

The Starting Point Professional Services launches online events and programming

News Release

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(syilx (Okanagan) / Penticton, B.C. – March 4, 2022) The STARTING POINT Professional Services is pleased to announce the official launch of our online events and programming.

Victoria Jaenig, Managing Partner and Founder of The Starting Point Professional Services (The STARTING POINT), stated, “After relocating to the South Okanagan in 2019 from the (B.C.) Central Interior, we were preparing to re-launch the STARTING POINT in the South Okanagan in March (of 2020), but the global pandemic halted those plans.”

Originally based out of Kamloops, B.C. The STARTING POINT held events including the “Aboriginal Business Networking + Social” and “Friendly Encounters”. They hosted various Workshops and Presentations including: “Urban Gardening”, “Creating Social Media Stats Reports” & “Minimalistic Marketing Strategies” and facilitated community training opportunities through-out the BC Interior including “Learning to Live Independently”, “T.E.A.M. Building: Pre-Employment Training” and “Self Employment- Getting Started”.

After two years of planning and research, Victoria decided it was time to open their digital doors. “Online meetings and events have become the new normal,” Victoria said. “Businesses, organizations, artists and event planners have all had to adapt to finding new ways to reach their customers, clients and audiences safely during this pandemic. Navigating around the provincial regulations about gatherings, meetings or events really took a toll on a lot of businesses. Several didn’t make it. Therefore, we were very hesitant to get on board with the online meetings and events movement.” She said, “In fact, as facilitators, event planners and consultants the very nature of our business was impacted! No more hosting events, workshops and programs...and like the rest of Canada, we’ve been waiting for the regulations to lift and

stay lifted so we can do what we do. The STARTING POINT hasn't launched any of our programs or events in two years because we didn't want our company or clients to put money into hosting a program or paying for a workshop unless we knew we could deliver it!" Victoria said, adding "The majority of our clientele are in a vulnerable place and I'm not referring to their health or referencing the global pandemic. They're usually at a Starting Point for something new – that's why they're working with us! Our clients are working on bettering their lives in some way and they're trusting us with that process... and because of that we were unsure if our clients would even be comfortable attending online programs- because it can seem very impersonal for something that requires nurturing. And until recently, I didn't think they were. But with the growing trend of online learning and events, the requests for our services are coming in and our clients are asking for online delivery of programs, so I think the time is right! These online programs also allow us the opportunity to offer our programs to a wider audience outside of our current service area. Which is exciting for us! The STARTING POINT is reaching a turning point!"

The STARTING POINT Professional Services is a registered Canadian general partnership in British Columbia founded in February 2017 by husband-and-wife team, Victoria and Justin Jaenig. Their passions in life and their love of learning combined with the consistent requests for knowledge sharing led Mr. and Mrs. Jaenig to form the STARTING POINT Professional Services and deliver personal and professional development projects, events and planning services. With Victoria owning 60% of the company, as a registered member of the Penticton Indian Band and ancestral lineages in the syilx/ secwepemc/ colville communities The Starting Point Professional Services is an indigenous & female led business venture.

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For more information please visit: www.the-starting-point.com