

# INSPIRE!

## WORTH CONSULTING GROUP E - NEWSLETTER

August 2011

Greetings from Bonshaw, Prince Edward Island, Canada!

It's so nice to see the sunshine and warm temperatures. Worth Consulting Group is thrilled to bring you **INSPIRE**, our company e- Newsletter!

Worth Consulting Group have been busy this past year working with clients and partners domestically and internationally.

Highlights such as Trade Team PEI's Trade Mission to New York, TTPEI's

Mission to the Caribbean, the Launch of the WPO in Atlantic Canada, providing mentoring to some great companies in the region, driving the Visitor Satisfaction Program and Retail Merchandising and Sales Training have made for very diverse and enjoyable work experiences!

A friend of Ann's told her recently that, "she has more air miles on her than a Canadian Goose!"

### Worth Consulting Approach

5 Steps to Success:

1. LISTENING
2. UNDERSTANDING
3. STRATEGIZING/PLANNING
4. ACTIONING
5. MEASURING RESULTS
- 6.

**We Understand Your Passion For Your Business Success!**

**Worth Consulting Group** is a privately owned company offering a range of business support services to Canadian and international public and private and sector organizations. Headquartered in Prince Edward Island, Canada, the core expertise of the company includes:

**International Trade**

**Project and event management**

**Strategic planning**

**Facilitation**

**Marketing and sales support**

**Research services**

**Customized training and Mentoring**

With a multi-disciplined background, Worth Consulting Group seek to assist clients with achieving their objectives.



Worth Consulting Group

17235 Trans Canada Highway, Bonshaw

Prince Edward Island Canada C0A1C0

Tel 1-902-675-2916 Fax 1-902-675-4916 Cell 1-902-626-9666

Email: [ann@worthconsultinggroup.com](mailto:ann@worthconsultinggroup.com)

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

Export Trade, Research, Training, Marketing, Project Management

facebook.com / worthconsulting

linkedin: Ann Worth



Ann Worth, WPO Chapter Chair



Below: Atlantic Chapter Members with partners / sponsors at the Chapter Launch at the World Trade and Convention Center in Halifax, Nova Scotia.



## WOMEN PRESIDENTS' ORGANIZATION (WPO) Establishing the Atlantic Canada Chapter of WPO "We did it!" [www.womenpresidentsorg.com](http://www.womenpresidentsorg.com)

On Tuesday, May 24th, the Women Presidents' Organization (WPO) officially launched its ninth chapter in Canada – and its first in Atlantic Canada. With the formation of the Atlantic Canada Chapter, the WPO is now firmly established in Canada from coast to coast and has 93 chapters worldwide. This strength in numbers means more accomplished women entrepreneurs will find support, empowerment, inspiration, and the precious ability to tap into the wisdom of their peers. The WPO's newest chapter has 19 members representing all four Atlantic Provinces. It was co-organized by the Centre for Women in Business at Mount Saint Vincent University with support from the Atlantic Canada Opportunities Agency, the New Brunswick Association of Community Business Development Corporations, the Prince Edward Island Business Women's Association, and the Newfoundland & Labrador Organization of Women Entrepreneurs.

## What Are Clients Saying!!

### Terry Shea CEO / General Manager, PEI Mutual Insurance Company:

"We really appreciated Ann's work on our strategic planning sessions. Her approach, execution and results were exactly what we needed. Her personality was ideal for this task and I would recommend her to anyone."

### Wayne Thompson / General Manager, Garden Isle Farms:

"The quality and calibre of in market business meetings was high. I shipped my first load to a contact I had from a meeting on the mission. Great matchmaking results."

### Cyr Couturier - President, NAIA:

WGC was successful in developing and leading the Pre-Mission Training Component for the Atlantic Mission to China Fisheries and Seafood Expo.

**"WE ALL NEED HELP SOMETIMES" and WCG have an excellent team to help you!**

## ASSOCIATES:

### Jamie Dooks

Jamie, an associate partner with Worth Consulting Group specializes in providing quantitative research services expertise and has over ten years-experience in conduction economic and business research. Specific area of research expertise include financial markets and planning, economic modeling, trend analysis, government policy and labour market spanning multiple sectors including tourism, agriculture, fisheries, manufacturing, business services (technology), along with construction, retail trade and government services. Jamie has brought his valued expertise to a variety of WCG research focused projects for the public sector.

