

Women

WHO WORK AT HOME

A spotlight on female entrepreneurs

Daughter's Birth Leads to Custom Accessories Business

By Kinjal Dagli Shah
Stouffville Free Press

Christine Volpe had always been a 'girly girl'. So when she gave birth to two boys, she decided it was time to have a third — and hoped for a girl. Her prayers were answered; she gave birth not only to a precious daughter but also a business. "I have two older boys named Leo and Marco and then became pregnant with my daughter Juliana. Once I found out it was a girl, I started making things for her so that when she was born, I would have a flower to go with every outfit. I started showing friends and family what I had been up to because I was so excited to have a girl after two boys," recalled the 28-year-old Stouffville resident.

The new hobby led to the setting up of Bella Bonita Boutique in March 2012. Three years hence, Christine continues to custom-make accessories for little girls, like flower clips, headbands, korker bows and tutu bow holders. All this from home and with three children to raise. "Once I had my daughter, I made accessories for friends and family. My husband suggested that I should sell to other people too and look into having a booth at the strawberry festival. It was a good way to see if people liked what I was selling and to know if I should continue and grow my business. I participated in my first strawberry festival in 2012," said Christine.

The challenges of running a business from home are

many, as Christine soon found out. "My biggest challenge is finding time away to work. My work usually begins at 7:30 in the evening when I put my three kids to bed. I had no experience running my own business and used to have a day job until my second son, Marco, was diagnosed with Williams Syndrome and we figured that my being at home would be best for him," said Christine, who added that while it is tough to have a home business, there are plenty of rewards too. "My biggest reward is that I am able to stay around my family and watch my kids grow up. There are also the wonderful customers I've met, some of whom have become great friends. And all this while being able to stay at home with my family."

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When Christine Volpe had her third child she gave birth not only to a precious daughter but to a business as well.

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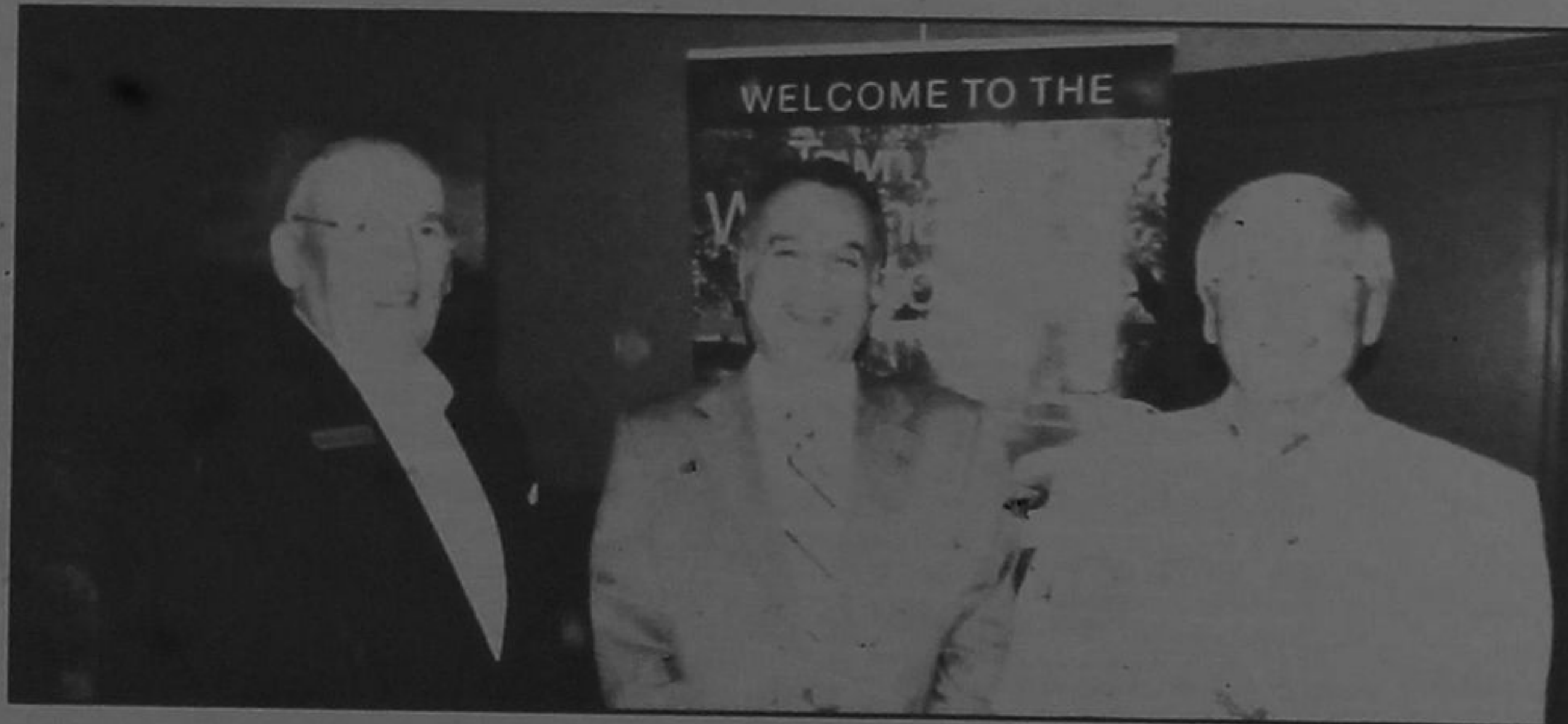
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Town 'Open for Business' CAO Tells Chamber

Whitchurch-Stouffville's chief administrative officer Marc Pourvahidi insisted the Town is doing everything in its power to create a positive environment for business to thrive in a recent address to the Whitchurch-Stouffville Chamber of Commerce. Speaking at the Meadowbrook Golf Club June 25, Mr. Pourvahidi said the Town's low tax rate, along with a steadily growing population make it an ideal place to do business. "Businesses are the backbone of the Town", he said. "We are convinced that business success will ensure a high quality of life in Whitchurch-Stouffville." He said council and Town staff are considering all possibilities for enhancing Stouffville's Main Street shopping district. "Downtown Stouffville is top of the agenda. The Town is open for business. We are ready to help you."



Town of Whitchurch-Stouffville CAO Marc Pourvahidi (centre) chats with Whitchurch-Stouffville Chamber of Commerce executive director Harry Renaud (left) and Chamber Chair Graydon Card at Meadowbrook Golf Club June 25. Mr. Pourvahidi addressed Chamber members, sharing his vision for attracting business to the Town. Bruce Stapley photo



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