

FOCUS ON ENTREPRENEURS

# Money in the bank

**The Daily Courier charts the growth of entrepreneurial efforts in the Central Okanagan with this report about business starts**

By STEVE MacNAULL  
The Daily Courier

Three years ago, Kelowna's Nancy Phillips went looking for a money book her daughter in kindergarten could understand. She couldn't find one.

So she started to research and write one herself.

The result is *The Zela Wela Kids Build a Bank*, a book that gets a poignant message of give, invest, save and spend across to primary school-age kids.

"The book is based on two children building a giving, investing, saving and spending box out of four of those individual-size cereal boxes because I'd just done that with my kids," said Phillips.

"The book, of course, is full of

pictures to show kids how to build the bank and the concept of giving, investing, saving and spending because kids learn best from pictures."

Phillips' children, Natasha, 7, and Max, 4, use their cereal box piggy banks regularly.

The Zela Wela kids bank is made by cutting slits in each of the four boxes and gluing them together, decorating them and labelling them give, invest, save and spend.

The recommended split for every one dollar to go into the bank is 10 cents to give to charity, 15 cents to long-term investing, 25 cents for shorter-term saving for something you'd like to buy in the near future and 50 cents to spend on things you'd like to buy right away or soon.

One end of each box is an open-and-close flap so the money can be accessed.

"It's ideal if kids use their own money that they get as an allowance, or as a gift for their birthday," said Phillips.

"Children are so intelligent that they'll get these money concepts at a young age. By going through the basic exercise parents may even



GARY NYLANDER/The Daily Courier

**Kelowna author Nancy Phillips shows off her book *The Zela Wela Kids Build a Bank*, while her kids Max, 4, and Natasha, 7, show off the resulting money banks.**

learn or be reminded of a thing or two."

The title of the book comes from Phillips' desire to use Wela, which is the base word for wealth.

She played a rhyming game with her kids to come up with Zela to go with it.

"From building and using the bank, I hope kids learn that wealth comes from within," she said.

"As a result, you build wealth from within, you can share it with others and use that concept for a better life throughout your whole life."

Zela Wela Kids will become a series with three more books coming

in the spring.

They too will be billed as financial literacy products for children.

"The goal is to do 20 books in total on financial literacy that are consecutive and age appropriate for five-year-olds right up to 18-year-olds," said Phillips.

While Phillips will write the books, Emily Stewart of Kamloops will illustrate them.

The two were introduced by people at Media Button, the Kelowna multimedia company that helped produce the book.

Phillips has a kinesiology degree and an MBA and has worked in orthopedic product research

and sales.

While that and writing children's books seem to have nothing in common, Phillips said both fields involve boiling down a lot of information and knowledge into a usable product or service for a targeted audience.

While the first book in the series has been available in Canada and the U.S. since March, Phillips has just learned it can now be purchased in 10 other countries, including India and South Africa, through Amazon.com.

The book is also for sale at Mosaic Books in downtown Kelowna for \$15.75.

## Started a new business?

The Daily Courier wants to tell the community about your new business or expansion. Fill in and mail or fax this form to Business, The Daily Courier, 550 Doyle Ave., Kelowna, V1Y 7V1. Our fax number is 762-3866.

Here is what we need to know in order to let our readers - your prospective customers - find out about your enterprise.

**Business name:**

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**Please give a brief description of the business, including products and/or services provided:**

## RIM may have inched ahead in the race to build the best tablet - for now

TORONTO — Research In Motion (TSX:RIM) may have inched ahead in the race to build the best tablet, but with the frenetic pace of innovation in the sector, the Canadian company may not hold the lead for long.

While the BlackBerry PlayBook is set to outshine Apple's iPad in some respects, journalists weren't given a chance to test-drive the device after Monday's unveiling, so it's unclear how well it will perform. And the all-important price tag was not revealed.

The PlayBook also won't be released in the U.S. until "early 2011," and observers note that a lot can change in the technology world in a few short months.

"Risks remain," RBC Capital Markets analyst Mike Abramsky wrote in a research note about the PlayBook.

"The onus remains upon RIM to execute, show it can sustain its franchise, attract developers, while (demonstrating) innovation leadership in the competitive, fast-evolving smartphone and portable device markets."

