

# 2006 Women in Business finalist

'I've had strong female role models in my life —  
women with a strong work ethic and a strong people ethic'

By *Samantha Craggs*  
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Talking to Cassandra Bonn, the conversation is only slightly interrupted by the smooth sound of a passenger train pulling into the Belleville station.

Aside from the occasional rattle of a freight train, the narrow sliver of a building directly next to the Belleville station has proven to be the perfect office location for Bonn's latest endeavour, Engine Communications.

At 31, Bonn is humbled by the idea of being a finalist for Belleville's Women in Business award. With a newly-leased office space painted pink and grey, in a new partnership with local graphic designer Rene Dick, Bonn said she is just getting started.

"It's hard to consider, with being only 31 and being a new business, that I belong alongside these other women," she said. "I'm not there yet. There's so much more that I want to do."

Everything surrounding Bonn, from the train tracks to the young employees at the new company, backs up the name of the communications firm. Bonn's priority is forward movement, pushing the company to grow bigger and better, with each person making up a part of the engine.

Bonn has had a fast rise in the world of market-