

The Chamber Voice

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AIMING FOR SUCCESS: 'I can take it further'



Anella Kennedy-Maki puts a lot of passion into her career, and as a new business operator, it's paying off.

— MICHELLE SMITH PHOTOGRAPHER FOR THE VOICE

Putting passion into practice

Business owner, teacher, writer . . . she does it all

Ann Kiste-Witts
For the Voice

Stirring up passion, igniting the fire and doing something you love is what life is all about.

Anella Kennedy-Maki took her dreams to the next level and is celebrating a successful first year in business with her company Crosspoint Communications.

"It's been fabulous," said Kennedy-Maki of her first year after making the leap from the marketing department at Kwantlen University College to starting her own business. "The first year was a success and I can take it further."

Crosspoint Communications is based in the Fraser Valley and is a full-service communications firm offering public relations management, design, event planning and web development.

Kennedy-Maki graduated from Yale Secondary in 1998 and went to UCPV where she studied media and communications, before attending Kwantlen and earning a diploma in public relations. In addition to running her own business, she teaches event management at Kwantlen's Richmond campus.

"I don't want to be that huge PR company. I just want to stay in the Fraser Valley and be able to teach as well," she said, stressing the value of local networking.

Her dedication and drive, cutting-edge ideas and skill have positioned her as the go-to public relations specialist in the Fraser Valley community.

Some of her clients include Kwantlen Polytechnic University, O.A.S.I.S. Physiotherapy, Driving Miss Daisy, College Heights Chiro & Massage, professional dancer Chantal Hunt, local Abbotsford band Steer and Whirler Blackcoats.

She writes a monthly column for Business Fraser Valley and is a member of the Abbotsford Chamber of Commerce, which she says has been integral to the success of her business.

The Chamber trade show at the airport was an excellent opportunity to meet new people and gain new clients she said.

"I am thankful to all of my clients, the support of the Abbotsford community and the Chamber of Commerce who have truly helped make this a successful year."

For more visit www.crosspointcommunications.ca or phone Anella at 604-362-8707.

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Retention

Knowing how to hang on to good staff is vital as the competition heats up.

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The real China

Abbotsford Chamber discovers a mix of old and new in Chinese life.

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Sparkling example

Geil Charlet shows how you can run a great business with a soft heart and generosity.

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Workplace wellness

You don't need on-site gyms and in-house personal trainers.

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Independent Advice for Independent Investors

What we offer
our valued clients:

Traditional Investments
• GICs, Bonds & T-Bills
• Stocks
• Mutual Funds

ACCOUNT TYPES
• RRSPs, RESP, TFSA
• Cash accounts
• Income accounts
• Corporate Accounts

Financial Planning
• Retirement planning
• Education planning
• Estate Planning
• Life, Disability, & Health Insurance

Mortgages & RRSP Loans
• Talk to us about our competitive rates

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• The Independence Accounts
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• Asset Allocator



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