

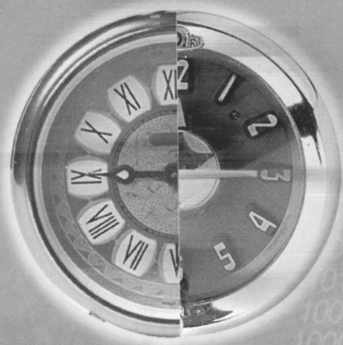
PROGRESSIVE CHOICES™

WESTERN CANADA
WOMEN IN BUSINESS

FALL/WINTER 2002

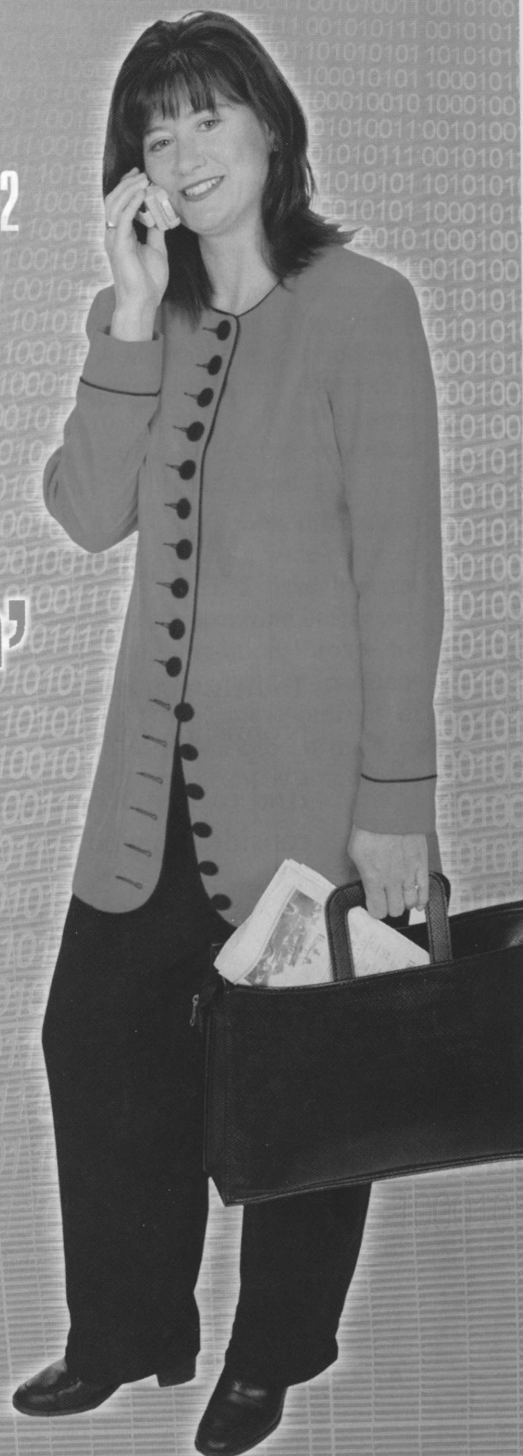


1902



2002

Times
they are
a-changin'



In this
Issue:

SEX and
BUSINESS

New Time
New Women



By REBECCA DIBBELT

PROFILE

When you like what you are doing



If you start talking gender with Carol Blakey, you may end up regretting it. It's a superfluous issue for her.

For one, Blakey has enough energy and drive for two people, regardless of gender. And two, she's of the mind if it doesn't matter to her, why should it concern anyone else?

A dynamo in the business world, Blakey is making a very successful living in a field some would be surprised to find a woman. The Calgary company she owns, Cheiron Resources Ltd., is an international distributor of "environmentally responsible" equipment and products servicing the oil and gas, forestry, waste management and construction sectors. Cheiron sells equipment such as soil sampling kits, diatomite filtration and absorbent media as well as close-to-shore skimming equipment for oil spills.

She's a bit of a transplant, in more ways than one. Blakey grew up in New Zealand and left there at 19 for a six-month world tour – she quips, "I went to see the world and I've yet to return!"

Blakey came to Canada for the first time in 1974 and also worked and lived in Australia and the United Kingdom throughout her young adulthood. She became a permanent resident of Canada in 1980.

"I earned a political science degree after I came back here," Blakey recalls. "But at that time it wasn't very marketable in oil and gas country, so I had to look for something else."

She said representing manufacturers had intrigued her for some time because it offered a high degree of autonomy, while allowing her to explore a broad range of products and industries that met her need for change and challenge. "It was absolutely fortuitous that the federal government was offering a pilot project at the University of Calgary for the unemployed or underemployed," Blakey notes. "I already had the concept for the business and the university essentially provided a business incubator situation through which they brought in leading business people including lawyers, accountants and marketers who provided a wealth of information and support to the entrepreneur group."

Opportunities are valueless unless we recognize them and capitalize on them. No one knows this better than Blakey; she took hers and ran with it.

The company was incorporated in 1995 and today – along with two subsidiaries – Cheiron is the international distributor for the fastest-growing product line in the U.S. for soil sampling. Cheiron Resources, named after a Greek centaur, is enjoying prosperity in its role as manufacturer's agents of environmental equip-

Name: Carol Blakey

Company: Cheiron Resources Ltd

Industry: Environmental Products

Years in Business: 7

Location: Calgary, Alberta

Number of Employees: n/a

Phone: (403) 241-3276

<http://www.cheiron-resources.com>

ment and is establishing its niche presence as a leading consulting company specializing in marketing to industrial sectors around the world.

Today, she is married with three children and three dogs, and she is enjoying her life – business and personal.

"At the end of the day, you really have to like doing what you're doing," Blakey says. "If you're going to go this route, it really does need to be a passion, a passion bordering obsession."

She believes women tend to undervalue themselves. "Place a value on what you know. We, as women, need to place more value on the skills we have."

Being active in your local business community will help immensely, as it has her. "I've gained very valuable relationships and practical business competencies" as president of the Exporters and Importers Association of Calgary.

"Setting realistic and measurable goals that need to be revisited and re-evaluated consistently is key," Blakely intones. "Staying focussed .. that's brutal. I'm going to be a hundred before I master that."

Her own personal mantra? "Have fun! Enjoy it! That's one of the reasons we're so successful ... we really like doing what we do and it shows." ■