufidou (Chez Cora), Herschel Segal (Le Château), Inder Bedi (MATT & NAT), and Salvatore Parasuco (Parasuco Jeans)..

Stay tuned for a whole new conference not to be missed!



**CAN'T ATTEND IN PERSON?** Participate in the conference from anywhere in Quebec by attending online.

# UPCOMING EVENTS



## The 15<sup>th</sup> Annual YES Artists' Conference: Business Skills for Creative Souls

Visit us online at [www.yesmontreal.ca](http://www.yesmontreal.ca) for upcoming conference details.

This unique event brings together emerging and established artists from all disciplines for a full day of inspiration, information and exchange. In addition to great networking opportunities, the day's agenda includes workshops and panel discussions with working artists and arts professionals who share their experiences and insights on making it in Quebec's cultural industries. A long-standing YES tradition, and not-to-be-missed event!



**NEW!** CAN'T ATTEND IN PERSON? Participate in the conference from anywhere in Quebec by attending online.



Successful futures start with



This symbol indicates that these events are also available online.





# NOTES

A series of horizontal dotted lines for taking notes.

## STAFF

Iris Unger, *Executive Director, YES*  
Fernanda Amaro  
Silvina Asurmendi  
Catherine Brisindi  
Leann Brown  
Colleen Bush  
Mario Clarke  
Ellen Englert  
Alexander Gordon  
Nadja Grabovari  
Paul Higgins  
Sherry Hollinger  
Coby Ingham  
Annalise Iten  
Douglas Leahey  
Daniel Légaré  
Monika Majewski  
Maria Pereira  
Maggie Severs  
Gerald Silverberg  
Anna Viegas  
Kelsey White  
Marc Wrobel  
Stephanie Zacharkiw  
Lamiaa Zaid

## ADVISORY COUNCIL

Lionel Blanshay  
Rob Braide  
Scott Conrod  
Charles B. Crawford  
John W. Dobson\*  
Peter R. Johnson  
Guy Laframboise  
Timothy Leyne  
Peter McAuslan  
Andy Nulman  
Philip O'Brien  
Hilary Radley  
Herschel Segal  
Robert Walsh

\*Deceased

## BOARD OF DIRECTORS

*Past President, YES*  
**Harold Simpkins**  
John Molson School of Business  
Concordia University

*President, YES*  
**John Aylen**  
John Aylen Communications

*Vice President, YES*  
**Jordan LeBel, Ph.D.**  
John Molson School of Business  
Concordia University

*Vice President, YES*  
**Roslyn Slawner**  
Hart Resource Development

*Treasurer, YES*  
**Gavin Correa, CPA, CA, CFP**  
Litwin Correa, LLP  
Chartered Accountants

*Secretary, YES*  
**Doris Juergens**  
NATIONAL Public Relations

**Andrew Abdalla**  
MNP LLP

**John Scott Bailey**  
JSB & Associates Inc.

**Pino Di Iola**  
BeaverTails Pastry/Moozoo Juices Gelateria

**Chris Emergui**  
BAM Strategy

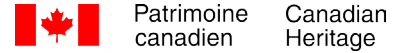
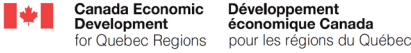
**Harvey Elman**  
Landmark Properties Inc.

**Christopher Minkoff**  
Fort Financial Group



# PARTNERS

Our programs are made possible with the generous support of our partners:



THE JOHN DOBSON FOUNDATION • THE HAY FOUNDATION • THE HENRY AND BERENICE KAUFMANN FOUNDATION  
THE PEACOCK FAMILY FOUNDATION • THE TAUBEN FOUNDATION • THE ZELLER FAMILY FOUNDATION • CANDEREL


As a not-for-profit organization, YES Montreal (Youth Employment Services) enriches the community by providing English-language support services to help Quebecers find employment and start businesses. YES relies on the generosity of its friends and the community to provide these professional services. Your donation will ensure that we are able to continue providing our unique programs and services in Montreal. Tax receipts will be issued for donations of \$10 or more.







YES is a not-for-profit organization

Successful futures start with 

Connect with YES    

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

**514-878-9788**

**666 Sherbrooke St. West, Suite 700**

Montreal, Quebec H3A 1E7