The PlayBook is a little smaller than Apple's market-leading tablet, with an 18-centimetre screen versus the iPad's 24-centimetre display. It's also a little lighter. In a jab at the iPad, RIM co-CEO Mike Lazaridis introduced the PlayBook by listing off features that Apple didn't include in its first tablet, including the ability to multitask with several applications, load websites that rely on Adobe Flash, and playback 1080p high-definition video. A slew of com-

petitors are also set to release new tablets in the months ahead, including Samsung, which is set to ship the Galaxy Tab later this year. That tablet is the same size as the PlayBook but runs on Google's Android operating system and will have access to the more than 80,000 apps in the Android Market. There are also products coming from the likes of HP, Sharp, Cisco, Motorola and Toshiba. Plus, it's only a matter of time before Apple releases a new iPad.

Announcing the details of its tablet months ahead of release was risky for RIM — since it tips off the competition to what's coming — but the decision makes sense, said IDC Canada analyst Tony Olvet.

"There were so many offerings coming out in the market and it started to look like an apparent gap in (RIM's) offering, so they filled that — at least virtually — for the time being," Olvet said.

"They've obviously done a lot of work to understand how the iPad is positioned in the market and took aim at some of the weaknesses and innovated to fill those gaps in the market."

While RIM runs the risk that other competing tablets might be announced with higher-end specifications, Olvet said the Waterloo, Ont.-based company does have the advantage of having its established and loyal BlackBerry customer base to sell to.

"That will create a level of presale loyalty to fend off competitive offerings," he said.

— *The Canadian Press*



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## GALS get their own travel service

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### GALS Travel

Wells Gray Tours — which has branches in Kelowna, Penticton, Vernon, Kamloops and Victoria — has set up a GALS Travel Network in recognition that women's-only trips are the fastest-growing segment of the travel industry.

While GALS is another word for women, in Wells Gray's case it's also an acronym for getaway adventure learn sisterhood.

Seventy per cent of all travel decisions are made by women with the trip either being for themselves, with girlfriends, their husband or boyfriend or family.

The women who sign up for Wells Gray trips may be single or with a group of girlfriends.

They may be doing it because they don't have anyone to travel with because of divorce, or being widowed, or simply because they don't want to take their man along on this trip.

The advantages of four packages for women are the same as they are for everyone — they are safe, convenient, exciting and good value.

The first GALS trip being promoted is a six-day Pacific Northwest cruise on Holland America starting at \$865 per person.

Check [wellsgraytours.com](http://wellsgraytours.com).

### Overseas

Central Okanagan economic development officer Robert Fine and technology and business attraction specialist Ian Wilks are in Britain touring 10 cities in an effort to attract tech workers, companies and investment to Kelowna.

The Okanagan offers an enviable lifestyle for Brits interested in emigrating or relocating a business.

The growing local tech industry is always hiring well-educated and innovative individuals no matter where in the world they are from.

The very nature of tech businesses means they can be pretty well based anywhere in the world with Internet access.

The Okanagan is touted as such a location because it has a laid-back lifestyle, nice weather and beautiful scenery, but is also linked in with good fibre optics and an international airport.

### Off to China

Tolko CEO Brad Thorlakson will be among those headed to China Oct. 28 as part of B.C.'s largest ever trade mission to China.

Tolko has large mills in Kelowna and Armstrong and is interested in selling lumber to China.

China currently favours concrete construction for both homes

and commercial buildings, but the B.C. wood industry is making inroads with a wood-frame home and commercial building campaign.

Wood can be just as sturdy as concrete and wood is flexible and can withstand an earthquake often better than concrete structures that tend to crumble or collapse.

### Upcoming...

— The next Okanagan Valley Entrepreneurs Society meeting is tonight at 7 at the Okanagan Research and Innovation Centre offices at 1405 St. Paul St.

— Ashley Furniture in Kelowna will be closed Wednesday and Thursday to re-open Friday with a new name (Case Furniture) and new concept.

— An exporting-to-China-and-India workshop runs Thursday 8:30 a.m. to noon at the Central Okanagan Regional District building at 1450 KLO Rd. in Kelowna. To register for \$20, call 250-469-6280.

— The Second Cup coffee shop in Spall Plaza is celebrating the company's 35th anniversary in Canada with an all-day special Thursday of a 16-ounce coffee for 75 cents. It's also using the day to launch its Blend 35, a mix of premium coffees from Indonesia, Kenya, Nicaragua and Guatemala.

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