

PRESS RELEASE:

For immediate release: May 9, 2010

For further information, please contact:

Carolyn Touhey, 250-335-2342

VALLEY MARKETING CONSULTANT AWARDED “2010 BUSINESS OF THE YEAR” BY HOME-BASED BUSINESS ASSOCIATION

Union Bay, BC—Just four years ago, Carolyn West-Price Touhey moved from Maryland to Vancouver Island-- living and working for four months from a travel trailer on a 12-acre parcel of mud, as she waited for construction of her waterfront dream home and new bed-and-breakfast to be completed. Thanks to technology, she was able to keep clients of her 15-year old, US-based marketing consulting company happy right from Union Bay-- never missing a deadline and functioning as if life was normal and everything was “business as usual.”

She did that while selling a house that was 3000 miles away, handling the piles of paperwork related to immigration, and getting everything ready for their spring opening of Two Eagles Lodge, their new B&B and vacation rental.

In May, 2006, once she and her husband got their approval that they had met the deadlines and reporting obligations as part of their Provincial Nominee entrepreneurial immigration program, they were in queue for permanent residency, which they received in December 2007. Carolyn was then able to open SmartBiz Strategy, the Canadian equivalent of her marketing consulting company, to assist local businesses and non-profit organizations with creative, cost-effective marketing strategies based on her 25 years in the consulting business.

Just three years after opening that business, Ms. Touhey was in total shock on May 6 at the meeting of the Comox Valley Home-Based Business Association. **SmartBiz Strategy was awarded top honors as the HBBA’s “2010 Business of the Year.”**

The award presentation described Ms. Touhey as “enthusiastic, passionate, and professional” and cited her community work and mentoring. In addition to helping business owners meet and exceed their business objectives through her marketing consulting work and through her program called My BizBoard (business owner board-of-advisory groups), she also teaches her marketing programs independently in the mid-island and through continuing education at North Island College, among other organizations.

Prior to moving to the Valley from Maryland, Ms. Touhey was a member of the practitioner faculty in the marketing graduate department of Johns Hopkins University and also taught marketing for 9 years at Loyola College; she has been a presenter for many small-business organizations, one of which brought her to Vancouver in 2004, when she discovered the Island. She was also the marketing columnist for a

SmartBiz

a division of Two Eagles Enterprises

Baltimore-based business journal for 13 years, and continues to contribute marketing articles to various publications around the US and Canada.

Ms. Touhey is a *magna cum laude* graduate of Loyola College in Baltimore, Maryland, where she also earned her Masters in Business Administration (MBA) with honors in 1990, concentrating her studies in marketing.

About the award, Ms. Touhey says, “It is always an honor to be recognized in the community for work you do. But, as someone who has only been in the community for four short years, it is more emotional than that. These fine business people not only opened their arms to my husband and to me and made us feel welcome in the community, despite being from the US, but they have now given me such an incredible honour when any number of Canadian business owners, who’ve been in the group longer than I, could have been named....wow!”

SmartBiz Strategy is a member of the Comox Valley Chamber of Commerce and Comox Valley Women’s Business Network, as well as the Comox Valley Home Based Business Association.

Note: While SmartBiz was recipient of this HBBA award this past week, her other company, Two Eagles Lodge, is a finalist for a 2010 Vancouver Island Better Business Bureau Torch Award. Two Eagles is one of five finalists in the hospitality category, and the only one in that category from the Comox Valley. The awards will be announced on Friday, May 14 in Victoria.

###