



## GroYourBiz Grows in Vancouver and Victoria

*Women's peer advisory initiative adds expert facilitators for new chapters to meet the needs of high caliber women entrepreneurs*

**For Immediate Release**

**July 22, 2011**

**VANCOUVER, BC** – GroYourBiz, a division of Impact Communications Ltd., announces the addition of two leading expert facilitators with the expansion of chapters in Vancouver and Victoria. Current chapters exist in Burnaby and Abbotsford, B.C., launched in October of 2010.

GroYourBiz is for women entrepreneurs who want to take their business to the next level. Each chapter consists of a peer to peer advisory group of 15 to 20 women who meet monthly to draw upon the skills, expertise, inspiration and energy of like-minded entrepreneurs offering practical solutions to attract customers and address expansion needs. Sessions also include advice from top business experts and analysts from an alliance of leading businesses such as BMO Bank of Montreal, Fasken Martineau DuMoulin, and MNP LLP - all working together to foster and support these small-medium enterprises (SMEs).

“As the founding and leading “Partner in Development” for GroYourBiz, BMO Bank of Montreal sees the immense value in bringing together these women business owners in small groups over a certain time period to receive highly beneficial legal, accounting, banking and marketing advice,” said Joanne Gassman, BMO’s senior vice president, BC and Yukon Division.

Joining the GroYourBiz roster of chapter facilitators are Cynthia Roney of Vancouver and Cathy McIntyre of Victoria.

Cynthia Roney is a certified executive and business coach with 25 years of experience including positions as a CEO and Board Director of public and private companies. Through her company, Executive Passage and ActionCOACH, she works as a coach, mentor, facilitator and presenter with a number of organizations including the Women's Executive Network (WXN), Women's Enterprise Centre (WEC), Forum for Women Entrepreneurs (FWE), Minerva Foundation, BC Excels (LifeSciences BC), Canadian Board Diversity Council (CBDC) 'Get on Board' program and Women in Leadership Forum (formerly Women on Board).

Cathy McIntyre is a senior executive with over 25 years of business experience. She began her career as a marketing and communications professional with such multi-national companies as Revlon, Playtex, Southam newspapers and Thomson Corporation. In 1997 she founded Strategic Initiatives Inc., a nationally recognized market research firm which counts among its clients many of the leading businesses in Western Canada and several not-for-profit organizations. McIntyre has served as Director of the Certified Management Accountants Society of BC, the United Way of Canada, the United Way of Greater Victoria, and the UVic Alumni Association. She holds a M.B.A. in Entrepreneurship from the University of Victoria. McIntyre was nominated for a Women of Distinction Award in 2004 and a Victoria Leadership Award in 2005.

“You have already built a business. It has survived, perhaps even thrived, but now you’re wondering what to do next. GroYourBiz was developed to assist women entrepreneurs in small to medium enterprises who want to take their business to the next level,” said Barbara Mowat, President of GroYourBiz and Impact Communications Ltd.

As demand continues for women entrepreneurs who want to grow their business, Mowat felt that it was time to expand to Vancouver and Victoria and have expert facilitators like Roney and McIntyre join the GroYourBiz team. “After all, there are many successful women-owned businesses in the Lower Mainland and Victoria. I wanted them to be able to have the same high quality meetings in their own region, as well as have the ability to connect with other successful business owners in the other chapters in B.C.”

GroYourBiz.com provides a strategic alliance with Women Presidents’ Organization (WPO) that Mowat also facilitates in Vancouver — the world-wide premier membership organization for over 1400 women presidents and CEOs of privately held, multimillion dollar companies.

The next GroYourBiz chapter will be launched in Vancouver on Thursday, August 11<sup>th</sup>, 2011.

**Internet:**

[www.groyourbiz.com](http://www.groyourbiz.com)

[www.womenpresidentsorg.com](http://www.womenpresidentsorg.com)

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**For more information contact:**

Barbara Mowat

Impact Communications Ltd.

Tel: 604.534.5007 | Cell: 604.644.8298

[Barbara.Mowat@ImpactCommunicationsLd.com](mailto:Barbara.Mowat@ImpactCommunicationsLd.com)

**GroYourBiz Member Affidavits:**

“I just want to say thank you for a very powerful feedback session for me. I am still reflecting on the thoughts and words of wisdom at the table. Perhaps more importantly, I am still reveling from the amazing positivity, generous support and warm enthusiasm that was generated in the room. It is a highly motivating (and very underrated factor) in navigating the path of success.”

**Leanne McDonald, President/Owner, Oooli Beverages Inc.; GroYourBiz member, Vancouver Chapter, [www.oooli.com](http://www.oooli.com)**

“Thank you GroYourBiz members for your support on my business challenge. Through your questions, comments and suggestions I was able to gain a new perspective. Your experience, expertise and insight have helped me to clarify next steps in terms of developing a training team.”

**Lynn Robinson, The Robinson Group Training & Consulting Corp.; GroYourBiz member, Vancouver Chapter I, [www.therobinsongroup.ca](http://www.therobinsongroup.ca)**

“I met Barbara Mowat for the first time when I joined the WPO. Barbara Mowat exceeded my expectations in the role of facilitator; skillfully directing our group to focus on learning and growing professionally, with the intention of each one of us achieving the goals we had set for our businesses. It has also been an extremely delightful association.”

**Marla Kott, CEO, Imprint Plus; GroYourBiz member, Vancouver Chapter I and WPO member [www.imprintplus.com](http://www.imprintplus.com)**