

**48**

**Linda Bolton**  
**NATURAL CALM CANADA & TOP NUTRITIONALS**  
 THORNHILL, ONT.

Develops, markets and distributes natural health products  
 3-YR. REVENUE GROWTH **166%** REVENUE **\$2M-\$4.9M**  
 ■ Launching a new product line didn't come cheap for Natural Calm—Bolton invested a substantial sum to enlist a supplier of organic moringa, a nutrient-rich plant used to treat a variety of ailments, in Nicaragua. But the financial commitment has paid off, giving the company exclusive distribution rights in Canada at an excellent price.

**49**



**Aimee Chan**  
**NORSAT INTERNATIONAL**  
 RICHMOND, B.C.

Provides satellite communications products and services  
 3-YR. REVENUE GROWTH **-6%** REVENUE **\$20M-\$49.9M**  
 ■ Chan takes sustainability seriously. The company's Richmond facility is currently implementing the lean production methodology, which seeks to eliminate any resource use that doesn't create value for the end customer.

**50**

**Mara Taracievicz**  
**SUPERNA** KANATA, ONT.  
 Provides data centre software and certification solutions

3-YR. REVENUE GROWTH **53%** REVENUE **\$5M-\$9.9M**  
 ■ When Taracievicz and her partner took over the business in 2008, Superna was an IT and business consulting firm. Refocusing on the burgeoning data centre space was a success, and the company recently opened a U.S. outpost in Massachusetts.

**51**

**Aneela Zaib**  
**EMERGITEL** RICHMOND HILL, ONT.  
 Provides HR recruitment and management services

3-YR. REVENUE GROWTH **18%** REVENUE **\$20M-\$49.9M**  
 ■ Not satisfied with its existing stronghold in the IT and telecom sectors, EmergiTel recently added major clients in the financial and management consulting world to its portfolio. Zaib wants to diversify her company's client base within Canada before making a decision on overseas expansion.

**52**

**Lulu Cohen-Farnell**  
**REAL FOOD FOR REAL KIDS** TORONTO  
 Manufactures and distributes healthy lunches to child-care centres, elementary schools and camps

3-YR. REVENUE GROWTH **41%** REVENUE **\$5M-\$9.9M**  
 ■ Complaining about cafeteria lunches isn't just for picky preteens. When Cohen looked at child-care options for her son, she discovered that most institutions served up unhealthy processed foods. Real Food for Real Kids is her way of ensuring children get the same healthy food at daycare or school as they do at dinnertime. Instead of reheating prepackaged meals, the company cooks fresh food from scratch every day using local, nutritious, fresh ingredients. She's now looking to expand outside Toronto. "I want to establish kitchens in all the major Canadian cities, and give access to our foods via retail outlets, hospitals—all the places where kids go," she says.

**53**

**YaJun Jiang**  
**BENECO PACKAGING**  
 MISSISSAUGA, ONT.  
 Manufactures and distributes customized packaging

3-YR. REVENUE GROWTH **50%** REVENUE **\$5M-\$9.9M**  
 ■ Jiang has capitalized on 20 years of experience to target both ends of the packaging market. The company can produce short runs of custom-printed cartons or packages while also handling large recurring orders.

**54**

**Kim Weimer**  
**FASTENER WAREHOUSE** SASKATOON  
 Distributes industrial fasteners and hardware to manufacturers

3-YR. REVENUE GROWTH **13%** REVENUE **\$10M-\$19.9M**  
 ■ "Don't spend what you don't have," Weimer advises. "Your business is your life, and you can't abuse or neglect it."

**55**

**Kimberley Neeson**  
**NEESON COURT REPORTING** TORONTO  
 Offers court reporting services and voice-to-text communication services for the hearing impaired

3-YR. REVENUE GROWTH **75%** REVENUE **\$2M-\$4.9M**  
 ■ After a decade working as a court reporter, Neeson opened a firm that embodied the best practices that she'd learned along the way. She continues to embrace innovations before her competitors, like one allowing video and audio feeds of depositions.

# Rising Stars

These 10 women saw high levels of profitability and growth. While they didn't quite make the W100, watch for them in the future.

