

To quote the Vancouver Women's Information Centre, who nominated Sherry for the "Canadian Woman Entrepreneur of the Year" award, in the category of "Impact on the Local Economy, "Sherry has impressed us from the beginning with her high voltage energy, superb presentation, teaching and interpersonal skills and lively and engaging personality".

"What's *Love* got to do with it?"
Speaker • Consultant • Facilitator

Sherry Cote

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Sherry came to Kelowna 27 years ago, for a September long weekend escape from Vancouver, and fell in love with the people, orchards, vineyards and the lake. Not to mention the sunshine. She never left.

She has a 40 year old son who lives in Kelowna, and much to her chagrin he has yet to make her a grandmother. He has been in the insurance industry for 20 years.

Sherry's consulting and training career spans 40 years, she's presented hundreds of keynotes and seminars to literally thousands of would-be and existing entrepreneurs.

Her career began in her private accounting practise (don't hold that against her ... she says she's way more fun than that!), where she quickly discovered her passion was to help her clients understand how simple it was to be successful in their small businesses.

Moving to the mainland, she managed the Enterprise Centre at Douglas College for 5 years providing consultations and workshops on marketing and business planning. Next, the Ministry of Regional & Economic Development contracted her as a Business Development Coordinator for Mainland/Southwest in the Government Agent's Office in New Westminster. Accountable to a mere 1.2 million people, she set up a business training model and provided business consulting services where the demand quickly grew to be a six month wait to meet with her. She loves to explain how she accomplished this with zero budget!

The demand for guidance was obvious, so she designed a series of presentations & seminars that ranged in length from 1 hour to 1 year that could be presented to the masses. She registered as a private B.C. training institute and her programs "Steps To Success" were born. Understanding the steps that have to be taken is one thing, but knowing the order in which they need to occur is another.

These programs were sponsored by most business groups on the coast, including the Canada Employment Centre, Human Resources Dev't Canada, the Vancouver Better Business Bureau, N.E.T.W.E.R.C.C., Surrey & Vancouver Public Libraries, Langley, Burnaby, Coquitlam & Surrey Chambers of Commerce, & presented in partnership with Surrey Continuing Education, Kwantlen College and Simon Fraser University.

She was contracted by the WCB to determine whether certain clients were "self-employable" and she founded an alumni association for clients to meet monthly to participate in workshops to ensure their continued success.

Sherry has served her community in countless ways, volunteering her expertise and coordinating fund-raisers for causes near to her heart. She also served as an Executive Director of the Surrey Chamber of Commerce.

Locally, Sherry is a co-founder of the Okanagan Business Referral Group, presented for the Self-Employment Initiative program, bought, fixed and resold the **Bernard Callebaut Chocolate** Store (aka the Chocolate lady) was the originator of the concept "Bed & Barbecue" at **Chardonnay Manor**. She started a Day Spa, designed then sold a VIP Sightseeing Tour Company and most recently sold A Vista Villa Couples Retreat (aka the "Queen of Romance"). It doesn't matter what business you're in - the same rule to being successful applies!

Sherry's motto - "There's never a crowd in the extra mile!"