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*For immediate release*

**Regional entrepreneurship development organization ups its game  
with new board president and brand**

(NEW BRUNSWICK- April 14, 2015) Well into its third decade of operations, an Atlantic Canadian not-for-profit business organization that offers world-class advice to entrepreneurs free of charge is ramping things up. Entrepreneurs3.0 (formerly Entrepreneurs' Forum) has undergone a transformation including a brand evolution with a new slogan, a new website, a new program and a new board president.

“The brand evolution happened organically,” said Kathleen Rayworth, CEO of entrepreneurs3.0. “We’ve seen significant growth and improvements since our inception in the early nineties and we realized that our original name didn’t clearly reflect our mandate any longer. Today the 3.0 reflects our third decade of continuous improvement, our support for the ICT sector in particular and that we are better and stronger than ever.”

Along with the upgrades, entrepreneurs3.0 is pleased to announce its new board president, renowned entrepreneur Reagh Ellis of Charlottetown, PEI. Ellis is well known in Atlantic Canada as a forward thinking businessman – his Mark’s Work Wearhouse franchises in all three Maritimes provinces (now sold to third parties), were among the most prosperous in the country, along with his many other successful business pursuits. As well, he is very involved in the community serving on many boards and committees, including Entrepreneurs3.0 since 2006.

"I'm thrilled to be involved with entrepreneurs3.0 at the board level. It is truly an honour," said Ellis. "Any success I've had has been in many respects thanks to the advice I received when I was first starting out. It means so much to me to be able to contribute to other entrepreneurs in the same way and pay it forward. entrepreneurs3.0 truly offers invaluable and affordable services to businesses throughout the Atlantic region."

entrepreneurs3.0's offering is akin to no other. It connects new and growing entrepreneurs with advisors who have already achieved business success. They then meet over dinner and the advisors speak frankly and candidly about different paths or solutions the entrepreneur can take to grow, diversify, break into a new market or solve various problems including saving their failing their business. Entrepreneurs who have had the opportunity to take part in an advisory session know first-hand what a game changer it is for their business.

"The members involved in an [entrepreneurs3.0] session provided me with direct, much-needed constructive criticism," said Josh Ogden of Castaway Golf, who was awarded a top prize at the New Brunswick Innovation Foundation's Breakthru Awards Dinner last month in Fredericton. Josh had an advisory session at the Wallace McCain Institute just prior to that as EF has been run as a program through the Institute for the last number of years. "I would not only recommend this opportunity to current and future entrepreneurs, but deem this as a necessary experience."

entrepreneurs3.0's advisors are leaders in various sectors throughout Atlantic Canada and beyond. Challenges like breaking into new markets, overcoming operational issues, and even launching a new enterprise can separate a great idea from a thriving business. They align advisor expertise with the specific needs of the entrepreneur.

Additionally, entrepreneurs3.0 has launched a new program to further enhance its assistance to entrepreneurs. The new program is called "Access to Capital" and involves business missions to Toronto. This provides entrepreneurs with the opportunity to meet with industry experts, global competitors, potential suppliers and customers/clients as well as seasoned advisors. These missions were designed to increase

entrepreneurs' access to investment.

“Our new slogan pretty much says it all – ‘World-class advice. World-class results.’ – that’s our brand promise and commitment to the business community in Atlantic Canada. That is what we’ve worked to deliver on for close to 25 years with great results,” said Kathleen Rayworth.

### **About entrepreneurs3.0**

Formerly known as Entrepreneurs' Forum, the entrepreneurship development organization is now entering its third decade of helping entrepreneurs in Atlantic Canada. entrepreneurs3.0 offers its services in all four Atlantic Canadian provinces – with satellite offices in all four locations. Its mandate is to help entrepreneurs succeed by providing them with senior, experienced business advice – at no cost.

entrepreneurs3.0 is funded in part by the Government of Canada through the Atlantic Canada Opportunities Agency (ACOA) and the National Research Council, along with Provincial government contributions from all four Atlantic Provinces.

For more information, please visit: [www.entrepreneurs3.com](http://www.entrepreneurs3.com)

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