### Shemla Tawil – MacIsaac

Shemla, an associate with Worth Consulting Group has a background that includes multiple years of managing in retail environments and providing customer service experiences. Her talents lie in strong organizational abilities, research skills and communications. Shemla has applied her skill to a number of WCG project initiatives including international conference coordination, workshop development, client driven market research, sales support and information management.

## Worth Consulting Group

Ann Worth, C.I.T.P. President  
[www.worthconsultinggroup.com](http://www.worthconsultinggroup.com)

## A SNEAK PEEK AT SOME OF WORTH CONSULTING GROUPS CLIENTS!!

### THE VISITOR SATISFACTION PROGRAM and the BASKET WEAVERS of PRINCE EDWARD ISLAND

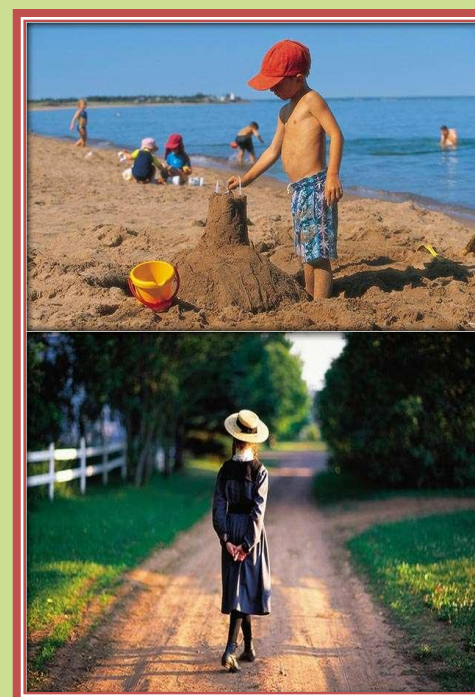
The Visitor Satisfaction Program (VSP) is partnership with "The Tourism Industry Association of PEI offers accommodation and campground operators a sure fire way to help your business stay in tune with your customers experience with you!" By enrolling in the VSP program it will be the best investment you'll make in your business this season! If you would like more information on VSP, please call Ann at 902-675-2916.

Ann recently assisted with the re-design of **The Basket Weavers Island Traditions Store** which is located in Richmond, Prince Edward Island. Basket Weavers of PEI weaves a large variety of baskets. A visit to the Basket Weavers offers the visitor an opportunity to meet and speak to a professional basket weaver and see the artist first-hand. If you get a chance drop by and see these hard working ladies.



Congratulations, to Worth Consulting Group on being nominated for the 2011 RBC Canadian Women Entrepreneur Awards. The purpose of the Awards is to provide national recognition to Canada's women entrepreneurs, whose successful businesses and achievements contribute so much to the Canadian and global economies as well as to their communities.

*A friendly look, a kindly smile, one good act, and life's worthwhile!*



"One of PEI's beautiful beaches and of course Anne of Green Gables!"

## UP-COMING EVENTS ON PEI!!!

There's so much happening on Prince Edward Island!



### PEI's Family Fun Fair!

Old Home Week returns August 11th to August 20st, 2011!! August 19<sup>th</sup>, Atlantic Canada's largest, Gold Cup & Saucer Parade. August 20<sup>th</sup> is the 52<sup>nd</sup> running of the Gold Cup & Saucer Race. Old Home Week is the time when Prince Edward Island welcomes you to come along to join in the fun!



Join us from September 2-25, 2011, for the 4th Annual PEI Fall Flavours Festival. This month long culinary celebration highlighting authentic Island tastes and traditions takes place in communities across PEI. The Festival features some very interesting celebrity guest chefs, plus exquisite dining and a wide range of unique culinary experiences.

## "ASK THE EDITOR!"

If there is anything you would like to see in the Inspire Newsletter, or you would like us to mention, please email your thoughts, ideas, questions, etc. to: [shemla@worthconsultinggroup.com](mailto:shemla@worthconsultinggroup.com)

**Thank You** for taking the time to read our first **INSPIRE** e- newsletter. If you would like your email address to be removed from our distribution list, please reply to this email requesting to be removed from our list to: [shemla@worthconsultinggroup.com](mailto:shemla@worthconsultinggroup.com)