**Anila Adnan**  
**WHITEHALL SUITES**  
 MISSISSAUGA, ONT.  
 Offers short-term accommodation

**Sara Hodson**  
**LIVE WELL EXERCISE CLINIC**  
 SURREY, B.C.  
 Designs exercise programs

**Julie Rubin**  
**ELEVATED LEARNING ACADEMY**  
 CALGARY  
 Operates fitness training and nutrition colleges

**Meghan Telpner**  
**ACADEMY OF CULINARY NUTRITION**  
 TORONTO  
 Trains 500 nutrition experts annually

**Sari Delmar**  
**AB CO.** TORONTO  
 Provides music-focused marketing

**Zan Romeder**  
**VITAL BODY WEIGHT LOSS AND WELLNESS CENTRE**  
 BURNABY, B.C.  
 Provides weight-loss coaching

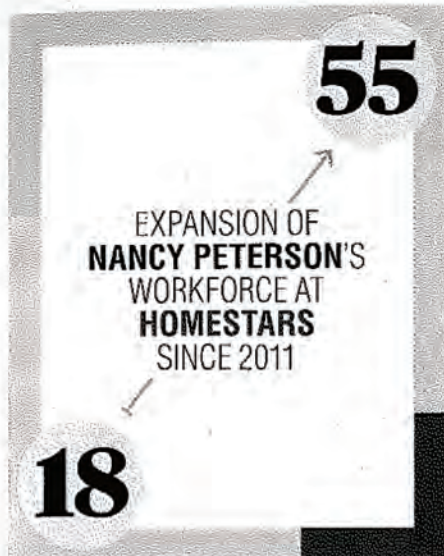
**Ashley Ramsay**  
**YETI FARM CREATIVE**  
 KELOWNA, B.C.  
 Operates an animation studio

**Tracy Rossetti**  
**MYBABBO** TORONTO  
 Produces photo tributes for funeral homes

**Roxanne Pettipas**  
**CLASS ART PRODUCTIONS**  
 TORONTO  
 Designs high-end pet accessories

**Sharon Vinderine**  
**PTPA MEDIA** CONCORD, ONT.  
 Provides an award program for consumer products





her firm's success. "We've learned to monitor our receivables and payables very closely," she says.

## 72

### Ruth Douglas

FIFTH STORY TORONTO

Delivers prepackaged news content to Canadian newspapers

3-YR. REVENUE GROWTH: -3% REVENUE \$5M-\$9.9M

■ Douglas says the most challenging part of managing a growing business is finding people with the highest qualifications for the positions. "I've learned to trust my instincts," she says. But one lesson she wishes she'd learned sooner is, "Fire fast; hire slow."

## 73

### Kimberly Langen

SPIRIT OF MATH SCHOOLS TORONTO

Offers after-school math programs and publications for high-performing students

3-YR. REVENUE GROWTH: 88% REVENUE \$2M-\$4.9M

■ As her franchise expands across Canada and the U.S., Langen says she has had to be mindful of developing very tight procedures while also recognizing regional differences in marketing.

## 74

### Rebecca Hamilton & Charlene Codner

FISH OUT OF WATER DESIGN TORONTO

Provides graphic design and brand development services to businesses

3-YR. REVENUE GROWTH: 19% REVENUE \$2M-\$4.9M

■ What started as a graphic design firm has evolved into a full-service creative agency as the team recognized a need for "advertising-like" skill sets. The result is that Fish out of Water has grown the business exponentially through its existing client base.

## 75

### Kathryn Gallagher Morton

MAPLELEA NEWMARKET, ONT.

Maker of Maplelea Girls Canadian-themed vinyl dolls, furniture and clothing

3-YR. REVENUE GROWTH: 44% REVENUE \$5M-\$9.9M

■ "Print is not dead," says Gallagher Morton of her more-than-healthy catalogue enterprise. "It is essential to our business. Girls devour our catalogues and take them to school in their backpacks, read them on Grandma's lap, sleep with them under their pillows and take them when they visit Santa Claus." Even while everyone is scrambling



## 69

### Leah Lipkowitz Albilya

MOVATO HOME MONTREAL

Producer of high-end local design magazines for communities across Canada

3-YR. REVENUE GROWTH: 108% REVENUE \$2M-\$4.9M

■ Lipkowitz Albilya rarely misses an opportunity to expand her company's reach. Having created separate magazine editions for Montreal's English- and French-speaking markets, she repeated the feat in Vancouver, with English and Chinese versions. Movato Home plans to launch in South Florida at the end of this year, tailoring the product to Canadian snowbirds.

## 70

### Pascale Pageau

DELEGATUS SERVICES JURIDIQUES

MONTREAL

Provides customized and on-demand legal business services and advice

3-YR. REVENUE GROWTH: 105% REVENUE \$2M-\$4.9M

■ Delegatus's business model was created out of necessity, but it's what makes the firm unique. By offering an opportunity to work in a flexible environment, Pageau is able to attract high-quality law professionals while keeping office costs low.

## 71

### Nancy Peterson

HOMESTARS TORONTO

Builds and maintains a growing online community that helps connect homeowners with home improvement professionals

3-YR. REVENUE GROWTH: 221% REVENUE \$2M-\$4.9M

■ Having grown from 18 employees to 55 in the past three years, Peterson knows how important managing cash flow is to

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to keep up with trends in digital retail, it's an important reminder that sometimes traditional methods are the best ones.

