

...rooted in our passions," adding that Haverstock is making at Brock University pursued graduate studies "We have always had a rest in food and wine, and these interests personally ally." The first decade of their the pair studied and ch countries as Germany, Zealand, and the United ey were keen to return to

the Maritimes (Haverstock hails from Port Hawkesbury, N.S., and Myles from Fredericton) and had their eyes set on the Annapolis Valley to raise their family, which consists of two-year-old Nathan and Audrey, who was born in January. "When Gina got the job as Gaspereau's wine-maker," says Myles, "I began carving out a career path that I hoped would lead me to Nova Scotia as well."

Although both are working hard to advance the region's wine industry,

Haverstock and Myles believe that for there to be a long-term sustainability here, more emphasis must be placed on innovation.

Claudia De Fuentes, a professor at the Sobey School of Business at Saint Mary's University, agrees. She's currently conducting a study with the Wine Industry of Nova Scotia that is looking at better ways to transfer knowledge within the sector. "The industry itself is growing fast here," says De Fuentes. "We're now at a point where we need to increase our production to reach markets outside the region, we need to think nationally and internationally."

The sector needs more people such as Haverstock and Myles. "We need to stay innovative, we need to work with universities to stay competitive, we need people like Gina and Sean to identify better varieties of grapes that work better here to progress the product," says De Fuentes. "If we do that, then in 15 years it's realistic that Nova Scotia wine will be comparable to other wine regions such as South Africa, Chile, and Argentina."

— CRAIG PINHEY

**[connections]**

**Don't forget networking's clear purpose**

It isn't news that networking is a way to source new clients and customers, find suppliers, and seek advice, professional development, and support. But it can be challenging to find the right opportunities and get the most out of a networking session. Laurie Dolhan is the owner of [ContractMe.Ca](http://ContractMe.Ca), an online database for professionals in Atlantic Canada that helps connect local businesses, consultants, and freelancers. As well as a database of professional consultants, ContractMe.Ca features a contract-job database and a calendar of events filled with networking opportunities. "I'm a really big believer in networking," says Dolhan, adding that networking events are great places for information gathering and increased exposure. "It puts a face to who you are and what you're doing."

Terri-Ann Cormier, the entrepreneur behind the online marketing agency

Executive Solutions, agrees. In 2008 she and a friend started a networking group for female entrepreneurs in the Greater Saint John area. Their intent? "To create a wave of women helping women," she says. Today Women of N.O.W (No Opportunity Wasted) has nearly 200 members on its Facebook page and holds monthly meetings. "Networking gives entrepreneurs a chance to learn about other entrepreneurs in their communities," says Cormier. "We can learn about similarities or places to cross-promote."

Cormier admits that entrepreneurs often forget that networking is an aspect of business growth, and that while socializing is great, networking has a clear purpose. "The job of any professional pledging to network each month is to set goals in regard to their networking, whether it's how many people you will talk to, exchange business cards with, or follow up with," she says. Listening is an important skill to cultivate. "You learn an awful lot about people when you just shut up," says Cormier, laughing. "From there, before you waste your time or your breath, you can learn who of those you've spoken to are potential clients, referrers, mentors, or friends. Then you can follow up with those people and have structured chats."

— TRUDY KELLY FORSYTHE

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Jeff DeChambeau, a senior analyst with T4G Limited, says his tech-consulting company will soon have 3-D printers in some of its offices, including in Atlantic Canada. "The price is dropping pretty quickly," he says, noting that some brands of 3-D printers are for as little as \$500. The price is dropping, but it's still hard to predict the future of 3-D printing technology.

For instance, there are huge implications for businesses, particularly for manufacturers. "All of a sudden selling an object doesn't really count for anything if your customer is able to build the same thing at home, basically for free," says DeChambeau. "We're moving toward a world where anyone can have their home that can produce almost any object." — QUENTIN CASEY



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