**76**

**Laura Araneda**

**VIC PROGRESSIVE DIAMOND DRILLING**  
PENOBSCQUIS, N.B.

Provides mining services such as underground and surface exploration, including core and soil samples, to natural resource extractors

3-YR. REVENUE GROWTH **17%** REVENUE **\$5M-\$9.9M**

■ Vic Progressive has worked with various banks to secure financing. Regardless of its source, Araneda hates to leave money on the table. "I've been able to get better rates by ensuring all parties knew I was actively looking for the best deal," she says.

**77**

**Jenny Bird**

**JENNY BIRD** TORONTO

Designs and sells jewelry and accessories

3-YR. REVENUE GROWTH **458%** REVENUE **\$1M-\$1.9M**

■ Jenny Bird saw success with social media campaigns on Pinterest, Instagram and Tumblr—all visual platforms, perfect for showing off jewelry. "Online marketing is the lowest-cost and most relevant marketing tool for us," she says.

**78**

**Eveline Charles**

**EVELINECHARLES SALONS,  
SPAS AND ACADEMIES**  
EDMONTON

Operates salons, spas and beauty academies, and makes beauty products

3-YR. REVENUE GROWTH **-8%** REVENUE **\$10M-\$19.9M**

■ The smartest decisions she made in the

last year were also the hardest, says Eveline Charles. The company closed a few salons and spas that weren't meeting profitability targets. While it produced some short-term pain, it allowed Charles and her staff to focus their time and effort on thriving locations.

**79**

**Sarah English, Terry Costantino & Shannah Segal**

**USABILITY MATTERS** TORONTO

Runs a user-experience design and research studio

3-YR. REVENUE GROWTH **104%** REVENUE **\$2M-\$4.9M**

■ Every year, the company parks three months' worth of operating cash in a high-interest savings account and use it in place of a line of credit. This smooths out cash flow, offering a key advantage in the up-and-down world of design agencies. "This tactic has allowed us to operate for 13 years without ever taking out a loan," says English.

**80**

**Jane Gowing**

**GOWING CONTRACTORS**

ST. GEORGE, ONT.

Fabricates and installs water and wastewater treatment systems

3-YR. REVENUE GROWTH **5%** REVENUE **\$10M-\$19.9M**

■ When government stimulus money for infrastructure dried up in 2013, Gowing had to think bigger. "We traditionally had been bidding on projects in the \$2 million to \$10 million range," she says. She tendered a \$40-million project—the largest she had ever bid on—and won.

**81**

**Annie Lalande**

**PROMO-STAFF GROUP RTM** MONTREAL

Manages event- and experiential-marketing promotions

3-YR. REVENUE GROWTH **213%** REVENUE **\$2M-\$4.9M**

■ Last year Promo-Staff parted ways with its longest-standing client—the one that had persuaded Lalande and her partners to start the business in 2002. It was tough, but Lalande says it also refocused the business on natural growth areas with new clients.

**82**

**Sabine Schleese**

**SCHLEESE SADDLERY SERVICE & SADDLEFIT 4 LIFE**

HOLLAND LANDING, ONT.

Manufactures custom riding saddles

3-YR. REVENUE GROWTH **24%** REVENUE **\$5M-\$9.9M**

■ Schleese's company is built on the belief that saddles have to fit both the rider and

**70%**

REVENUE FROM OUTSIDE CANADA FOR **SABRINA SCHLEESE'S SADDLERY SERVICE**

the horse properly, at every stage of life. Her premium saddlery, which is more adjustable than standard equipment, also requires more education, for sales reps and customers. Despite this being such a rarefied sport, YouTube turned out to be a powerful educational tool for the company, with its instructional videos racking up 800,000 views.

**83**

**Christine Faulhaber**

**FAULHABER COMMUNICATIONS** TORONTO

Provides public relations and marketing services

3-YR. REVENUE GROWTH **164%** REVENUE **\$1M-\$1.9M**

■ "Sales is what we do," says Faulhaber. And in a business like public relations, being trustworthy is the only thing you can sell. That means paying attention to the details—right down to the handshake. "A firm handshake goes a long way," she says. "I teach it to every intern and staffer on day one."

**84**

**Ainslie Cyopik & Terri Margo**

**AINSLIEWEAR DESIGN** VANCOUVER

Designs, manufactures and sells dancewear

3-YR. REVENUE GROWTH **178%** REVENUE **\$1M-\$1.9M**

■ Cyopik started with one customer: herself. During her time as a professional dancer with Ballet BC, she started making specialized dancewear that would stand up to the technical demands of her craft while meeting her own high expectations for style, fit and colour. Cyopik and Margo credit discipline for their success. "It was tempting to get into clothing for yoga and fitness," she says, "but we've continued to focus our business on the dancewear market." A smaller niche means the company can focus its marketing efforts and build solid client relationships.

**600**

GROWTH IN NUMBER OF U.S. WHOLESALE CUSTOMERS FOR **JENNY BIRD** BETWEEN 2011-2014

**85**